

## **SERIES 2013-2014 PR-Tech 7**

**DATE:** August 1, 2014

**FROM:** Lisa Williamson, National Public Relations Chairman

**SUBJECT:** Ease of Use of PDFs

You're familiar with PDFs, even if you don't know it. When you view documents like this eBulletin or the Plan of Action, you're accessing a PDF. There are many ways you can utilize PDF to further American Legion Auxiliary business.

### ***What is PDF?***

First, let's take a step back. PDF files (which stands for Portable Document Format) are a part of the Adobe Systems suite. It was designed to allow all users to be able to open, review and print documents. In other words, if you're sending a file to another member or community partner, it doesn't matter if it was created in Microsoft Word or a graphic editor like Adobe Photoshop, if you save it as a PDF, the person you send it to will be able to open and view it like it was on your computer. It also ends how files appear differently across operating systems (think about if you send something like a Word document back and forth between computer that are PCs and Macs, and the formatting keeps changing).

Adobe Systems provides free software called Adobe Reader for computers and mobile devices so you can view PDFs. For general use, this is all you will need. To download the free software, or update the version you have, visit <http://get.adobe.com/reader>. If you decide to start creating PDF forms or advanced PDFs, there is a fee-based software version.

### ***Why Do I Need to Know This?***

As mentioned, when you save a file in this format, you can easily share it with anyone across computer platforms and despite the program you used to create it, while ensuring the document looks the same. It also makes it so the file can't be modified, but it can typically be copied from. PDFs are usually saved at a smaller file size as well.

### ***When and Where Can I Use It?***

The possibilities are ENDLESS! You could use it for anything you send out. Think of anything from sending a flyer or minutes to your members to sending your press releases out.

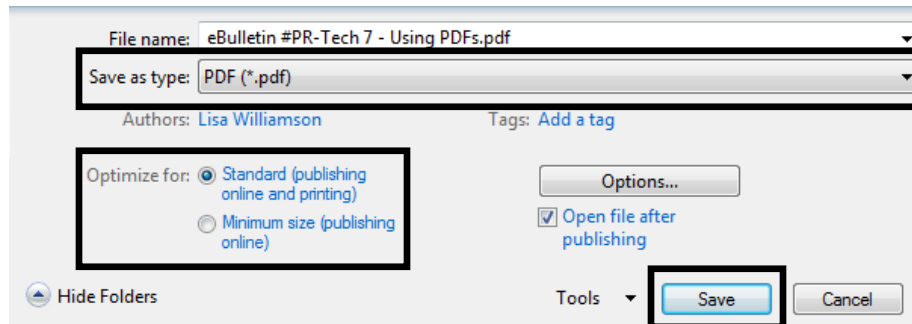
Each unit/district/department's needs will be different, but do consider utilizing a PDF when you send out press releases and media advisories. (The exception would be if the news outlet specifically asks for it in a different format.)

### ***How Does It Work?***

When you scan files, that often creates a PDF, but we're focused on creating a PDF from a computer program such Microsoft Word, Adobe Photoshop, etc. Post programs allow you to save your work as a PDF.

To save something in the Microsoft Office programs, follow the following directions. For the most part, these directions will be the same for any program that you can a PDF from.

1. Save the file in its natural format. (For example, a .doc/.docx or .xls/.xlsx for Microsoft Word or Microsoft Excel.)
2. To save your document as a PDF, click on “File” and then “Save As”.
3. Decide where you want the file to save and make sure it has the right file name.
4. Click on the dropdown next to “Save as type:”, and click on “PDF (\*.pdf)”.
5. In the “Optimize for:” section, you should select “Standard” to ensure it has the best look for people viewing your PDF.
6. Click on the “Save” button!

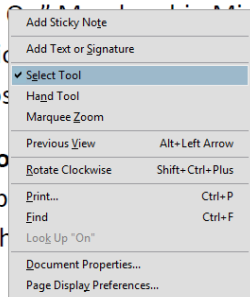


### ***Getting Info From a PDF.***

If you’ve created or received a PDF saved in the previous way (so, not scanned!), you can nearly always copy graphics or text from the PDF. To copy text from a PDF:

1. Ensure that the “Select Tool” is selected. (You probably have the “Hand Tool” for easy scrolling.) Right click anywhere in your PDF, and left click on “Select Tool”.

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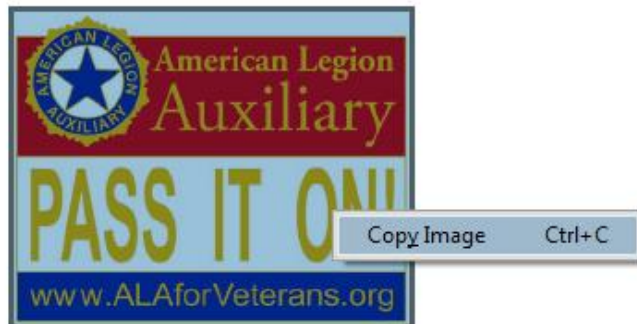
2. You can now highlight/select text, and right click and go to “copy”. You can now go Microsoft Word, an email message, etc. to paste the text you just copied.

### **2013-2014 National Award Cover Sheet**

This cover sheet should be attached to each narrative that is submitted for a National award; it is not to be attached to the “Pass It On” Membership Mission Award, those forms can be found in the Plan of Action for each mission outreach program. Please fill out the information as completely and accurately as possible.

**The award certificates will be completed using the information given on this sheet, so please write carefully.** All awards will be mailed to the Department office after national convention. Department Presidents may wish to recognize the winners by presenting them at a Department function.

3. Once you've chosen the "Select Tool", it will remain selected. You can also select photos/graphics. Over the photo, the tool will change to a crosshair, and you should highlight the photos/graphics you want to copy. Right click and select "copy". You can now go Microsoft Word, an email message, etc. to paste the text you just copied. (*Note: Like when copying photos out of Microsoft Word, the photos copied out of a PDF won't be highest quality.*)



### ***Summary***

Utilizing PDFs are universal, meaning they are viewable on any platform or any device. They are relatively easy to create from just about any program, including the Microsoft Office Suite. Another plus is that it decreases file size when emailing documents. And of course, the biggie is it's FREE! Most PDF Readers, including [Adobe Reader](#), are free to the public. This ensures that anyone you send the file to will be able to see the full version of your document.

I hope you've enjoyed this Passion-Tech series to add to your arsenal to promote the American Legion Auxiliary. It's been a lot of fun to put this information together for you. We've covered [identifying yourself as an ALA member/volunteer on LinkedIn](#), [using Google+ Hangouts to add something to your meetings](#), [the short \(and long\) of Twitter](#), [having a constant phone number with Google Voice](#), [sharing documents in the cloud with Dropbox](#) and [implementing an enewsletter](#). Please remember to email and tweet me (with #AskALAPR) your questions and comments.

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