

2<sup>nd</sup> VP Report to VCOC 11 Mar 2010  
**Public Affairs, Web & Council Crier**

## **PUBLIC AFFAIRS**

STATUS OF VCOC **OBJECTIVES** (Goal is to **Improve Public Affairs**):

1. Expand Public Affairs Committee with **representatives from every chapter** – every chapter has appointed Public Affairs Officer (PAO).
  - Twelve chapters have identified PAOs/committee members to VCOC Secretary & PAO.
    - There were six last year..
    - Pending are Falcons Landing, NOVA, Portsmouth, Potomac, ShenValley & Southwest
  - Committee is communicating by email so far.
2. **Expand Publicity** with articles in civilian and military newspapers..
  - Several items of publicity have been published. It is too soon to tell if more than last year.
3. Chapters publish **at least one news story** in a local paper each year.
  - Many chapters already met this goal, with published stories about storming Richmond.
  - Chapters will report news releases and successes with publishing in their quarterly reports.
  - GCMC has a PSA on TV concerning clay target shoot to earn money for VWWP.
4. **Persuade reporters to attend** Storming Richmond & Congressional Luncheon. Assist reporters with writing articles.

**RICHMOND (25 January):**

- Reporters attended Governor's portion, due largely to interest in new governor.
- News releases and contacts with local constituents helped reporters write stories.
- Richmond had a great article in the Times Dispatch the next morning.
- Chapters followed-up with news releases (like prior years) to their local newspapers, with success in several chapter communities. The most comprehensive was a Central Shenandoah Valley chapter article with photo.

**CONGRESSIONAL LUNCHEON (27 April):**

- We will again selectively invite reporters, with specific MOAA individuals assigned to work with them. Chapters may invite their local press, and work directly with them. Please coordinate with VCOC PAO (Melva)
- There will again be a news release template for chapters to use.
- Chapters are encouraged to bring cameras and obtain photos of their chapter members and their congresspersons. (The much-appreciated MOAA professional photos are limited and available weeks after events – generally too late for a timely news release, but great for newsletters, websites and the like).
- Please make sure attendees are careful not to endorse candidates, political parties or issues that are not approved by MOAA.

## **CONGRESSIONAL LUNCHEON PUBLIC AFFAIRS / PUBLICITY**

- See above, concerning templates, news releases, bringing cameras.
- Wear the VCOC "uniform." - See VCOC website, in National Legislative Section.
- Please assemble quickly after your congressperson speaks, for a group photo – with your chapter camera (and often this will be more than one chapter and more than one camera). We will need space in the room for the group photos (easy for speaker and members to get to without disrupting the next speaker).
- I'll be coordinating with **MOAA** for a backdrop or easel/placard to make the photos eye-catching. Also to obtain some of the professional photos taken by MOAA-paid professional photographer.

- See VCOC website before and after luncheon for info.

**COMMUNICATIONS AWARDS:** ‘Submitted the VCOC for print newsletter, website and legislative coverage in newsletter. (MOAA limits chapters or councils to only 3 submissions). Note, these are 2009 communication awards, so I could not submit the new legislative alert system, which began in 2010. The web-posted Council Crier is not considered an electronic newsletter by MOAA.

### **WEBSITE VirginiaMOAA.com**

- Please use it.
- Goals & Objectives are posted there as well as by-laws, meeting & event info (including agenda before and minutes after), schedule, Give Me Ten, Directory (password protected), newsletter. A page has been established for the quarterly reports as well. The Legislative Alert system is addressed in the state legislative section.
- There are no bells and whistles...no flashing lights, pop ups etc. VCOC web manager, Melva, does not have the capability to do that.

### **THE COUNCIL CRIER (VCOC QUARTERLY NEWSLETTER)**

- March edition was mailed in February. Color edition is posted on website.
- The newsletter is meant to address Virginia-unique issues, not repeat what is in MOAA publications.
- Chapters may reproduce portions in their own publications.
- Input for June edition is due 10 May to editor/Melva.

*/ 11 March 2010 / Melva Mallison, Maj, USAF, Ret  
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