

MINUTES
Media, Marketing and Communications Commission
MEETING OF
Thursday, October 5th, 2023, 5:30 P.M.
Virtual (MS Teams)

1. Call to Order 5:31 P.M.

Chair, Chris Emmons - District 3, called the meeting of the Department Media, Marketing and Communications Commission to order at 5:31 P.M. and Bob White – District 13, gave the invocation. 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 through 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 – Albert (Al) Buxton – *(Excused, prior engagement)*
 DISTRICT 5 – Martin Moore – *Not Present; Al Beyer substituted*
 DISTRICT 6 – Mel Cantrell
 DISTRICT 7 – Vacant
 DISTRICT 8 – Vacant; *Don Capps substituted*
 DISTRICT 9 – Jacqueline Whetstone – *Not Present*
 DISTRICT 10 – Holly Lewis
 DISTRICT 11 – Jason Malec
 DISTRICT 12 – Steve Ebersole – *Not Present*
 DISTRICT 13 – Robert (Bob) White
 DISTRICT 14 – Robert (Bob) Carson

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 – Excused
DISTRICT 5 – Absent; *Al Beyer sub.*
DISTRICT 6 – Mel Cantrell
DISTRICT 7 – N/A
DISTRICT 8 – N/A; *Don Capps sub.*
DISTRICT 9 – Absent
DISTRICT 10 – Holly Lewis
DISTRICT 11 – Jason Malec
DISTRICT 12 – Absent
DISTRICT 13 – Bob White
DISTRICT 14 – Bob Carson

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 August 10th, 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 Bob White - District 13, 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 Summer 2023 OLN: \$26,645.95 postage and distribution + \$6,500.00 layout & printing = \$33,145.95 – \$1,674.93 (active 888 member removal) – \$1,124.01 (D.O. campaign savings) = **\$30,347.01** / 68,651 papers printed = 44.2 cents per individual paper. This amounts to 14.2 cents per paper or \$9,751.71 total over C&BL budget of \$1.20 to the membership annually / .30 cents per quarter, per member. There was a 7.42% or 2.7 cents per paper postal increase for the Summer edition. Next Vulgamore reported on the OLN 'Digital Only' Distribution: 2,689 individuals (mostly members) are currently signed up for Digital Only OLN online newsletter program which had an estimated budget savings of \$1,124.01 this past edition. The Summer OLN email was sent by Constant Contact mass email client program on August 31st 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: 2,043 (64%) opens; 3,357 successful sends; 576 (18%) click thrus; 181 (5%) bounced (full inboxes, undeliverable, blocked, non-existent emails) & 8 (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 Summer edition Annex contained 10 extra pages. Next up Vulgamore gave this past edition's Advertising report: Multiple attempts were made to obtain established advertisers, but no interest or no new Ad submissions were given for the Summer edition. Ran a social media campaign for advertisements on October 3rd for the upcoming edition. Chair, Chris Emmons - District 3, reviewed for the newer Commission members 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. The previous August MMC meeting carried motion to eliminate 888 members from the OLN mailing list went into effect for the Summer 2023 edition. 4,007 current/active 888 members

