

MINUTES
Media, Marketing and Communications Commission
MEETING OF
Saturday, July 16th, 2022
2:00 P.M. Department Headquarters – DEC Room

1. Call to Order 1:59 P.M.

Holly Lewis, District 10 opened the meeting of the Department Media, Marketing and Communications Commission in regular form at 1:59 P.M. The Salute to Colors was led by Holly Lewis, District 10. The Pledge of Allegiance was led by Al Beyer, District 5 and recited by all present. The invocation was given by Frank Morrow, District 4. Holly Lewis, District 10 informed the Commission that she would be substituting leading the meeting due the current Chairman, Chris Emmons, District 3 being excused from the meeting due to a conflicting Legion Baseball conflict. The meeting secretary appointment was substituted by all present agreeing to be video recorded for a transcribed copy of the meeting to produce minutes from.

2. Roll Call:
- DISTRICT 1 – Frank (Joe) Navarre
 - DISTRICT 2 – TBD
 - DISTRICT 3 – Christopher (Chris) Emmons – *Chair - Excused*
 - DISTRICT 4 – W. Frank Morrow
 - DISTRICT 5 – Martin Moore
 - DISTRICT 6 – Mel Cantrell
 - DISTRICT 7 – Ersel (Ray) Howe
 - DISTRICT 8 – TBD – *Donald Capps District 1st Vice Commander, substituting*
 - DISTRICT 9 – David Ewing – *Not Present*
 - DISTRICT 10 – Holly Lewis
 - DISTRICT 11 – Chuck Clark – *Not Present*
 - DISTRICT 12 – Steve Ebersole
 - DISTRICT 13 – Robert (Bob) White – *Excused, attending Joe Ruland’s memorial service*
 - DISTRICT 14 – Robert (Bob) Carson

Roll Call of (established & possible) Sub Commission Members:

DISTRICT 5 – Al & Dayna Beyer

Members present:

- DISTRICT 1 – Joe Navarre
- DISTRICT 2 – Absent
- DISTRICT 3 – Excused
- DISTRICT 4 – Frank Morrow
- DISTRICT 5 – Martin Moore
- DISTRICT 6 – Mel Cantrell
- DISTRICT 7 – Ray Howe
- DISTRICT 8 – Sub.
- DISTRICT 9 – Absent
- DISTRICT 10 – Holly Lewis
- DISTRICT 11 – Absent
- DISTRICT 12 – Steve Ebersole
- DISTRICT 13 – Excused
- DISTRICT 14 – Bob Carson

Sub Com. Members present:

DISTRICT 5 – Al & Dayna Beyer

Guests Present:

Department 2nd Vice Commander, Jason Rue;
Department Assistant Chaplain, Al Buxton; 12th
District Commander, Brad Beatty; Department
Assistant Adjutant, John Robinson; and Jon
Vulgamore, Department Staff liaison.

3. Reading of Previous Minutes

All present reviewed the previous meeting minutes of March 13th, 2022, therefore Holly Lewis, District 10 moved to entertain a motion to approve the minutes. Steve Ebersole, District 12 motioned, seconded by Martin Moore, District 5. No discussion was offered, Commission oral vote unanimously passed.

MOTION CARRIED

4. Unfinished/Old Business - None

5. New Business/Discussion/Motions

a. Review of Commission Objectives:

Holly Lewis, District 10 recognized MM&C Commission Staff Liaison, Jon Vulgamore, to present his Department report. First was the review of Spring edition of Ohio Legion News; The Spring 2022 OLN cost analysis was as follows: \$22,277.54 postage and distribution + \$6,750.00 design & printing = \$29,027.54 - \$1,499.78 (Ad and D.O. campaign savings) = **\$27,527.76** / 75,709 papers printed = 36.4 cents per individual paper (6.35 cents per paper or \$4,815.06 total over budget) Next was the review of OLN 'Digital Only' publication distribution: 2,631 members are currently signed up for Digital Only OLN program which will have an estimated budget savings of \$956.37 this upcoming edition. The Spring OLN email was sent by Constant Contact mass email client program on May 26th. The current reporting metrics of that email campaign was - 1,557 (67%) opens; 2,388 successful sends; 561 (24%) click thrus; 7 (1%) unsubscribed; 77 (3%) bounced (undeliverable, blocked, non-existent emails). Al Beyer, District 5 inquired as to what is being done to push the online newspaper. Vulgamore answered with the Fall and Spring email campaigns to the entire membership with email received the opportunity to sign up for this or update their preferred email. Holly Lewis, District 10 added that Facebook posts with the link to sign up for the digital only paper should be increased to once every month to improve member participation, and that it takes repetition for online marketing algorithms 16 times to take effect and competently reach our entire member base. Department officer guests Al Buxton, John Robinson, and Jason Rue stepped into the meeting to convey their appreciation and greetings to the Commission on behalf of the Department Commander and 1st Vice who were in attendance at Joe Ruland's memorial service. Next Vulgamore continued his report with the review of the OLN Annex. All content that was unable to fit in the 20-page limit main, hardcopy OLN is designed and published solely by Department. This 'extra' content is only available in the extended, online only version (both combined make up the Digital Only OLN). The Spring edition had 10 extra pages, with the TAPS section included (this was decided last meeting). Al Beyer, District 5 suggested 2 copies of the paper be mailed to each Post for an added member reach. Ray Howe, District 7 added that you could print the newspaper at the Post as one possible solution. Bob Carson, District 14 and Mel Cantrell, District 6 confirmed that the digital only paper is being emailed to every Post. Ray Howe, District 7 also suggested that we reach out to the Posts that send out their own newsletters to publicize signing up for the Digital Only paper. Next was the review of OLN Spring edition Advertising: Arrow International, Inc. discontinued running Ads with us. Tri-State Veterans

