**February 12, 2019**

American Legion Department of Arkansas Post Commanders

Department Executive Committee (DEC)

Cc: Arkansas Legionnaire Membership

Dear Legionnaires,

In order to facilitate better communication within the American Legion Department of Arkansas, especially when seeking public relations assistance and/or in announcing community events or activities, the following specific information (5-Ws and H listed below) is required in order to help assist your Post and/or your activity. This will provide a means of clear and concise information so it can be disseminated properly, and each of the six (6) areas **MUST** be filled out in order to achieve this goal. ***\*NOTE - Failure to provide required information may delay information being shared in a timely manner.*** Please click inside the shaded box to fill in the appropriate information below, save it, and then forward to the Event Chairman or to the Public Relations Chairman for appropriate media coverage if needed.

**1. WHO (who are the individuals or groups involved with or invited to the activity or event?):**

**2. WHAT (is the name of the activity or event?):**

**3. WHEN (is the time and date of the activity or event?):**

**4. WHERE (is the specific physical address or location of the activity or event?):**

**5. WHY (is the specific activity or event being held or conducted?):**

**6. HOW (is the specific activity or event being coordinated/organized?):**

Thank you for your assistance in following this directive as we continue to strive in better serving our Legion Family…and keep up the great work you’re doing to help keep our organization strong across the Great State of Arkansas. May God bless each of you for your efforts, and may God Bless America!

For God, Country, and the American Legion…

Keith Dover

Keith Dover, Public Relations Chairman

American Legion Department of Arkansas