



NATIONAL SOCIETY UNITED STATES DAUGHTERS OF 1812
Jacque-Lynne Amann Schulman, President National

Public Relations, Scrapbook and National Press Book

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I am pleased to have an opportunity to continue serving as your Public Relations-Scrapbook Chairman National. The figure you see holding a torch in her hand and carrying a record book is intended to represent the continuing work which lies ahead and our need to preserve and add to it. We have spent three years preparing for the Bicentennial of the War of 1812 and another three years actively celebrating it. We must now be prepared to continue preserving our history and teaching future generations the heroic deeds of brave Americans who molded this government of the United States and saved it from foes between the close of the American Revolution and the close of the War of 1812. As members of U.S. Daughters of 1812 we are being challenged to be torch bearers who do much more than host guest speakers at luncheons. We have a message to get out, children to educate and books, documents and records which can interest and inform. (PLEASE SEE CHECK FORM AND REPORT FORM AT THE END)

Public Relations consists of everything, all endeavors that focus attention on the War of 1812, serve to educate the public, provide an answer to why the War of 1812 was important, and exist to give us a permanent record of what happened and who was involved. Our Public Relations activities provides us with a bridge between a mass of an uninformed and disinterested public who are uninformed and disinterested because they have not seen or heard the message we have to deliver. This is why we need to be visible and possibly even loud when we are given an occasion to be so. Little things that make us visible are important. Parades with our ladies carrying an identifying banner are not to be disparaged. If you can't walk, ride in a car or in a float. Get up library displays and by all means send me photos of all displays you do and all marching or riding complete with an identifying note letting me know who is in the photo, the occasion and the date and place of the occasion. Get schools and school children involved by providing educational materials. Let the kids know what it was like to be a soldier in the War of 1812. Acquire a period dress and don't be shy. Wear it proudly at a school function. Distribute historical coloring books. I have one on my website that was created by a member that can be copied and used. For more, visit the public offering on this website. Jan Johnpier, our Historian National, has created a potpourri of very engaging and informative items on our public website which I hope all of our members will want to use.

I am a great believer in websites. I give awards to state and chapter websites which are attractive and informative and like to see ancestor lists that can interest future members and photos, lots of colorful photos showing daughters doing what we do best. We have wonderful grave marking ceremonies with many attending from the community where the 1812 veteran is buried and often discover descendants who did not know they had an 1812 ancestor. We have photos of ROTC Awards given by chapters, of scholarships given, and of spirit awards presented to a host of deserving and wonderful people who have made major contributions to our society and its history about whom I may never have known anything except I spent a lot of time exploring your websites.

I have taken and included a number of photos from your websites and placed them in our Scrapbooks and on the online websites that I maintain. I also find Facebook to be an extremely useful form of communication and a very valuable source of information on events and with wonderful photos and yes, videos. I hope that more of our state organizations will follow New York, Texas and the Ohio William Wetmore Chapter into the Facebook Revolution, and give me access to their facebook websites. This is something which makes my job easier. I need to keep up and avoid having everything landing on top of me like a ton of bricks beginning around February 15 when everything, all reports, are supposed to be due, but don't come on time.

We also have a problem with reports which are not made. It is like when a tree falls alone in the woods and is not seen or heard. There is no one to know and no recognition given. I can't award good works that are not reported and I very much want to make what you and your chapter accomplishes part of our permanent scrapbook and online record.

Because Newsletters remain one of our best sources of information, I am asking, beginning this year, that every chapter having a Newsletter send a copy to me, either by email as a pdf or by mail. I absolutely need these and have begun an online archive of some of the better Newsletters which I have received.

I also am requesting for the first time that state presidents send me a copy of their annual report. I don't take notes that fast, although I have heard a number of very good reports by chapter presidents at Associate Council with information that I would like to include that has, perhaps, been omitted in reporting by their PR chairman or whomever is doing their state website or facebook.

Regarding submitting information to me:

First Scrapbook submissions:

- (1) Newspaper articles can be submitted on line. You may scan the photo and send it by email, prefer sm. jpg or a pdf.
- (2) I can get online newspaper items if you email me the link. Don't forget to do this when the event occurs. Newspapers often delete items from their archives after a few weeks.
- (3) If you must send loose newspaper clippings, be sure to identify where and when they were published. I prefer an itemized listing.

- (4) Don't send me entire pages out of papers and expect me to hunt for articles pertaining to 1812.
- (5) Be nice to me. If you have a lot of newspaper coverage, try to send me timely parcels of clippings. Don't expect to send me the whole lot on February 15 or afterwards.

