

## DEPARTMENT PUBLIC RELATIONS COMMITTEE MEETING

September 21, 2012

The meeting of the Department Public Relations Committee was called to order by Jim Wallace acting Chairman at 10:00 am in Room C in Boyne Highlands Harbor Springs, MI on September 21, 2012

It was moved by Ron Pearson and supported by Ralph Philip that Jim Wallace be made permanent chairman. Motion carried.

It was moved by Ron Pearson and supported by Ralph Philp that Don Mraz be made permanent secretary. Motion carried.

The following people were present:

Members: Jim Wallace, Chairman, Don Mraz, Secretary, Ron Pearson, Ralph Philp. Wanda Torres and Timothy Rollin were both excused.

The minutes of the last meeting were read and approved. Moved by Ron Pearson supported by Ralph Philp, approved.

Ron Pearson talked about being prepared when contacting media. Make sure you give them a contact person they can call if they have questions. Make sure you have all material to present to media.

Ralph Philp's internet newspaper doing well, we have to get to the people. Don Mraz talked about radio PSA's that national has you can get off website. Mark Sutton took 3<sup>rd</sup> place with the Michigan Legionnaire from NALPA at National Convention. MALPA has new logo.

Jim Wallace states that we must promote the American Legion get the PR tool kit from National. PR is a membership tool. With more members we have more clout in Congress. It takes time to get PR running in Posts.

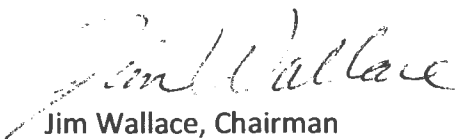
More and more posts are going paperless with newsletters and promotion.

Mark Sutton states that you need to know who your newspaper, radio, and TV contacts are. You need to have their email, fax and how to contact them. Invite the editor to dinner. Report all things that happen at your Post.

When you have fund raiser, brag about what we do and why we are raising monies.

No further business, meeting closed at 10:58 AM.

Respectfully Submitted,



Jim Wallace, Chairman  
Don Mraz, Secretary