



DEPARTMENT COMMITTEE REPORT: Marketing & Public Relations Committee

DATE: 10/10/2025

CHAIRPERSON: Mike Kerr

COCHAIRPERSON: Vacant

MEMBERS: Continually Recruiting

REPORTING PERIOD: July 2025-October 2025

1.PURPOSE: Provide information, outreach, and highlight the great services provided by the American Legion Family for the Veterans of Oklahoma.

- To work in concert with all American Legion committees to build awareness and support for the mission and programs of The American Legion;
- To promote same to active-duty military, Guard and reserve components, military veterans and retirees, and the general public;
- Such other purposes as may be assigned to it by the Department Executive Committee.

2.BACKGROUND:

Historically, the Oklahoma American Legion communicated by word-of-mouth, recruiting events & conferences and postal letters. The American Legion was a part of every local communities newspapers, seen at every community event and marched in every local and state parade. The American Legion was part of the communities consciousness as the premier Veteran organization and service provider. Over the years as fewer citizens have served in the military and local National Guard armories have closed the American Legion has relied on dedicated patriots to continue to “market” and inform their communities on the benefits of joining the Legion Family via social media, electronic communication and community events.

3.SUMMARY OF ACTIVITIES:

A. Coordinate with National concerning maintaining a positive outward profile.

1. Limit public negative in-house discourse
2. Support & promote the 250 initiative
3. BeTheOne training and outreach

B. Media Outreach

1. Support & promote the 250 initiative
2. Promote LegionTown
3. Promote Family Unity (Riders, Sons, Auxiliary, Oratorical, Boys & Girls State)



C. Public Outreach

1. Support Posts with material and media (web & social) venues to highlight accomplishments and local events.
2. Coordinate with other Departments to combine events and provide community services.
3. National is promoting the Army / Navy Game with member initiatives

4.FINDINGS AND DISCUSSIONS:

- A.** The American Legion is great at helping Veterans and their families but terrible and self-promoting. We are the Veterans best-kept secret. Need more newspaper articles submitted
- B.** Tulsa Post 1, Guthrie, Warr-Acres, Post 20 & Post 50 are doing a great job of getting the word out. We need to harness the best practices of these groups for the rest of the state.
- C.** The 1889 Newsletter needs a concerted effort by the District Commanders and Post to submit articles monthly.
- D.** Oklahoma Boys State is Nationally recognized as a leader for the Organization.

5.RECOMMENDATIONS:

- A.** Continue working to provide outreach services to aid Posts in creating newsletters, social media sites and reels.
- B.** Help Posts with community outreach such a parades, BeTheOne events, etc
- C.** Identify and Work with local news organizations, newspaper, radio and T.V. to further Veteran and American Legion efforts.
- D.** Provide and upload to LegionTown events and news articles for Posts to highlight their activities, accomplishments and stories to the National Media group.



6.NEXT STEPS:

- A. Identify committee members from the 8 districts to aid in Marketing and Public Relations efforts
- B. Begin initial communication with National and corporations for cross media advertising.
- C. Provide Tool Kits for Post use

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SUBMITTED BY: Michael Kerr

DATE SUBMITTED: 10/108/2025