Military Order of the
Purple Heart
Of the U.S.A., Inc.

National Publications Committee Meeting
Branson, Missouri

08 July 2019
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Military Order of the Purple Heart
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NATIONAL PUBLICATIONS COMMITTEE MEETING

08 JULY 2019

(4:15 p.m.)

(Three gavel raps.)

CALL TO ORDER

NPC CHAIR McINTOSH: I now call the

Publication Committee to order.

PLEDGE OF ALLEGIANCE

NPC CHAIR McINTOSH: Please rise for the

Pledge of Allegiance? Charles?

PATRIOTS: I pledge allegiance to the Flag

of the United States of America and to the Republic

for which it stands, one nation under God,

indivisible, with liberty and justice for all.

REG I COM EGGLESTON: Two.

OLD BUSINESS

2018-2019 Budget

NPC CHAIR McINTOSH: Please hold

discussions out in the hallway while we’re in

session. We’re going to start out with the Old

Business. Our budget for the fiscal year 2018-2019

were under budget by $38,609. The reason that we’re

under budget is we had to cancel the July/August
issue of the magazine -- I mean, the May/June issue of the magazine going to a printer. It was put up on the website -- no, it hasn’t been up on the website, didn’t get up on the website. We produced it, but it didn’t get up on the website.

There was problems with -- I don’t know exactly what happened at Headquarters. They couldn’t get it up. At the time we had our last meeting, we thought it was going to cost us $1,300 to have it put up by our printer, Sheridan. It turns out that I gave incorrect information. It would’ve only been $324 for them to put it up.

The staff was unpaid. We were quite a bit in arrears for the editor, the layout manager, and the individual who did the proofreading. I understand from the Finance Officer that he has made the direct deposits to their accounts.

We do have an outstanding debt to Sheridan, our printer, for two issues. I believe it’s in the neighborhood of $41,000-$42,000. Those figures were considered in the under-budget projection, used the accrual system.

**Newsletter Awards**

**NPC CHAIR McINTOSH:** We’ll move on to the newsletter awards. We had a criteria in the
newsletters that they had to be sent to all of the five members of the committee. We had one, I believe, that conformed to that, and it was a Department newsletter out of Wisconsin. We had two, we had one -- three, we had one from Idaho, one from Minnesota, and -- Wisconsin, Idaho, and Minnesota, okay.

The one from Wisconsin was the only one that got to everybody. But the liaison from the Military Order of the Purple Heart Auxiliary, the liaison is the editor of that magazine. We felt it was inappropriate to consider an award to somebody that was a member of this committee.

Because of the budget constraints, the committee agreed that we’re not going to have any newsletter awards, although all of us feel it’s really important to recognize the newsletters that get out to the -- by the Chapters and Departments. I should comment that there was -- the ones I had, and I think I had a grand total of five, there were some pretty good newsletters put out.

Anybody on the committee have any further on the discussion for the newsletters or anything I’ve covered under Old Business?
REG I COM EGGLESTON: I would like to add to that. I think it’s a great injustice for us not to do the awards, but it’s more of an injustice for you as Patriots not to expand our wordage and our courage to our community. Same when Doug Middleton was part of this board. We pushed on, it was all about communication.

How in the hell do you expect anyone to know what we are, who we are, what we do, how we do it if we’re not putting out some type of newsletter or magazine? That’s called communication. Most folks when I ask them -- I tell them about the Military Order of the Purple Heart, the first thing that come up and I guarantee every one of you guys, donating clothes. I’m tired of that.

We need to turn over a new leaf and we need to start looking at the forefront. We just spoke about this. We need to get on the right tier. This is a precursor to what we should’ve been doing. This shows the lack of participation, which is an eyesore to us all. If we don’t communicate, guess what? We don’t get acknowledged. I surrender my time to you. Thank you.

DEPT COM VEDVICK: My only concern was -- and we just talked about it, was the Arizona Chapter.
793 from Flagstaff. They emailed us the scanned document of their newsletter on June 7th, so they made the cut if all of you received it. If you received it, then by default, they should win for whatever that is now.

I get the fact that we don’t have money for awards, but at least allow them the honor of being that Chapter that was the only one that submitted --

NPC CHAIR McINTOSH: 593 (sic)?

DEPT COM VEDVICK: 793.

SVC GARCIA: Mr. Chairman, I recommend that if you guys approve that, I will buy the plaque for them, sir, personally so that way the can receive that award, sir.

NPC CHAIR McINTOSH: We are trying to figure out if I got it.

