



The Voice

New York American Legion Press Association



Volume 21, Issue 1

www.NYALPA.org & www.nylegion.net

Spring 2020



NYALPA MEMBER IN SPOTLIGHT

NYALPA member Shirley Connolly was in the spotlight at the 101st Department Convention in Buffalo last July. She was honored as Legionnaire of the Year. Shirley is a member and newsletter editor at Marne Post 270 in Caramel (Putnam County, District 9).

In presenting the award, then-Committee Chair Mike McDermott cited her involvement in and impact on the Post as well as her serving as a Legion ambassador to the community and other veterans organizations.

CALL FOR ENTRIES IN NY CONTEST

The New York American Legion Press Association is holding its annual communications competition to

recognize excellence or achievement in public relations and journalism. Legion Family members are encouraged to

submit their publications, websites, social media, editorials, scrapbooks and visual art for the awards judg-

ing. They may also nominate someone for Public Relations Person of the Year. Deadline is April 15. *Details on PAGE 5.*

NYALPA HONORS EDITORS, OTHERS

The New York American Legion Press Association (NYALPA) honored its award-winning newsletter editors, writers, and webmasters at its annual luncheon held in conjunction with the Department of New York Convention last July. *PAGE 4*



KEN KRAETZER
Public Relations Person of the Year



JAMES BOJANOWSKI
First Place winner for county publication



PAUL STEWARD
First Place winner for post publication

NYALPA ELECTS OFFICERS FOR 2019-2020 David Lockhart Leads Press Association

David Lockhart of Corinth is the new president of the New York American Legion Press Association (NYALPA). He was elected at the NYALPA luncheon held in July at the Department Convention.

A 20-year PUFL member of Horace D. Washburn Post 533



DAVID LOCKHART

in Corinth, Lockhart has held many positions in The American

Legion. He is a past post commander and a three-time past Saratoga County commander.

He currently is 4th District Sgt.-at-arms and chairman of the Department Veterans Cemeteries Committee.

After graduating Corinth High School

in 1981, he entered the US Army as a food service specialist (cook) and was honorably discharged in 1984.

He began his civilian career at Hudson River Paper Co. and after its closing in 2003, worked for the city of Glens Falls.

See PAGE 2.

NYALPA EXECUTIVE DIRECTOR LYNDA PIXLEY

Don't miss out: Submit your work

I would like to encourage everyone who publishes a post, county, or district newsletter to consider submitting it for judging in our annual communications contest. We also have categories for editorials, websites, social media and visual media. A friendly reminder, membership dues are due. Applications are on both the NYALPA and Department of New York websites.

NYALPA OFFICERS

PRESIDENT

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SECRETARY

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EXEC. DIRECTOR & TREASURER

Lynda A. Pixley lyndapixley@gmail.com 716-478-5569
PO Box 483 Sanborn, NY 14132

HISTORIAN

Kevin Harrington (see above)

VICE PRESIDENTS

Carl Griffith	Patrick R. Rourk\
Howard Heyel	Robert G. Stronach
LaCrown Toba	

DIRECTORS

Bill Baker	(2020)	Dorolyn Perry	(2021)
Susan Koch	(2020)	Rich Calbo	(2022)
Anne Harrington	(2021)	John McCullough	(2022)

APPOINTED OFFICES

FINANCE CHAIR

Joseph Porempski

CHAPLAIN

Robert Conway

MEMBERSHIP

Lynda Pixley

SERGEANT-AT-ARMS

Richard Calbo

JUDGE ADVOCATE

Charles Mills

PUBLIC RELATIONS

Robert Stronach

NOMINATIONS

Anne Harrington

SCHOLARSHIP

Dorothy Button, Shirley Conley, Priscilla Imburgia,

FACEBOOK

Bill Baker

WEBMASTER

Kevin Harrington

NYALPA PRESIDENT DAVID LOCKHART



I would like to encourage NYALPA members to make a connection with their local media outlet personnel, whether it be a newspaper or TV reporter or radio personality.