were removed for a cost savings of approximately \$1,674.93. Emmons continued explaining that also in the previous meeting carried motion to eliminate Gulf and Global War on Terror war-era members from the upcoming Fall OLN edition mailing list and auto enroll these members into the online newsletter program will go into effect. Those of these members with a listed email address received an email, sent by Constant Contact mass email client program on October 2nd informing them of this change in distribution and to have the option to still have the newspaper mailed to them. Emmons verified he got this communication since he fell under these war eras and also confirmed receiving a contact spreadsheet of these war era members that did not have an email listed for possible contact by phone or mail – these spreadsheets were sorted and distributed to each District appointee on the Commission to work with their respective District leadership in contacting these member to inform them of the change in OLN mailing distribution. Holly Lewis – District 10 inquired on how many of these members thus far have opted out of being auto enrolled for the online newsletter and wish to have the paper continued to be mailed to them, staff liaison Vulgamore answered with 8 members to date. Lewis also asked for the details of that email campaign, Vulgamore answered with the current reporting metrics of that campaign are: 4,011 (41%) opens; 10,711 successful sends; 953 (9%) bounced (full inboxes, undeliverable, blocked, non-existent emails) & 24 (1%) unsubscribed. Chair Emmons asked the Commission if for this next phase of auto enrolling members in the online newsletter if we should include another war era or even the entire membership, or wait to see the financial impact of what removing the Gulf and Global war on Terror members from the OLN mailing produces. Some Commission discussion was given but the overall consensus was to wait and see and monitor the feedback of the current situation. Bob White – District 13 suggested at Mid-Winter conference there be a QR code or printed survey to advertise and assess the online newsletter program. Chair Emmons directed Vulgamore to give the Gaming program update - the gaming program is off to a slow start with 5 members vetted by Membership Coordinator, Hunter Woods and are actively participating. A flyer of the program will go out in the next post-wide mailing. Plans to recruit membership from Student Veteran Associations are in motion, targeting younger aged veterans. Bob White – District 13 explained that due to TALMA press badges being discontinued, the Commission's last meeting was in favor of Department creating or outsourcing our own press credentials and possibly a paid program that would provide a Media/press badge lanyard to continue getting access to applicable reportable events and providing information to Ohio American Legion Family. Mr. White has continued his research with this and has sent out an email promoting the web resource, Zazzle, which he has made a template up of the new possible press badge for review and discussion. After a lengthy Commission discussion, it was decided to table the Department press badge sanctioned program due to the cost and difficulty implementing the infrastructure, budget, and administration involved. Anyone may go to this web resource and design their own self-appointed credentials if they intend on reporting and publicizing Legion events, but appreciate Mr. White's research on this topic. Vulgamore continued with the Department Website and Social Media Channels update - no new major website changes to report since last Commission meeting. Current priorities are the Committee/Commission pages and Mid-Winter Conference page. The Department Facebook presence continues to grow – special thanks to Dayna Beyer

for helping keep pace with daily posts. Ohio Legion Events FB page has been discontinued, looking for an alternative place to post Post-level events. Dayna Beyer – District 5 offered to create a new Legion Family FB page and Instagram page and moderate it to solve this issue. Chair Emmons then moved to entertain a motion to create these social media pages. Holly Lewis - District 10, so motioned and Al Beyer - District 5, seconded the motion. No discussion was offered, and the Commission oral vote passed 7 Aye's for and 2 Aye's against.

MOTION CARRIED

Dayna Beyer – District 5 also mentioned a new 5th District FB page had to be created. Vulgamore continued on with a report on current Department publications and mailings – the current projects include the Department Directory which is being finalized also have recently formatted/designed the A&G test and answer sheet for this year, we have begun the 50,000-test print job and mailing those orders mid to late October. The next Post mailing will go out early to mid-November. Vulgamore asked for suggestions on additional things that should be included in this mailing, and Holly Lewis – District 10 requested the Gifts for Yanks donation request letter to be included. Don Capps – District 8 offered the idea of a memo informing Posts of the OLN change in distribution for the Gulf and Global War on Terror members be added as well.

5. Announcements

Chair Emmons moved to Commission announcements in which he stated the Department Commander has been informed that this Commission will continue to meet virtually. Dayna Beyer – District 5 added she will be adding a post on the Dept. Facebook page of the Commander's Homecoming celebration. Bob White – District 13 mentioned the success he had with the Children & Youth suicide awareness booklets Department had created and inquired on the cost of utilizing the Department main printer for Post/District print jobs. Vulgamore answered that the Department does in fact do these types of requests, but the cost varies on the complexity and scope of the requested print job and would have to be done on a case-by-case basis and encourages the Commission to advertise offering this service. Holly Lewis – District 10 announced to offer and take pictures of the upcoming Fall Department meetings.

6. Chair Chris Emmons - District 3, closed the meeting with the Salute to Colors. The meeting was adjourned at 6:32 P.M.