



National Headquarters  
3725 Alexandria Pike  
Cold Spring, KY 41076  
Phone (859) 441-7300  
Fax (859) 441-1416  
Toll Free (877) 426-2838  
www.dav.org

National Service & Legislative Headquarters  
807 Maine Avenue, S.W.  
Washington, D.C. 20024-2410  
Phone (202) 554-3501  
Fax (202) 554-3581

(Date)

Mr. Theodore Evanosky  
Sharing and Caring, Inc.  
2 Hallmark Drive  
Pittsburgh, PA 15235-2211

Dear Mr. Evanosky:

Attached please find a letter that was mailed to the media in your area concerning the upcoming visit of a DAV national official. You'll also find a listing of the media outlets to which this letter was sent.

Please note that you are listed as the local contact for this visit. Should media representatives contact you to set up interviews or other coverage of the event involved with this official visit, please assist them to the greatest extent possible.

Also, it should be pointed out that the letter we've mailed to these media outlets is not a news release. In fact, it would be a very good idea for you to issue a news release to these outlets and any others we may have missed on the enclosed list.

For this purpose, we've enclosed a sample news release that you can use as a guide in preparing a release on your event. In addition, you'll find a bio with photo attached, along with a DAV background information sheet that you can use as enclosures for your release. (Only newspapers and TV stations should get bio with photo; radio stations don't need them.)

Anything you can do to encourage media coverage will benefit the DAV and its Auxiliary at the local, state and national levels. Your efforts in this regard are greatly appreciated. And, if there's anything we can do to assist you in publicizing your activities, please contact me at the address and phone number above. We'll be more than pleased to help you in any way we can.

Sincerely,

A handwritten signature in black ink, appearing to read 'Dan Clare', is written over a white background.

DAN CLARE  
National Communications Director

DC:ajb  
Enclosures



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(Date)

News Director  
KDKA  
One Gateway Center  
Pittsburgh, PA 15222

Dear Director:

Delphine Metcalf-Foster, National Commander, for the nearly 1.3 million-member Disabled American Veterans (DAV) will be in **Pittsburgh, Pennsylvania on (date)** to attend the **Sharing and Caring, Inc. River Boat Cruise for Hospitalized Veterans**.

Ms. Metcalf-Foster, a service-connected disabled veteran will be more than pleased to talk with media representatives while in town. Biographical information on this articulate spokesperson for the cause of all disabled veterans is enclosed. To set up an interview or other media coverage, please contact the following individual:

Theodore Evanosky  
Sharing and Caring, Inc.  
2 Hallmark Drive  
Pittsburgh, PA 15235-2211  
Telephone: (412) 920-6322

Also enclosed, you'll find a background information sheet on the DAV and its programs of free service to disabled veterans and their families. If there's anything we at DAV National Headquarters can do to assist you in covering this visit, please call the Communications Department toll-free at (877) 426-2838. And thank you for any coverage you can give to America's wartime disabled veterans.

Sincerely,



DAN CLARE  
National Communications Director

DC:ajb  
Enclosures  
c: Theodore Evanosky



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(Date)

News Editor  
Pittsburgh Post-Gazette  
34 Blvd. Of the Allies  
Pittsburgh, PA 15222

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DAN CLARE  
National Communications Director

DC:ajb  
Enclosures  
c: Theodore Evanosky