I have found that press coverage seems to come easier when you make that connection with your local media.

I would also encourage members to use social media to promote American Legion events. Social media like Facebook and Twitter help spread the word fast and far.

If you know a youth or veteran who could use some scholarship money while attending college or trade school, have them apply for our NYALPA scholarship.

We had an excellent turn out at the public relations session at the Mid-Winter Conference (standing room only).

Think about renewing your membership and invite others to join our press association. We will be set up to do membership renewals and accept new memberships at the Department Convention in Binghamton in July.

At our awards luncheon on Friday in Binghamton we will be announce the winners of our communications contest as well as the recipients of our youth and veteran scholarships.

Hope to see you there.

NYALPA ELECTS

continued from page 1

Lockhart and his wife Celia have been married 35 years and have three adult children (Shane, Andre, Ellie).

ELECTED as vice presidents were::

- **Carl Griffiths** of Munnsville;
- **Howard Heyel** of Rye;
- **LaCrown Toba** of the Bronx;
- **Patrick R. Rourk** of

Norwood;

• **Robert G. Stronach** of Marcy.

Re-elected as secretary was **Kevin Harrington** of Castleton. Re-elected as treasurer was Executive Director **Lynda Pixley** of Ransomville. Elected to three-year terms on the board of directors were **Rich Calbo** and **John McCullough**.

HARRINGTON FIRST SAL MEMBER TO HEAD NALPA



Kevin Harrington

Kevin Harrington made history last summer when he was elected president of the National American Legion Press Association (NALPA). He is the first Sons of the American Legion member to hold the title.

It turns out that he is also the last president of NALPA. The American Legion decided to disband the national association as it worked on creating a new national media organization to reflect the changing media environment that goes far beyond print.

A past Detachment commander and adjutant, Harrington has been active in the Sons for over 42 years as a member of Melvin Roads Squadron 1231 in East Greenbush. He is a retired police officer (25 years, including serving as a sergeant and firearms instructor).

Kevin and his wife, Anne, are active in the New York American Legion Press Association (NYALPA). Both are former NYALPA presidents. On the national level, Kevin has served as a vice president and director of the press association as well as a Sons national historian.

LEGION ANNOUNCES NATIONAL MEDIA ALLIANCE

The American Legion has formed The American Legion Media Alliance (TALMA) to replace the National American Legion Press Association (NALPA).

Walter Ivie, chairman of

the Media and Communications Commission, made the announcement in March, noting a commission task force had been working to make TALMA happen.

Members of the Legion,

Auxiliary and Sons who sign up now will receive a membership through Aug. 31, 2021. To join TALMA, go to www.legion.org/talma/join.

Membership benefits include resources, a press

credential, an electronic newsletter, and free entry into the annual contest.

Deadline for the first TALMA contest is April 15. For more information, visit legion.org/talma/contest.

COMMENTARY ON DEMISE OF NALPA

by Kevin Harrington

The conversion of NALPA to a new organization began with an effort by the NALPA executive director to push through new bylaws and constitution to create a new association with the word “media” in the name in order to reflect the rapidly changing news media environment. The fact that proper advance notice of the bylaw change wasn’t given to officers and members, as per the then-current bylaws, resulted in the effort being stalled.

The NALPA meeting during the August national convention was one of the best-ever in attendance, with

over 200 members present. The election and installation of officers proceeded, and officers decided to form a committee to see how to go forward with new bylaws and constitution.

However, the NALPA executive director resigned a short time later, and continued with an entirely new organization, NALMA (National American Legion Media Association).

A lot of communication took place over the next couple of months among officers, the national office, the national judge advocate and other judge advocates.

We had the impression that the situation could be resolved amicably. However, in October, the national judge advocate announced that the Legion discovered that NALPA had been operating for years without approval to use the Legion brand and logo; therefore, the Legion was disassociating itself from NALPA and NALPA could no longer use the Legion brand.

