

Public Relations Committee Meeting
Department of Ohio Headquarters
60 Big Run Rd, Delaware, OH 43015
August 16, 2014
10:00 A.M.

Present:

- | | |
|-----------------------------------|---------------------------------------|
| D – 1 Karl Betz-Absent | D – 2 Don Epps-for John McJunkin, III |
| D – 3 Melissa Fowle-Absent | D – 4 No Representative |
| D – 5 No Representative | D – 6 Charles Armstrong |
| D – 7 Karen Brown-Absent | D – 8 Judy Willoughby, Chairman |
| D – 9 No Representative | D – 10 James Metcalf |
| D – 11 Barb Handschumacher-Absent | D – 12 Steve Ebersole-Absent |
| D – 13 Leroy Brinkoff | D – 14 Alvin Podboy |

Guests:

David Hilliard, Department Commander
Jason Graven, Director of Internal Affairs

Chairman Willoughby called the meeting to order (10:15 a.m.).

Respect was rendered to the Flag.

Jason Graven was appointed secretary.

The roll was called with six (6) of fourteen (14) districts represented.

Chairman Willoughby recognized the Department officers present

Charles Armstrong, (D6) made a motion to dispense with the reading of the minutes of the previous meeting. James Metcalf, (D10) seconded

Motion Carried

Activity Reports:

D-1

D – 2 Currently using a District website and Newsletter to disseminate information to the Posts

D -- 3

D --4

D -- 5

D – 6 Current website is in disarray, newsletter is under new management and faring better than in the past, Local news has been hard to deal with, noted a lack of participation at the Post level

D - 7

D - 8 Currently using District website and newsletter to disseminate information to Posts, Buckeye Boys State participants and Legion Baseball participants have proven to be strong assets in membership drive. The previous jersey campaign for the local baseball team was suspended for the year as the children use the jerseys for two years and the District plans on supporting this program next year.

D - 9

D – 10 Currently using District website and newsletter to disseminate information to Posts, noted a lack of participation at the Post level

D – 11

D -- 12

D -- 13 Appropriated funds (\$1,500) to create District website, local news not interested in good news

D-- 14 Currently using District website, does not have a District newsletter using email communications instead. Currently publishing a Memorial Day program (partnered with local VFW) that is passed out at parade and focuses on a different veteran topic every year and has received positive response. Sponsors local children's sports teams and has banner at High School. Currently working on a fundraiser with Kent State University in selling tickets to Kent State vs. Army football game on Oct. 18th. Legion gets \$5 per ticket, and 50% of Kent State's profit goes to charity.

After hearing the Activity Reports from the Districts, Commander Hilliard addressed the committee on the importance of PR and its relation to membership. Commander Hilliard

stressed the importance of wearing the Legion cap with pride and all Legionnaires should don their caps on Veteran's Day.

After Commander Hilliard's Remarks, Jason Graven, Director of Internal Affairs, addressed the committee and PR efforts by Department. Director Graven informed them of the effort at the University of Akron to donate a POW/MIA chair to the university football stadium and how efforts such as this, along with the effort to develop a partnership with the Columbus Blue Jackets NHL hockey team, provide a different level of PR than what the Legion has done previously. Director Graven then passed out the most recent membership numbers to the group pointing out that we currently have 18% market share of eligible veterans in Ohio and that the PR focus needs to be directed at the 82% that are not currently members requiring us to get outside of the Posts and be seen out in the community. Director Graven passed out the information flyer for the POW/MIA chairs and encouraged everyone to work with Posts in getting these chairs placed in local high schools and minor league stadiums across the state as they come with a plaque that provides the ability to place a dedication from The American Legion on them which will remain with the chair as long as it stands.

Director Graven also spoke on how the use of social memberships to raise revenue harms the Post's public perception, as well as internal perception amongst members.

Awards for Post/District Newsletters

Following are the results of the judging of the submissions for the annual contest. We are looking at establishing a point system for judging.

Less than 500 circulation:

1. Post 28, Perrysburg 2. No other entries

Larger than 500 circulation:

1. Post 703, Parma 2. No other entries

Websites:

1. No entries

District Rosters: 1. No entries

District Newsletter: 1. No entries

Following the paper judging, the group viewed potential photos for the new Ohio fundraising calendar and selected their top 12 choices.

Future Meetings

There will be an informal meeting at the Mid-Winter Conference.

Good of the Legion

Respect was rendered to the colors.

There being no further business the meeting was adjourned at 12:00

Respectfully Submitted,

Jason Graven, Secretary