



# American Legion Department of Arkansas

*Serving Arkansas Veterans since 1919...  
and still serving America!*

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*For God and Country*

## **Public Relations Report January 10, 2020**

American Legion Department of Arkansas  
Department Executive Committee  
Cc: Arkansas Legionnaire Membership

Dear Committee/Legionnaire Members,

Below is my 2019-20 American Legion Department of Arkansas Public Relations Semi-Annual Report with bulletized initiatives/accomplishments/significant events and activities as they occurred:

### **June 2019**

- Wrote news release for 2019 (101st) Annual Convention of The American Legion Department of Arkansas and disseminated to state-wide media.
- Also wrote a news release and bio on newly elected American Legion State Commander Doyle Batey and disseminated to state-wide media, which was featured in the Arkansas Leader Newspaper.
- Contacted the Arkansas State Highway Department regarding the Gold Star Memorial Highway signage which I designed as part of my initiative to have I-630 renamed, which was passed by the Arkansas Legislature and signed into law by Arkansas Governor Asa Hutchinson in April of 2019.
- Wrote news release for 2019 (132nd) Old Soldiers Reunion and Parade in Heber Springs and disseminated to state-wide media as well as Ed Strain for posting on the Department website.
- Designed a promotional flyer for 2019 (132nd) Old Soldiers Reunion and Parade in Heber Springs and disseminated to state-wide media as well as Ed Strain for posting on the Department website.
- Re-designed a Deceased Military Veteran Headstone Inscription form for the Arkansas Department of Veterans Affairs - ASVC Form 09 (06/2019) and forwarded to Arkansas State Veterans Cemetery Director Mada Stanley.

### **July 2019**

- In response to the news release and bio on newly elected American Legion State Commander Doyle Batey, which was sent out to the state-wide media, I was contacted by a feature writer from the Arkansas Democrat-Gazette who wanted to do a feature article on Commander Batey; therefore, I helped coordinate a one-on-one interview with the new Commander which was scheduled to run in the Sunday Zoned Three Rivers Edition the Arkansas Democrat-Gazette on Sunday, July 21, 2019.

### **August 2018**

- Continued working with the Gold Star Families Memorial Committee in preparation of the upcoming dedication ceremony now scheduled for September 28, 2019.

- Attended Promotion Ceremony at the Arkansas State Capitol for Lt. Gov. Tim Griffin, along with Commander Batey, Adjutant Renner, Past Commander Kinsey, and Sgt-at-Arms Earl Wright.
- Contacted ARDOT to finalize Gold Star Families Memorial Highway signage and forwarded the final design to the Gold Star Families Memorial Committee.
- Screen captured an electronic copy of the Commander Batey Feature Article in the Arkansas Democrat-Gazette Three Rivers Edition and used it to create a digital version for Ed Strain to use on the Department website.
- Contacted City of Little Rock Parks and Recreation regarding my request for a Gold Star Memorial Sign (specifically Memorial Highway Signage only obtained through the Garden Clubs of America as chartered by Congress) to be placed on the grounds of MacArthur Park adjacent to the Gold Star Families Highway Signage Project I have already been facilitating. I created a .ppt presentation to help illustrate my request for this signage and my request was approved, and work will now begin to obtain funding resources for the signage.

### **September 2019**

- Was contacted through Department Headquarters by Russell Steed of Post #19 in Benton to assist with getting the word out about a Post Membership Drive and created a flyer for their upcoming event.
- Served as the Keynote Speaker at the Post #71 Annual 9-11 Remembrance and Observance Ceremony and was interviewed by KATV Ch. 7 and KTHV Ch. 11...and my entire address was posted on [YouTube](#) by KTHV.
- Continued working with the Gold Star Families Memorial Committee in preparation of the upcoming dedication ceremony now scheduled for September 28, 2019...and set up a KARN News Radio 102.9 FM interview with the Gold Star Families Memorial Committee to promote the event which was aired on the Kevin Miller Morning Show on September 25, 2019.
- Obtained goodie bags from the Little Rock Convention and Visitor's Bureau for the VIPs coming in for the Gold Star Families Memorial Dedication.
- Followed up with Julie Vinnedge and her husband Dave, of St. Charles, MO regarding my request for them to bring their one-of-a-kind tribute truck to the Gold Star Memorial Dedication to honor the fallen (including their only son, USMC Lance Cpl. Phillip D. Vinnedge, KIA).

### **October 2019**

- Wrote a news release for the Gold Star Families Memorial Monument Dedication held at the Arkansas State Capitol on September 28, 2019 and disseminated to state-wide media as well as to Ed Strain for posting on the Department website.
- Attended the Gold Star Families Memorial Monument Dedication and coordinated in-person interviews for the media with various Gold Star Family members.
- Created a Media Coverage document which included copies of newspaper articles and links to the various television feature stories on the Gold Star Families Memorial Monument Dedication held on September 28, 2019.

### **November 2019**

- Sent out a flyer state-wide on Veterans Parade and Car Show in Cabot sponsored by Post #71.