With the confusion and outcry over that, the Legion subsequently disbanded NALMA, too. Then a task force from the Media and Communications Commission set out to create yet another organi-

zation, now named TALMA (The American Legion Media Alliance). It appears that this new organization will operate without elected officers and will work in concert with the national Media and Communications office.

While the confusion and turmoil over the whole situation may not have been entirely the National Legion’s doing, I wonder whether a better solution could have been worked out and that took into consideration the duly elected officers of a press association that had accompanied The American Legion from its earliest years (1923).

AWARDS HIGHLIGHT 2019 NYALPA LUNCHEON

The New York American Legion Press Association (NYALPA) honored its award-winning newsletter editors, writers, and webmasters at its annual luncheon held in conjunction with the Department of New York Convention last July.

NYALPA Executive Director Lynda Pixley and President Dorothy Button announced the winners in the 2019 Best Paper & Communication Contest.

Here are the winners by category:

County/District Publications (Category A-1)

First Place: Erie County American Legion's The Legion-Air. The editor is James Bojanowski.

Post Publications (15 to 150 members) (Category B-1)

First Place: The Bugle, Merrick Post 1280, Richard M. Ambrosino, editor.

Second Place: American Legion Marne Post 270 Newsletter, Shirley Connolly, editor.

Post Publications (151-300 members) (Category B-2)

First Place: Greenlawn Bugle, Greenlawn American Legion Post 1244, Robert Santo, editor.

Post Publications: (over 300 members) (Category B-3)

First Place: Reveille, Hamburg Post 527, Paul Steward and Diana Steward, editors.

Websites (Legion) (Category C-1)

First Place: merrickpost1282.org, Richard M. Ambrosino, webmaster.

Editorial (written by member) (Category D-1)

First Place: Come Discover, Stay for Charm - Editorial in Reveille (Post 527) - John Grotke / Diana Steward, Editor.

Second Place: Women's Suffrage - Editorial in Post 1645 News - Dorolyn Perry / Nancy Scherer.

Public Relations Person of Year (Category G)

Kenneth G. Kraetzer, director, Sons of The American Legion Radio, Squadron 135.

Social Media (Legion) (Category H-1)

First Place: <https://www.facebook.com/MerrickPost1282/> maintained by Richard M. Ambrosino.

Social Media (Sons) (Category H-3)

First Place: Sons of The American Legion Radio, Squadron 135, Kenneth G. Kraetzer, director.



SCHOLARSHIP WINNERS

Then-NYALPA President Dorothy Button presented \$1,000 checks to scholarship winners Colleen Ulrich (left) and veteran Anthony Solina (above) whose daughter shared the limelight. A third scholarship was awarded to student Brianna Hammond, who was unable to be present at the NYALPA awards luncheon last July.

2020 'Best Paper' & Communications Contest

CATEGORIES

A. County/District Publications

Past Department Commanders Award

1. American Legion 300 or more members
2. American Legion under 300 members
3. Auxiliary/SAL/40&8 any size (May include in Legion publication)

B. Post Publications

Past Department Presidents Award

1. American Legion Posts 15-150 members
2. American Legion Posts 151-300 members
3. American Legion Posts over 300 members
4. Auxiliary/SAL/40&8 any size (May include in Legion publication)

C. Website

Past Detachment Commanders Award

1. American Legion (Post/County/District/Department)
2. Am. Legion Auxiliary (Unit/County/District/Department)
3. SAL (Squadron/County/District/Detachment)

D. Editorial

Michael J. Kogutek PNC Award

1. Written by a member in organization publication
2. Written by a member in a community publication
3. Written by non-member in organization or community publication.

