

The American Legion Department of Michigan Public Relations Committee



Milton W. Lobstein

“For Best District Public Relations Program”

To recognize the District determined to have the most complete American Legion Public Relations Program in the State

Award is presented annually at the State Convention

Submissions must be received by May 15th

The Milton W. Lobstein Award will be presented to the Best District Public Relations Program. The award will be judged by the Public Relation Committee Chairman and the Department Public Relations Director. Award will be presented at the State Convention.

Criteria:

- Provide copies of stories, ads, press releases printed in the local paper or on news websites that were submitted by the District to promote District Programs, Events, or related 4 pillar activities.
- Stories would include pictures of a District representative presenting a check or certificate to community members in appreciation, support of the 4 Pillars or for donations given.
- Provide examples of communications sent to district members, local leaders, or other VSO, demonstrating community building and engagement. Electronic versions are acceptable.
- Provide the address of a District website and/or Facebook, or other social media address that is regularly updated by the District. Judging will be based on current content and how often the content is updated.

Eligibility:

- Send information to State Headquarters Attention Mark Sutton, Public Relations Director, 212 N. Verlinden Ave, Lansing, MI 48915
- Information can be paper copies or electronic copies on CD or USB Drives.
- Nomination letter must be on District letterhead and signed by the District Commander

Questions or comments: Contact Mark Sutton, Public Relations Director,
info@michiganlegion.org, 517-371-4720 ext 16