

## AL KALY PUBLIC RELATIONS UNIT

### Minutes of 10 May 2016 Meeting

The Meeting was held at the North IHOP in Pueblo and called to order by Noble Don Hamilton (PR Chairman)

**Members Present:** IS Bob Burr and Merv Terrill; Nobles Don Hamilton (Chairman), John Larson, Dick Mills, Doug Gabel, Jim Brehm, and Lady Mary Mills and Glenda Terrill. Chief Rabban Ron Bowen also was in attendance.

**ITEM 1:** Noble Jim gave an update on the Golf Tournament. The flyers that are to be placed on the Ft. Carson golf carts have been prepared. IS Bob also said that the cards sent to advertisers have been prepared. Given that people plan their summer activities early, they should be sent as soon as possible. Noble Jim Said he has sent emails announcing the event to the Blue Lodges and is personally visiting other Masonic Bodies woodland Park Eastern Star) to promote the event. Noble Dick suggested that posters/Flyers should be placed in golf clubhouses around the area.

**ITEM 2:** In response to last month's comments on the lack of publicity for the Softball Tournament, Noble John talked to High Priest and Prophet James Hinojosea about what PR could do to help next year. Noble James suggested that getting some local restaurants to provide meal discounts to the teams and having "banners" at the ball park thanking the restaurants for their support.

**ITEM 3:** Noble Doug said that he still had not received a response from Imperial on his query on running an ad following hospital ads on how become a Shriner. It was discussed that the cost of such an ad might be prohibitive. Noble Doug said he would be willing to contact other temples see if they would be willing to help with the cost of an ad.

**ITEM 4:** Noble Dick passed around information he had obtained on the Southern Colorado Press Club (Note: We should follow up and see if it would be beneficial or provide media contacts to join).

**ITEM 5:** Lady Glenda talked about Amazon.com and donating to the hospitals with every purchase (need to verify what type of membership) and put the info in the Dust.

**ITEM 6:** Noble John related that he noticed that Cheers Liquor Mart displayed a bulletin board showing the civic and charitable organizations they have donated to. He asked about the process and was given a form to fill out requesting a donation. He and PR will prepare a request and present it to the Al Kaly Board of Directors for approval.

The second item that Noble John discussed was that he had a discussion with a Mr. Dace Miller of KWHS TV, a small tv station that operates out of the Citadel Mall in Colorado Springs. Noble John asked about the possibility of them running public service announcements about our screening clinics once we get them started. Mr.

Miller said he would be more than happy to put something on the air if we could provide the media. Subsequently Noble John received an email stating that that KWHS had found something suitable to run and also that they would be more than happy to put a poster in their window (the window opens to one of the public walkways in the mall). PR will get an appropriate poster with contact information and take it to the tv station.

**ITEM 7:** Noble Don presented a synopsis of his trip Imperial Public Relations Conference in Tampa. Many ideas were discussed on how to promote Shrine Hospitals and Shriners. Some of the ideas that Al Kaly might use to increase community awareness are free radio/television spots, working with other fraternal organizations to sponsor community events or other joint activities, and working with school nurses to increase hospital awareness.

The meeting was adjourned at 11:24 with the next meeting to be held at Cokes Diner in Fountain on 14 June (2<sup>nd</sup> Tuesday) at 10:00.

John Larson, Unit Secretary