

TALKING PAPER
2nd VP Report - PUBLIC AFFAIRS, NEWSLETTER, WEB SITE

Presented by Victoria Revilla reporting for Melva Mallison at Oct 2010 VCOC meeting

STATUS OF VCOC PUBLIC AFFAIRS OBJECTIVES (the overall goal is to improve Public Affairs):

Each chapter appoints Public Affairs Rep & VCOC Public Affairs Committee member.

13 of 18 chapters (same as last quarter) met this objective.

Expand Publicity... Publish at least one news story (other than about upcoming meeting) in local newspapers.

Note, this is newsPAPERS) rather than chapter newsLETTERS

Both military and civilian newspapers should be targeted

12 chapters indicated they submitted articles to newspapers.

A news release template for the state constitutional amendment (for 100% disabled veterans real estate tax relief) was provided by VCOC for chapters to use in October.

Persuade Reporters to Attend Storming Richmond & Congressional Luncheon (in DC).

Assist reporters with writing articles:

Status same as last quarter:

Reporters attended in Richmond, not DC.

News Release Templates were provided for chapters (and reporters) to use.

Also, MOAA used the template for their on-line story about congressional luncheon.

PUBLIC AFFAIRS REMINDERS:

RELEASES.

Suggestions for types of stories and format for chapter news releases/press releases are in the Public Affairs section of VCOC website.

Please list your chapter's releases in quarterly chapter report to VCOC, Public Affairs Section (to notify VCOC of progress on goals and to help your chapter track success of working with the media). Include **the subject** of the news release, and whether or not it was published.

PLAN AHEAD:

Build media preps into planning of events – at chapter & VCOC levels.

This includes providing backdrops for photos and scheduling photos.

Includes giving chapter Public Affairs or Public Relations Officer the info for timely press releases/news releases.

Do not invite reporters to contentious or preliminary discussions, before the state-wide consensus / VCOC position has been established.

NON-PARTISAN:

Be careful not to endorse nor appear to endorse a candidate nor political party in the name of your chapter, VCOC MOAA or MOAA.

PURPOSE OF PUBLICIZING CHAPTER IN THE MEDIA:

Helps with chapter recruiting & retention.

Promotes legislative efforts – especially state specific issues.

Helps meet goals and achieve MOAA excellence awards.

CURRENT NEWS RELEASE TEMPLATE FOR CHAPTER USE NOW:

“Vote Yes on State Constitutional Amendment to Help Veterans with 100% Disability, urges local military association”

Template was provided to Public Affairs Committee 15 Sep 2010 and soon after to chapter Presidents and Legislative Committee. **Chapters fill in the blanks to make it a local story.**

Template is also available on VCOC website, VirginiaMOAA.com in a subsection of “Public Affairs” ... page title “News Release Vote Yes”

Use the template to get info into military and civilian newspapers.

This is **in addition** to other communication efforts generated by Legislative Committee, such as MOAA’s email Legislative Update on the subject, chapter use of posters & flyers, newsletters and meetings.

Hopefully other VSOs on the JLC will be publicizing their support as well.

Have any of you had success getting the issue (with your chapter’s support) publicized in the media (newspaper, TV, radio, on-line news blogs)?

VCOC NEWSLETTER, *THE COUNCIL CRIER*.

- _ Is it beneficial to your chapter?
- _ It is the primary **paper** communication device and is also on the website.
- _ It is sent to Virginia chapter leaders (titles listed on page 2 of Crier), using addresses in the Directory/Constituent chapter list which is maintained by the Secretary.
- _ Published quarterly, December, March, July, September.
- _ Includes contact info for VCOC elected and appointed officers, plus password for Directory on website, in Contacts section (user name vcoc4dir password chapter).
- _ Includes info about upcoming VCOC meeting (today's meeting was in Sep Crier).
- _ Crier input due 10 Nov 2010 for December edition
- _ Crier editor is Melva Mallison, email melvamaj@cox.net
- _ Don't forget to send a copy of your chapter newsletter to Melva (she is receiving about half of them). Email preferred.

VCOC WEBSITE: VirginiaMOAA.com

- Did any of you go to it for any reason this past quarter?
- _ Did you find it useful?
- _ It costs the VCOC approximately \$130 per year, which covers the hosting package by Network Solutions and the domain name.
- _ All labor is by web manager, Melva Mallison, at no cost to the VCOC.
- _ See page 7 of September 2010 Council Crier