The American Legion Department of Michigan

2020 Department Fall Conference at the Holiday Inn Gateway Center Flint, MI

Media and Communications Committee
Meet at 1030 in the Madison/McKinley room

The Meeting of the Department of Michigan Media and Communications Committee was called to order by Franklin “Bud” Hansbarger, Chairman at 1330 Saturday February 15, 2020.

**Roll Call of Committee Members:** Franklin “Bud” Hansbarger (Present), Joe McClellan (Present), Jena Wilmars (Present), Mike Huber (Absent/Excused), Sonja Patrick (Present), and ex-officio Mark Sutton (Present). Having a **Quorum** and 13 Legion Family guests. Media and Communications Committee conducted regular business.

Standing Committee minutes of Fall Conference read. Motion to accept minutes as read. 2nd and PASSED. Review of Year to Date Expenses.

**Unfinished Business:** None

**New Business:**

Changes to the Media and Communications Committee Rules of Procedures.

**Motion** - To Change all references to Public Relations Committee to MEDIA AND COMMUNICATIONS COMMITTEE by Mark Sutton 2nd Jena Wilmars. Motion Carries.

**Motion** - To remove paragraph one under (Rules of Procedures) Membership and replace with the following: Subject to the Department Commander’s discretion, and with the approval of the Department Executive Committee, the Media and Communications Committee of the Department of Michigan shall consist of no more than six (6) regular members, with vote, and one (1) alternate member, without vote, unless alternate member is serving in the absence of a regular member. The Department Public Relations Director shall be an ex-officio member of Media and Communications committee, with vote. One regular member will be appointed by the Department Commander to serve as Chairman of the Media and Communications Committee. Motion by Mark Sutton 2nd by Don Mraz. **Motion Carries.**

**Motion** - Resolution #20-W-7. By Department Media and Communications Committee. Amendment to the Department Bylaws Article VIII Section 1: Reports. Motion by Mark Sutton 2nd by Bud Hansbarger **Motion Carries.**
Media and Communications Budget:

Motion – Budget 2020 – 2021 add Line item: Sponsor/I-500 $6,500.00 2nd – Carries

Motion – Budget 2020 – 2021 add Line item: Eagle Scout Gathering dinner and handouts $7000.00 2nd – Carries

Motion - Budget 2020 – 2021 reduce Line item: Billboards from $6000.00 to $3000.00 adding reduced amount to Line item Facebook. Line item - Facebook/Social Media Advertising $3000.00 2nd – Carries

Motion - Adopt The American Legion Department of Michigan SOCIAL MEDIA POLICY January 1, 2020 by Mark Sutton 2nd by Jena Wilmars. Motion Carries.

Good of the Legion:


Adjournment: There being no further business to come before the Media and Communications Committee, Motion to Adjourn by Joe McClellan 2nd by Don Mraz. Motion Carries.

Meeting Adjourned at 1155.

Request that Media and Communications Committee meeting minutes be ADOPTED.

Respectfully Submitted,

Franklin “Bud” Hansbarger - Chairman
Authorization:

This committee was authorized in its present form at Department Convention, July 20, 1975, although the committee had been established at an earlier date.

Membership:

Subject to the Department Commander’s discretion, and with the approval of the Department Executive Committee, the Public-Relations Media and Communications Committee of the Department of Michigan will—normally shall consist of no more than four (4) six (6) regular members, with vote, and one (1) alternate member, without vote, unless they are serving in the absence of a regular member. The Department Public Relations Director shall be an ex-officio member of this committee, with vote. One of the regular members will be appointed by the Department Commander to serve as Chairman of the Public—Relations Media and Communications Committee. (rev.-3.12.17)

"The term of office of all regular members of Department committees shall be staggered so that the term of one-half of the committee shall expire at the close of the Annual Department Convention each year. Appointments, except when a shorter term shall be necessary to comply with this provision, shall be for a term of two (2) years each." (Article Five (V) Section Four (a) The American Legion, Department of Michigan Constitution and By-Laws, Revised July 20, 1975)

"All committee members shall be appointed and may be removed for cause by the Department Commander with the approval of the Department Executive Committee. The Department Commander shall name the Chairman of each committee to serve until the next Department Convention." (Article V, Section 4 (b) The American Legion, Department of Michigan Constitution and By-Laws)

"No Legionnaire may be appointed to serve on more than one regular standing appointive Department committee at any one time." (Article Five (V) Section Four (b) The American Legion, Department of Michigan, Constitution and By-Laws, Revised July 20, 1975)

The Department Commander shall appoint all regular and alternate American Legion members of the committee that originate in the Commander’s term. The Commander shall fill all vacancies in the committee that occur during his term.

