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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 June 2018

1. **Report:** This Quarterly Report represents an overview of the activities of the serving PRO since submission of the Quarterly Report of 1 March 2018.

2. **Public Relations Activities:** 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.
 - 1) Prepared a Press Release on the upcoming 2018 DoF Convention to enable the PRO to submit to news media outlets in the Orlando vicinity of the 2018 Convention.
 - 2) Prepared a 'Generic' Press Release on the upcoming 2018 DoF Convention to enable the Convention Committee to distribute same to all DoF Detachments for their individual editing and use in their areas of Florida.
- b. **Detachment and Department Support:** Upon receipt of Department and Detachment(s) requests, the PRO stands ready to respond with support and public relations efforts on local and state levels for media publication; including Facebook entries.
 - 1) Coordinated PR efforts with the 2018 Convention Committee to meet their requests.
- c. **SEMPER FI Magazine:** Per Commandant LaMont's directive(s), 'Roll Call' submission(s) of positive DoF activity and photo(s) are 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 Program:** PRO, while serving on the DoF's Professional Development Team as an instructor of 'Public Relations' in support of retention and recruitment, remained prepared to provide Leadership School course instruction stressing positive public relations practices, focusing on positive goals for enhanced 'retention' and 'recruitment' at Conferences.
 - 1) At the Spring Conference on April 6, 2018, the PRO attended the newly formatted Leadership School classes.
 - 2) Although the curriculum did not include a Public Relations Class, the PRO distributed forms to all attending students who may desire by request to receive emailed Public Relations Resources. 30 student returned request forms; and were sent resources.
- e. **Public Relations Resources:** When inquiries are received, responses are provided to assist anyone with a need for information, guidance, etc.

- f. **Public Relations Perceptions:** Whenever the PRO may detect and respond accordingly to any apparent potential concerning negative issue or perceived threat to the public's positive perception of the Marine Corps League, issues are reported to the appropriate authority.
3. **Conclusion:** Your PRO has continued to be ready to perform required 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

DRB:drb