

Public Relations—P.A.L.S.—Blue Chevalier—May 2025



Public Relations

DIRECTEURS MONTHLY COMMUNIQUE



Greetings—its repetitious time...

Reports, reports, reports, awards, awards, awards. Been hammering this home the last couple of months and in the Bulletin. Please follow submission dates and guidelines. I make the final decisions on awards with input from the Sous Directeurs. We cannot give out deserving awards to those who do not keep us informed.

A quick chat about the Press Associations (P.A.L.S.) newsletter. Those that are members, receive it directly into their email box and about 40 also via mail. Our email and membership list is 119 members—with a few bad emails—this is not many. A national, 12 page Forty and Eight monthly publication that essentially only goes out to our membership. We do not prohibit sharing or posting the Bulletin to websites, etc. But this important and widely accepted publication is perhaps not getting to many who would like to be a part of it. So, I am attaching a copy of this months issue—please forward—let's see what happens. Please consider membership and get your press credentials!



STORYTELLING—AMBASSADORSHIP—PERSUASION

I've addressed the importance of membership in P.A.L.S., consider this...

Membership is critical to La Societe as a whole—but also to the Generals Club, Past Chef de Gare Club, Blue Chevaliers, Box Car Association, etc. Collectively, they shape the many facets and faces of who we are in La Societe. Membership is key and essential to each.

Digging around the national website under resources, programs, etc., you will get details on all of the above if you are not already familiar with them. You do not always need to wait to "be asked" to join any of them—become your own "talent scout", mentor and educate yourself on them. Not just carry their card, but understand their purpose and mission.

Memorial Day has just passed—but how about a final tribute...

When in England at a fairly large conference, Colin Powell was asked by the Archbishop of Canterbury if our plans for Iraq were just an example of 'empire building' by George Bush. He answered by saying, 'Over the years, the United States has sent many of its fine young men and women into great peril to fight for freedom beyond our borders.

The only amount of land we have ever asked for in return is enough to bury those that did not return.



BLUE CHEVALIERS

Hoping that many of you observed in some form or fashion Police Week and Law Enforcement Memorial Day. If you did, please let us know—add a pic or two if taken.

From a PR standpoint, Google or web search your local law enforcement. See if they have a website, Facebook or other social media site that you can follow. Also consider the Fraternal Order of Police.

This will keep you informed of police events and they often document stories about their officers and the great deeds that they do.

Check your card! Might be time to renew.

If you wake up without goals, go back to sleep.—Rumi, 13th century Persian scholar

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