

MINUTES
Media, Marketing and Communications Commission
MEETING OF
Tuesday, October 15th, 2024, 6:00 P.M.
Virtual (MS Teams)

1. Call to Order 6:02 P.M.

Chair, Chris Emmons - District 3, called the meeting of the Department Media, Marketing and Communications Commission to order at 6:02 P.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
 - DISTRICT 7 – Ersel (Ray) Howe – *Not Present*
 - DISTRICT 8 – Laura Blake – *(Excused, other LGN mtg.)*
 - DISTRICT 9 – Jacqueline Whetstone
 - DISTRICT 10 – Holly Lewis – *(Excused, LGN finance mtg.)*
 - DISTRICT 11 – Jason Malec – *Not Present*
 - DISTRICT 12 – Steve Ebersole
 - DISTRICT 13 – James Lockyer
 - DISTRICT 14 – Robert (Bob) Carson

Roll Call of Sub Commission Member(s):

- DISTRICT 5 – Al Beyer, Dayna Beyer
- DISTRICT 13 – Robert (Bob) White

9 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 – Shallon Smith
- DISTRICT 7 – Absent
- DISTRICT 8 – Excused
- DISTRICT 9 – Jacqueline Whetstone
- DISTRICT 10 – Excused
- DISTRICT 11 – Absent
- DISTRICT 12 – Steve Ebersole
- DISTRICT 13 – James Lockyer
- DISTRICT 14 – Robert (Bob) Carson

3 Sub Com. Member(s) present:

- DISTRICT 5 – Al Beyer
- DISTRICT 5 – Dayna Beyer
- DISTRICT 13 – Robert (Bob) White

1 Guest(s) Present:

- Jon Vulgamore, Department staff liaison

3. Reading of Previous Minutes

Due to the previous meeting minutes from July 23rd, 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. Steve Ebersole - District 12, so motioned and Bob Mason - District 5, 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. National Media Commission updates from Holly Lewis – District 10, were supplied to the Commission by email prior to this meeting. However, the Nt'l MMC report could not be reviewed in detail as Lewis has been detained in another LGN meeting. Chair, Chris Emmons - District 3 added to this that one of the key takeaways from that meeting was pushing the *Be The One* National campaign more. In addition to the *Be The One* media toolkit with pamphlets, flyers, stickers, social media template posts; calling scripts, etc. This Commission, under Al Beyer – District 5 guidance, will begin to distribute *Be The One* buttons to those that request them and within our Department events/programs. Beyer agreed to come to Dept. HQ to show Vulgamore what materials to order and the process to assemble the buttons. Vulgamore added he will need to get approval for this less than \$100 expense before proceeding. Chair Emmons added that a *Be The One* section on the website and newsletter would also be a prudent course of action.

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

Chair, Chris Emmons - District 3, inquired as to the new size of the OLN, which is standard 8.5x11 inch, that way it can be printed by anyone and shared with those who may not have computer access. Emmons then recognized MM&C Commission Department Staff Liaison, Jon Vulgamore, to present his OLN report. The Summer online newsletter email was sent by Constant Contact mass email client program on September 23rd 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: 14,564 (49%) opens; 33,201 successful sends; 1,714 (6%) click thrus; 3,238 (10%) bounced (full inboxes, undeliverable/suspended, blocked, non-existent emails) & 64 (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 format. The design time to complete took much longer than expected. 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 allows for the first 30 pages to be zoomed in and viewed and only 3 publications can be published at a time. To upgrade to 5 publications with no page limit is \$14.00/month or \$168.00 billed yearly. Chair Emmons along Bob

Mason – District 5, mentioned that in the C&BL the \$1.20 per member amount allocated for the newsletter should be a factor when considering the \$130K + we're saving annually by being only digital, for this interactive software reader expense. Chris Emmons - District 3, moved to entertain a motion to present this annual software expense of \$168.00 for the DEC approval. Bob White - District 13, so motioned and Al Beyer - District 5, seconded the motion. Shallon Smith – District 6, suggested that an embedded link to the full newsletter could be implemented within the interactive, shortened version in an effort to avoid an extra cost; Vulgamore explained that the full version is already posted on the Dept. website along with the interactive version – but still does not offer a easy reading zoom feature for anything over 30 pages so it wouldn't necessarily be fix the way it is organized currently. No further discussion was offered, and the Commission oral vote unanimously passed.

