



Communications Committee

Meeting Minutes
Fall Governing Board
Thursday 11 September 2014
Hyatt Crystal City
Arlington, VA

Attendees

Committee Leadership: R/C Guy Anastasio, SN; Stf/C Kathleen Lambert, AP; Stf/C Cheryl Jarrell, AP.

Invited Speakers: R/C Dave Allen, SN (Law Com); Stf/C Michael Friedman, N (Law Com); Yvonne Hill (USPS® HQ Director of Publications).

Committee Members: P/R/C Marjorie Baraff, AP; P/R/C Angelo Giovanniello SN; P/D/C Bill Witty, SN; D/Lt/C Pat Antoni, SN; D/Lt/C Carl Filios, JN; D/Lt Barbara Pearson, AP; D/1st/Lt David Osmolski, SN; P/C Vicky Jefferis, JN; P/C Pat Brewer, P; P/C Alan Hart, AP; Lt/C John Goebel, SN; Lt Bill Quick, P.

Guests: R/C Howard Yoas, SN; Stf/C Glen Sherman, P; P/D/C Caren Canfield, JN; P/D/C Lena Parsons, JN; D/Lt/C Larry Jefferis, JN; P/C Debra Allen, AP; Lt/C Barb Beers, S; Lt/C Sharon Molteni, SN; Lt Cheryl Speer, P.

R/C Guy Anastasio, SN introduced himself to the group, called the meeting to order at 1007 and asked all present to join in a moment of silence in memory of the anniversary of 9/11.

Anastasio introduced Comm Com Stf/C Kathleen Lambert, AP and Stf/C Cheryl Jarrell, AP, Marketing Committee Stf/C Glen Sherman, P, Ms Yvonne Hill and asked all others present to individually introduce themselves to the group.

Anastasio proceeded to explain the Communications Committee purpose and structure and our topics and goals for the meeting.

He provided updates and a brief explanation for delay of the new USPS website; had Glen Sherman mention the importance of national branding as opposed to squadron branding particularly as it relates to the new USPS website and our squadron and district websites; and, announced that Yvonne Hill would be discussing Social Media later in the agenda.

Anastasio called on Stf/C Jarrell who demonstrated the CommCom website location of the Distinctive Communicator Award website evaluation form and discussed the primary and secondary conditions to achieve the annual DCA and considered changes for 2015.

Anastasio introduced our main speaker for the day, R/C Dave Allen, SN of the USPS Law Committee. Allen's presentation entitled "How to stay out of the intellectual property minefield" addressed important issues relative to copyright and copyright infringement with specific emphasis in the area of photos and their use and abuse on websites. Copyright exists as soon as the work is fixed in a tangible medium the second it is created. And, infringement is simply using something that is not yours. Always assume that something is owned and protected. The most significant comments stressed the need to request permission in writing of a release to use, copy and publish photos and to retain all written releases from the owner. We were forewarned to always assume that everything is owned and protected. Allen discussed the "fair use" clause and emphasized that while it is often used as a defense it is a very weak defense and avoiding the problem is always the best action. Fair use is still a slippery slope and does not offer protection to the party who infringed on the copyright. The internet is not legally considered public

domain. The safer way to use an owned or possibly owned photo is to show only the internet link to the photo and not the photo itself. And, changing a part of the work does not cover the problem – derivative work does not remove the copyright protection from the original.

In response to a question, Law Com Stf/C Michael Friedman added that Trademark and consumer confusion are separate sections of the law from copyright.

Anastasio introduced and thanked our committee Webmaster D/Lt/C Carl Filios, JN who offered anyone with a question relative to the website to please contact him.

Anastasio introduced Yvonne Hill who reiterated to always get author/owner permission and request the reply in writing and keep the authorizing document. Also, to check any assumable free picture web site company for their **free use statement**. Check at- google image search/tools/image rights and also, check wiki for explanation of term of art – “Best practices for attribution”.

Further, Yvonne Hill highlighted important responsibilities for using online Social Media sites and referenced the guidelines utilized by HQ staff member Amy Townsend who is responsible for USPS Social Media.

Yvonne explained that Amy designates 2-3 hours per day to posting and evaluating.

It is important to post relevant content, engage and converse with followers and members and engage other companies in the industry.

It is important to always respond to negative feedback. When necessary, give HQ Customer Service phone number and contact information. Respond quickly to negative feedback and get it done before the problem and anger festers longer.

Pick Facebook Utube or Twitter according to your audience.

All USPS logos are available on the USPS site at *The Ensign*[®] or use the link from CommCom site.

Always be consistent and post regularly. It is OK to share articles from *The Ensign*.

Posts don't have to be statements. Ask questions on social media – ask squadron members about a rendezvous or other activities.

Study feedback and check analytics.

Anastasio next introduced our Stf/C Kathleen Lambert to review important factors for squadron and district newsletter editors. Lambert directed editors to “Hints for an award winning newsletter” and DCA award criteria on the CommCom website pages. She announced that there will be changes made to meet the new parameters of the Marketing Com in 2015 relative to national branding. She reminded us of the social-psychological as well as the historical importance of putting names of people in pictures. Also, the USPS Compass is a good source of content information for articles; however, even if information in the Compass is staff created the newsletter editor should still ask first for approval and Release to Use from HQ.

New 2015 DCA evaluation sheet for newsletters will have 3 additional points regarding the new masthead criteria and the number of points needed to achieve DCA for newsletters will consequently be increased by 3.

R/C Anastasio thanked all for coming and for their input in the meeting. Also, he asked Stf/C Mike Friedman to join us in Jacksonville at the 2015 Annual meeting, if his schedule permits, to discuss trademark issues.

The meeting was adjourned at 1205.

P/R/C Marjorie Baraff, AP
CommCom Secretary