

Public Relations Committee Meeting
Department Headquarters
September 17, 2016
12:00 P.M.

Present:

D – 1 None Present
D – 2 John McJunkin-Chairman
D – 3 Richard Staley
D – 4 Glenn Smith
D – 5 Bill Edwards
D – 6 None Present
D – 7 None Present
D – 8 Judy Willoughby
D – 9 None Present
D – 10 Andy Atkins
D – 11 Charles Sands
D – 12 Steve Ebersole
D – 13 None Present
D – 14 Alvin Podboy

Guests: District 14 1st Vice Commander John Life

Chairman McJunkin called the meeting to order (12:00 p.m.).

Respect was rendered to the Flag.

Jason Graven was appointed secretary.

The roll was called with nine (9) of fourteen (14) districts represented.

Chairman McJunkin recognized the Department officers present (none present)

Judy Willoughby (D8) made a motion to dispense with the reading of the minutes of the previous meeting. Charles Sands (D11) seconded.

Motion Carried

Activity Reports:

D-1 No Report Given

D – 2 District maintains a newsletter, Facebook page, and website. Local papers will only cover events outside of the Post. Website seems to work best as long as it is continually updated.

D -- 3 Recently cancelled the District website due to lack of interest. No Facebook page. District only sending newsletter to Posts.

D --4 District utilizing both mail and email for newsletter. Spoke on PDC Wilson's recent engagements with local Kroger over poppy donation solicitation and how that effected community awareness. District maintains a newsletter and website. Website stays updated and has received a lot of positive feedback.

D -- 5 Moved away from website due to lack of visits. Currently utilizing Facebook as only communication.

D – 6 No Report Given

D – 7 No Report Given

D - 8 Tried using a website by “piggybacking” off of the baseball website. Still issuing newsletters solely by mail. Participation at/for events and conferences at District level getting worse.

D – 9 No Report Given

D – 10 Issues newsletter by email. Having trouble getting submissions. District maintains an open group Facebook page.

D – 11 Not doing much of anything. Most Posts too small. Used to get ads in paper for free, now has to pay \$800. Post don't participate in award programs because they don't know about them.

D -- 12 District website gets good response. Only issues newsletter electronically. Newsletter went from 207 subscribers to over 1,600 by using myLegion to find email addresses. Anyone who accesses District 12 website can subscribe to receive newsletter. Uses free email service (mail chimp) to distribute newsletter.

D -- 13 No Report Given

D-- 14 Only uses Facebook. Has seen attendance and participation increase in coordination with Facebook use by members. Works with VFW on a Memorial Day booklet which is handed out at parade. Booklet lists every veteran buried in the

community. Booklet has gone from a 6 page trifold to a 36 page booklet that receives sponsors and advertisers.

After hearing the District reports, Director Graven then spoke on what Department is doing as it pertains to Public Relations. Director Graven spoke about recent initiatives with Summit for Soldiers and the Patriotic Pops Concert, and discussed how partnering with these groups has led to increased visibility and interest in The American Legion. Director Graven stressed that if donating, or receiving a donation request, that it is imperative to not just give the money and let them walk away but to utilize their good will and have the group they are donating to advertise the donation.

Chairman McJunkin then spoke on the 100 year anniversary celebrations and how holding events in collaboration with the anniversary could help spread the story of our organization.

Awards for Post/District Newsletters

Following are the results of the judging of the submissions for the annual contest.

Less than 500 circulation:

1. Post 808, Akron
2. No Other Submissions

Larger than 500 circulation:

1. Post 496, Kent
2. No other Submissions

Websites:

1. No Submissions

District Rosters: 1. No Submissions

District Newsletter: 1. No Submissions

Future Meetings

Email will be sent out to members for discussion on future date of meeting to utilize video conferencing.

Respect was rendered to the colors.

THE AMERICAN LEGION
DEPARTMENT OF



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Chairman McJunkin declared the meeting adjourned at 1:45 pm

Respectfully Submitted,

Jason Graven
Public Relations Director