DEPT COM VEDVICK: He sent it to you first and then you sent it to --

NPC CHAIR McINTOSH: Okay, I saw. Okay, we did get it.

DEPT COM VEDVICK: They just win by default. They’re the only ones who did it and executed it.

NPC CHAIR McINTOSH: Charles?

REG I COM EGGLESTON: It’s a Yea to me.
NPC CHAIR McINTOSH: Commander?

(No audible response)

NPC CHAIR McINTOSH: Okay. I will make unanimous. Thank you very much for volunteering to do that.

SVC GARCIA: If you give me the information, I’ll get that ordered with the correct stuff or you could just order it and have Phil or whoever you get it from to call me and charge me for it.

NPC CHAIR McINTOSH: Okay.

REG I COM EGGLESTON: What I also suggest, the Department Commander from Arizona, when we start doing the awards, we’ll present that actual award. Just give him a written letter letting him know we’re going to send that to whatever Chapter or to him to give to the Chapter. Same thing we’re going to end up doing with the Patriot of the Year for the Regional Patriot of the Year because the actual plaques is on backorder.

DEPT COM VEDVICK: There’s a rep from the Department and from that Chapter here. Billy Weldon’s here, so --

REG I COM EGGLESTON: We can do the presentation paper and we’ll just mail it directly -
- we’ll set it up to mail it directly to the actual winner.

NPC CHAIR McINTOSH: Okay, thank you. Any other Old Business from the committee?

(No response)

NPC CHAIR McINTOSH: Any questions from the floor on Old Business? Yes, sir?

DEPT COM FLENER: My question is, I agree with what Charles was saying there about we need to be getting these out, these newsletters need to be doing this. I brought it up at last year’s your all’s meeting and I’m doing it again this year. You’re saying you’re not getting participation, again, it was not listed once in the magazine or anything about these awards.

NPC CHAIR McINTOSH: I believe it was.

DEPT COM FLENER: I can’t find it anywhere and I’ve been back through them all. If it was there, I apologize, but I didn’t see it anywhere. If I didn’t see it, how many others missed it? It’s just a question.

NPC CHAIR McINTOSH: I’m pretty sure we had it in. Thank you.

NA HERNANDEZ: Can you please identify for us here how you came up to pay Publications
Committee when we haven’t paid the National Service Officers? How do we pay the Publications Committee, the staff on there, the editor and the other folks, the layout you said, and the --

NPC CHAIR McINTOSH: I sent out the information to the Commander and with the invoices for it. Then that was transmitted to the Finance Officer.

NA HERNANDEZ: I’m just making a comment, okay? I’m not going to keep on going in circles when I have a question for you. But imagine if CNN, ABC, CBS, somebody got -- heard of this that you’re not paying the Service Officers for the programs we recognize, not our magazine --

NPC CHAIR McINTOSH: I believe that I’ve heard here that they’re going to --

NA HERNANDEZ: I got you, I just want to make that comment.

NPC CHAIR McINTOSH: They’re going --

NA HERNANDEZ: The magazine, if it ever comes back on or even a digital edition, are you looking to advertise?

NPC CHAIR McINTOSH: We --

NA HERNANDEZ: You made a great point --

NPC CHAIR McINTOSH: We will revisit that
DEPT COM VEDVICK: I’ve been a strong advocate of advertising within the magazine. It just hasn’t been something that we can get on the same sheet of music about.

PSVC MIDDLETON: Just a comment, I certainly understand that dire financial circumstances of the Order at present, but I think it’s important that the Publications Committee, as we’re talking about some way, as Patriot Hernandez just mentioned, for -- to resurrect the Purple Heart Magazine. Keep in mind that at this Convention, we have -- I think the number was 150, whatever it is. So there’s 150 of us that are probably somewhat well-informed about what’s going on with the Order, certainly with the Order and the Foundation. However, we have 45,000 to 46,000 members and the main conduit for them to get any information about what’s going on with the Order is certainly the magazine.

NA HERNANDEZ: Sir?

PSVC MIDDLETON: Yeah, we are ignoring the majority of our membership, many of whom are -- I guess it’s diminishing, but the World War II veterans, Korean War veterans, and now those of us
that are Vietnam War veterans are getting a bit longer in the tooth as well. That’s their only avenue, they’re not able to communicate in other ways. They’re not internet aware or internet active or whatever it is. So even putting it on the website when the website exists is difficult for them.

