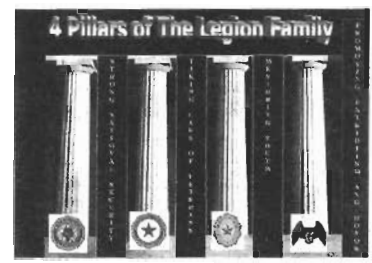




Richard I. Chatman

Department of Michigan- Public Relations Committee Meeting

Minutes 9-26-08



The meeting of the Department Public Relations Committee was called to order by Dick Chatman, Chairman in the dimly lit, visually challenging Library Lounge, Midland Michigan at 9:05 am on September 26, 2008.

Present:

- Committee Members. Chatman, Lafnear, Janoska, Rodman was absent.
- Guests: 22, representing 11 districts

It was moved by Lafnear, seconded by 16th to appoint Bob Janoska secretary, motion carried

Minutes from the Department Public Relations/Publications Committee Meeting held on June 19, 2008 were read. Moved by Janoska that the minutes be accepted, supported by Lafnear, motion carried

Minutes from the Department Public Relations Committee Meeting held on June 20, 2008 were read. Moved by Lafnear that the minutes be accepted, supported by Janoska, motion carried.

Business discussed:

2008 – 2009 Department Public Relations Program Budget. A detailed and lengthy discussion of why the funds for the Video Tape Program were eliminated ensued.

State Media Awards and State Public Relations Post Website Awards were discussed. They will remain in their present form for this year, but exploring ways to better administer and present awards including consolidation will be explored at future Public Relations Meetings.

Discussion of the newly implemented Public Relations Webpage on the Department's website was discussed, including its mission. Guests in attendance were urged to pass the word on to their fellow legionnaires as well as to read Adjutant Lafferty's in depth report on it on Page 2 of the Keeping In Touch September 12, 2008 publication.

Chairman Chatman informed those in attendance that the Public Relations Committee will be instituting a PR Action Plan which will include:

- Developing a State of Michigan Media Relationship Database, listing media outlets across the state.
- Developing a Legislative database of Vet friendly elected officials
- Developing a community relations database of vet friendly community groups and block clubs in Michigan
- All this information would be available to Michigan Legionnaires through the Department for use in spreading the word about The Legion and the good work we do.
- Chairman Chatman will be talking to the Chairs of the Reconnect, VA&R and Heroes To Hometown committees to explore ways of combining resources and promoting The Legion

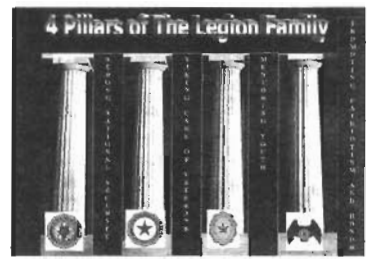
Progress on the action plan will be updated on a regular basis, results posted on the Public Relations Webpage and in the Michigan Legionnaire, to keep Michigan Legionnaires informed.



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There being no further business to come before the committee, the meeting was adjourned at 10:02 am, motion carried.

Respectfully submitted:

Dick Chatman Chairman

Bob Janoska Secretary