- Attended a special VIP presentation to Governor Hutchinson with the Gold Star Families Memorial Committee at the State Capitol. Both myself and Past Legion Commander RD Kinsey attended the event.
- Created announcement regarding POW-MIA Flag Display at “all” Federal buildings (including U.S. Post Offices) which is now Federal Law and made a statement for the news media regarding the official signing by President Trump on November 7, 2019 which was published in the Arkansas Democrat-Gazette. Memo was also posted on the Department website.
- Wrote a news release for the Centennial Anniversary of the American Legion Auxiliary in Arkansas and disseminated to state-wide media as well as to Ed Strain for posting on the Department website.
- Created flyer and news release for Veterans Thanksgiving Luncheon at Fort Roots in conjunction with the Arkansas Veterans Coalition Meeting and sent release out to state-wide media. Also, created a special fund-raising donation request letter to help raise funds for the event.
- Attended the “*Feed the Vets*” Annual Food Drive at the Kroger Store in Jacksonville with members of Cabot Post #71 (KTHV Ch. 11 was also doing live-shots to help promote the event...which took in over 7000 pounds of donated food items for the “*Feed the Vets*” program.
- Attended the Arkansas Veterans Coalition Meeting and Veterans Thanksgiving Luncheon at Fort Roots on November 22, 2019, and was re-elected to serve (two-year term) as the Secretary of the Arkansas Veterans Coalition, along with Will Beams, who will serve as President of the organization replacing Dwight Witcher, who did not run for re-election.

### **December 2019**

- Designed a special flyer for the 2019 State of Arkansas Christmas Ornament featuring the Gold Star Families Memorial Monument.
- Designed a special membership flyer for Post #71 in Cabot to help boost membership and to help get membership dues paid on time to reach Department Goals.
- Created a special event flyer and sent out state-wide for fellow veterans Cabot City Councilman Doug Warner and Arkansas State Senator Trent Garner for the Arkansas Legislature Subcommittee Suicide Town Hall Meeting and coordinated news coverage and interviews with KTHV-Ch. 11.

### **January 2020**

- Received a request in reference to the recent legislation signed into law on the POW-MIA Flag Act and the proper placement of the flag in relation to state flags when flown on the same flagpole. Therefore, I contacted the Mr. Todd Burris at The American Legion National Headquarters who sent me the guidance to share with the membership.
- Drafted news release for American Legion Department of Arkansas Mid-Winter Conference and sent out to state-wide media.

As the Department Public Relations/Flag Alliance Chairman, I will continue to work extremely hard in Public Relations and U.S. Flag Alliance activities as well as promoting all our Americanism Programs. In addition, I sometimes receive and forward news releases from the American Legion National Headquarters in both Washington, DC and Indianapolis, IN, which I forward to my media contacts in order to keep them informed on American Legion activities and issues at state, national, and international levels.

It is also important to note that I get many requests (via phone and e-mail) on a regular basis year-round to help Legionnaires across the State of Arkansas, which most of the Legion membership is totally unaware of. Those who request my assistance generally see “positive” results when I assist them with their public relations requests.

I have set goals with the membership which I will continue to fulfill in order to maintain a first-class and notable public relations program for our members to help increase our visibility as a viable and reputable veteran’s service organization in the State of Arkansas. In addition, many of my media contacts in the State of Arkansas are former college classmates with whom I have built a long-standing rapport with by serving in a communications or public relations capacity with several different volunteer organizations. This allows them to contact me at any time regarding veteran’s issues as spokesman for the American Legion Department of Arkansas or for any Posts that needs my assistance. This on-going relationship gives me the opportunity to provide “positive” public relations for the American Legion Department of Arkansas.

Just like the former National Public Relations Director Joe March, I am also a graduate of Defense Information School (DINFOS) with over 30+ years of experience in working with local, state, and national media, as well as maintaining contacts at the Department of Defense and the Pentagon. This experience, as well as the many contacts I have made through the years, also makes me extremely knowledgeable in the many issues we face as veterans, as well as the role public relations plays in Homeland Security in today’s ever-changing conflicts and world-wide social environment.

Furthermore, I am committed in my duties as Public Relations Chairman for the American Legion Department of Arkansas to serve the Department and its membership by doing my very best to make each year successful. However, the Legion membership must understand that PR doesn’t just merely happen by the delegation of authority of one’s position and/or title. It takes a very long time to build media and community-based relationships. Members must contact me if they need PR in their community or at their Post. I am just one person covering the State of Arkansas and cannot possibly keep up with everything happening across our state if I don’t know what activities each Post is doing...so if you need assistance, you have to contact me ahead of time and not the day before nor the day of an event or activity.

I will continue preparing and disseminating American Legion press releases and pertinent veteran-related information of importance to state and local media as needed, as well as assisting the Department Headquarters and Posts state-wide in designing special documentation as needed (e.g., certificates, flyers, letterheads, memos, newsletters, etc.).

Please feel free to contact me at: [majord91101@gmail.com](mailto:majord91101@gmail.com) if there are any questions of the information contained within this report, or any American Legion Department of Arkansas Public Relations activities.

This concludes my report.

Sincerely,

Keith Dover  
Public Relations/Flag Alliance/POW-MIA Chairman  
American Legion Department of Arkansas