I would encourage or challenge the committee, I think the issue of advertising in the magazine and the number of pages and all that, in fact, really does need to be revisited. I know it’s been looked at in the past but circumstances have changed, so we’re looking for innovative solutions.

I think a printed copy of that magazine is one of the best things that we can do. It gives us -- it’s a great recruiting tool, it’s a great thing to put in VA hospitals and VA centers and such where people can see the magazine, find out, gee, I didn’t even know there was such a thing as an order of the Military Order of the Purple Heart. That’s my challenge to the Publications Committee. Thank you.

SVC GARCIA: Patriot Chairman, Patriot Middleton, I agree with you, sir. We’re in dire straits right now, gentlemen and ladies. One of things -- like Patriot Middleton said, the magazine
is something that, yes, you do get information in there that’s a month old, two months old, but it’s still information that you’re getting.

We have not received anything other than social media. I, myself, as one of your fellow Patriots, I would do this when I get home, but I challenge every single member in here. We hear that, oh, the National Officers and -- Doug, you’ve been here where we’re being blamed for everything. But I challenge you, every single member here, get your Chapters, your Departments. You’re Department Commanders. Get your Departments and you Chapters to start helping out.

Everybody blames National. This is not National’s organization. It’s our organization. I challenge every single one of you guys to go home and start doing something. Do little fundraisers. Put that, and say, look, this is for Publications for the magazine. You earned that magazine, you paid for this membership.

Again, I challenge every single one of you guys. I will do that myself too because we need to get this magazine back out. We have to do these programs. These programs is what the Order looks out to, JROTC, all those. Patriot Flener and
myself, we’ve talked about certain things that, hey, all these programs need to stay alive. This one’s one of them.

I know you guys have done a lot and I thank you guys and your staff for doing that. So thank you again.

NPC CHAIR McINTOSH: Thank you. Patriot Moore?

NFO MOORE: I want to address your comments, Patriot Hernandez. We were all at -- part of that, myself and Patriot Wallot were given a packet of bills, invoices, whatever, and everything came at the same time. There was -- I spent literally two days with ADP, which is our payroll processor, trying to chase down who was the appropriate person at ADP to get -- just to get our $7,000 bill paid.

What I went through to try and find the right person was unbelievable because the invoice we got did not leave us a phone number, a company number, anything. The lack of information was unbelievable. I’m serious, it took me two days of phone calls, being on the phone steadily to ADP just to be able to pay the back invoice.

When I got to the person who was -- I could
pay the money to, it then became an issue of, okay, how do we pay it? Wire, check, ACH, what was most expeditious way to do it. We chose wire, which was the most expeditious way to pay the ADP invoice.

Then it went to a sales rep, and the sales rep initially told me it would take at least two weeks to get the ADP system back up and running. Now, this past Friday, there was a serious attempt by ADP to get our payroll back up and running. The process to get ADP up and running has been incredibly cumbersome, frustrating, and I can’t tell you how much just to be able to get the NSOs paid.

It wasn’t that there was some -- we’ve been accused of somehow delaying or doing something else nefarious to not get the NSOs paid. That’s the farthest thing from the truth. I can’t tell you the number of hours that I’ve spent trying to get the system from ADP up and working again to get the NSOs paid.

The issue then became one that all we had to do to pay the people on the Publications Committee, all we had to do was do an ACH or a wire because we had -- right off, we had some way we could pay them without a lot of mechanics. That’s all it was. We’ve been working on trying to get the
NSOs paid before, long before, we got the
Publications Committee paid.

NPC CHAIR McINTOSH: Thank you.

NA HERNANDEZ: Chairman, can I just make a quick response to that one please? And then I’ll be quiet. I’m not saying you haven’t, trust me. You and I spoke on the phone in the past few weeks then I have Arthur. I get it.

My point is this, and I’m going to pick on Oklahoma in a proper way. Right now, just think about it a second, we’re paying the editor, we’re paying the staff and everything we’re doing for the Publications. We haven’t paid our D&L insurance that everyone in this room, unless if you have your own private insurance or an umbrella policy, can be held liable.

I’ve been scrambling to make sure that we have our G&L, general liability insurance, for this Convention, $1 million, which is required by this property. If something happens, guess what? My point is, it’s just -- right now, there’s no communications. I mean, I understand I’m the bad guy --

NPC CHAIR McINTOSH: Let’s put it like this, we’ve already the discussion of finances.
This is Publications Committee. You asked a question, it was answered. Patriot Moore, we’re moving on.

