



WISCONSIN *Elks* ASSOCIATION
a fraternal organization

**STATE CONVENTION 2011 - WAUSAU
COMMITTEE REPORT**

Please e-mail this form in to the State Secretary at elksbugle@aol.com and he will post it on the Wisconsin Elks Association web site, wielks.org.

Date April 30, 2011

Time 11 a.m.

Committee Name Publicity and Public Relations

There was general discussion of publicity and public relations efforts in Wisconsin Lodges. Those included listings with local newspapers, open house events and use of Grand Lodge CD with radio PSAs. Jim Walsh talked about the use of public access TV. Wis Rapids aired its installation of officers.

There was discussion regarding Facebook and other social media. Chad Bormann cautioned that Grand Lodge is developing rules regarding social media. There should be an update at the committee meeting in September.

Cindy Duffy went over bulk mailing regulations. Handouts will be provided at the September meeting and we may ask Phil Claiborne to make a short presentation.

It was reported that two Elks USA logo signs have been ordered for each lodge. Unfortunately, they had not yet arrived. They will be distributed to lodges as soon as possible. The signs should be used in photos submitted to lodge bulletins, Elks Magazine, local newspapers, etc.

A reminder was given to complete the monthly publicity and public relations report and email them to Cindy Duffy. Those who need the report, should email Cindy.

The meeting adjourned at 11:50 a.m.

