

MINUTES OF
Media, Marketing and Communications Commission
MEETING
Saturday, March 22nd, 2025, 11:00 A.M.
Virtual (MS Teams)

1. Call to Order 11:03 A.M.

Chair, Chris Emmons - District 3, called the meeting of the Department Media, Marketing and Communications Commission to order at 11:03 A.M. with a Salute to the Colors and gave the Invocation. The Pledge of Allegiance was also led by Chair Emmons and recited by all present. The meeting secretary appointment was substituted by all present agreeing to be digitally recorded through the MS Teams software application to produce minutes from.

2. Roll Call:
- DISTRICT 1 – Frank (Joe) Navarre
 - DISTRICT 2 – Tim Shaw
 - DISTRICT 3 – Christopher (Chris) Emmons
 - DISTRICT 4 – *Vacant*
 - DISTRICT 5 – Robert (Bob) Mason
 - DISTRICT 6 – Shallon Smith – *Not Present*
 - DISTRICT 7 – Ersel (Ray) Howe – *Not Present*
 - DISTRICT 8 – Laura Blake – *Not Present*
 - DISTRICT 9 – Jacqueline Whetstone
 - DISTRICT 10 – Holly Lewis
 - DISTRICT 11 – Jason Malec – *Not Present*
 - DISTRICT 12 – Steve Ebersole – *Not Present*
 - DISTRICT 13 – James Lockyer – *Not Present*
 - DISTRICT 14 – Robert (Bob) Carson – (*Excused; Steve Masowick sub.*)

Roll Call of Sub Commission Member(s):

- DISTRICT 5 – Al Beyer, Dayna Beyer – (*Excused; other LGN mtgs. & travel*)
- DISTRICT 13 – Robert (Bob) White
- DISTRICT 3 – Brian Fowle

7 Members present:

- DISTRICT 1 – Frank (Joe) Navarre
- DISTRICT 2 – Tim Shaw
- DISTRICT 3 – Chris Emmons
- DISTRICT 4 – *Vacant*
- DISTRICT 5 – Robert (Bob) Mason
- DISTRICT 6 – Absent
- DISTRICT 7 – Absent
- DISTRICT 8 – Absent
- DISTRICT 9 – Jacqueline Whetstone
- DISTRICT 10 – Holly Lewis
- DISTRICT 11 – Absent
- DISTRICT 12 – Absent
- DISTRICT 13 – Absent
- DISTRICT 14 – Steve Masowick (*sub.*)

2 Sub Com. Member(s) present:

- DISTRICT 5 – Al Beyer (*excused*)
- DISTRICT 5 – Dayna Beyer (*excused*)
- DISTRICT 13 – Robert (Bob) White
- DISTRICT 3 – Brian Fowle

1 Guest(s) Present:

Jon Vulgamore, Department staff liaison

3. Reading of Previous Minutes

Due to the previous meeting minutes from October 15th, 2024, being emailed to the members of the Commission for review, Chris Emmons - District 3, moved to entertain a motion to approve and suspend the reading of the previous meeting minutes. Jacqueline Whetstone - District 9, so motioned and Holly Lewis - District 10, seconded the motion. No discussion was offered, and the Commission oral vote unanimously passed approving the minutes as presented.

MOTION CARRIED

4. New Business; Unfinished/Old Business; Discussions; Additional Motions

a. *Review of the most recent edition(s) of Ohio Legion News:*

Chair, Chris Emmons - District 3, recognized MM&C Commission staff liaison, Jon Vulgamore, to present his OLN report. The Winter online newsletter email was sent by Constant Contact mass email client program on March 7th to all active Legion members with a listed email, those signed up with the previous Digital Only program, plus current DEC members, all Posts with a listed email, and all Post Commanders & Adjutants listed emails. The current reporting metrics are: 15,927 (49%) opens; 35,985 successful sends; 1,557 (5%) click thrus; 3,797 (11%) bounced (full inboxes, undeliverable/suspended, blocked, non-existent emails) & 56 (1%) unsubscribed from receiving further emails from the Constant Contact server. The newsletter is also posted on the Department website for anyone to view in .pdf and interactive format. The 'Interactive' OLN – For the past few years a featured option to allow readers to increase the size of the print on the online editions has been in place using a webservice called, FlipSnack. The free service, however, only allowed for the first 30 pages to be zoomed in and viewed and only 3 publications can be published at a time. Per previous meeting motion and December DEC meeting approval; the decision to upgrade to 5 publications with no page limit at \$196.00 (slight increase from previous quote) billed yearly has been implemented for use by the Spring 2025 edition. Vulgamore continued the report with OLN Advertising. The current application form for running an Ad in the OLN is \$250 up to \$2,000 depending on the ad's size. Due to the resizing of the newsletter and it no longer being printed, it was suggested at the previous meeting that research on similar publications will help - should we amend the pricing plan or continue to offer Advertising at all. After contacting a few other Departments successfully, they don't publicly publicize their Advertising rates, only to contact the editor if interested in Ad-space. After some general discussion by the Commission, Bob Mason – District 5, moved to entertain a motion, and so motioned, that OLN advertising prices will be up to the discretion of the MMC staff liaison, generating as much revenue as possible from approved Ads. Jacqueline Whetstone - District 9, seconded the motion. No further discussion was offered, and the Commission oral vote unanimously passed approving the motion as presented.

