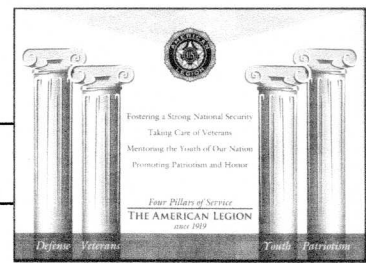


Public Relations Committee - Minutes February 19,  
2011



The meeting of the Department Public Relations committee was called to order by Chairman Chatman in the Oval Room Holiday Inn Gateway Center.

12 guests attended.

Roll call of committee members was taken, Elston and Geers present.

Motion made by Chatman, seconded by Geers that the reading of the minutes from 9-24-10 not be read and deferred to the Department Website where they are posted, motion carried.

**Old Business**, there was none.

**New Business:**

Handouts were provided to the attendees that contained information on:

- PR Newsletter
- Public Relations Fundamentals
  - Knowing your key audiences
  - Basics of Press Releases
  - PR tools legionnaires can use such as the Department's PR web page, Nationals PR web page and My Legion.org

This year's Public Relations Awards were discussed. This year's awards will require more involvement of our Zone and District commanders as well as award winners being members of NALPA, MALPA and the Blue

Cap Wolverine Network. Information on joining can be found and downloaded from the Public Relations Web Page.

Blue Cap Wolverine Network was discussed, its objectives and goals.

All information discussed at the Public Relations meeting can be found and downloaded from the Department's Public Relations Web Page.

Items on the to do list for Public Relations

Look into the possibility of starting a Department of Michigan TV Feed on the Department's Website, patterned after National's Legion T.V.

Check with the various Department Convention Bureaus to see if Public Relations can utilize T.V feeds and other media available at host hotels to Publicize The American Legion when we hold conferences or conventions at their locations.

### **Good of Public Relations**

Those in attendance heard from legionnaires who shared some exciting PR success stories going on at their posts and districts.

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

Respectfully Submitted:

Brent Geers                      Secretary

Dick Chatman Chairman