E. Scrap Book

Phyllis Bachman PNP Award

1. Best presentation of organization publication and community news clippings in scrap book form.

F. Miscellaneous

Christopher R. Cerullo PNC Award

1. Any publication from any affiliated organization not covered in other categories.

G. Public Relations Person of the Year

Fang Wong PNC Award

1. A member who exemplifies good public relations by promoting the organization in any variety of ways. An essay of accomplishments not to exceed 500 words must accompany the nomination.

H. Social Media (Facebook, Twitter, Pinterest, Instagram, YouTube, etc.)

1. American Legion (Post/County/District/Department)
2. Am. Legion Auxiliary (Unit/County/District/Department)
3. SAL (Squadron/County/District/Detachment)

I. Visual Media (Photos, videos, and graphic illustration (e.g., published paintings, drawings or designs))

1. American Legion (Post/County/District/Department)
2. Am. Legion Auxiliary (Unit/County/District/Department)
3. SAL (Squadron/County/District/Detachment)

CONTEST RULES

Please read and follow all contest rules carefully.

1. **To enter**, the editor, webmaster or organization must be a member in good standing of NYALPA.
2. **Submit at least three** different editions of the publication.
3. **Cover letter** listing the following must accompany each entry:
 - A. Category you are entering.
 - B. For publications, name of pub and full name, address, phone number of editor (or submitter if not editor). Include average circulation of publication.
 - C. For visual media, full name, address and phone number of photographer/videographer/creator/producer.
 - D. For web and social media, full name, address, phone number of webmaster/administrator and website/social media address. Include statistics; i.e., hits/unique visitors, likes, followers, etc.
 - E. Full name, address and phone number of editorial writer and publication name for category "D"

F. Size of the organization your entry represents.

G. Frequency of publication or updates to web/social media.

H. Full name and number of the organization.

4. **All entries** must be produced in the contest year, which is between April 1 and March 31. **Deadline** for all entries is April 15.

5. **A fee of \$15.00** must accompany each entry.

6. **Submissions and scrapbooks will be available for pickup at the awards luncheon.**

7. **Submitting Entries: Send to:**

NYALPA

'Best Paper' & Communication Contest

PO Box 424

Sanborn, NY 14132

8. **Awards will be presented** at NYALPA's annual meeting and luncheon during the Department Convention

YOUTH, VETERANS MAY APPLY FOR \$1,000 SCHOLARSHIPS

The New York American Legion Press Association offers two annual scholarships in the memory of Albert M. Becker, Past NYALPA President (1984-85) and Past Department Commander (1988-89).

Scholarship Guidelines

Category 1: Youth Scholarship: Offered to a student 23 years of age or under, pursuing an undergraduate degree. MUST be a child or grandchild of a member of The American Legion, American Legion Auxiliary, or Sons of The American Legion, or him/herself a member. A child of a 50% or more disabled Vet, a child of a currently serving National Guard or Reserve service person or the child of a deceased veteran (Copy of membership card, Service ID, VA Disability, or proof of deceased veteran, and High School Transcript MUST be provided).

Category 2: Military Scholarship: Offered to a military veteran with an honorable discharge, or a currently serving National Guard or Reserve service person pursuing an undergraduate degree. (Copy of form 214 discharge, or current military ID MUST be provided) NOTE: It is not necessary for a person applying in this category to be a member of the American Legion family; however, extra credit will be given for membership.

- < **Amount of each scholarship:** \$1,000.00. Only one scholarship offered per category each year.
- < **Students MUST be entering or attending** an accredited College, University or Trade School.
- < **Student may apply** for this scholarship a maximum of two (2) academic years.
- < **Student MUST be a** legal US citizen residing in New York State, but may pursue education outside of New York.
- < **Student MUST be matriculated** in at least twelve

(12) credit hours per semester for two (2) semesters and pursuing a degree in any of the following fields of communications: public relations, journalism, reprographic, newspaper design or management, web page design, video design, social media communications, photo journalism, American history, political science, public communications. Other fields of study may be considered by the scholarship committee if it feels the area of study falls within the goals of the New York American Legion Press Association, and that of The American Legion Family. (Proof of acceptance in an accredited school and course of study MUST be provided).