Remember: It is the responsibility of the Public Relations Chairmen to keep a scrapbook of all clippings and to produce a written description of public relations activities engaged in by chapter and state organizations including grave markings, historical markers, awards made and programs given on any aspect of the War of 1812. Scrapbooks are being kept as part of a permanent record at National Headquarters.

Our Want Check List:

- 1) Photos of everything
 - a. Your meeting and inauguration of new officers identified
 - b. New chapters created
 - c. Interesting speaker
 - d. Library display
 - e. Parade, commemorate event
 - f. Grave marking with enough info. I know who and what with programs
 - g. Spirit awards, again with who and what
- (2) For our President National and Vice-Presidents National:
When you visit a chapter, have the chapter send a photo and info where I know when and where. National Presidents are particularly difficult to follow.
- (3) YOUR STATE AND CHAPTER NEWSLETTERS
- (4) Copies of State President's annual report if she wants information included.
- (5) Copies of Best Programs presented to your chapter to help me in compiling an online program library. Also copies of articles of historical articles sent to our 1812 Newsletters will be appreciated. Our Newsletter contains materials which are intended for members only.
- (6) Videos produced by your chapter or state organization showing any commemorative event including reenactments and grave markings.

**REPORT OF STATE PUBLIC RELATIONS CHAIRMAN
SEND TO CHAIRMAN NATIONAL BY FEBRUARY 15**

This form can be modified by State Chairmen and distributed to Chapter Public Relations Chairmen for them to use in reporting to the State Public Relations Chairman. Accurate reporting is essential. Chapters will be recognized based on their participation in activities publicizing the work of the U.S. Daughters of 1812.

1. Name of Chairman filling this report: _____

2. Chairman's EMAIL ADDRESS _____

3. Chairman's Telephone Number with areacode: _____

4. Your state _____

5. Names of 1812 chapters in your state. List to right addresses of chapter web sites

_____	,	_____
_____	,	_____
_____	,	_____
_____	,	_____
_____	,	_____
_____	,	_____

6. Names of 1812 chapters which sent you reports

_____	_____
_____	_____
_____	_____

7. Names of 1812 chapters which have sent you newspaper clippings about 1812 activities. Be sure to List the name of the chapter and beside the number of clipping submitted. **Be sure to include clippings which show name of newspaper and date of publication. If several chapters have submitted clippings and or photos, be sure to identify these.** Use the back of this page if you don't have enough space on the front.

8. Send Copies of any Newsletters maintained by your state organization or individual Chapters. Name these in your report. Newsletters will be included in Scrap Book.

9. Event Photos. Be sure to identify event, when and persons in photo. Photos can be of awards such as: Spirit Award, Guest speakers, Cemetery markings, Scholarship Recipients, School visits, Parades, book fairs, library displays promoting 1812.

10. Did any chapters in your state copy the Publicity Information Circular featured on the National Web Site? If so, how many copies did they place in places where they would be accessible to the public such as libraries and schools.

11. Did any of the chapters in your state make use of Spot announcements for patriotic observances? If so, which chapters and what did they do?

12. Did any of the chapters in your state donate books on the War of 1812? If so, what and to whom.

13. . Did any of the chapters in your state take part in grave markings and/or commemorative observances at any historical sites? If so which? Please list and describe these. You may use the back of this page with the number of the question you are answering.

14. Does your state or chapters within your state have lists of Ancestors of Members, either published or on web sites? You may have to use the back of this page or Add a sheet to the report. If so, be sure to # what you are answering.

15. Has your state or individual chapters compiled Cemetery Burial Information on 1812 Veterans buried in your state? You may have to use the back of this page or Add a sheet to the report. If so, be sure to # what you are answering.

16 . Did chapters in your state have programs on any aspect of the War of 1812. If so, which? All chapters are urged to have at least one program on the War of 1812. **If any of your chapters had an especially good program, provide a copy and be recognized.** We are Beginning and on-line Program Library.

17. Did members of any of your chapters submit an article which was published in an 1812 Newsletter or in another publication. Be sure to name the chapter, the member of the chapter whose article was published, the name of the publication in which it was published and the date and the title of the article or articles.

18. Have any of your chapters visited schools and/or made contacts with teachers encouraging them to use 1812 Resource materials with students studying American History?

19. Have any chapters within your state sponsored poster/ and or essay contests? If so, please name the chapter or chapters who have done this and describe what they have done including which, if any, awards were given.

20. Has any chapter in your state provided “an 1812” scholarship to a high school student planning to attend college? If so, don’t forget to send a photo and newspaper clipping if you have it.