"Alternate members will be appointed to serve a one-year term and will be designated as first and second alternate." (DEC Action, April 20, 1974)

Per the American Legion Department of Michigan Bylaws (June 2019)
Article V Section 1 (Sentence 3): Department Commander The Commander shall appoint all standing committees, subject to the approval of the Executive Committee, except as otherwise provided.

Article VI, Section 4: All committee members shall be appointed and may be removed for cause by the Department Commander, with the approval of the Department Executive Committee. The Department Commander shall name the Chairman of each committee to serve until the next Department Convention.

Members that are on mandated committees (Permanent Time and Place), or serving in an Alternate or Assistant position on the Department Executive Committee, may also serve on an appointive Department committee but not in a Chairmanship, with the exception of the Permanent Time and Place Chairman, who may serve in that role.

No member shall receive per diem and travel pay more than once per call, regardless of the number of committees they serve on."

Article VI, Section 5: The term of office of all members of Department Committees shall be staggered so that the term of one-half of the Committee shall expire at the close of the annual Department Convention each year. Appointments, except when a shorter term shall be necessary to comply with this provision, shall be for a term of two (2) years each.

Section 6: No Legionnaire may be appointed to serve on more than one regular standing appointive Department Committee at any one time.

"Alternate members will be appointed to serve a one-year term and will be designated as first and second alternate." (DEC April 20, 1974)

At the first meeting of the new term, the Public Relations Media and Communications Committee will elect one of its members to serve as Vice Chairman and one to serve as Secretary during that term of office. The Vice Chairman shall assume all duties of the Chairman in that person's absence.

Purpose:

The purpose of the Public Relations Media and Communications Committee is to coordinate and supervise Department of Michigan, with the Department Public Relations Director, activities in publicizing and marketing the work and programs of The American Legion. To properly position The American Legion before the public strategically with the Department Public Relations Director. (rev. 3.12.17)

Meetings:
"All meetings requesting travel expenses from Department funds, or any funds subject to Department control, or raised for any Department program shall be upon the call of the Department Commander to qualify for receipt of said funds in manner and form as provided by the Department Executive Committee and within the limitations as set up by the Finance Committee." (DEC Action, October 12, 1957)

(Per the Department Bylaws) Article VIII, Section 2: Expenses - No Department officer or member of any committee shall be paid or reimbursed from the funds of the Department for any travel or other expense incurred upon Department business, unless a travel order or other suitable order, duly Called by the Department Commander or duly signed by the Department Adjutant, shall accompany the order for payment thereof.

<table>
<thead>
<tr>
<th>Meeting Schedule</th>
<th>Member</th>
<th>Chairman</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall Leadership Conference</td>
<td>One day</td>
<td>Three days</td>
</tr>
<tr>
<td>Winter Meeting</td>
<td>One day</td>
<td>Two days</td>
</tr>
<tr>
<td>Department Convention</td>
<td>One day</td>
<td>Three days</td>
</tr>
</tbody>
</table>

Special Meetings:

Necessary special meetings may be held at Department Headquarters, via telephone conference, or internet conference capability (provided all members can hear each member during proceedings), with no mileage nor per diem authorized. Lunch may be provided by committee funds with prior approval of the Department Commander. (Rev. 3.12.17)

Per diem and/or mileage:

Per diem and/or mileage, if any, and only upon the authority of the Department Commander, shall be in accordance with current published Department policy, as recommended by the Department Finance Committee and approved by the Department Executive Committee.

