

1 October 2022

Public Relations/Information Exchange Committee

Chairman: Paul Garrett

Due to the late delivery of call letters the committee met in a limited capacity with only members from the 2nd and 4th Divisions present, for now the committee will coordinate via email and or phone conversations. Department leadership and the Technology Committee are looking for ways to establish more effective lines of communication with Division, District, and Post Officers. Division and District Commanders need to ensure that contact information at all levels is current and accurate.

Conversations with Commander Payton and Sr. Vice Commander Buske have indicated the need for a renewed focus on brand awareness, promoting Legion programs, more exposure on social media sites such as Facebook, You Tube, Twitter, as examples.

The Department has established an account on You Tube and we are currently working on a system that will ensure that only appropriate material is made available for public viewing. Presently you can email videos to Department Membership Director Jim Talaska who will review and edit as necessary before posting.

District and County Commanders should encourage Posts to establish Facebook accounts and at least view what others are posting, maybe get an idea that could work for their Post. Media exposure is absolutely a proven path to growth. Celebrate and share what your Post does well. Community involvement at some level will increase excitement and interest, leading to membership and support in carrying out the Legion's mission.

District Commanders we are coming up on Veterans Day if any Posts has any media coverage, they need to fill out an application for a Public Relations award presented at the Department Convention.