

## **National Public Affairs Committee Report**

Meeting Date: January 13 2012

Silver Springs, MD

### **First Meeting:**

The first official meeting of this committee was held today. The writer thanks the Board of Directors for their appointment. The Public Affairs committee lost four months of planning time resulting from a search to fill the vacancy of the former Chair of the committee. The National Board of Directors confirmed the Chair and members of this committee today. We wish to thank VVA's President, and Board members for their support in confirming this committee. The committee members are eager to move forward.

### **Web - Page**

The committee meeting was rather free-wheeling as we did not have a formal agenda. Discussion centered on VVA's web-page. All present were of the opinion effort was needed to redesign the page content.

It was felt that the main web-page looked more like a billboard for donations & money, rather than a page for veterans. More effort should be given in all media sources that VVA deals with to support the idea of what we do, not who VVA is as an organization. Our brand name is pretty well established. However what VVA does as an organization should now gain momentum and is thought to be more important. Opinions varied however, about what VVA does or what VVA can offer to Veterans as an organization.

It was thought that some re-alignment could be accomplished to the web-page without much overhaul. There was mention that perhaps the communication department should have an in-house web-master to deal with this situation. A recent college grad may be the perfect fit. This will be considered further.

### **Face-book:**

More utilization of our face-book page for possible video play of what VVA is doing and what they can do should be looked into.

### **Spotlight**

An idea was presented about the possibility of spotlighting a certain event or topic that could be placed on the web-site centered on the main page. This could be about A.O., VHC, homelessness, service representative topics, or whatever. These topics could be changed on a regular basis to stimulate interest in the web page.

### **Monetary Donations**

VVA tries to obtain monetary donations from many sources. Suggestion was made to consider a generic type of donation effort for all departments in the organization.

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### **Map Reprint**

Re-prints of the War Time Vietnam maps are in high demand. The reprints will go forward to have available for our membership department to use on the mall or at appropriate events.

### **30th Anniversary**

The committee discussed the 30<sup>th</sup> anniversary film effort. The production we felt, should be given consideration. However, the committee is concerned with the cost of production. Concerns were also voiced as to what specific return we may get for our money. It is understood that the historical aspect of the possible film is an important item to consider.

### **P.S.A.'s**

P.S.A.'s were given some consideration. However the type and specific length has yet to be decided. We are aware that the National Organization holds several different types of P.S.A.'s. These items should be looked at for possible use, before any further action is taken to produce new ones.

### **Chairman's Comments:**

With my appointment to this committee, to be able to provide the attention that it will deserve, it will be necessary to step down from some committees. With this in mind I will step down as the Task Force Chairman of the CFC Committee, step down as Vice Chair of the VIC committee, effective at end of the April Board Meeting, This is in order to help out Terry Hubert who will not be able to attend the April meeting. I will also step down as Vice Chair of the Finance Committee, however at the request of the Chair Ned Foote, I will remain on the committee as a member. In addition, we felt it necessary for all to know this committee shares the concern of Rick Weidman, Dr. Tom Hall and others with respect to the predatory recruiting practices of for - profit schools.

Respectively Submitted

Thomas Burke - Chairman

Public Affairs

Respectfully submitted;

Tom Burke

National Chair