

Public Relations 2025 Flow Chart

A chart to creating and working PR for your event!!



**WV
UNIT
EVENT**

PRESS RELEASE

Gather all relevant details: Who, What, When, Where, Why, and How.
Write a clear and engaging press release about the event.

COPY DEPARTMENT HISTORIAN & PR CHAIR

Rebecca S Farley
dccoachrebecca@gmail.com
Department of WV

Reviews the press release and shares it on the Department Social Media Page

Shares with the PR Divisional Chairmen for broader distribution.
Sue Verville
sverville11@hotmail.com
Central Division Chair

SEND TO MEDIA

Send to Media Outlets:
Local newspapers, radio, TV stations, etc.
Post on Social Media:
Share on the program's respective social media pages for wider reach.

Ensure all communications align with the mission and values of the American Legion Auxiliary. Include high-quality photos, if available, to accompany press releases.

PRESERVE THE LEGACY

Preserve the legacy by saving copies of all materials and including a brief story with your releases. This ensures your unit's history is accurately documented for future generations.

FOLLOW UP

Follow up with media outlets to confirm receipt and offer additional information if needed.

Following up with media helps build lasting relationships, establishing trust and rapport. Strong connections with media can position you as the go-to expert in your community for matters involving veterans, active service members, and their families.

*Created by
Rebecca Farley
from Department
of West Virginia*

Shannon Mead, PR Chairman

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