

The meeting of the Department Public Relations committee was called to order by Chairman Chatman in the Emerald Room B, Amway Grand Hotel, Grand Rapids, MI.

11 Guests attended.

Committee members present, Gears and Chatman.

Under Old Business

Review of the PR tools available for Legionnaires:

- PR Web Page
- BCWN
- MALPA
- Interim PR awards
- My Legion.org

Under New Business

- Salute given to retiring Public Relations Director Warren Stensrud
- Welcome and introduction given to new Public Relations Director Mark Sutton
- Director Sutton gave an enlighten and lively presentation of some of the things he intends to do at department both short term and long term.
- Department of Michigan Public Relations Vision for 2011-2012 discussed.

Among the topics:

- Using information technology to reach a wider audience
- Upgrading and improving the Department's award winning web site.
- Creating an E-Edition of the Michigan Legionnaire
- Public Relations programs targeting Department Programs such as Boys State and Student Trooper.
- Public Relations programs targeting our State and National Legislators geared toward the fact that term limits and lack of veterans in the

State house means we have to tailor our message to let them know who we are and what we do.

- Public Relations programs geared toward helping our District and Post Commanders contact their mayors, city council members and county commissioners in order to tell The Legion Story at the local level.
- Explore the possibility of starting a speaker's bureau of Legionnaires who can represent the Department of Michigan and speak to others about what a great organization we are.
- Encourage every post to elect or select a Post Public Relations officer.
- Increase efforts to get information such as the Adjutant's keeping in touch, into the hands of responsible legionnaires who will pass on the information to their post and district members.

Question and answer period among the guest present, the PR Director and Committee was held.

With no further business to discuss, the meeting was adjourned.

Respectfully Submitted:

Brent Geers Secretary

Dick Chatman Chairman