MOTION CARRIED

Holly Lewis – District 10, advised we also need a campaign project to increase our email reach; this would be more effective in promoting our advertising circulation numbers (80K vs. 36K it is now) Lewis continued with suggestions of having a QR code business card designed for distribution at meetings, programs, and events that links to a simple update your email webform – then update this information into the Legion database (which is where our distribution list is generated from) This can also be supported with social media posts and a featured section in the newsletter. Bob Mason – District 5, explained his experiences with the district planning book emails being incorrect, however they were retrieved by the Legion database. He also added that members hesitate to fill out emails on forms such as the Nt'l Grassroots legislation action sign up for fear their information will be misused. Holly Lewis – District 10, instructed that the privacy notice be noticeably posted during the 'digital ready Posts' campaign, this should hopefully alleviate some information security concerns. Bob White – District 13, inquired if Dept. has ever run a campaign to update or enter member emails directly to myLegion.org – Vulgamore answered with not to his knowledge, but this option could be included in the overall campaign. Holly Lewis – District 10, also inquired if the email distribution list Department uses is scrubbed and updated on a regular basis, Vulgamore answered with yes, every quarter the updated emails are imported into Constant Contact. Brian Fowle – District 3, added that some of the incorrect email issues in the Legion database are due to old emails not being able to remove, you have to correct or enter a new one. Steve Masowick – District 14, announced that he will make sure his newsletter will have a reminder to update your emails/cell phone numbers, he had to attend another Legion meeting and signed off. After some additional discussion by the Commission, we are to present the QR code business card / myLegion.org contact information update campaign to the DEC during the upcoming spring meeting at Dept. HQ. This concludes the Ohio Legion News report. Next Vulgamore gave an update on the previous meeting mandate to further our Be The One Campaign initiatives. A few social media posts, from the Nt'l BTO media toolkit, were spaced out over time this past quarter - engagement was minimal. Be The One graphics are pasted throughout the newsletter as well. Be The One buttons were a big hit at Mid-Winter Conference, the 70 buttons assembled were gone within hours. It is difficult to keep up with demand. Be The One logos are represented healthily within the OLN and Department website, discussion by the Commission on furthering content with a featured section on the website and newsletter was negated and current level of involvement with the Be The One program is deemed sufficient. Holly Lewis – District 10, added that just our general social media posts reporting on or announcing activities and featuring our Legion family members, is doing some unseen good for the Be The One initiative. Next Vulgamore gave the Department website and Social Media report. No new major website changes to report since last Commission meeting, however National's website has been revamped and many of your familiar links have been changed – those that are linked within our Department website will need to be updated, please inform Dept. if you find such an instance-or any outdated material. The Department Facebook has recently had high engagement due to the A&G trip posts. The YouTube and Instagram channels have no major changes to report. Our old Twitter channel

has now been successfully transitioned into the new 'X' social platform format, and our links to X have been updated on our publications. American Legion Ohio Family Events Facebook page continues to grow. Holly Lewis – District 10, suggested the Commission members spread the word to 'comment' & 'like' our social media posts, FB especially within 3 hours, this helps generate more traffic to our channel(s). Vulgamore continued on with the publications and mailings report. The majority of required forms that are either processed or go through Department are being updated to include that if one is emailing the completed form to Department - send to the email: forms@ohiolegion.com The more popular forms have been updated but there are still more to go; this is a time consuming process with the number of forms and the alternative methods of completing them – help us get the word out to use this email please. The Spring mandatory membership forms mailing was sent out a few weeks back to all Post Adjutants listed home addresses. The Department Convention Call mailing will be assembled and sent out late next month. The most recent created publications have been for the newly created 50/50 raffle program – flyers, QR codes, new webpage, and announcement social posts will need to be done every raffle month. The next major publications on the horizon are the Convention program book and the Baseball program book. The Department of Ohio QR code generator webservice has been linked to a working payment account and is now back to functioning order. Plans to increase our codes in every program are in the works. Promotion of the Congressional contact Grassroots action legislation Nt'l website has been implemented into the Legislative section of the OLN and added to the Legislative page on the Dept. website as well as a scrolling banner on the homepage. Vulgamore wrapped up his report with the I.T. & Audio/Visual updates. New speakers and microphones were used for the first time at Mid-Winter Conference – the additional sets have successfully covered for overlapping meeting times and function normally. The next semi-high priority research and purchase for large ballroom short throw projectors and screens has been mandated to save the astronomical A/V hotel contractor costs at our conferences and conventions.

5. Announcements

Chair Chris Emmons - District 3, suggested that Bob White's Army/Navy football game report be sent out to the Commission for review. Holly Lewis – District 10, will once again be attending National's Spring meetings for Media and Communications in May, will provide a report to this commission after. Bob Mason – District 5, asked Lewis that while attending National Spring meeting, suggest updating email addresses while processing for their membership cards, especially to those who refuse to give an email address.

6. Good of the Commission

Chair Chris Emmons - District 3, suggested that along with the meeting minutes being emailed to the Commission for review, also touch on the major motion points of the previous meeting. He also is stepping down as Chairman focusing on other Legion duties and thanked the Commission for their work, especially with getting the OLN print and postage costs down to next to nil – the Commission members replied in kind

with appreciation under Chris' tenure.

7. Chair Chris Emmons - District 3, closed the meeting with directing a Salute to the Colors. The meeting was adjourned at 11:42 A.M.