

Report S 11

Marketing and Communications

March 30, 2019

District Governor Mike,

It has been my pleasure to serve as your M & C Chairman for this year. This is my first year at this post, and I have enjoyed the new responsibilities. I have attended all meetings and our committee has been very active. The committee has picked up new responsibilities this year as we have our Ohio Centennial coming up soon. These are added to our other responsibilities of assisting with promotions and communications through out the state for all activities.

Ohio Centennial Celebration

We have looked at and selected colors and different options for a logo for this celebration. At our February meeting we finalized our decision and it was presented to the council. We have taken some of our marketing budget and had 1,000 calendars printed. These have pictures of events held through out our state. There will be 110 given to each district to sell and use these proceeds as they needed. The remaining 230 will be given to the state.

State Convention

We have sold ads for our convention book to off set the price of printing. We also will be hosting an auction on Friday night of the convention.

Radio PSA's

We have reached out to high school students to help produce quality PSA's for our state. These will be used as promotions thru our Centennial. We will put together a panel of judges with \$800.00 in prize money given to the top three.

Pediatric Brain Cancer Foundation

Our endorsed pediatric brain cancer project would like to become a 501C3 foundation. We will promote to the clubs a proposal to challenge them to all donate \$100.00 to assist in this start up. Checks are to be written to our Ohio Lions Foundation chair and Pediatric brain Cancer Project in the memo box.

As you can see, our committee has tackled some interesting new ways to promote what we do. I look forward to our next year. It's great to be a Lion!

Respectfully submitted,

PDG Jeff Hatfield