

MINUTES
Media, Marketing and Communications Commission
MEETING OF
Sunday, October 2nd, 2022
10:00 A.M. Department Headquarters – Virtual

1. Call to Order 10:13 A.M.

Chair, Chris Emmons, District 3 opened the virtual meeting of the Department Media, Marketing and Communications Commission at 10:13 A.M. using the Microsoft Teams videoconference platform. Due to 5 Commission members present, a meeting quorum could not be achieved, therefore previous meeting minutes review and any new/old business motionable items will be tabled until the next scheduled Commission meeting.

2. Roll Call: DISTRICT 1 – Frank (Joe) Navarre – *Excused due to another commitment*
 DISTRICT 2 – TBD
 DISTRICT 3 – Christopher (Chris) Emmons
 DISTRICT 4 – W. Frank Morrow
 DISTRICT 5 – Martin Moore
 DISTRICT 6 – Mel Cantrell – *Excused, attending District Fall Conference*
 DISTRICT 7 – Ersel (Ray) Howe – *Not Present*
 DISTRICT 8 – TBD
 DISTRICT 9 – David Ewing – *Not Present*
 DISTRICT 10 – Holly Lewis
 DISTRICT 11 – Chuck Clark – *Not Present*
 DISTRICT 12 – Steve Ebersole – *Not Present*
 DISTRICT 13 – Robert (Bob) White
 DISTRICT 14 – Robert (Bob) Carson – *Not Present*

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

DISTRICT 5 – Al & Dayna Beyer – *Excused due to a conflicting international trip*

Members present:

DISTRICT 1 – Excused
DISTRICT 2 – No appointed rep.
DISTRICT 3 – Chris Emmons
DISTRICT 4 – Frank Morrow
DISTRICT 5 – Martin Moore
DISTRICT 6 – Excused
DISTRICT 7 – Absent
DISTRICT 8 – No appointed rep.
DISTRICT 9 – Absent
DISTRICT 10 – Holly Lewis
DISTRICT 11 – Absent
DISTRICT 12 – Absent (*responded*)
DISTRICT 13 – Bob White
DISTRICT 14 – Absent

Sub Com. Members present:

DISTRICT 5 – Excused

Guests Present:

Jon Vulgamore, Department staff liaison

3. Reading of Previous Minutes

The approval and acceptance of the previous meeting minutes from July 16th, 2022, will be tabled until the next scheduled Commission meeting.

4. Unfinished/Old Business

- a. Jon Vulgamore, staff liaison continued discussion from the last meeting; on page 9 (now page 8 after the revision in July) of the Department Constitution and By-Laws, this page contains the wording details pertaining to the OLN newspaper cost and distribution. If the Commission plans to adjust for the inflated increased cost of the newspaper (last considered in 2003) and/or plans to go to an all-digital distribution in the foreseeable future, a resolution to change this will have to be drafted, presented, DEC accepted, and then voted on at the next Department Convention. The suggested the new verbiage from the previous meeting was, '*...shall be allocated to publish news to the entire active membership...*'
- b. Discussion by Chris Emmons, District 3 and Holly Lewis, District 10 was held to volunteer to draft the resolution for Commission approval to be presented to the DEC during the meeting in early April. The upcoming tentative impromptu Commission meeting on Tuesday, December 6th at 6:30 to be held virtually is the proposed target date for this.

5. New Business/Discussion/Motions

a. Review of Commission Objectives:

Chair, Chris Emmons, District 3 recognized MM&C Commission Staff Liaison, Jon Vulgamore, to present his Department OLN report. First announced was the Summer 2022 OLN cost summary; \$29,581.72 was spent in postage and distribution + \$6,950.00 design & printing = \$36,531.72 - \$2,000.00 (Ad savings) – \$1,111.47 (D.O. campaign savings) = **\$33,420.25** / 87,034 papers printed = 38.4 cents per individual paper (8.39 cents per paper or \$7,310.05 total over C&BL budget of \$1.20 per active member annually). Next Vulgamore gave the review of OLN 'Digital Only' distribution statistics; 2,648 members are currently signed up for Digital Only OLN program which had an estimated budget savings of \$1,111.47 with the Summer online edition – The Summer OLN email was sent by Constant Contact mass email client program on August 16th 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 are: 2,090 (66%) opens; 3,319 sends; 752 (24%) click thrus; 12 (1%) unsubscribed; 164 (5%) bounced (undeliverable, blocked, non-existent emails). The recurring OLN Digital Only social media campaign was posted on July 29th. Between the Spring and Summer editions, 23 new signups were gained (6 lost through requests and deceased members). The OLN 'Annex' is all content that was unable to fit in the 20-page limit main, hardcopy OLN (fyi, 24-page same price, was offered this quarter). This is designed and published solely by Department. This 'extra' content is only available in extended, online only version (both

combined make up the Digital Only OLN). The Summer edition had 12 extra pages, with the TAPS section included (this was decided two meetings prior). Next, Vulgamore gave a review of OLN Advertising; Grover Gaming purchased an Ad that allocated the full-page limit for \$2000.00 for the summer edition. (This is approved by Dept Adjutant and Commission Chair) Arrow International, Inc. has expressed interest with running an Ad for the upcoming Fall edition. Lastly, Vulgamore discussed the idea of further cost savings with suggesting the Legion 888 members shall not receive the mailed OLN, with the reasoning of non-brick and mortar members not necessarily having much interest in the OLN content. Holly Lewis, District 10 added that the 888 members be automatically sent the online newsletter instead, without being signed up with the Digital Only program. Further discussion by the rest of the Commission members came to a consensus that this may be worth pursuing but that the C&BL page 8 wording of '*entire membership*' may also need to be changed in the resolution to change the financial allotment of Department news publication distribution. Chris Emmons, District 3 instructed Vulgamore to put a list together of the 888 members and their contact information to ascertain the number of 888 members and how many of those members have a listed email.

6. Announcements

Chris Emmons, District 3 informed the Commission that all other meeting agenda items are to be postponed until the next meeting. He will also be sending a calendar invite to all members, including the 2nd and 8th District Commanders (the current Districts with no appointed Commission member) for Tuesday, December 6th at 6:30pm for a virtual meeting to review and vote on a resolution to present to the DEC - (He and Holly Lewis will work on the resolution to our Dept. C&BL's in the meantime to give this Commission the flexibility to curtail some of the OLN costs). Emmons added in addition he would like this Commission to meet live at the Mid-Winter conference – Vulgamore stated he would follow up with Department leadership to make sure the schedule would allow for a Commission meeting during Mid-Winter. Frank Morrow, District 4 announced his appreciation for the convenience of running this meeting virtually.

7. Chris Emmons, District 3 closed the meeting. The meeting adjourned at 10:38 A.M.