



DEPARTMENT COMMITTEE REPORT: Media & Communications Committee

DATE: 10/10/2025

CHAIRPERSON: Mike Kerr

COCHAIRPERSON: Katie McInnis

MEMBERS: Continually Recruiting

REPORTING PERIOD: July 2025-October 2025

1.PURPOSE: Provide an information forum, outreach opportunity, and highlight services to and for the Veterans of Oklahoma.

- Internal: To educate, motivate and inform The Oklahoma American Legion Family of the mission and programs of The American Legion for the purpose of making them promoters of and participants in the activities and aims of The American Legion.
- External: To build awareness of and support for the primary mission and purpose of The American Legion Family, especially among Oklahoma Veterans, State Legislators, media, local government agencies and corporations.
- 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. Over time, it expanded to include a wide range of media products including merchandise (hats, shirts, coins, signs) e-mail correspondence, social media (Facebook, Instagram), electronic newsletters, reels and YouTube. The Media & Communication committee oversees these efforts ensuring that the Legion Family message reaches its intended audience effectively.

3.SUMMARY OF ACTIVITIES:

A. Website content updates weekly

1. Executive Officers update
2. 1889 Newsletter updated monthly
3. Splash page and Membership data updated weekly
4. New Post, Sons & Riders GIS map added to site
5. Events added



B. Social Media Update

1. New District Facebook pages created

ALA President, Department Commander, Sons Detachment Commander & Katie McInnis developed the pages

2. Senior Vice providing membership numbers every two days to post on Site.

C. Other Oklahoma Department of the American Legion Posts have expressed interest in or have created social media sites and have increased posting community events as well as Post activities.

D. This committee is currently working to provide outreach services to aid Posts in creating newsletters, social media sites and reels.

E. LegionTown.org/share provides an avenue for the Department, Districts, and Posts to highlight and submit their activities, accomplishments and stories to the National Media group. TAL M&C reviews the submittals for content to be added to the Magazine, YouTube, Website & social media.

F. Cross posting of social media from TAL, TALOK, ALA, Sons & Riders

G. The 1889 Newsletter is online and providing great ***content

4.FINDINGS AND DISCUSSIONS:

A. Social Media is reaching over 6,372 followers to include TAL National staff, over a dozen other AL Departments and outside veteran organizations.

B. A combination of integrated paper products and digital products will remain the standard of communication in the future.

C. The 1889 Newsletter needs a concerted effort by the District Commanders and Post to submit articles monthly.

D. National Fundraising has requested assistance with developing website and Cross media (types and Department packages) opportunities.



5.RECOMMENDATIONS:

- A. Continue working to provide outreach services to aid Posts in creating newsletters, social media sites and reels.
- B. Researching Instagram account implementation.
- C. Identify and Work with local news organizations, newspaper, radio and T.V. to further Veteran and American Legion efforts.
- D. Begin initial outreach/ communication with National and corporations for cross media advertising.

6.NEXT STEPS:

- A. Identify committee members from the 8 districts to aid in media and communication efforts.
- B. Identify and schedule training for Posts to develop media & communication efforts
- C. Create YouTube and/or Reels
- D. Provide Media& Communications Tool Kit
[Media Toolkit | The American Legion](#)

SUBMITTED BY: Michael Kerr

DATE SUBMITTED: 10/108/2025