NFO MOORE: Okay, I have a question -- do you have a question?

UNIDENTIFIED PATRIOT: Have they been paid?

NFO MOORE: Has who been paid?

UNIDENTIFIED PATRIOT: The people on the Publications Committee.

NFO MOORE: The people on the Publications Committee, yes.

NPC CHAIR McINTOSH: Okay, thank you. Commander?

NC GREENLAW: I’d just like to say, back to your original point about production. With the younger vets coming up through the system, it’d be a good idea to also focus on digital play to make sure we get the magazine online in a lot of different ways and working the metadata behind Google and Yahoo and AOL to make it available to the younger vets as they’re coming up because I think that’d be a great recruiting tool.

You can also put online a lot more that you’d like to have in the paper. Eventually, when we’re all dead we’ll be moving to all digital at
NPC CHAIR McINTOSH: My question, Commander, is, are you reading my notes or are you reading my mind? That’s the next thing on the agenda.

NC GREENLAW: Sorry.

NPC CHAIR McINTOSH: No problem.

REG V COM ADKINS: Mr. Chairman, I have asked Patriot Moore to stand by, he might be able to help. What I couldn’t hear is, how much would it have cost to hang the magazine digitally online? How much did you say that would’ve been?

NPC CHAIR McINTOSH: $324.

REG V COM ADKINS: Okay.

NPC CHAIR McINTOSH: The way this is done, after it’s published we send a PDF format to the printer. They do some processing, I don’t know what it is. They set up and they put it online.

Initially when we considered doing that, the information I had, it was going to be $1,332. I double checked finally after the meeting and I sent out an addendum to our meeting when we decided to do this. I found out it was $324 to put it up.

What we did at the meeting where we decided -- when we decided to not print a printed copy,
Christopher here is really good with PDFs and he was
telling us what kind of quality. So we were going
to put it up and submit it to Headquarters. It was
supposed to be sent out by Constant Contact.
Because of all of the problems at Headquarters, that
never got sent out. We have about 26,000 -- Patriot
Adjutant, are you around here someplace?

NA HERNANDEZ: Right behind you.

NPC CHAIR McIntosh: We had, what, about

26,000 email addresses for Constant Contact. Is

that correct?

NA HERNANDEZ: Yes, sir.

NPC CHAIR McIntosh: And something like the

-- what is it, 45,000 members?

NA HERNANDEZ: Right.

NPC CHAIR McIntosh: Okay, we have a

potential of about 26,000 getting it on Constant

Contact where they can get the PDF. We were unable
to do it because of all the problems that have been
enumerated.

REG V COM ADKINS: Understand. My question

is, on the last page of the agenda, it says the

banquet was cancelled, we can expect to be

reimbursed. If you’re saying it was only $324 to

hang it online, I’d be willing to take my $65,
donate it back toward the cost of putting that up on
the digital and maybe get some of the other Patriots
to do the same, not only from --

NPC CHAIR McINTOSH: We’ll discuss that
down the road. Thank you.

NEW BUSINESS

Future of the Magazine

NPC CHAIR McINTOSH: We’ve moving on to New
Business. The title I have is, “Future of the
Magazine.” The first thing, Commander, the reason I
said you read my mind is, website, putting it up
there. I think we’ve already discussed that issue.
One of the things that comes up about every two years
and it was due to come up this year, somebody was with
financial acumen says, why don’t we take advertising?

We took advertising back -- start of about
2005, ran it until about 2008. We had to take the
magazine from 40 pages to 72. We ended up with 21
pages of advertising that we brought in. The
advertisers required a minimum distribution of 62,500
and we only had in the neighborhood of 44,000. So we
had to send magazines bulk mail to the world so we
could meet the contract for getting the advertising.

I was off of the committee in 2005 because I
was an employee and they had a new rule that I
1 couldn’t be on the committee. When I got back on the
2 committee in 2009 when Patriot Sims was Commander, we
3 had done a cost analysis and it turns out it was
4 costing us, costing, over $40,000 to take ads because
5 we had to add not only the number we sent out, we had
6 to go from 40 to 72, so that increased our printing
7 costs associated with that. If you want to know about
8 printing costs afterwards, talk to the Commander,
9 he’ll explain that to you.
10 Also in bulk mailing, the weight of the
11 magazine comes into play. The combination of sending
12 bulk mailing and the additional postage, it was
13 costing us money to have it. We turned around and
14 took it back to 48 pages. We were able to bring down
15 the costs. We went to a new printer and so our cost
16 ended up being lower than it was at $40,000.
17 Unless we can figure out some way to get
18 around the advertising number -- and it was costing us
19 25% on each ad that was sold by the broker. So,
20 that’s where we stood on the advertising.
21 DEPT COM VEDVICK: That’s my concern,
22 Chairman, we start talking about that advertising,
23 $40,000, what you’re talking about is the
24 advertising broker. You voted against when we tried
25 to get the Purple Heart Store to pay for an ad and
Keystone Caps to pay for an ad. You voted against that because you said that they provide a service, which they do not. They provide products for us to purchase.