Military Museum purchased an Ad that allocated one-fourth page size for \$500.00 (approved by Dept Adj and Commission Chair) Vulgamore asked for discussion on assistance to obtain more advertising interest, currently none for summer edition. Holly Lewis, District 10 suggested contacting major phone companies for advertising. Steve Ebersole, District 12 suggested NVMM as a possible advertising avenue. Holly Lewis, District 10 added to increase our social media reach to try and recruit some veteran owned businesses to advertise in the paper. Next reported was the Department website and Social Media Review: The website was upgraded in April and now runs faster and has a more user-friendly mobile phone display. Currently making updates for the new membership year. Vulgamore recognized the effectiveness of continued Sub Commission website searches to assist with updates. Frank Morrow, District 4 who was on the recent Website Sub Commission added that on his recent content searches he found very little outdated information and broken links. Vulgamore continued that the Social Media Sub Commission continues to do a great job supplementing posts. Dayna Beyer, District 5 plans to do more human-interest posts and suggested the frequency of posts be daily to increase traffic to the Department Facebook page. Next Vulgamore continued with then new DEC Emails project; Department leadership has introduced the idea of having the ohiolegion.com domain emails created for all DEC members with District/Post files accessible through the Microsoft SharePoint application program. This should go into effect after the August DEC meeting pending voted approval. Mel Cantrell, District 6 added that the continuity of standardizing these contact emails also helps blue cap members contact their leadership more effectively without having to remember personal emails. Next on the report was a brief overview of the Publishing Concepts (PCI) project status; Department leadership has put this voluntary and optional membership story book and member information verification project on hold until a vote is taken at the next August DEC meeting. If the official vote is to discontinue this project, there will be a contractual cancellation fee of which is unknown at this point in time. A member contact information List Protection Agreement has been established with National HQ. Several Departments have participated with PCI. As of June 28th, the PCI project has produced: 19,481 members that have responded; 14,882-member service stories; 5,180 new emails obtained, and 7,963 emails verified; 563 address updates and 18,628 addresses verified; 11,979 home & 10,567 cellphone number updates and 4,242 numbers verified. A forecast of royalties' earnings is approximately \$30,000 to Department currently. Vulgamore called for discussion which spurred on several Commission members to voice their displeasure with the method and script PCI associates use to obtain veteran service stories to increase their merchandise sales, and also strong concerns that PCI has sold our member information to other companies. It was suggested to have a PCI representative present at the next DEC meeting to offer them a chance to alleviate the significant concerns that this project has presented. Next on the Department report was the Constitution and By-Laws wording change by way of resolution draft; On page 9 of the Department Constitution and By-Laws, this page contains the wording details pertaining to the OLN newspaper distribution. If the Commission plans to go to an all-digital distribution in the future, a resolution to change this will have to be drafted, presented,

DEC accepted, and then voted on at the following Department Convention. Vulgamore asked for discussion on exact verbiage and the previous volunteer to draft the resolution was Chairman Chris Emmons, District 3. Mel Cantrell, District 6 suggested the dollar amount be changed to a percentage of roughly between 13-14% accounting for inflated future costs. Holly Lewis, District 10 suggested the new verbiage state, 'shall be allocated to publish news to the entire active membership.' This will leave the logistical distribution discretion to the Commission and protect future administrative changes. Bob Carson, District 14 noticed a punctuation change the CB&L as well (capital A in 'at least') in the highlighted portion on pg 9.

6. Holly Lewis, District 10 called for any additional announcements and Good of the Commission discussion.
 - a. Ray Howe, District 7 added that this meeting has good perspective information to bring back to the District and then to the Posts. Dayna Beyer, District 5 suggested spotlighting District Commanders in future media in an effort to introduce and get to know them better. Some additional social media discussion on appropriate Department-District-Post level posts and strong political view messaging was held.
7. Al Beyer, District 5 gave the closing prayer.
8. Holly Lewis, District 10 directed the Salute to the Colors.
9. Holly Lewis, District 10 closed the meeting in regular form. The meeting adjourned at 2:58 P.M.