MOTION CARRIED

Vulgamore continued the report with OLN Advertising. The current application form for running Ads in the OLN is \$250 up to \$2,000 depending on the size. Due to the resizing of the newsletter and it no longer being printed, should we amend this pricing plan? Should we continue to offer Advertising at all? Shallon Smith – District 6, asked if there are any statistics on the newsletter reach and distribution – Vulgamore recited the Constant Contact OLN email campaign metrics. Bob Carson – District 14 suggested running Ads at a discount for Legion Family submissions. After this discussion the Commission consensus was to research similar publications and competitors pricing to gauge comparisons and how to proceed forward with OLN advertising. This concludes the Ohio Legion News report. Apologies to Al Beyer, who had suggested to present a new OLN featured section titled "what change would you implement if you could be department commander for a day?". The Commission did not get to this agenda item and will be brought up again at the next meeting. Next Vulgamore and Dayna Beyer – District 5 gave the Department website and Social Media report. There are 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. Check out National's homepage, our very own Holly Lewis is pictured front and center! The Department Facebook, YouTube, and Instagram channels have no major changes to report. Plans to integrate our old Twitter channel into the new 'X' format are in the works. The American Legion Ohio Family Events Facebook page has a new weekly Post-level feature highlighting a significant Post achievement – this was done to supplement the OLN's *Good of the Legion* section for those submissions that could not fit into the newsletter; this FB page continues to grow, special recognition to Dayna for doing the administration. Vulgamore continued on with the publications and mailings report. The Americanism and Government Test printing is in full swing. Roughly 36,000 tests are printed in-house. The design of the tests and answer sheets is completed, and orders are being filled at a frenzied pace. The Department Directory is also mid-way through being designed. Due to contact information in this publication being at risk of phishing hacking, this is only available in hardcopy now – these will be mailed

out per request. Upcoming publications this coming quarter are the Fall OLN and the CPR Impact Report, which is one of the best marketing tools we have. Print service jobs seem to be on the rise with District Directories and Planning Guides, Membership renewal postcards, Department Programs booklets, and National pamphlets/brochures, etc. A short fall mailing has been scheduled to go out to all Post Adjutant's home addresses containing Mid-Winter Conference/Banquet and membership information. Also, Mid-Winter information was sent to every Legionnaire with a listed email through our mass email client program, Constant Contact. However, Department leadership is trying to rely more on Dept./District @ohiolegion.com emails to distribute information, forms, and event announcements. Vulgamore wrapped up his report with the I.T. & Audio/Visual updates. New monitors, laptops, and storage units have recently been purchased to replace some much needed outdated workstations in the office, as well as swapping out some old machines in the mailroom and Legislative office (for new employee) This will increase efficiency and decrease downtime. Also, Department HQ has replaced the office phone system. This will offer cost savings as well as better customer service accuracy with fewer dropped calls, transcribed voicemails, and the ability to take offsite calls through the work computer.

5. Announcements

Al Beyer - District 5, attended the National Historian and Historian book judging contest recently and Rick Nelson out of Post 326, District 9 took 3rd place in this competition, Ohio came in 7th place overall – congratulations Al & Dayna! Bob White – District 13 mentioned he will have the Cuyahoga Regatta story ready for the newsletter and also announced we should promote the Congressional contact Grassroots action legislation website – Chair Emmons added that this also should be put on the Department website. Bob Mason – District 5 also promoted this legislative call to action and the Be The One program at the 5th District fall conference. Dayna Beyer - District 5, social media innovation award winner on the Buddy Check efforts and would like to meet the next 5,000 person contact challenge and plans to work with Department to meet this goal. Bob Carson – District 14 SAL Commander will bring up Dayna's Buddy Check challenge at this executive board.

6. Good of the Commission

N/A

7. Chair Chris Emmons - District 3, closed the meeting with directing a Salute to the Colors. The meeting was adjourned at 6:58 P.M.