You’re talking about using a broker. We’ve had people contact us directly. An MOPH member contacted us a year, maybe two years ago, about -- he owned a bank and wanted to put an ad in the magazine. You said, no, we don’t take ads. He’s like, there’s a USAA ad, and you were like, well, they provide us a service and so that’s why they’re allowed.

I mean, people have come up to us and asked to put ads in. We don’t have to hire somebody to do that. If it’s available, that -- even that small bit offsets cost. I believe you’ve got to charge -- I mean, we’re not even charging Phil at the Purple Heart Store to make his own ad. We are using our own contracted individuals to redesign his ad in order to fit within our magazine. Ridiculous.

That’s the kind of stuff like you can do advertising in our magazine, you just don’t need to hire a broker to do it. That’s the actual ground truth.

REG I COM EGGLESTON: Chris, I totally
agree with you on that because I used to think when
we first started this conversation about Phil and
Keystone Caps that maybe one of us was a little
crazy until I started looking at dynamics of the
whole field. I was like, these guys are getting
over like a robber gang on the railroad tracks and
we’re just naked because that’s how bad it was. It
totally exposed us because they had a free roll on
our dime and then when we really need them to be
somewhere, they are particular, they don’t show.

NPC CHAIR McINTOSH: Okay. What do you
want to do? What do you want to do?

REG I COM EGGLESTON: I would like to pull
their ads or force them to pay for their ads with a
contract.

NPC CHAIR McINTOSH: Is that a motion?

DEPT COM VEDVICK: Second.

NPC CHAIR McINTOSH: Discussion?

(No response)

NPC CHAIR McINTOSH: All those in favor of
approaching Keystone and Phil for payment for ads,
signify by saying Aye?

COMMITTEE: Aye.

NPC CHAIR McINTOSH: Opposed?

(No response)
NPC CHAIR McINTOSH: Motion passes.

(Motion carried.)

REG I COM EGGLESTON: We can limit the size of their ad as well because I feel both ads can fit on one page rather than splitting multiple pages.

NPC CHAIR McINTOSH: That passed. We’re moving on to the Future of the Magazine. The number of steps that we can take to try to put out a magazine and reduce the costs, the biggest expense is our printing. The next biggest expense is the personnel to put it out. We have an editor, we have a layout manager, and we have a copy editor.

I’ve been running ideas through my head and I would suggest that all of my ideas right now are ideas, but just to be put out so that we can look at them over the next few months trying to figure out where the funding is going. I don’t recommend trying to make any recommendation today.

One of the options that we can do is go from six issues to four issues per year. Another thing is, we could cut back on the number of pages. When I first took over as Chairman in 1997, we were 32 pages. For anybody that’s not been in some of our meetings, in the printing industry, the press is the web press, plates are eight pages. Any increments have to be in
eight -- divisible by eight.

The only reason I picked out 32 was if we went to 32, I was exploring the possibility of being able to do it without the layout manager trying to talk to the editor to find out if she could or would be interested in doing the layout work.

For the record, the editor of the magazine is my daughter. She is a professional. She heads the sports media and marketing department for a university down in Florida. She teaches people how to put together productions like this. She is well-versed in the program that we use as layout. I talked to her last night and said, could you do it? She said, well, I’m a little rusty on insight, but probably. I said, do you want to do it? She said, I don’t know. So that’s where we stand on that issue. Commander?

**NC GREENLAW:** Yeah, I would agree. I think your daughter does a fantastic job. I own a publishing company in South Carolina that’s extremely successful in selling advertising. I’d be happy to have my publisher consult with you, of course no charge, to help you formalize a sales plan and come up with a package where you could sell the paper magazine along with digital to one advertiser to cover the whole thing and an unlimited number of paper pubs. In
other words, paper magazines. You could take that
down to $30,000, $20,000, whatever you want and still
get the advertising.

