

## **PUBLIC AFFAIRS**

Has a local newspaper published a story about your chapter in 2009? If not, please make it happen. If yes, please make it happen again. Pick stories showing off chapter accomplishments or contributions. Examples include receipt of awards, donations to veterans programs and charities, newly chartered chapters, special events, bestowing awards, hosting VCOC meetings, legislative advocacy and chapter offering free MOAA membership for active duty, guard and reserve officers (via Give Me Ten).



### **TIPS:**

Submit news releases to local **military and civilian** newspapers.

Try the local “Community” section or “People in the News” or “Military” section of the paper.

Make it obvious how the story fits into the locality. Specify a person who lives in that town, or that the event was held in the community, or that the donation will help locals. If it’s an Air Force paper, highlight an Air Force person. If it’s a Navy paper, highlight a Navy person, etc..

Include chapter website, email and chapter point-of-contact info in the story. The contact info may not be printed, but it is worth a try.

Use few acronyms, if any.

*/ Melva Mallison, Maj, USAF, Ret VCOC 3<sup>rd</sup> VP & Public Affairs Officer*

### **IN THE NEWS**

#### **NEWSMAKERS**

►Retired Army Lt. Col. **Jay Harper** of Yorktown was one of several board members of the local chapter of the Military Officers Association of America to host a luncheon to honor surviving military spouses for their long and dedicated service to the country.

### **EXAMPLES of CHAPTER PUBLISHED NEWS:**

**2** DAILY PRESS Friday, July 31, 2009

**TOWN SQUARE Hampton**



PHOTO COURTESY OF RETIRED CMDR. MARGARET MONDUL

## Military spouses honored

The local chapter of the Military Officers Association of America held a special luncheon for surviving spouses at Langley Bayside Club July 22. The Virginia Peninsula chapter president, Jim Pauls, a retired colonel in the U.S. Air Force created the luncheon to honor the service surviving spouses have devoted to their country. Pictured, from left, are Pauls, Joanne Steen and Jackie Peters, luncheon speakers.

**2** DAILY PRESS Friday, August 7, 2009

### **TOWN SQUARE York-Poquoson**

Examples of one story made relevant to two different localities.