

DEPARTMENT PUBLIC RELATIONS COMMITTEE
June 27, 2013

The meeting of the Department Public Relations Committee was called to order by Jim Wallace, Chairman at 12:00 noon Thursday, June 27, 2013 in the Upper Tahquamenon Room of the Kewadin Hotel Sault Ste. Marie, Michigan. The following people were present:

MEMBERS: Jim Wallace, Ron Pearson, Don Mraz, Wanda Torres, Mark Sutton

GUESTS: 4 guests were present

The meeting was opened with the pledge of allegiance.

MINUTES:

It was moved by Mraz and supported by Torres that the minutes of the Department Public Relations committee be approved. Motion carried.

OLD BUSINESS:

SAL will have 2 more articles in the Legion newspaper for July & August. They will also be collecting an additional dollar (\$1.00) in dues to continue SAL ads in newspaper: 4 page section – 3 – 4 issues.

NEW BUSINESS:

Ron Pearson talked about the importance of having a contact person when contacting the media. When sending news release have contact send a thank you. Get Media Guide from Mark. Post should have PR officer, and a PR tool kit. The Post, Aux, & SAL all should be involved in PR – PR is a part of membership. Post is a place to socialize: welcome home, have open house for women veterans talk membership – Why you belong to American Legion. Ask post members why they belong sent reasons to Mark.

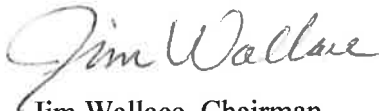
Promote Jr. members, they are our future.

Retain members – give older members recognition – give out membership certificates.

ADJOURNMENT

There being no further business to come before this committee the meeting was adjourned at 1:00 p.m. Motion carried.

Respectfully submitted,



Jim Wallace, Chairman

Don Mraz, Secretary