

MINUTES
Media, Marketing and Communications Commission
MEETING OF
Thursday, August 10th, 2023, 6:00 P.M.
Virtual (MS Teams)

1. Call to Order 6:05 P.M.

Chair, Chris Emmons - District 3, called the meeting of the Department Media, Marketing and Communications Commission to order at 6:05 P.M. and gave the invocation. The Salute to Colors and the Pledge of Allegiance was also led by Chair Emmons and recited by all present. The meeting secretary appointment was substituted by all present agreeing to be digitally recorded thru the MS Teams application to produce minutes from.

2. Roll Call: DISTRICT 1 – Frank (Joe) Navarre
 DISTRICT 2 – Tim Shaw
 DISTRICT 3 – Christopher (Chris) Emmons
 DISTRICT 4 – Vacant
 DISTRICT 5 – Martin Moore – *Not Present; Al Beyer substituted*
 DISTRICT 6 – Mel Cantrell
 DISTRICT 7 – Vacant
 DISTRICT 8 – Vacant
 DISTRICT 9 – Jacqueline Whetstone – *Not Present*
 DISTRICT 10 – Holly Lewis
 DISTRICT 11 – Jason Malec – *Not Present*
 DISTRICT 12 – Steve Ebersole
 DISTRICT 13 – Robert (Bob) White
 DISTRICT 14 – Robert (Bob) Carson – *Not Present*

Roll Call of Sub Commission Member(s):

DISTRICT 5 – Dayna Beyer

8 Members present:

DISTRICT 1 – Joe Navarre
DISTRICT 2 – Tim Shaw
DISTRICT 3 – Chris Emmons
DISTRICT 4 – N/A
DISTRICT 5 – Absent; *Al Beyer sub.*
DISTRICT 6 – Mel Cantrell
DISTRICT 7 – N/A
DISTRICT 8 – N/A
DISTRICT 9 – Absent
DISTRICT 10 – Holly Lewis
DISTRICT 11 – Absent
DISTRICT 12 – Steve Ebersole
DISTRICT 13 – Bob White
DISTRICT 14 – Absent

1 Sub Com. Member(s) present:

DISTRICT 5 – Dayna Beyer

1 Guest(s) Present:

Jon Vulgamore, Department staff liaison

3. Reading of Previous Minutes

Due to the previous meeting minutes from March 11th, 2023, being emailed to the members of the Commission for review, Chris Emmons - District 3, moved to entertain a motion to approve and suspend the reading of the previous meeting minutes. Holly Lewis - District 10, so motioned and Steve Ebersole - District 12, seconded the motion. No discussion was offered, and the Commission oral vote unanimously passed approving the minutes as presented.

MOTION CARRIED

4. New Business; Unfinished/Old Business; Discussions; Motions

a. Review of the most recent edition(s) of Ohio Legion News:

Chair, Chris Emmons - District 3, recognized MM&C Commission Department Staff Liaison, Jon Vulgamore, to present his OLN report. First announced was the review of the Spring 2023 OLN: \$25,562.18 postage and distribution + \$6,050.00 layout & printing = \$31,612.18 – \$1,000.00 (Ads) – \$1,050.62 (D.O. campaign savings) = **\$29,561.56** / 70,748 papers printed = 41.8 cents per individual paper. This amounts to 11.78 cents per paper or \$8,337.16 total over C&BL budget of \$1.20 to the membership annually / .30 cents per quarter, per member. Next Vulgamore reported on the OLN 'Digital Only' Distribution: 2,687 individuals (mostly members) are currently signed up for Digital Only OLN online newsletter program which had an estimated budget savings of \$1,050.62 this past edition. The Spring OLN email was sent by Constant Contact mass email client program on May 29th to members signed up with the D.O. program, current DEC members, all Posts with a listed email, and all Post Commanders & Adjutants with a listed email. The current reporting metrics: 2,006 (63%) opens; 3,361 successful sends; 601 (19%) click thrus; 189 (6%) bounced (full inboxes, undeliverable, blocked, non-existent emails) & 6 (1%) unsubscribed. Vulgamore continued with the OLN 'Annex': All content that was unable to fit in the 20-page limit main, hardcopy OLN (fyi, 24-page same price, was offered this past quarter) is designed and published solely by Department. This 'extra' content is only available in extended, online only version (both hard copy and Annex combined make up the 'Digital Only' OLN online newsletter). The Spring edition Annex contained 6 extra pages. Next up Vulgamore gave this past edition's Advertising report: Vioney Ranney and Larry Musser (LGN member) purchased quarter page Ads that allocated for half the back page spacing limit for a total of \$1,000 for the Spring 2023 edition. These Ads promoted a WWII touring trip opportunity and a published Survival Handbook promotion. Both individuals have ran ads with us before. No other Ad opportunities were available by the print deadline. Chair, Chris Emmons - District 3, then reviewed the Commission's resolution which was passed at this past Department Convention regarding the Department Constitution and By-Laws that contains the wording details pertaining to the OLN newspaper distribution. In an effort to adjust for the continued increased cost of the newspaper (last considered in 2003) this resolution was drafted, DEC approved, and Convention-body passed. Chair Emmons then moved to entertain a motion to narrow down the distribution list of the printed OLN. Holly Lewis - District 10, suggested the motion include a more specific target with removing

the 888 DMS members from receiving the paper. Mel Cantrell - District 6, inquired to the number of 888 members that Department has, staff liaison Vulgamore answered with approximately 5,000 active members and 8,500 total members in the 888 program. Holly Lewis - District 10, then moved to entertain a motion to eliminate the 888 members from the OLN mailing – starting with the Summer 2023 edition. Bob White - District 13, so motioned and Steve Ebersole - District 12, seconded the motion. No discussion was offered, and the Commission oral vote unanimously passed.