Minutes:

Written minutes of each meeting shall be recorded by the Secretary and shall constitute the Chairman's report to the Department Executive Committee or the delegates to the Department Convention and will be included in the next official proceeding of the meeting, conference or convention, thereby being made a permanent record for retention at the Department office. Minutes of any special meetings, adoption of motions or resolutions approved at any time occurring between Department meetings, conferences or convention shall be incorporated into the next official proceedings. Recommendations and/or resolutions must be presented in proper form to the Department Executive Committee or delegates at the Department Convention.
Transacting Business:

The committee may transact business by mail, telephone, e-mail, and other technologies including, but not limited to, Skype, Facetime, conference calls, and webinar/video chat, provided all members see/hear all votes made. If an e-mail vote is implemented, each response must be forwarded to all members of the Committee. If standard mail, the voting shall be considered closed at the end of seven (7) business days provided a majority of members of the committee have returned to the Chairman their votes by that time, or it shall be considered closed at any time prior thereto and when all the members have returned their votes. Other technical votes include a telephone conference or web conference provided each member can see and/or hear each other members votes. In the event one-third (1/3) members of the committee objects in writing, the matter shall not be decided and will be considered as the first order of business at the next regular meeting or special meeting and the Chairman shall notify the committee of the action taken. (Rev. 3.12.17, 6.24.18 — Res 18-C-15)

Chairman:

The Chairman shall preside at all meetings and, in the event of his absence, the Vice Chairman will preside.

The Chairman and committee shall plan and implement the program of the Public Relations Media and Communications Committee to be presented at the Department Executive Committee meeting for approval in the fall of each year.

The Chairman shall preview all new audio-visual materials and write a short description of same to be published in the Michigan Legionnaire.

The Department of Michigan Public Relations Director shall prepare news releases on the Department Commander's travel and on other important events to be sent to the news media throughout the state.

An Annual Report is to be written and submitted to the Editor by May 1st of each year.

The Public Relations Director shall provide a report to the committee at each regular meeting on the activities to enhance the image, branding, and marketing of The American Legion, Department of Michigan and Michigan Legionnaire newspaper.

Procedure:

Parliamentary procedure used to conduct meetings of this committee shall be governed by the Department of Michigan, The American Legion Constitution and By-Laws. All questions not covered by the Department of Michigan Constitution and By-Laws will be governed by "Roberts Rules of Order Newly Revised."
Quorum:

A quorum shall exist at any meeting of the Public Relations Media and Communications Committee when a majority thereof shall be present, or shall have replied to mail polling. At no time shall lack of a quorum prevent those present from proceeding with the program but, where there is not a quorum, no vote shall be taken.

Amendments:

These procedures may be amended in content but not in format by a majority of the members of the committee; submitted to the Internal Affairs Committee for review and recommendation; and approved by the Department Executive Committee.

Amended: DEC Action March 12, 2017, June 24, 2018
THE AMERICAN LEGION, DEPARTMENT OF MICHIGAN

RESOLUTION:  #20-W-7

SUBMITTED BY:  Department Media & Communications Committee

SUBJECT:  Amendment to the Department Bylaws Article VIII Section 1: Reports

RESOLUTION

WHEREAS,  The American Legion Department of Michigan Bylaws Article VIII, Section 1: Reports states: “Section 1: Reports - It shall be the duty of all officers and chairpersons to make annual detailed written reports for publication in the Michigan Legionnaire, setting forth the activities of their respective offices or committees for the preceding year. Any supplemental reports shall be read during the Convention. The reports shall be entered in their entirety in the minutes and shall be filed with the Department Adjutant for publication in the Department annual History.”

WHEREAS,  The Michigan Legionnaire Newspaper is distributed to an average of 96,000 households each issue; and

WHEREAS,  Approximately 400-600 delegates attend the Department Annual Convention, which equals approximately .5% of subscribers; and

WHEREAS,  The cost of production and postage is approximately $25,000 per issue; and

WHEREAS,  The required reports take up three to five pages within the June issue of the Michigan Legionnaire; and

WHEREAS,  The content of some of those reports, although required, show a lack of progress in the program and do not make for good reading; and

WHEREAS,  More appropriate information could be written in those three to five pages relevant to the readership; and

WHEREAS,  A well written, progressive report can still be printed in the Michigan Legionnaire; and

WHEREAS,  A new publication called the Annual Standing Committee Report be assembled for delegates to vote on and approved at the Department Annual Convention; and

WHEREAS,  The reports, although required, are not entered into the minutes of the convention, nor in the Department Annual History; now, therefore, be it

