

## **Public Relations October 3, 2009**

Public Relations Committee October 3, 2009 Department HQ 1:00 P.M.  
Chairman: Mark Sides, Vice Chair. Chuck Zelinsky, acting Secretary Ralph Borgatell. Members Present, Joseph Hedrick, Ron Towery. All five Divisions represented. Budget for 2009-2010 \$ 3694.00 The Chairman stated that it is most important for us to get the E- Mail addresses of all members possible at Division and District meetings. Division, and District officers and Committee Chairman. Also as a back up their telephone numbers. We should ask the help of members of the Technology Committee to aid us in the method to accomplish contacts. We must obtain a valid list of media Contacts in our area, use the personal touch to establish rapport with the individuals associated with their media, the decision makers in the media. This is to be done a.s.a.p. Phone Blast: Contact the Division and District Commander to request a phone Blast for the upcoming meetings. The Children and Youth Group on October 17, PR will be doing a video production, look on web site on October 19. Chairman Sides did a demo of the Dept video camera and talked about the many ways it can be used. The light kit for chroma-key is on order and has already been approved. We need to Cover the Egyptian P.C.C with a Media Release. A Heavy Media Release about the National Officer coming to Illinois for the Membership Caravan, Jan 21-27. Wired Press Release with aggressive followup. The New National Commander is a "Modern Man". We should have our media contacts by the December meeting. We then went to the Computer and chairman Sides tutored us on method to obtain contacts and proper use of phone blasting, also showed us how to use PR pass codes. 2009/2010 will see the most PR this Department has ever seen. Adjourned at 3:30.

Ralph Borgatell 2nd Div. Acting Secretary