



MCL Public Relations Committee

National Public Relations Chair John Taylor

Marine Corps League

July 31, 2025

Social Media:

Facebook

Instagram

LinkedIn

Tik Tok

Youtube

X

Report:

The following report is from the current National Public Relations Chair. The national committee is continuing to work hard to maintain and produce quality results for all social media content. The committee continues to learn ways to increase participation, increase page members, and use appropriate correct material when posting.

Chairman John Taylor:

The Chairman is responsible for managing the organization's communication strategies, media relations, and public image through various initiatives and events. He also build and maintain strong relationships with members and media outlets to ensure favorable coverage of the MCL organization is professionally presented on all social media platforms. Since January 2025, as the Chairman, I have assembled a team that are knowledgeable of the mission of the MCL and the National Public Relations Committee. All members attend monthly Zoom meetings to discuss the progress and expectations of the team. All committee members also serve their detachments and departments as leaders and supporters. As a team, we are committed to assessing, analyzing, and monitoring daily posts to share and events/information to post for our social sites.

Photography: Alison Noger, Mario Meaux, and David Porter Sr.

Alison and Mario take photos at all National events which includes Mid-Winter and the National Convention.

2025 Midwinter Conference

Photos taken: 1447

Photos posted: 405

- Cpl. Pete Arnold # 1198 (MD) requested our photo support for their Presentation of Colors during the Orioles vs Yankees game on Apr 28.

Photos taken: 147

Photos posted: 29

- Department of Maryland Convention - May 9-10

Photos taken: 445

Photos posted: 142

- Mideast Division Conference - 27-28 June

Photos taken: 186

Photos posted: 139

They are preparing for the 2025 National Convention

David Porter Sr. Take photos at all National events which includes Mid-Winter and the National Convention.

David Porter Sr. became a team member during Mid-Winter Conference:

Midwinter 2025 Photos taken 692

Mideast 2025 Photos taken 388

Videography: John Taylor

Provided video recording for 2025 Mid-Winter conference, provided video picture slide for Modern Day Marines, provided video picture slide for the MCL NASCAR driver Josh White, and will provide videography services for 2025 MCL National Convention. All videos will be edited and displayed on youtube.com.

Internet Team:

This is the biggest component to our Committee. The teams' commitment is to ensuring Facebook is managed properly.

- 1) Daily/Weekly postings
- 2) Managing comments and answering questions
- 3) Policing Facebooks comments: deleting inappropriate and unwanted suggestions, and/or promotions that go against the MCL mission.

Instagram/LinkedIn/Tik Tok Management and Promotion

The members of the Committee are motivated to accept these challenges to ensure our Social Media is done right:

John Taylor, Ericka Hedlin, Carlos Garcia, German Garza, and Tina Harvey

Social Media is 24 hrs. monitoring.

LinkdIn is being managed by Carlos Garcia and he also assists responding to Facebook instant messenger.

X page was created and managed by Tina Harvey

John assisted Wisconsin Dept, Commandant Kurk Anderson with the creation of their Dept Facebook page.

Ericka created a post to inform drivers of any parking concerns and providing parking instructions.

Graphic Design: John Taylor and German Garza

Each member of this team has unique and qualified experiences in graphic design. These skills are utilized in creating post for events, literature (such as the trifold PR brochure that's in progress), and other graphics that maybe needed for MCL Public Relations related material. German creates reels daily/weekly on Tik Tok to share on all social media platforms. John has created posters to be displayed on Facebook to promote the MCL.

Interviews by Cindy Munesato and Carlos Garcia

Cindy and Carlos are assigned to interviewing members at the conferences and conventions. The interviews assist the team in developing more ways to reach out to departments, detachments, and divisions. The team obtains information by recording member interviews, which assists in developing stronger public relations connections. We also share this information on our social media.

Writer/Editor and Facebook Moderator: Ericka Hedlin

Ericka is the Staff Writer for the Southern Division and former editor of "Texan Dept. of Texas Newsletter. She manages the Facebook page and notifies the members of any notifications that need attention. She will write and edit for any material being presented by the National Public Relations Committee ensuring proper copy. Ericka and German created the Committee's trifold to be distributed at the National convention. She puts in numerous hours creating themes for our Facebook page:

Monday – Motivation: Inspirational, humorous, or instructional content to inspire or educate.

Tuesday – TikTok Tuesday: In collaboration with German Garza, we create reels based on the past week's content.

Wednesday – Humor Day: Sharing funnies, jokes, or amusing Marine stories.

Thursday – Throwback/History: Featuring historical MCL/USMC content found on detachment pages or online.

Friday – RED Friday: Highlighting photos and stories of detachments honoring our deployed service members.

Uniform Compliance Consultant for Social Media (Facebook): Ryan Lincoln

Ryan provides daily support by analyzing photos of uniformed members for the purpose of sharing posts to Facebook and other social media platforms upon requests.

Upcoming Events:

2025 National Convention

Marine Corps 250th Birthday Celebrations

As the Chair, I always be ready to:

- Video record National Conferences and Conventions when necessary.
- Monitor the National MCL Facebook Page
- Communicate with PR team
- Post events and share information relevant to the MCL
- Manage email account
- Report to my progress
- LEARN

Training:

The Committee will meet the second Sunday of the month via Zoom conference

Old News:

Building the team and delegating member roles for the committee

New News:

Each member gave a written report of what they doing in their respective position. Social Media is our biggest focus. The committee has managed to minimize uniform complaints and have increased participation on all platforms. The focus is the National Convention and the roles that each member participate. The committee spoke with Department of Texas Commandant concerning the banquet ceremony. Committee has ordered polo shirts and other promotional items. Alison Noger will be moving off the committee following the National Convention. But we are excited to welcome Dave Porter, Sr., in her position. The Committee continues to do the work for MCL.

Semper Fi

National Public Relations Chair John Taylor

MCL

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