If you go through a broker, you have to
follow their guidelines. They’re playing with the big
boys usually that really don’t care, a million here, a
million there, doesn’t make much difference to them,
but to us it does.

Maybe if you’d like to, I’ll -- you and I
can work on that totally at your pleasure. I can send
you a group of our pubs to show you how good they are.

**NPC CHAIR McINTOSH:** Send it to the
committee because if given my druthers, I would like
somebody else to be Chairman. Thank you very much for
that offer.

**REG I COM EGGLESTON:** I understand you want
to actually bring the page count down, but I want you
to remember this one thing, once upon a time, a
couple, few years ago, I was one of the -- well, I’m
still one of you. I was freshly injured from the war.
My only segue to the community of Purple Heart was the
magazine. That was my lifeline. Remember that.
So when you think about taking pages down,
you think about diminishing the quality, just think
about what you take away from those who are just
coming from the fire fight and from the front. I think we should keep the page. I don’t mind going to four times a year, but I mind -- I really care more so the size of the magazine being smaller. I’d rather for it to be the size it is now, even larger. We need to get the message out.

I still remember how rusty my book looked until the next magazine came in because that’s the only magazine that I can identify with because this guy was me. This guy was me. I’m looking at these other guys that’s telling stories about me from a different generation and how it may be for me one day. The VFW didn’t give that to me, the DAV didn’t give anything to me. I would’ve been a superstar in their magazine, but I’m a regular Joe in our magazine.

Sir, remember that when you start taking away the aspects of our magazine, you’re taking a vision and a voice from us as the Purple Heart.

NSD COLEMAN: May I make a statement?

NPC CHAIR McINTOSH: Yes, sir.

NSD COLEMAN: Chairman, I do have some concerns. I believe that the magazine is a wonderful thing. I know the Service Officers, we used to send them the magazines to have in their offices. It was a recruiting tool for members as
well as a donative tool.

I actually instructed the Service Officers to ask the individuals who actually came in to get claims whether they were Purple Heart recipients or just other veterans. When they come in and after we adjudicate their claims, we actually send them a letter with the magazine. In the letter, we ask them, if you think we done a great job, you can help us out by making a donation to our organization. It’s up to you.

When these individuals receive this magazine, they call us and say, hey, can we order this magazine? I think it’s a wonderful thing what you guys are doing. I wish the Service Program was still fully operated to make that happen because I believe we will probably increase our subscribers just by having them in the offices. Individuals who are not Purple Heart recipients, they will actually look in our magazine.

I put three articles in the magazine for the new AMA legislation, as well as Aleks dealing with the regulatory issues at the VA. I actually receive calls and emails. As a matter of fact, the Junior Vice sent me an email with some concerns. Chuck sent me some emails with some concerns. I
mean, several people for what’s in there. I think it’s a good tool, but it needs to be an economic tool for the organization.

I understand we have age gaps where the older veterans in Purple Heart, the older Patriots, they’re not dealing with social media, but then you have the younger Patriots who are. I think we have a happy medium here, that’s what I’m hearing. I’m happy that this conversation is here.

I know most of my concerns are for the employees of Purple Heart, and this is not to be addressed at this committee. But a lot of those Service Officers would love to put in ads in the magazine, a lot of those Service Officers. I think going out into the public and increasing our subscribers, I believe we can get more donors, more people will know about us, and everything else.

My hat is off to you, as well your daughter. I did communicate with her several times when I sent some articles in late. She made sure they made them in. I think it’s a wonderful thing. If the NEC and the supreme body will allow economically as well as the Service Program, I think that’s something we need to look at. Let’s make Purple Heart for the future.
It’s our job to take care of you guys the same way you took care of World War II and the Korean War. Allow us to do that. You have controls, I don’t have controls. I’m here -- I’m one of your managers. Just like when you was a soldier, a Marine, or a sailor, you had 300 million bosses in the U.S. and overseas. My bosses is the 50,000-member organization. You guys are my boss. This white hat doesn’t mean anything because my whole job is benevolence.

I love what I do. I’ve been helping veterans since I’ve been injured. I’m here to fight for the Order, not for all this politics in and out. I understand that has to be done, but I’m here for the Order. My first win, like Charles said, was in Alabama.

NPC CHAIR McINTOSH: Okay.

NSD COLEMAN: Okay.

NPC CHAIR McINTOSH: Thank you. I appreciate it.

