

**District 11 E-2 PUBLIC RELATIONS, DISTRICT EDITOR, AND PUBLICATION ADVISORY
2011 Convention committee
April 30, 2010
Lion Jan Bassett**

The MD Public Relations Committee and the Editors and Publication Advisory Committees have been meeting via Conference call this year. Attendance on the calls is not always the best, but not any less than attended in person in past years.

The PR committee has written articles for the Lions Pride and everyone is encouraged to utilize this information in your own newsletters. Members met at the Michigan Forum and we have had another two Conference calls. Chair Evelyn Cooper has done an excellent job working with this committee, but the frustration of how to get a statewide public Relations project off the ground remains unanswered.

If Lions want to be seen and heard around the state, we need funds to do a promotional campaign.

1. We have information on the Public Relations Grant Funds available for single districts and Multi-districts. The matching funds were found in one district.
 - a. The Grant Funds for a single District are for matching funds of \$1,750 (or a total of \$3,500). The Multi-district Grant is for a match of \$5,000. In our discussions, members were to talk within their district to see if there is interest in the project in one or more districts, the multi-district or a combination of several districts. The Council of Governors said they had no funds, and to ask each district for the money.
2. We have preliminary information on costs of billboards in each district. Each district charges vary based on traffic counts, availability of billboards and length of time boards are used. One district may follow up with this program.
3. Another district has done TV and radio within their area using district funds.
4. We have proposals from radio companies to do daily radio promotions but the cost is prohibitive without a funding program.
5. The PR committee would like to have a media blitz during the next year so that Lions are seen everywhere in the state at the same time. The committee is open to ideas to obtain funds to make this happen.