



Department of California
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Media and Communications Committee

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SUMMARY

The American Legion Media and Communications Division staff and other involved personnel from the marketing division and Information Technology met in July for a workshop to assess progress against 2023 strategic plan, the priorities going forward for the remainder of the year, and directions for 2024. Period.

The Strategic Plan was grounded in six organizational priorities for media, messaging, promotions and marketing.

- Reimagining membership
- Reducing number a veteran suicides
- Diversity revenue streams
- Simplify
- Modernize
- Build trust

The Media and Communications Division supported operational activities in support of those priorities, assembled teams and began (or continued) execution of them in the first half of 2023 period. All of those missions continue into the second half of the year, and most can be expected to go on comma or evolve well into 2024 and beyond.

The workshop analyzed and strategized performance to date against 2023 plan, carryover priorities and content priorities going forward for print, digital, social, and physical media. From this session, teams, plan modifications and schedules for the remainder of the year and beyond period.

Ongoing Teams and Operations Established in 2023 Strategic Plan

“Be the ONE” : Deputy Director Henry Howard leads this initiative for the division. Works completed and ongoing include nationwide coverage and promotions of “BE the ONE” activities management of the Tango Alpha Lima (TAL) podcast series, development fulfillment of a dedicated web perform on the legion.org and more. Response has been outstanding.



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Operation HEAL-arious comedy tour sponsored by the American Legion and arts personnel have been covering and will continue through the tour's culmination in November.

Priorities for the remainder of the year:

- BE the ONE month podcast launching in September 1st.
- Drive "BE the ONE" through promotion and coverage.
- Provide promotional support for American Legion involvement in USA a face the fight initiative.
- Continue robust coverage of IndyCar program.

Digital Convergence

Dispatch went digital only in January at annual cost savings of 70,000 and increased traffic, more flexibility with the content. The E newsletter regularly hits 30% open rates on distribution of nearly 30,000 per month. The Division is now working with LSE (magazine content vendor) to explore digital conversions and print on demand options for other publications to reduce cost of paper and distribution. Priorities remain of the years:

- developer digital print on demand treatment of graphic novel rally around the flag book now nearly completed meeting to set August 15. The capabilities and consider operations for a number of publications now printed and mailed.
- Identify likely candidates for digital conversion and work with their related divisions.
- Plan and execute videos treatments for multiple manuals, etc., to begin replacing word based printed instructional/educational materials.

Membership media

Team members are Jeff Stouffer Holly Surya, Cameron Richardson and Matt Hendron and work in 2023 has largely in revolved around updating content, deselecting hubs and consolidating membership/POST activities content into three distinct platforms: membership, training and community. Cameran has worked with membership internal affairs to refresh content on all the landing pages and has worked with Holly and the IT division to revise the architect. Holly has also worked with video producers to post new membership tips and Legion in real life videos on the site among other tools and resources. In addition, a "Measure of Success" column was introduced in dispatch to share best practices from the posts that have had membership increases.

Priorities for the remainder of the year:

- Develop new posters flyers membership recruitment materials.
- Solicit additional measure of success submissions.
- Social media video graphics for resources
- Harvest content from three new platforms and promote and dispatch
- Promote the three platforms with QR code cards and in house ads and,
- Build out award showcase history criteria with art.



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- Begin development of standard post officer's videos drawings from the POST officers manual.
- Update Basic Training Manual.
- New membership page landing page short history Doc's.
- Continue with weekly meetings to maintain support M&PA

LEGION.org Rewired

Director and staff with American Eagle contractor for the forthcoming new website about architecture and work continues to strip down the existing site to reduce outdated unnecessary media. Consolidate a membership architect content. Also many outdated and unused publications have been taken off the site.

Priorities for the remainder of the year:

- Continue meeting and working with American Eagle and ID as new architecture emerges.
- Review and reduce web content add where needed in support of Veterans Affairs and rehabilitation.
- Discharge review treat untreated
- Service Officers barley treated
- Complete veterans on the road traveled perform.
- Develop new organizational metrics graphics dashboard for landing page
- Establish transmission plans for new site training for administration.

Video Management/Curation

Visual arts manager Holly Suria is in charge of this area of work in which is now divided across platforms

Priorities for the remainder of the year:

- Establish one platform where each video type can be assessed with clear instructions about how to use it.
- Improve navigability of Wood Wing/Assets.
- Promote locations of videos and how they can be used with clear constructions.

Podcast evaluations

Tango Alpha Lima podcast continues to grow audience and has been benefited from CO hosting by Ashley Gutermuth, a military spouse and social media influencer. A new series of "BE the ONE" and Military Sexual Trauma are building on the popularity of podcast as medium which can be really useful to the American Legion.

Priorities for the remainder of the year:

- Launch "BE the ONE" podcast.
- Published market series of episodes of Military Sexual Trauma.
- Launch a plan and outline episodes for special American Legion salute. To women's history month in March 2024. Start recording in December and January.



