

## Department Convention Public Relations Committee

June 15, 2007

The meeting was called to order at 9:05 a.m. in Knigh (2<sup>nd</sup> Floor) in the Hyatt Regency Hotel in Dearborn, Michigan.

### **DISTRICTS:**

<b>Kevin Barlett</b>	<b>Post 79</b>	<b>District 3</b>
<b>Dave Dumas</b>	<b>Post 67</b>	<b>District 16</b>
<b>Robert Dixom</b>	<b>Post 32</b>	<b>District 17</b>
<b>David Maki</b>	<b>Post 491</b>	<b>District 6</b>
<b>Wilson Coomer</b>	<b>Post 165</b>	<b>District 10</b>

**Election of Chairman:** It was moved by Bartlett and seconded by Dixon to name Wilson Coomer as Chairman. Motion carried.

**Election of Secretary:** It was moved by Coomer and seconded by Maki to name Kevin Bartlett as secretary. Motion carried.

**MINUTES:** Chairman Coomer read the minutes of the Department of Michigan 2006 Convention minutes. It was moved by Maki and seconded by Dixon to accept the minutes as read. Motion read.

Chairman Coomer reported about the video program and it's great success. The Public Relations Committee is always on the lookout for additional cable companies to air the programs. Member Maki suggested we approach cable companies of large distribution in order to mass show our videos. The members in attendance agreed to think about the idea. Member Maki will take on this task.

Additional discussion was had on the value of "awarding" local channels for supporting our veterans videos. All agreed that this is a great idea and should be utilized by all Posts who have local channels airing the videos. Additional topics relating to marketing and Public Relations were discussed. All members agreed that this committee is the most valued and under used committee.

Conversation was held about how local posts can contact headquarters to get copies of any of the videos.

Resolution 7-15-C – Web Design Award was read to the Committee.

Discussion was held about the lack of funding for this award in the Resolution. This web design concept is seen as a future way to attract new members. All members agreed this award should continue and come from Public Relations committee funds just like the newspaper awards.

Bartlett made a motion that Resolution 7-15-C was previously passed by the DEC for an award presented to the Post with the best website. Funding for said award was not provided for within the Resolution. The Public Relations committee recommends that annual funding for this Web design award be allocated for from the Department of Michigan Public Relations Committee funds. Motion was made and seconded. Motion carried.

Warren Stensrud discussed the lack of participation in the Departments media awards – both on a Post level and on winners appearing for said awards. Discussion was held on ways to correct these problems. Suggestions were made to look at consolidating the awards. This matter will be continually reviewed. Currently all this year’s awards are being won by the UP Posts. Members are encouraged to get the word out to promote these awards to the extent of the interim awards are utilized.

Other programs were discussed and their respective need to promote better use of Public Relations. All members agreed that we are not doing enough to promote all our programs. All members were encouraged to get the word out Public Relations is the key to all programs success.

There being no further business to come before this committee, it was moved by Dixon and seconded by Maki that the meeting be adjourned to 10:15 am. Motion carried.

Respectfully submitted by,

Kevin Bartlett, Secretary