DEPT COM COMSTOCK: Question, I hear where we’re going and I support the magazine and everything we’re talking about. We need money, and digitally or in the magazine, why isn’t there a part of it either towards the end that says, “Help
1 support the Military Order, help support the
2 magazine. You can make a donation right here,“ and
3 give the online place where they can use their
4 credit card and make it or put it on our website.
5 On our website, we have a donation page where they
6 can make a donation on a monthly basis continued,
7 make a one-time donation. When you -- if you make a
8 pretty good ad in there and you appeal to them
9 emotionally, they’ll pop if they can do it on a
10 credit card online. If they’re going to mail you a
11 check or something, you’re probably never going to
12 see it.
13
14 I think when you move forward, I think you
15 should consider that digitally and other where they
16 can make it. Then have a place where you can
17 recognize them, their $100 donations or whatever
18 where they get a little something back. We need a
19 way to digitally get money coming in from the
20 magazine as well as advertising. Thank you.
21
22 REG I COM EGGLESTON: How about every three
23 pages at the bottom like I see in some magazines
24 that say, give to the -- you know, make donation to
25 the moph.org, or whatever.
26
27 DEPT COM COMSTOCK: Get a motivational way
28 for them to do it. The key is that they can do it
NPC CHAIR McINTOSH: Thank you.

SVC GARCIA: Mr. Chairman and Commander Comstock, this is --

NPC CHAIR McINTOSH: I’m chairing the meeting.

SVC GARCIA: Right, that’s why I --

NPC CHAIR McINTOSH: Okay, I’m chairing the meeting. We’ve got a gentleman out here, okay? Go ahead.

DEPT COM FLENER: Just a couple suggestions I would like to make. One, the size of the magazine, you were talking about the size of the magazine. When I talked to several of the editors from the other veteran organizations around here, if you hold our magazine up to their magazine, it’s like a half-inch wider, a half-inch taller.

The VFW, I know their distribution is a lot larger than ours. They cut theirs down to the size of the sheet, they cut it down a half-inch by a half-inch. They’re saving over $300,000 on their publications a year. We did it in the state of Georgia just for our Convention book. It cut our cost down in half because then the printers go to the smaller plates and they’re using less ink, less
everything. They cut a great deal on that.

The other recommendation I would make, Patriot Coleman mentioned offering ads to the NSOs. I would say put something there immediately, offer ads to the Patriots. How many business owners do we have across these 50,000 members that would love to advertise in this organization?

Then the other thing, iBooks. Have we thought of looking at iBooks? They’re on everybody’s phone in here, on everybody’s computer at home. Nonprofits can put your PDF magazine on there every issue. They sell the issues and they cut a check back to us, the organization, for 80% of what they sell. If they sell the magazine for $2 an issue on there, we get $1.60 out of that that they kick back to us. No limit on the number of pages, no nothing, we just have to provide them with the PDF.

REG I COM EGGLESTON: Explain that process to the Chairman because I was --

NPC CHAIR McINTOSH: We can do it afterwards. Noted, I like the idea. Explain it to me afterwards, and Charles will interpret.

DEPT COM FLENER: Okay.

NPC CHAIR McINTOSH: Thank you.
REG I COM EGGLESTON: Thanks for volunteering.

(Applause)

SVC GARCIA: Patriot Chairman, for Commander Comstock, you asked an amazing question. The issue that we’ve had, we’ve never been in this situation. We’ve always been status quo, we had the money to do this. That’s one of the things that Mr. Chairman and the Publications Committee -- they’re going to look at this because it’s on you for all of us, we’re broke. Good ideas.

NPC CHAIR McINTOSH: Thank you. Char?

DEPT COM GATLIN: I have no issue with the quantitative approach. I think it needs to be bigger, but I would recommend more mixed methods. I’d hit some qualitative too. Number one, when I’m sitting in the VA what makes me want to pick this magazine up compared to the common books, Sports Illustrated, what makes me want to pick this up?

The articles about the historical, we can put all those in, enjoy, and some other things. I know this sounds trivial, I know this may sound nonsensical or silly, but maybe think of a recipe, maybe an advice writer. You can do that, Nick, you can give advice, or take your pick. Crossword
puzzle, you could have some different things in there.

I think of the Army Times and how they’ve sort of expanded over the years to include different aspects to target different audiences. We have an 88-year-old World War II veteran and --

NPC CHAIR McINTOSH: Okay.

DEPT COM GATLIN: -- 18-year-old soldier.

NPC CHAIR McINTOSH: Char, I understand.

