## DEPARTMENT PUBLIC RELATIONS COMMITTEE September 20, 2013

The Department Public Relations Committee was called to order at 11:00 am on Friday, September 20, 2013 by Chairman David Loop, in Room C at the Boyne Highlands Resort in Harbor Springs, Michigan.

It was moved and supported to elect Don Mraz as Vice Chairman.

It was moved supported to elect Wanda Torres as Secretary for the meeting. Motion carried.

Roll call was taken and the following people were present:

David Loop, Chairman Wanda Torres Gary Wear Don Mraz Timothy Rollin - absent

GUESTS: 19

Special guest, Mark Sutton the Editor of the Michigan Legionnaire gave a presention,.

OLD BUSINESS: Mr. Loop's goal is "Public Relations starts at the Post". He wants to set guidelines for Public Relation for the Post levels. The District and Posts work on having PR person. He would like more participation and it takes more than one year.

Local newspapers and television and radio stations are key when doing PR and always add "thank you in advance".

Thank a Veteran raised over \$50,000 at Adrian Radio Station. Mr. Loop allowed the committee to mention what they have done in their areas regarding PR. Wanda Torres presented her short report of what she does in the Grand Rapids area.

He asked if all were present to get the PR toolkit and get a contact list. Let the newspaper and media of your area know of events that your Post may doing.

Committee Chairman Loop turned the meeting over to Mark Sutton and he spoke about Fox 47 giving a morning show at 6:30 to 7:30 am. They created a 3 minute show called, "Morning Blend", where Gary Tanner of reconnect spoke. He showed the program Mr. Tanner did and what a outstanding job promoting his program of The American Legion Michigan Wounded and Returning Warriors Program. He spoke on the Elmobility Room. VA&R will be doing one on Scholarships and the Legion in General. They will do one on November 8<sup>th</sup> in the Lansing area and are offering air time. They start taping at the end of October.

On October 1<sup>st</sup> they will have the applications with the information on a PDF on the website.

The insert for Programs is nearing completion for the Michigan Legionnaire. Hopes are that the insert will spark interest at the schools regarding our programs. Share this on facebook.

Mr. Gary Wear mentioned PR is complicated. There is some need to do more for the Post level to get the Post Commanders to work on PR. One problem is marketing. Mr. Sutton suggested buy banner adds at little league baseball parks to support your local community.

Mr. Meulenyk gave his input on how to reach out to the communities. NEW BUSINESS: We need to review/edit and or update Department PR Awards. The have three awards and 2 website awards. We recommend to eliminate the Best Zone Website Award and just keep the Best State Website Award. It was moved and supported to accept.

Moved and seconded to eliminate the requirement the award nominee be a member of MALPA, NALPA and Blue Cap Wolverine network.

Moved and seconded to eliminate the Best Zone Website Award.

Moved and seconded to decommission the Blue Cap Wolverine Network Program.

Visit by State Commander Moore and he mentioned PR is the key reason to promote ourselves to the general public and tell the about our programs and the American Legion.

We want to purchase thank you cards with the legion family logo. The cards will cost 1,0000.00 for 17,000 cards. This will be a good way to promote the legion family. It was moved and supported to accept this motion.

DISCUSSION: Ron Runyan ask is there would be a copyright problem if printing the logo on the cards.

Lakeshore High School Band will be going to France. Their in the process of raising money for their trip. They want to identify WWII veterans. It will be in the Michigan Legionnaire. Will do a D-day article to encourage their program on June 6.

Start their own 501C-3 to raise money and funds.

There being no further business to come before this committee, it was moved and supported that this meeting be adjourned at 10:500 am. Motion carried.

Respectfully submitted by

Wind Kay

David Loop, Chairman