

DEPARTMENT PUBLIC RELATIONS COMMITTEE MEETING

June 28, 2012

The meeting of the Department Public Relations Committee was called to order by Ron Pearson, Chairman, at 12:05 p.m. in the Great Lakes Room 1 of the Radisson Hotel in Kalamazoo, Michigan. The following people were present:

Members Present: Ron Pearson (Chairman), Archie Chappell, Don Mraz

Guests: 4 present

MINUTES: The minutes from Winter Conference for Department Public Relations Committee minutes were read. It was moved by Dave Delleme and supported by Jeff Meulendyk to accept the minutes as read. Motion passed.

NEW BUSINESS: Ron Pearson brought up Public Service Announcements and how to get cd's. Jeff Meulendyk talked about making a cd and sending them to radio stations.

Discussed Public Relations School in the Fall.

Buffalo Wild Wings promotional, 15% goes to the Legion. Have to provide adds, pictures and send into home office.

Applebees works well – sell poppies, have area in restaurant to promote Legion, have applications present and have Legion representation to be able to answer questions.

Online courses from National.

Put out calendar of events and individual events.

Be prepared when going to T.V., news, constant contact with media.

Golf sponsorship \$150.

Billboards need \$300.

Adopt highway.

Navy or Central needs more promotion and also needs more money in the program.

Posts needs strong newsletter.

My Legion use to get out information.

ADJOURNMENT: There being no further business to come before this committee, the meeting was adjourned at 12:59 p.m. Motion carried.

RESPECTFULLY SUBMITTED,

DON MRAZ, SECRETARY

RON PEARSON, CHAIRMAN