

**NATIONAL EXECUTIVE COMMITTEE
OF
THE AMERICAN LEGION
Indianapolis, Indiana
October 17-18, 2018**

Resolution No. 6: Media & Communications Division Advertising Contract with James G. Elliott Co., Inc.

Origin: Media & Communications Commission

Submitted By: Finance Commission

WHEREAS, James G. Elliott Co., Inc., of Los Angeles, California, has served as The American Legion Magazine's publisher's representative (and for digital media after 2009) for advertising sales since December 1, 2004; and

WHEREAS, Established American Legion policy requires that any contract representing \$1 million or more in annual revenue or expense cannot be automatically renewed after five continuous years without a market survey and/or bidding process; and

WHEREAS, A survey of the market concludes that an extremely limited number of firms can provide advertising sales and representation services to meet the business needs of The American Legion Magazine and its portfolio of digital media products and channels; and

WHEREAS, The current contract with The American Legion Magazine's publisher's representative for advertising sales, James G. Elliott Co., Inc., of Los Angeles, California, will expire on November 10, 2018; and

WHEREAS, The American Legion Media & Communications Commission, in regular fall meeting assembled in Indianapolis, Indiana, on October 15, 2018, expressed its desire that James G. Elliott Co., Inc., should continue to serve as The American Legion Media & Communications Division's publisher's representative for advertising sales; and

WHEREAS, The American Legion Media & Communications Commission did authorize the Media & Communications Division director and The American Legion Media & Communications Commission chairman, with advice from the national judge advocate, to negotiate a new contract with James G. Elliott Co., Inc., for the period from November 11, 2018, to November 10, 2019, with appropriate provisions for subsequent one-year renewals, for a period not to exceed five years total; and

WHEREAS, The American Legion Finance Commission has reviewed and recommended approval of the recommendations of The American Legion Media & Communications Commission; now, therefore, be it

RESOLVED, By the National Executive Committee of The American Legion in regular meeting assembled in Indianapolis, Indiana, on October 17-18, 2018, That The American Legion enter into a one-year contract, with provision for renewal each year for a period of no more than five years, commencing November 11 of each year, concluding on November 10, 2023, with James G. Elliott Co., Inc.; and, be it finally

RESOLVED, That the national commander be and is hereby authorized and directed to execute said contract when approved as to legal sufficiency by the national judge advocate, and the national adjutant be and is hereby authorized and directed to attest the same.