



Honouring Veterans is our duty

Public Relations Officer training 2018

Legion.ca



Agenda

- 1:00 p.m. Agenda overview
- 1:05 p.m. About Public Relations
- 1:20 p.m. About Media Relations
- 1:30 p.m. Sample stories & discussion
- 2:00 p.m. Situations & discussion
- 2:30 p.m. Wrap-up/ Q & A

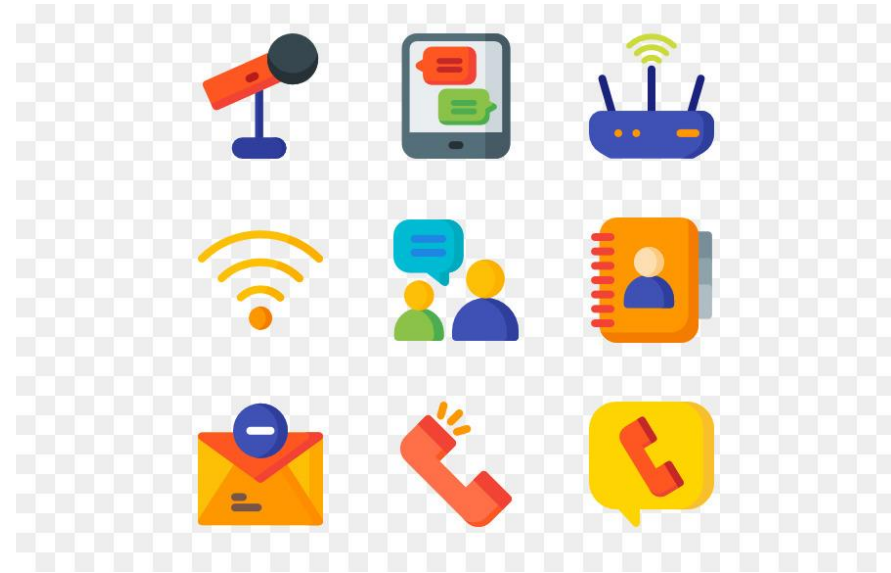


About PR

- Marketing, Communications, Media
- Internal and external
- Events, relationships

Remember:

Be aware, Be prepared, Be out there, Be part of a team



About PR

- **Reputation**

Personal & Organizational * Legion values * Trust

- **Credibility**

Personal & Organizational * Facts * Positive * Defend

- **Audiences & Messages**

What's in it for me? * Right venue/medium * Tailored



About Media

- Know your region's media
- Target reporters appropriately
- Propose stories proactively
- Use letters to editor/commentaries where effective
- Think about exclusives
- Prepare responses for larger issues or announcements in advance
- Share regional stories with national overtones with DC



Media outreach

- News advisories
- News releases
- Backgrounders (biographies, facts, etc.)
- News briefings or conferences
- Technical briefings or conferences



The interview

- First contact – Refer to the right person. Reflect don't react. Be timely.
- Gather information – Research the outlet/reporter. Understand the full context. Reach out to colleagues.
- Prepare – Create your main points/prep doc. Practice. Establish the link between the Legion's work and Veterans/community.
- Interview – Always be pleasant. Remember you are in control. You can often correct yourself.
- Follow-up – Read or view the piece. Note things you'd do differently. Call back if factually incorrect.



Sample stories

- National: e.g. Veterans as “political pawns”

<https://ottawacitizen.com/news/local-news/reevely-veterans-deserve-better-than-petty-politics-royal-canadian-legion-leader-tells-ontario-parties>

- Provincial/territorial: e.g. Calgary Veterans Food Bank

<https://calgary.ctvnews.ca/video?clipId=1442969>

- Local: e.g. Legion branch opens bottle depot

<https://www.baytoday.ca/local-news/turning-empties-into-cash-for-callander-legion-986968>



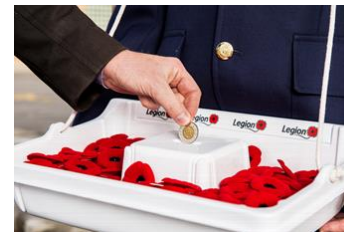
PR: Situations

1. A belligerent Legionnaire speaks up at a provincial meeting, raising her voice and accusing leadership of ignoring her wish to put up a picture of a Veteran on the wall at her local branch.
2. Someone is making false statements about the Legion on social media locally.
3. You note that your local branch has received more poppy fund donations than ever before and would like to do something to say thanks to the community.



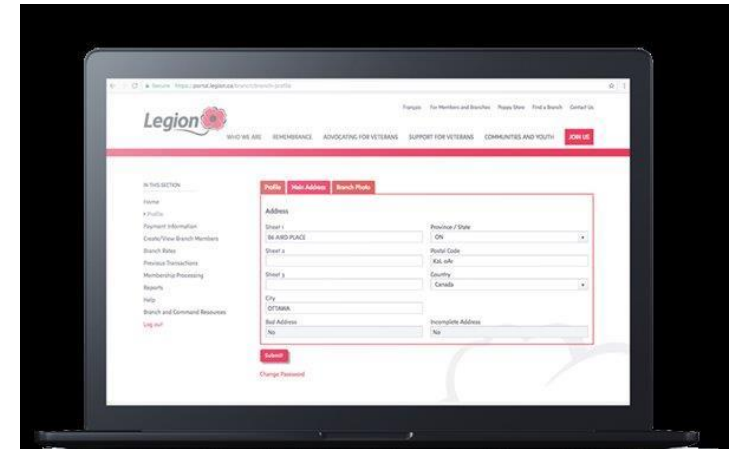
Media: Situations

1. A local reporter calls you for comment after having spoken to a disgruntled Legionnaire who claims he was unfairly barred from his local legion because he was wearing motorcycle club colours.
2. A local journalist wants your thoughts on artists who are creating an array of new lapel poppies for Remembrance Day.
3. A national reporter calls, asking about the amount of money donated during this years' poppy campaign, and what you're doing with it.



Tools: staying current

- PR manual
- Fact sheets
- Branch Survey
- PRO update
- All-branch
- Command or branch newsletters





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Questions?

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