All documents proving eligibility will remain confidential and not shared by anyone except the judges. Applications and supporting documents will not be returned.

Academic Achievement, Financial Need, Community Involvement, and other notable characteristics will be considered, but will not be a sole deciding factor in determining a winner.

Scholarship winners will be notified by mail, no later than June 1. Scholarships are awarded at NYALPA annual meeting, at The American Legion Department of New York Convention. Recipient and two guests will be invited. Should recipient not be able to attend, an appropriate time and place in the winners home area will be selected to present the award.

THE VOICE

Acting Editor: Robert G. Stronach

The New York American Legion Press Association (NYALPA) is a nonprofit organization aimed at fostering excellence in public relations and journalism in the American Legion Family in New York State.

Submit queries, articles and photos to the editor at tsvp2@aol.com. Correspondence relating to circulation should be sent to the publisher, Lynda Pixley, at the address at right.

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NEW YORK AMERICAN LEGION PRESS ASSOCIATION
ALBERT M. BECKER MEMORIAL SCHOLARSHIP APPLICATION
(PLEASE PRINT CLEARLY)

Name: _____ Phone: _____ Birth Date: _____
Mailing Address: _____ State: _____ Zip: _____
Email Address: _____ Pursuing Major: _____
School Currently Attending: _____ Graduation Year: _____ N/A Veteran: _____
School Planning to Attend: _____ Phone: _____
School Address: _____ State: _____ Zip: _____
Scholarship Applying For: Category #1 Youth _____ Category #2 Military _____
Name of Person Applying Under: _____ Membership #: _____
Parent _____ Grand Parent _____ Self _____ Legion _____ Auxiliary _____ SAL _____ Veteran _____
Current Service Member _____ A Compensable Disabled Veteran _____ (____%) Deceased Veteran _____
Veteran Branch of Service _____ Date of Discharge _____ Years of Service _____
Extra-curricular activities, such as sports teams, clubs, volunteer activities, military and civilian awards, or honors
may be listed. _____

- EXTRA 5 POINTS CREDIT: I have participated in, or am a member of one or more of the following. Proof MUST be provided. Only 5 points maximum will be given. Check all that apply.
Boys' State ___ Girls' State ___ Oratorical Program ___ Jr. Shooter Sports ___ Legion Baseball ___
Boy Scouts ___ Girl Scouts ___ American Legion ___ Legion Auxiliary ___ SAL ___
Volunteer Firefighter ___ Active, Accredited EMT ___ Police ___ JR ROTC ___
Retired Veteran, 20+ Years of Service ___
- A 500 word essay expressing your field of study, the reasons for choosing your field of study, and your goals upon completion of study, MUST be attached to this application.

Return application with **all necessary documentation** by **April 15** to:
Scholarship Chairperson, NYALPA
P.O. Box 424,
Sanborn, NY 14132

I attest that all of the information provided is true and accurate;

Print Name _____

Signature _____

Date _____

New York American Legion Press Association
PO Box 424
Sanborn, NY 14132

Non-Profit Org
U.S. Postage
PAID
Permit #3899
Buffalo, NY

NYALPA Application
NYALPA
PO Box 424
Sanborn, NY 14132

www.NYALPA.org



PLEASE PRINT

Name _____

Address _____

E-mail _____

Phone _____

I wish to join: The New York American Legion
Press Association: \$10 _____

New Member _____ NYALPA Pin: \$ 6 _____

Renewal _____

Total enclosed: \$ _____

I am a member of:

The American Legion _____

The American Legion Auxiliary _____

Sons of The American Legion _____

Post / Unit / Squad # _____

Membership Card # _____

County _____ District _____

Make checks payable to NYALPA and send with
completed application to the above address.