

Public Relations Committee Meeting
Post 144
3253 South High Street, Columbus, OH
July 18, 2015
10:00 A.M.

Present:

D – 1 No Representative D – 2 John McJunkin-Interim Chairman
D – 3 Richard Staley D – 4 Glenn Smith
D – 5 No Representative D – 6 No Representative
D – 7 No Representative D – 8 Tina Walker
D – 9 No Representative D – 10 No Representative
D – 11 No Representative D – 12 No Representative
D – 13 No Representative D – 14 Alvin Podboy

Guests:

James Campbell, Department Commander
Ronald Chapman, Department 1st Vice Commander
Jason Graven, Director of Internal Affairs

Interim Chairman McJunkin called the meeting to order (10:00 a.m.).

Respect was rendered to the Flag.

Jason Graven was appointed secretary.

The roll was called with five (5) of fourteen (14) districts represented.

Chairman McJunkin recognized the Department officers present

Richard Staley (D3) made a motion to dispense with the reading of the minutes of the previous meeting. Glenn Smith (D4) seconded

Motion Carried

Activity Reports:

D-1

D – 2 Currently using a District website and newsletter to disseminate information to the Posts. Website includes a calendar of events. Also utilizing social media sites and routinely runs article in local newspapers

D -- 3 Reported not having a website. Utilizes social media and email to distribute information amongst members. Currently working to create Post at Wright State University

D --4 Currently using a District website which they began about 5 months ago and use for the entire Legion family communications. Also utilizing a District newsletter to dispense information.

D -- 5

D – 6

D - 7

D - 8 No report

D - 9

D – 10

D – 11

D -- 12

D -- 13

D-- 14 Reported on the effect that the University of Akron Post 808 has had in reinvigorating the District in terms of public relations. The District has taken their lead and has begun talks with the Cleveland Indians on the donation and installation of a POW/MIA Chair of Honor in Jacobs Field. Handed out a Memorial Day program that they have collaborated with the VFW in passing out at the Memorial Day parades. The first year they began they printed 600. This past year they printed and handed out over 3,000 and the program is rising in popularity. They also support a local high school and this support allows them to hang a banner inside the gymnasium to be displayed during the school's basketball games.

After hearing the reports, Chairman McJunkin invited Department Commander Jim Campbell forward to address the Committee. Commander Campbell highlighted the need to streamline our processes and find cheaper and smarter solutions while having the same effect. He stressed that without an effective public relations we will cease to exist so we need to reach out to the communities. He stated many instances in which the community does not know what the Legion actually does and the public doesn't know our programs and what they know us as is a bar. He continued to say that our programs need money to be ran and that the Legion is a business and our canteens fund our programs, but that is all potential members are invited to see. Commander Campbell then pitched the idea to contact the local city bureaus and find out how to get the Posts listed and a link placed on the tourist and event sections of the city sites, he included the high school websites as another possibility and that small but effective measures such as this will help to generate interest and build brand awareness. Commander Campbell then expressed the need to reach the younger generations as our future is at risk due to our membership getting old and that effective public relations is the only way to reach future members and we need to highlight our programs. Commander Campbell then finished by thanking the committee and that the responsibility to take care of the future of the organization is in our hands.

Chairman McJunkin then invited Department 1st Vice Ron Chapman to address the committee. 1st Vice Chapman began by highlighting his disappointment in the lack of attendance and that public relations should be our most important committee. 1st Vice Chapman then spoke on the difference between offering potential members the opportunity of membership rather than "selling" the membership. He stated we need to think bigger in how we address the public relations arena. District 14 representative Al Podboy then expressed a desire to have the DEC meetings able to be video conferenced. 1st Vice Chapman then finished by thanking everyone in attendance for taking the time to attend.

After the guest speakers gave their address. Public Relations Director Graven then offered some remarks. Director Graven spoke on some of the things that Department is currently working on, what has worked in the past, and what has failed. He expressed a need to create associations with the major sporting teams in Ohio and that by creating these associations we begin to establish ourselves as the "titans" of veteran service organizations. He highlighted that this is how the Wounded Warrior Project skyrocketed so quickly and that we need to reestablish ourselves. He offered District 14 the Department's support with the Indians and expressed to District 4 that such associations with the Cincinnati area professional teams will go a long way in how we are viewed in the public eye.

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 776 2. Post 49 3. No other submissions

Larger than 500 circulation:

1. Post 496 2. No other submissions

Websites:

1. District 13 2. No other submissions

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 a motion was made by Glenn Smith (D4) to adjourn.
Seconded by Richard Staley (D3).

Motion Carried

The meeting was adjourned at 12:00

Respectfully Submitted,

Jason Graven, Secretary