

THE MARINE CORPS LEAGUE

Congressionally Chartered in 1937 as a Veteran Service Organization

National Public Relations Committee Report – 2026

To: TJ Morgan, National Commandant/CEO
From: John Taylor, Chairman, Public Relations Committee
RE: Public Relations Committee Report

Sir Commandant,

It is my honor to present the 2026 National Public Relations Committee Report.

The first duty of our committee is to accomplish the mission of promoting the Marine Corps League. I am proud to report that our committee has continued to successfully promote the League through our social media platforms while increasing visibility, strengthening engagement, supporting recruitment efforts, and assisting with membership growth.

Throughout the year, we have embraced emerging technology, including Artificial Intelligence (AI), to assist in creating professional graphics, promotional materials, videos, and concise messaging that accurately represents our organization. These tools have enhanced our efficiency while maintaining the professionalism expected of the Marine Corps League.

Committee Members

The success of this committee is made possible by the dedication of each member:

- German Garza – Graphic Artist
- TJ Gutierrez – Cinematographer and Video Editor
- Keith Weismann – Videographer
- Cindy Munesato – Committee Adjutant
- Ryan Lincoln – Uniform Compliance Manager

Each member contributes their unique talents toward fulfilling our mission of promoting the Marine Corps League.

Midwinter Conference

Several committee members attended the National Midwinter Conference, including TJ Gutierrez, Keith Weismann, Cindy Munesato, and myself.

During the conference, we staffed the National Public Relations display, distributed informational literature, and encouraged attendees to sign up with their email addresses so we could invite them to follow our official social media platforms. This outreach was especially valuable for members whose detachments currently have limited online visibility.

Our team documented the conference through photography and video while providing live and post-event coverage across our social media platforms. These efforts highlighted the conference activities and increased awareness throughout the Marine Corps League.

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Modern Day Marine Expo

I also attended the Modern Day Marine Expo, where I photographed exhibits, activities, and displays throughout the event. These images were shared across our social media platforms to showcase the League's participation and the many opportunities available to Marines and veterans.

Although I was unable to attend the banquet, fellow attendees provided photographs that allowed us to continue promoting the event online. I also recorded and published a portion of the Commandant of the Marine Corps' remarks, further expanding our event coverage.

Social Media Performance

Our official social media platforms—Facebook, Instagram, TikTok, and YouTube—continue to perform exceptionally well.

Our TikTok reels, many featuring the outstanding graphic work of German Garza, have generated strong engagement through energetic and visually appealing content.

Weekly themes such as Motivation Monday and Red Friday have become consistent features of our outreach. These posts are developed collaboratively by German Garza and myself.

Our platforms also feature:

- Marine Corps history
- Current Marine Corps news
- Young Marines activities
- Department and Detachment highlights
- Promotion of the 2026 National Convention in Indianapolis
- Coverage of League events and programs

TJ Gutierrez has produced and uploaded excellent Midwinter Conference videos to YouTube, while AJ Cox's "Jarhead Jabber" podcasts continue to receive promotion through our channels.

We also proudly support Marine Corps League-sponsored racer Josh White, promoting his accomplishments across our social media platforms.

Additionally, I regularly monitor the National Public Relations email account and respond to inquiries received through Facebook Messenger. Several individuals have become Marine Corps League members after contacting us through social media. They were directed to the Marine Corps League Detachment Locator to connect with local detachments and begin the membership process.

Our mission remains clear: Promote. Recruit. Grow.

Our audience continues to increase, engagement remains consistent, and our social media algorithms continue to perform at a high level.

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2026 National Convention

Most members of the National Public Relations Committee will attend the 2026 National Convention in Indianapolis.

Our operations will mirror the successful format established during the Midwinter Conference.

Responsibilities include:

- Cindy Munesato will manage the committee information table.
- John Taylor will supervise committee operations while photographing convention activities.
- TJ Gutierrez will provide professional video production.
- Keith Weismann will conduct video coverage and interviews.

Together, we will document the convention through photography, interviews, video production, and real-time social media updates.

Committee Operations

The National Public Relations Committee continues to meet monthly via Zoom. Meetings are occasionally adjusted to accommodate Department Conventions or national holidays, but communication among committee members remains consistent.

These meetings allow us to discuss committee responsibilities, evaluate performance, plan upcoming projects, and address any concerns.

Over the past year, we have developed outstanding teamwork, professionalism, and a strong sense of cohesion. Our continued focus remains on promoting the Marine Corps League through social media, publishing informative articles in Semper Fi Magazine, and representing our organization with the highest level of professionalism.

Closing

I would like to express my sincere appreciation to every member of the National Public Relations Committee for their dedication, professionalism, and commitment to promoting the Marine Corps League.

Together, we will continue to strengthen our online presence, support recruitment efforts, preserve the traditions of our Corps, and proudly tell the story of the Marine Corps League.

Respectfully submitted,

John Taylor
National Public Relations Committee Chairman
Marine Corps League