



The meeting of the Department Public Relations committee was called to order by Chairman Chatman in Salon D Troy Marriott Hotel

The 13 guests who attended were welcomed by Dick Chatman

Opening prayer given by Ken Blake post 459

Pledge of allegiance recited by all in attendance

Roll call of committee members was taken, Elston and Geers present, Rodman was excused.

Motion made by Chatman, seconded by Elston that the reading of the minutes from 6-17-2010 not be read and deferred to the Department Website where they are posted, motion carried.

Old Business, there was none.

New Business:

Public Relations would be focusing more this year on our most important Public, "The Blue Caps. Communications within the department of Michigan needs much improvement. Despite the wealth of information available and many methods of delivering it, many of our Blue Caps are not receiving information. Public Relations will be focusing on identifying ways to improve this.

Legion Programs present a great opportunity for good public relations for The Legion and The Department of Michigan, Public Relations will be strongly encouraging Blue Cap participation in Boys State, Student Trooper and Reconnect as well as working closely with our other committees to publicize our programs.

Items on the to do list for Public Relations in 2010 - 2011

- Start a Department wide communications network with a S.P.O.C. in each District responsible for ensuring information reaches the intended audiences. Network started 9-24-10 at present we have 3 members.
- Actively recruit Blue Caps to become members of MALPA and NALPA. There are a wealth of communication and public relations tools available in those organizations.
- Work to make sure that our Zone and District Commanders get more involved in Public Relations in their respective zones and districts.

- Schedule at least 1 Public Relations SOI each legion year.
- Make public relations a fun endeavor for our Blue Caps.

Good of Public Relations

Our guests shared some great public relations ideas they are currently doing, the committee noted them and will be publishing for blue cappers at a later date. Nancy Fry 4th Zone Vice Commander informed the group she will be part of the Public Relations SOI and will demonstrate how to put together an award winning newsletter.

Public Relations School of Instruction will be held tomorrow 9-25-10 beginning @ 12 noon in Salon D.

Winners of the Public Relations name the communications network contest will be announced. Also details of designing a new logo for the network contest will be announced.

With no further business to discuss, the meeting was adjourned.

Respectfully Submitted:

Brent Geers Secretary

Dick Chatman Chairman