



**DOMINION COMMAND
PUBLIC RELATIONS COMMITTEE
Tuesday, September 25, 2018, 1:00 p.m. ET**

File: PR-CM-201809

In Attendance	Owen Parkhouse	-	Chairman
	Sharon McKeown	-	Vice-Chairman
	Stephen Gallant	-	Member
	Nathan Lehr	-	Member
	Kenneth Ouellet	-	Member
	Chris Strong	-	Member
	Nujma Bond	-	Committee Secretary
	Dion Edmonds	-	Ass't Committee Secretary
	Leah O'Neill	-	Ass't Committee Secretary

MINUTES

1. Opening

Owen

a. Introductions

Members of the new committee/team were introduced.

b. Terms of Reference review

Nujma read through the Terms of Reference for review by the Committee.

In point (d) of the Terms of Reference, Nujma indicated that all PR Committee members were welcome to join in the monthly PRO meetings at their discretion.

In point (c) of the Terms of Reference, Nujma clarified that national level PR initiatives would be brought to the PR Committee for review and feedback. Provincial level PR initiatives do not require Committee review, but Commands are encouraged to bring their ideas, initiatives and concerns to the Committee for feedback and guidance. Any further comments or suggestions related to the TOR should be sent as soon as possible.

Action: *Nujma to send the current 5-year PR/Communications Strategic Business Plan to Committee members*

2. Meeting frequency

Owen, Nujma

a. Next 3 meetings

Typically, 3-4 meetings are scheduled each year for the Committee. The next PR Committee meeting is scheduled for Saturday, November 24 at 1:15 ET, in Ottawa. The meeting will be in-person, scheduled around the DEC meeting. Details on location will be provided once confirmed. Dress will be casual.

Future meetings, held via teleconference, are tentatively scheduled for February/March and June/July. Dates will be determined by member consensus.

b. In person meeting – DEC option

As per above.

3. Review of work to date

Nujma

a. 2017-2018 committee work

Nujma reviewed the initiatives completed or in progress by the previous PR Committee. These included:

- Development of the Terms of Reference document for the Committee
- Development of Facts and Stats sheets the Branches and Commands can use in their PR work.
- A Branch Survey Template, modified from a version developed by Ontario Command, to assist Branches in collecting pertinent information on their activities. The Branch survey is currently being translated and will soon be available on the Member Services Portal.
- An updated PR Manual for Branches. The manual will be periodically reviewed by the PR Committee for revisions as needed.
- Development of a PR consent form that Branches can use to obtain written consent for use of content or images.
- Initiation of a monthly PRO newsletter providing updates to all Commands on national and regional initiatives or issues.
- An updated Legion overview PowerPoint presentation, available in English and French on the portal.
- Annual media and PR training sessions delivered at DEC, as well as additional training provided via teleconference and at the Dominion Convention.
- Process for emergent issues – a means of obtaining PR committee input on critical or sensitive issues.

As part of the discussions, Nujma further highlighted the process for involvement of the PR Committee members in urgent PR situations. Where possible, Nujma will mobilize the PR Committee for input on national situations. However, when issues are time critical, there may be situations where Dominion Command, with input and approval from the Dominion President, must act swiftly. In these situations, the PR Committee is made aware of the situation as quickly as possible.

Action: *Nujma to send the Process Overview to PR Committee Members*

Dion mentioned that PR Committee members, as well as all Branch and Legion Members have access to a variety of useful PR and Marketing Resources on the Member Services Website. Once logged in, visit [Branch and Command Resources/Marketing and Public Relations](#)

Action: *Nujma to send any completed Facts and Stats sheets to the Committee Members*

b. Ongoing work underway

Nujma reviewed ongoing work that is under development. These include:

- The collection of Branch email addresses to help facilitate improved communications across the organization. This may be a project for the new PR Committee to pursue.
- Creation of a 'media brochure', providing an overview of the Legion for media outlets to access.
- Supporting the dissemination of information to internal colleagues. As part of the Terms of Reference, this is a function the PR Committee can greatly support.
- Plans to develop short educational videos for media or other use. These include a video on lapel Poppy production and lifecycle, and a planned video on Legion services for Veterans.

4. New/ongoing objectives

Owen, All

a. Overarching goals

- Working with membership idea
- Other ideas

Owen introduced the concept of overarching goals for the PR Committee and highlighted his thoughts on the goals that will drive the mission of the Committee for the next two years.

Owen envisions the goals of the Committee to be membership focussed, positivity driven, and proactive rather than reactive in nature. Owen will receive a mandate letter from the Dominion President to help guide the overarching goals.

Owen welcomed input on the goals from Committee members, and all members agreed to a brainstorming message at the next PR Committee meeting in November.

b. Tactical pieces and responsibilities

Committee members agreed to discuss PR tactics (approaches, actions) and responsibilities at the next PR Committee meeting in November.

5. Regional & National matters

All

a. National updates with regional implications

Nujma outlined recent and upcoming national initiatives that would have PR implications. These include:

- Bells of Peace (PR Committee members can support the initiative by helping reinforce information down to the Branches)
- Letters to the Minister of Veterans Affairs from the Dominion President. Most recently:
 - excess budgeted VAC dollars
 - error in the Veterans Ombudsman's report concerning Legion services

PR Committee members asked if Nujma could facilitated getting copies of the letters so that they are informed should any questions arise.

Action: *Nujma to request whether advocacy letters can be shared with the PR Committee members before being made public.*

b. Regional PR-Communications issues of concern

Chris mentioned Alberta Command was managing the issue around the Veterans Food Bank in Calgary. They were working on resolving the issue and expect to have turned the situation into a positive story by the end of the week.

c. Regional PR-Communications positive highlights

Nujma outlined upcoming national initiatives that should result in positive PR stories, including:

- VIA Rail trains with Poppies
- 1st Poppy Presentation to the Governor General on October 22
- Legion/VAC Bells of Peace plus Canada Post/VAC Armistice Stamp co-announcement

There was some discussion about the fact that the first poppy is presented to the Mayor in Montreal, Ken mentioned he will look into presentation to the Lieutenant Governor as this happens in other provinces.

6. Any other business

All

There was a general discussion about challenges some branches have regarding taxes. In Quebec, the Lasalle Branch is having some challenges, and that story was reported in media. This is an ongoing consideration for branches.

Owen did a roundtable to collect any last thoughts from the Committee.

Leah encouraged members to bring forward any positive media stories about their Branches or Commands that Dominion Command can share on social media.

Nathan highlighted a poster project in his community that welcomed Veterans to their Branch.

Sharon highlighted the Ruck to Recovery initiative that raised about \$100,000 for their Leave the Streets Behind program.

7. Adjournment

Owen

Meeting adjourned 2:15 p.m. ET.

Next meeting: *November 24, 1:15 pm in Ottawa (location will be Holiday Inn near the Dominion Command office in Ottawa. 101 Kanata Ave./ Earl Grey boardroom.)*