#20-W-7
RESOLVED, By The American Legion, Department of Michigan, in Department Winter Meeting assembled in Flint, Michigan; February 15-16, 2020, That The American Legion, Department of Michigan Bylaws Article VIII, Section 1, be amended to read, "Section 1: Reports - It shall be the duty of all officers and chairpersons to submit annual detailed written reports for publication in the Annual Standing Committee Reports, setting forth the activities of their respective offices or committees for the preceding year. Any supplemental reports shall be read during the Convention. The reports shall be entered in their entirety in the minutes."; and be it finally

RESOLVED, The approval of this resolution be transmitted to all members as required and voted on as an amendment to the Department Bylaws at the Department Annual Convention in 2020.
The American Legion Department of Michigan

Social Media Policy

Mark Sutton
Department Public Relations Director
Introduction

Social Media is defined as websites and applications that enable users to create and share content or to participate in social networking.

Social media platforms (applications) can help organizations build awareness of their purpose, and mission. They can be used as a form of communication to the followers on those platforms.

Building a strong "fan" base or a group of "followers" on a social media site takes time, good content, and proper management.

Social media can be an asset to the image of an organization, or it can be a liability to an organization if the content is not managed properly.

This policy is written to inform department officers, committee chairman, committee members, and members of the Department of Michigan's policy on the creation, of any social media platform for department programs.

Role of the Department Public Relations Director

From the department job description of the Public Relations Director:

Responsible for conveying the policies and interests of the American Legion to the public and its membership through various forms of media. Responsible for developing and maintaining the reputation of the American Legion by promoting their services through effective means of media. This position is responsible for being a bridge between the American Legion, the media and other organizations, answers all questions related to the organization's PR strategies, and manages the organization's publicity strategies. The incumbent acts as a liaison between the media and the Leadership and members of the American Legion.

Essential Functions

1) Reviews all materials before release to outside media sources and print vendors.
2) Responsible for all content of Department printed materials, digital assets (including the department website, and social media accounts), pamphlets, flyers, pins and certificates requested by any Committee or Legion Staff member.
3) Works closely with all Special Programs and Function Committees to develop, create and order any PR material needed for events.
Department Social Media Policy

It shall be the policy of this department that the department public relations director shall be in charge of the creation, and management of all websites, and social media platforms (applications) connected with any program of The American Legion Department of Michigan.

No department officer, committee chairman, committee member, Legionnaire, volunteer or person may create a website or create an account for a department program or event on any social media platform without express written approval from the department public relations director.

The department public relations director shall be an administrator on all social media accounts created and may at their discretion add or remove administrators and editors to specific social media platforms.

The department public relations director is authorized to remove content from platforms deemed inappropriate for the image of The American Legion Department of Michigan at any time.

Any accounts create prior to this policy in place shall add the department public relations director as an administrator of the account immediately.

Disagreements and appeals may be made to the department adjutant in writing.

Department Digital Assets

The Department Public Relations director recognizes the following assets of Department of Michigan Programs.

- FACEBOOK
  - @TheAmericanLegionDepartmentofMichigan
  - @MichiganSAL
  - @MichiganLegionriders
  - @MiLegion100
  - @MyMALPA
  - @MichiganVAR
  - @Michiganboysstate
  - ELMobility-Room-155597651183060
  - @MWRWP

- Twitter
  - MiLegion
  - MiBoysSt
  - MIBoysState
Requests to post content

A department officer, committee chairman, committee member, Legionnaire, volunteer or person may request that a program, event, or content be posted to a department digital asset by emailing info@michiganlegion.org.

For programs and events, it is recommended that coordination for with the department public relations director occur no less than six weeks prior to the start of the program or event to handle logistics and proper coverage.
<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>Description</th>
<th>2018-2019</th>
<th>2019-2020</th>
<th>2020-2021</th>
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**Proposal Budget**

- **2018-2019**: $3,000
- **2019-2020**: $4,000
- **2020-2021**: $5,000

**Expenditures**

- **2018-2019**: $2,000
- **2019-2020**: $3,000
- **2020-2021**: $4,000

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**TOTAL EXPENSES**

- **2018-2019**: $2,500
- **2019-2020**: $3,500
- **2020-2021**: $4,500

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**TOTAL APPROPRIATIONS**

- **2018-2019**: $2,500
- **2019-2020**: $3,500
- **2020-2021**: $4,500