MOTION CARRIED

Steve Ebersole - District 12, asked if there was a way to track how many people read the online newsletter, staff liaison Vulgamore directed him to the meeting agenda with the metrics for the newsletter email campaign. Holly Lewis - District 10, added that with the adoption of this motion that should save Department roughly \$3,700. She also asked if multiple copies are being sent to a household with multiple members, Vulgamore explained that those duplications are eliminated when those members contact Department and are on a spreadsheet to be manually removed, however, those duplicate situations are very few in number overall and he would have to manually go through the entire mailing list to find those few that are not reported and may not be feasible from a cost savings standpoint. Commission discussion continued with taking the next steps in trimming back the OLN mailing list even more. Chair Emmons suggested instead of an age cutoff from receiving the printed paper, perhaps the most recent war-era (i.e., Gulf War and Global War on Terrorism groups) would make more sense to implement the automatic online newsletter toward. Mel Cantrell - District 6, suggested that if the members that fall under these war-eras request to have the printed copy be mailed to them that should be an alternative option. Al Beyer – District 5, added that this action could be viewed as discriminatory by picking a certain age or war-era. Holly Lewis - District 10, recognized Beyer's point and offered that we contact all members that have email and ask that they respond to keeping the mailed copy and calling the remainder that don't have a listed email to sign up for the online newsletter only. Vulgamore added that these two most recent war-era groups may be a good test run to manage such a big workload of contacting thousands of our members. Steve Ebersole - District 12, requested that the bounced back/bad emails from this campaign be given to the Commission sorted by District so that the District officers can help with the accuracy/legitimacy of getting these two war-eras members' on the digital only program. Mel Cantrell - District 6, then moved to entertain a motion and made the motion to send an email to all Gulf War and Global War on Terror members with a listed email stating they will no longer receive the printed OLN through mail due to rising costs and will be auto enrolled in the online newsletter program unless they contact Department for an exception – starting with the Fall 2023 edition. Steve Ebersole - District 12, seconded the motion. Discussion was offered from Dayna Beyer inquiring on the timeframe for this and by Al Beyer – District 5, suggesting that we hold this process for the entire membership and speed up the process with going solely online for the OLN. Holly Lewis - District 10, answered with the emphatic resistance toward entirely going online with this that she has observed. Ebersole also reminded the Commission to reach out to their District leadership for them to work on getting updated emails and current

contact information so that moving from the Fall edition the accuracy of contact information will be helpful as we move toward more war-era groups. No further discussion was given, and the Commission oral vote unanimously passed.

MOTION CARRIED

Next Vulgamore gave a status report and review on the newly implemented Gaming program. The gaming webpage and Social Media post on the 'live' date of our newest program was on July 19th, 2023; This gaming program has been established to attract younger/new members and create an online 'canteen' of sorts for Ohio members to fellowship and play. The current featured game is Call of Duty 4 Modern Warfare, first person shooter game that is available for cross platform play on a PC computer, PlayStation or Xbox gaming consoles. To participate, membership must be vetted by our Membership Coordinator, Hunter Woods by sending him an email to request download and access instructions. Plans to advertise more heavily are in motion. Vulgamore continued to give financials for the program. Chair Emmons suggested when the auto enrollment email campaign goes out the younger war-era members that promoting the Gaming program be part of this communication, the Commission supported this idea. Mel Cantrell - District 6, asked on the playing equipment compatibility with the game, Vulgamore answered with there may be a patch to download with the game download depending on the platform the user will play from but need to research further specifics to answer the question properly. Next Bob White – District 13, voiced his concerns on the National MMC Commission communiqué' on TALMA press badges being discontinued and suggests that the Department create our own press credentials paid program providing a Media/press badge lanyard to continue getting access to applicable reportable events and providing information to Ohio American Legion Family. The Commission discussion with this was largely in favor of the idea and Mr. White will continue his research and will have discussion points on the matter for the next Commission meeting.

5. Announcements

Holly Lewis - District 10, announced a QR code training class at National that she will be teaching and gave an open invitation to the Commission to attend. Dayna Beyer asked that an Auxiliary TALMA contest award winner be recognized by Department, Vulgamore said that he would feature this in the next OLN edition and on Department Social Media as soon as he received the award information and details.

6. Chair Chris Emmons - District 3, closed the meeting with the Salute to Colors. The meeting was adjourned at 6:44 P.M.