

**AMERICAN
LEGION**
Department of Michigan
Veterans Strengthening America

26 September 2025 Media & Communications Committee Meeting Minutes:

The meeting of the American Legion Department of Michigan Media & Communications Committee, held at Double Tree of Battle Creek, Ball Room Three was called to order at 1030 hours by committee chairman Steve "Radar" Caudill.

Nominations and Elections

1. Chairmen Caudill made a motion to elect Bill Mankee to the position of committee vice chairmen, seconded by Mike Fitzgerald, motion passed.
2. Chairmen Caudill made a motion to elect Mike Fitzgerald to the position of committee secretary, seconded by Bill Mankee, motion passed.

Rollcall:

Committee Secretary Fitzgerald conducted a roll call. Four committee members were present. Quorum requirement met. Eighteen guest in attendance.

Reading of Minutes:

NA

Unfinished Business

NA

New Business

1. **Media & Communications Program Budget Review**
 - a. The committee reviewed the 2025–2026 Media & Communications Programs Budget. Department Media & Communications Coordinator Jim Showers addressed member inquiries and provided clarification on key areas of concern.
2. **Webpage & Social Media Guidance**
 - a. Chairman Caudill presented and explained the proposed Department Webpage & Social Media Guidelines. He stated that the guidelines apply to members of The American Legion, Sons of The American Legion, American Legion Riders, and affiliated supporters. The guidelines are relevant to all online platforms—including Department, Detachment, District, Post, and Squadron websites, as well as social media channels—and are intended to support the representation and promotion of The American Legion.

- b. A draft copy of the guidelines was emailed to all DEC members following the Department's 30-day meeting for their information and review. It was also stated that the guidelines would be presented to the DEC for formal approval and implementation.
3. The meeting was paused to allow Brent Holt to introduce and present Jay Bowen, the Leading Candidate for National Commander.
4. The meeting resumed with a brief discussion on Facebook and other social media platforms. Chairman Caudill addressed questions regarding the proper use of The American Legion emblem, brand, and word mark.
5. **Fall 2025 Connected TV Campaign**
 - a. Department Media & Communications Coordinator Jim Showers briefed the committee on the Fall 2025 Connected TV Campaign, outlining both the projected costs and the anticipated benefits of the initiative.
6. **Website Evaluation Survey**
 - a. Chairman Caudill briefed the committee on a forthcoming survey designed to conduct a comprehensive review of the Department's website, michiganlegion.org. The survey will be distributed to all DEC members in mid to late October. Upon completion, the results will be compiled and reviewed by the committee and the Department Media & Communications Coordinator. The findings will then be reported to the DEC.

Adjournment:

With no further committee business, the meeting was adjourned at 1141 hours.

Submitted by

//Signed//

Steve "Radar" Caudill, Chairmen, Media & Communications Committee
3rd District Adjutant

m/ Overholts
2/ Montgomery
to Adopt
PASS