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To: George LaMont, Commandant, Department of Florida, Marine Corps League
From: D. Robin Barker, Public Relations Officer, Department of Florida, Marine Corps League
Subject: **QUARTERLY REPORT OF PUBLIC RELATIONS OFFICER; SUBMISSION OF**
Date: 1 September 2017

1. **Report:** This Quarterly Report represents an overview of the activities of the serving PRO since submission of the Quarterly Report of 1 June 2017.
2. **Public Relations Officer:** The following activities/tasks were initiated and performed, with records thereof retained on Microsoft Word files, etc., for the DoF's public relations efforts, programs and news submissions, to include:
 - a. **Press Releases:** Press release project(s) continue to be offered and / or initiated as needed or requested based upon news of significant past, current and upcoming DoF events. With the approval of the Commandant, a 'generic' post-convention press release was prepared with an instructional cover letter to be distributed for the Commandant of the DoF to all District Vice Commandants for distribution then to all Detachments so that they may edit same and submit the press release to their local newspaper(s).
 - b. **Detachment and Department Support:** Upon receipt of Department and Detachment(s) requests, the PRO responded with support and public relations efforts on local and state levels for media publication; including Facebook entries.
 - c. **SEMPER FI Magazine:** Per Commandant LaMont's directives, ever more submissions of positive DoF and Detachment activities and accomplishments were and shall continue to be submitted to the League's magazine, along with photos, to let the entire League learn what Florida Marines and other League members are doing with pride. (E.g. see bottom of page 54, SEMPER FI, Vol. 73, No. 3 – Summer 2017)
 - d. **Professional Development Instruction:** While serving on the DoF's Professional Development Team as an instructor of 'Public Relations' in support of retention and recruitment, this PRO shall again provide a Leadership School course stressing positive public relations practices, focusing on positive goals for enhanced 'retention' and 'recruitment' at this upcoming Conference.
 - e. **Public Relations Course Improvements:** To improve the actual PR Leadership School class, this PRO has sought the generous professional expertise of Marine Scott Westervelt, the DoF's Junior Vice Commandant, and exemplary Leadership School Instructor. Marine Westervelt is 'putting fresh eyes' on the class's visual presentation to improve it; as clearly there is so much critical information to convey in limited periods of class instruction time.
 - f. **Public Relations Resources:** When inquiries are received, responses are provided to assist anyone with a need for information, guidance, etc.
 - I. Some requestors are directed to the DoF's web site under the 'Public Relations' tab; where a compilation of resources for Detachments is updated/edited when improvements, and/or additions are ascertained.

- II. Webmaster Lorelei Kaiser was just contacted and asked to edit the Public Relations link on the web site to enable all visitors to more easily find and access the large primary file containing many public relations resources for Detachments and MCL Officers and Staff; which will be at the top of the PR page.
- g. **Personal Initiatives Benefiting the League:** Members of the League can at any time take it upon themselves to do positive tasks for our Corps, League and Nation; if they are acting only as a Marine / FMF Corpsman, while not representing the MCL. One such example is when a Marine writes a personal letter to very well known ‘film industry’ producers and actors/producers who have made recent landmark factual war movies, to seek their support by producing a very historic new film focusing on one of the Marine Corps’ greatest famous battles.
- I. One such epic event was at Belleau Wood, 100 years ago in 2018. Recently letters under the subject ‘**Battle of Belleau Wood, France; Landmark Movie Subject**’ were mailed to the following by the PRO, writing as a veteran Marine; yet also mentioning the Marine Corps League as a potential resource, etc., and providing links to the Museum of the Marine Corps.
 - II. Letters suggesting the production of this new movie were sent to: Mr. Clint Eastwood, MALPASO PRODUCTIONS; Mr. Mel Gibson, ICON Productions, Inc.; Mr. Vince Vaughn, c/o Mr. Eric Gold, Mosaic Media Group; Mr. Tom Hanks, PLAYTONE PRODUCTIONS; and Mr. Steven Spielberg, DreamWorks SKG.
 - III. No positive responses have been received to date, however, we could all be surprised and proud should one of these producers, or anyone else, actually make a movie about the valiant Marines and Corpsmen who earned for all us all the title: Devil Dogs!
3. **Conclusion:** Since being asked to again serve as PRO by Commandant Lamont, the PRO has continued to perform required and proactive positive public relations duties. It is an honor to be able to continue to serve our Department, and our League; and all League members are urged to contact their PRO for assistance when sought.

Respectfully submitted, SF,

D. Robin Barker,
PRO, DoF, MCL

Copy to: John Marsh, Adjutant, Department of Florida, Marine Corps League
Lorelei Kaiser, Webmaster, Department of Florida, Marine Corps League

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