DEPT COM GATLIN: And then two, quantitative component or the qualitative, we have people writing articles in there that have not been researched. They’re coming across as clinical analysis and we have people that may not have the socioeconomic background, education to understand these angles and are taking what I would consider fiction and opinion as fact. If it needs to be fiction or opinion, it needs to state that very clearly upfront, “This is the opinion of the author and/or the organization,” not fact because that then becomes dangerous.

NPC CHAIR McINTOSH: Okay, thank you.

DEPT COM GATLIN: Thank you.

NPC CHAIR McINTOSH: We are getting near the time I promised to end this meeting.
JVC CHERONE: One of the things --

NPC CHAIR McINTOSH: We’ll take one --

JVC CHERONE: -- that I think is important to the Publications Committee is that the magazine is Purple Heart’s. You’re responsible for the magazine, so you should be held accountable on what kind of magazine you want to put out and you should be accountable for the cost it is. If you want to put a magazine on paper and it’s going to cost so much, then you have to come up with an idea to fund that magazine and keep going back to the pocket from the Order to keep paying for your magazine. You’ve got to take ownership of this magazine.

There’s lots of good ideas to do, it’s your magazine -- I shouldn’t say that. It’s our magazine but we’re putting you responsible for it. We want you to put out a quality magazine and as cheap as possible. I shouldn’t say that, inexpensive as possible.

We want a quality magazine and there’s a lot of talent here the way to do it. It could be part paper, it could be part internet. It could be a lot of things. I like the crossword puzzle, people like crossword puzzles.

NPC CHAIR McINTOSH: Okay, thank you.
JVC CHERONE: I’m saying -- thank you.

NPC CHAIR McINTOSH: This will be the last one from the floor.

PATRIOT BOGART: I’m going to speak from my experience with the Blind Veterans Association what we’ve done to our magazine. Granted, we only have 7,500 members to deal with and they’re all blind so they have to have a way to also in alternate formats. By switching publishers, that also switched to who was doing the layout, we cut the cost of doing the layout in half. We cost of producing the magazine in half.

We also submit -- about a third of them do go out electronically and alternate formats, in PDF, a Word document into an email. That saves us quite a bit of money on our printing as well.

We do not use ads. We have never used ads because we’re able to send ours out for free for the blind, which Purple Heart can’t do that. Those are a couple of key issues, key ways, that we were able to save money on our magazine because all veteran service organizations are struggling --

NPC CHAIR McINTOSH: Okay.

PATRIOT BOGART: -- financially and got to do the right thing.
NPC CHAIR McINTOSH: Thank you.

PATRIOT BOGART: Thanks.

NPC CHAIR McINTOSH: Anything more from the

committee?

DEPT COM VEDVICK: I just wanted to say your idea about double tagging Raelynn and then Lolo go, I imagine that’s fine. I’m experienced with Adobe InDesign. I’m more than willing to help for free. That’s fine, even though I won’t be re-running for this committee.

The other thing was that we have voted and discussed putting the files online for our own institutional knowledge. What we have now are people that we’re not sure we can continue to pay and they currently hold all of the master files of our publication. Those need to be held by us here so that we can do it.

This is all constructed in Adobe InDesign. When you package it, it includes -- it links to all the photos, fonts, paragraph styles, character styles, it’s the whole thing. Then it publishes that. You need the actual Adobe InDesign package. It comes in a folder, it’s real super easy on the computer. But you need to get all of those from every issue that we’ve had because they have them
set up for different issues.

When the new Commander comes on, that issue is always -- it’s set up a certain way and then changes are made to it.

**NPC CHAIR McIntosh:** Tell me what to ask for.

**DEPT COM Vedvick:** Ask for the packaging of the Adobe InDesign files for each magazine and then put them in an online storage area.

**NPC CHAIR McIntosh:** Okay, thank you.

**ADJOURNMENT**

**NPC CHAIR McIntosh:** Anything else from the committee?

(No response)

**NPC CHAIR McIntosh:** Okay. How close are we on time?

**NA Hernandez:** Way over.

**DEPT COM Vedvick:** 45 minutes and 32 seconds.

**NPC CHAIR McIntosh:** The meeting is adjourned.

(Gavel rap.)

(Applause)
(5:03 p.m.)

(08 July 2019 National Publications Committee
Adjourned.)
CERTIFICATION

This is to certify that the attached proceedings before the Military Order of the Purple Heart, National Publication Committee, at Branson, Missouri, on July 08, 2019, was held according to the record, and that this is the original, complete, true and accurate transcript that has been compared to the recording.

[Signature]
David Molinaro (Recorder)