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Content Management

Media and Communications Division content producers to plan the editorial content going to now going content priorities from 2023 strategic plans are

VEED Advocacy and Task Force Movement. The Magazine series is nearly complete with Q&A with Chairman Patrick Murphy, Laura Edward's features on Task Force movement and efforts to fast track veterans into trucking, as well as DoD SkillBridge training at Fort Riley and Ken O'Isen's piece coming in September on TFM role of helping Afghan refugees settle in the United States. Laura also has a piece come in on the cybersecurity from TFM mission.

National Security: Magazine editor Matt Grylls has worked with a nationally known writer to develop a series of features focusing on the military recruitment problem period. Namely that only 23% of those who seek to serve actually qualify due to psychological, physical or behavioral issues. And that propensity to serve is a growing problem among young people. These features will continue to roll out in the second half of 2023 2024.

VA&R Plans are to establish a regular service officer column in the dispatch and online. They have not yet materialized. We are working to see how we can strengthen the program promote and report on it. attention has been given to the legislative testimony on V&R issues through online reporting and On Point column in the magazine. But little work because you had been accomplished to better manage the web platform, consolidate or deselect anything

VA Benefits News: the content management team has placed a high emphasis on improving the flow of VA benefit news all year. With a good web click result. This will continue with intention to move some of the news into the magazine in a dedicated area.

New Dispatch: Editor Kremen Richardson has successfully completed the digital conversation as greatly conversion and has greatly enhanced the calendar session. More work has been put into improved membership media tools, Service Officers a Judge Advocate's column and more Additionally, we will incorporate more anniversaries relevant to the military community with emphasis on the wars in Iraq and Afghanistan.

Travel media: The veterans on the road area of national website continues to fill with content and more states come in and with James G. Elia company is working on a complimentary advertising sales plan to go with it. This will be an area of concentration in the fall and winter of 2023 2024.

Rally Around the Flag: In additional work already accomplished the area of social media. Its niches continues to evolve. Following its plan with a graphic novel treatment of the US flag for older teens and young adults nearly done and ready for digital treatment. Promotion. Next priority of video or video series to replace for which it stands video which is out in the market.



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New Approaches to History: visual media specialists Jennifer Blomb and video producer Jeric Wilhelmsen have been working through the PNC Perspective Series - unfinished RAW files, new shoots and older versions and need updated branding and treatment. These are being shot produced on schedule and promoted fully when fulfilled.

Deselection committee: The Membership and post activities hubs word is still from five to three platforms, which clear content categorization in a project that was highlighted in 2023 membership workshop. Next on tap is the Veterans Affairs and rehabilitation division area or national media to include web content hubs, publications for downloads and missing elements.

Budget: The budget team will continue to meet throughout 2023 to assess status versus approach budget and set projections.

National Buddy Check Week: A need to understand what we're doing this should involve VA&R and Internal Affairs suggested initial meeting to discuss our role and how we message to this we need to plan an initial meeting preferably before National Convention.

Impact Metrics Dashboard: They are working for quantification of all scholarships the numbers and dollars over the last 104 years. They are looking to quantify temporary financial assistance grants dollars over the last decade and they think they can achieve an amount over the last century are there areas of organization such as youth serve through the American Legion programs job fairs, disaster response are going to be somewhat difficult to collect. But we need to establish something such as five key areas to measure multiple purpose

Sons of the American Legion Medi: This project includes adding SAL membership to magazine circulation it will require much review and probability resolution due to its many financial ramifications. If this happens in the fall NEC meeting is when it could be address, but work must begin now. We have the cell numbers crossover members in hand. We need to calculate our page count costs and workout content. Recommended initial meeting prior to national convention to include the staff

The Whole Child: Work on a Children and youth Bookazine. Child new youth Bookazine to encapsulate all the organization's children and youth outside Capstone programs like American Legion baseball, J SSNP. And order articles into one document much of this text has been written and layout they will be strengthened by metrics. Continued work on this project

Immigration and Citizenship:

24:11

over the last eight months they've taken down the national web hub and immigration policy and publications that are out of date. The Trump of the topic of immigration naturalization and citizenship remains important to our members from both national security and Americanism perspective. The work has been divided between



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the national security Commission's and the Americanism commission are some overlap right now. We lack any definitive statement on immigration policy that is grounded in resolution or commission authority and national meeting can began to set strategy in place about how best to express the Legions policy role in this arena and presented in national media.

Annual Report: An all new approach or the National annual report will be launched in 2020 for fall in the year in audit for most current financial reporting. This is likely not to be an 8000 print. Press run with a much smaller printed footprint and more robust and Dynamic Digital treatment. This is likely candidate for print on demand and digital first approach that LSC reports in a new wave among the profit and clients. Planning for this conversion should begin in October.

Recommended Team's Missions: Scheduled for May 2023. Be the one frequency as needed. Podcast expansion as needed. Content Management Monday live on the clock weekly

This is my report
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