

**Public Education Committee Minutes**  
**Winter Meeting November 4, 2006**

- I Meeting was called to order: 9:05am by Chairman Walter Reese.  
Self introductions by attending committee members and guests.
- A. In attendance:
- VP Public Education/Public Relations Bob Ravitz
  - Walt Reese, Chairman Norman Daly (cmttee member)
  - Bobby Ferguson (cmttee member) Niles Fowler (cmttee member)
  - William Sanchez (cmttee member) John Camp (non-cmttee member)
  - Jim Lasher (non-cmttee member) Chuck Black (non-cmttee member)
  - Ben Pendleton (non-cmttee member) John Watkins (non-cmttee member)
  - Debbie Leach (non-cmttee member) Dick Halleran (non-cmttee member)
  - Bob Morrison (non-cmttee member) Suzy Williams (non-cmttee member)
  - Larry Lyons (non-cmttee member) Roy Callahan (non-cmttee member)
  - Carol Ann Hackley (non-cmttee member)
  - Janet Mescus (Sr. Dir. of Communications –filling in as staff support representative for Bill Waylett, Sr. Dir. of Regional Activities)
- II Janet Mescus agreed to serve as meeting Secretary.
- III No minutes provided from last meeting held at National Convention, July 2006. Agenda was approved.
- IV **Committee Budget**
- A. Chairman Walt Reese expressed concern that we had been assured that Public Education had \$10,000 to support 2007 PE Programs, but there was no Public Education line item in the 2007 budget.
- B. VP Ravitz explained that \$10,000 is available during 2007 to support PE seminars/programs, and advised committee members that some of the money is embedded in the PR budget for publicity of the programs and some of it is included in his VP travel budget line. He stated that he will ensure that the committee will have the necessary funds to conduct its mission.
- C. Chairman Reese underscored the importance of spending the money wisely and accounting for expenditures to ensure that the mission of the committee is carried out ..... and to justify a larger fund request for 2008.
- V. **Difference between Public Relations (PR) and Public Education (PE)**
- A. Chairman Reese opened discussion with soliciting clarification between public education and public education efforts. VP Ravitz and Janet Mescus explained that the public education efforts are geared towards developing specific programs that address the mission of the Navy League whereas the Public Relations efforts support and publicizes those programs.
- B. Public Relations is the umbrella effort that supports all of the elements of NLUS – the membership, development, and education outreach. Chairman Reese summarized the difference as PR more strategic and PE more tactical.

- C. Norm Daly suggested that councils and members use the PR guide which is on the NLUS website. He stated that the PR guide is a very effective tool that councils and members should be using to help develop their outreach programs. Janet echoed his sentiments and stated that the guide will be updated but the information is still very relevant.
- D. Carol Ann Hackley also pointed out that the Talk in the Box (TIB) is also a very good tool to be used in outreach programs. John Camp, who was very instrumental in developing the TIBs explained the contents of the box.

**VI. Briefing on earlier committee consideration for Seapower Educational Seminar.**

- A. Bobbie Ferguson briefed the group regarding the Educational Seminar organized last year by former Chairperson Pat Du Mont to be presented at Fort Lauderdale, Florida area. Pat (present President, Florida Region). has already developed a template for a seminar to be conducted in the Fort Lauderdale area. These seminars would provide an opportunity for senior military officers to address community and business leaders - not simply "choir members". Seminars could be funded through sponsorship. (Funding was not available at the last minute).

**VII Brainstorm of Committee projects/programs**

- A. Chairman Reese recommended one education initiative that can be used to get the word out about the mission and focus of NLUS across the United States is sending extracts of the Maritime Policy Statements to local newspaper and websites to be published perhaps as a weekly PR in a recognized Navy League corner of the newspaper.. He referenced a successful example of such coverage in his local newspaper in Milton, Florida, *Press Gazette*.
- B. Another suggested outreach initiative from the floor was for members to take the message to community organizations such as Rotary, which is always looking for speakers. VP Ravitz underscored that the CNO is requiring his flag officers to actively participate in speakers program that focus on getting the service's message to non-"choir" audiences.
- C. Bobby Ferguson (NW Great Lakes) affirmed that the committee should always look at ways to advance the NLUS agenda.
- D. VP Ravitz explained that the difference between these NLUS sponsored seminars and the ones conducted by the War College is that the War College program is designed to help the CNO staffers help develop and write the Navy's Maritime Strategy whereas the NLUS program will be an outreach, informative, educational program for the community. The War college's first seminar is set for 14 Nov in Newport Rhode Island
- E. VP Ravitz further explained that the reason the first PE committee proposal did not gain support from national was because the person presenting it did not make an enthusiastic presentation.

## **VIII Committee Action.**

- A. MOTION made by Bobbie Ferguson, and unanimously approved, to conduct a Seapower Educational Seminar in the Fort Lauderdale , Florida area using the template developed by Mrs. Pat Du Mont as a prototype. (Pat Du Mont has already agreed to organize a 2007 Educational Seminar). The target time frame will be late Spring and Suzy Williams (Southwest Texas) offered Corpus Christi as the back-up venue to the first seminar or the primary for the second venue later in the year, perhaps around Winter.
- a. Chairman Reese stated that the committee will probably need about \$2,000 seed money to start the process. VP Ravitz said he and Ms. Mescus will work with Howard Siegel (Sr. Dir of Finance) to secure the funds.

## **IX. Accountability and other concerns**

- A. VP Ravitz stated that other PE projects should be considered including assisting where possible in the War College seminars. View them as good opportunities. Other focus groups to consider are Legislative Affairs representatives. Seminars can be tailored to legislative issues.
- B. Norman Daly (South Florida) voiced his concern about ensuring accountability for monies earmarked for support of the programs given that this is a volunteer organization.
- C. Ben Pendleton (Pensacola) stated that some councils are struggling to get more than 25-30 people to show up for events, but by pulling resources together and pulling from neighboring bases, these symposiums may be a little different in attracting larger numbers and interest.

## **X. Closing**

- A. Chairman Reese closed the meeting by underscoring the need to positively spend the support funds. The committee will move forward with the prototype plan for the Seapower seminars starting with having it in the Ft. Lauderdale area, working with Ms. Du Mont. He suggested that the committee consider doing the seminars quarterly. Corpus Christi and even the Bay area are good options for follow-on venues.

- XI. **Adjournment** – meeting was adjourned at 9:50am.