

1. The Chairman's allowance shall be as budgeted by the Finance Committee. The Chairman shall submit an end-of-year statement of the expenses incurred and proposed recommendations affecting the program budget for the next year to the Finance Committee by May 1.
2. The Chairman shall be informed of the Department President's itinerary for media coverage. The Chairman is authorized to use additional funds other than budgeted for expenses in publicizing the activities of the Department President, visiting National Officers, and state-wide programs. Additional expenditures must be authorized in advance by the department President and the Finance Committee.
3. To promote better community coverage utilizing all forms of media including the platform of social media such as Facebook, Twitter, and Instagram, Units and Districts shall be encouraged to cooperate fully on areas of common interest. The Chairman shall inform Units and Districts of all information and instructional material relative to publicity furnished by the National Organization and encourage cooperation for special projects or questionnaires. (2022)
  - a. Managing social media risks: Leaks or harmful usage on social media. Risks to consider when using social media includes the potential misuse including intellectual property and/or employee/volunteer misconduct. Do not post political content, gossip, or air dirty laundry. Do not post items unrelated to the ALA or our mission. Do not respond negatively to messages and comments. Using social media tools can have a great impact on how people view our department/unit and the ALA. Social media can be a quick, easy way to spread your message, engage in conversation with others, promote active participation from your members, and possibly recruit new members. Just remember that the impact you want is a positive one; therefore, think before you post. (2023)
4. Press book competition shall be under direction of the Department Chairman. There shall be two classifications, Unit and District. Contest rules shall be forwarded to Units and Districts after the National Convention.
5. The Editor's Committee meeting at Convention shall be combined with the Public Relations Committee.
6. Mid-Year Report Forms for all committee programs shall conform with standard time frames. Unit report forms are to be sent to the District Chairman by December 1st. District report forms are to be sent to the Department Chairman by December 15th. (2023)
7. End-of-Year report forms for all committee programs shall conform with standard time frames. Unit report forms are to be sent to the District Chairman by the second Friday in April. District report forms are to be sent to the Department Chairman by May 1st. Department Chairmen reports are to be sent to their Division Chairman and the National Committee Chairman by May 15th. (2019)

8. The Odette Cuccaro Award officially recognizes a member or Unit of the American Legion Auxiliary Department of California for outstanding Public Relations efforts that contribute significantly to the positive image of the ALA. A written entry of no more than 300 words describing the efforts of an individual or Unit that promotes the ALA and their mission from the past year must be submitted to Department Public Relations Chairman along with their end-of-year report. A \$100.00 check which will be the responsibility and written by the 18th District of California will be presented to the winner by a representative of District 18 at the Department Convention. (2021)