



D. ROBIN BARKER
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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 December 2017

1. **Report:** This Quarterly Report represents an overview of the activities of the serving PRO since submission of the Quarterly Report of 1 September 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 / initiated as needed / requested based upon news of significant current, past, and upcoming DoF events and activities. With the approval of the Commandant, a press release was prepared and distributed to the League's Semper Fi magazine and the League's National, and DoF's Facebook page. Select press releases are distributed on authority of the Commandant to all District Vice-Commandants for distribution to District 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, multiple 'Roll Call' submissions of positive DoF activities and accomplishments and photos were submitted to the League's magazine to let the entire Marine Corps League learn what Florida's Marines are doing with pride.
 - d. **Professional Development Instruction:** PRO, while serving on the DoF's Professional Development Team as an instructor of 'Public Relations' in support of retention and recruitment, did provide at the Leadership School a course stressing positive public relations practices, focusing on positive goals for enhanced 'retention' and 'recruitment' at this upcoming Conference. A total of 18 attendees requested additional PR resources to be emailed to them. Resources were emailed to 17; as one did not provide an email address.
 - e. **Public Relations Resources:** When inquiries are received, responses are provided to assist anyone with a need for information, guidance, etc.
 - f. **Personal Initiatives Benefiting the League:** As reported in the PRO's last report, members of the League can at any time take it upon themselves to do positive tasks for our Corps, League and Nation if one is acting in good faith only as an active duty or veteran Marine / FMF Corpsman, while not representing the MCL. One such example reported was a Marine who wrote 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, which gave rise to the title: Devil Dogs.

- I. As reported in September, 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's involvement in the Marine Rose Program, who's genesis was the laying of roses upon Marines' graves in France, 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. Nearly all responded with a 'legalize' letter indicating that they did 'not' read the letter, and they 'do not accept movie ideas from outside sources'.
 - IV. The only apparent positive response was from Clint Eastwood's enterprise; who sent a high-quality glossy photo of Mr. Eastwood from the film 'Grand Torino' with an apparent true autograph. This was reasonably interpreted as an apparent positive response that the subject was received and read.
3. **Conclusion:** Your PRO has continued to perform required and proactive positive public relations duties. 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