Mid Winter 2022

DAV®
KEEPING OUR PROMISE TO
AMERICA'S VETERANS
At a glance…

12-15 writers, editors, photographer, designers and artists

All external and most internal communications

Branding, public perception

Support all departments and member leaders
DAV Magazine
MAKING SPACE FOR ALL

How disabled veterans are helping make the future of interstellar travel more inclusive | Page 18
A Future for People With Disabilities in Outer Space Takes Flight

People with different types of disabilities tested their skills and technologies on a zero-gravity research flight with the goal of proving that they can safely go to space.

Centra Mazyck, who is an incomplete paraplegic, aboard AstroAccess Flight One, a parabolic flight that carried 12 people with physical disabilities to see how they would fare in a zero-gravity environment. Al Powers/AstroAccess/Zero G Corporation
We ❤ Submissions

CHAPTER & DEPARTMENT

Vaccination clinics:
DAV Chapter 145 in Alice, Texas, hosted a pop-up COVID-19 vaccination clinic just outside San Antonio on Aug. 14. The city’s public health district, Metro Health, coordinated the effort to ensure everyone who wanted to receive a COVID-19 vaccine had access to do so. The clinic administered the Pfizer and Johnson & Johnson vaccines.

Caring for the community:
Polly Davis (left), adjutant and treasurer of DAV Auxiliary Unit 19 in Menasha, Wisconsin, serves as the Auxiliary representative at Clement J. Zablocki VA Medical Center. Last November, Unit 19 joined with the Marine Corps League’s North Shore Marine Department 1239 of Oconomowoc, Wisconsin, to collect and pass out 130 care packages to residents of the medical center’s community living center. The packages contained toiletries, art supplies, blankets, sweaters, and sweatpants donated by local company Master Printwear.

Award of excellence:
National Service Officer Don Huns (right) presents the 2021 DAV Department of Indiana’s Award of Excellence to Lois J. Magner at the Department of Indiana convention. Wagoner’s career in federal government service spans more than 50 years.
We ❤️ Submissions…but…
We ❤️ Submissions…but…
We 💙 Submissions

Blankets of love...
Volunteer youth group Girls in Action, from Lamar Baptist Church in Wichita Falls, Texas, donated blankets for veterans using wheelchairs at the Oklahoma City VA Health Care System. Pictured, from left: volunteers Stacie Martin and Anna Powell, Commander Joel Jimenez of Chapter 41 of Wichita Falls, and Denise Boyd, Lamar Baptist Church Sunday School teacher.
Member’s Only

The page you are trying to access requires you to log in as a DAV/DAVA Member.

DAV is excited to announce we are very close to the “go-live” of one of the most significant and beneficial infrastructure upgrades in our organization’s history, our new Customer Relations Management (CRM) platform. In addition to other DAV tools, CRM will replace the Membership System, so it has now been permanently shut down. In the meantime, all of the service and support you would normally find in the Membership System can still be obtained by reaching out to the Membership Department at membershippublic@dav.org or by calling 1-888-236-8313. We’ll be sure to update you as soon as possible.

DAV/DAVA Members: Log in by entering your Membership Number below. Please enter your membership code number located on your official DAV membership card as shown in the image.

If you are not currently a member of Disabled American Veterans, please preview the Member Advantages.

Login Troubleshooting
The vast majority of resources DAV leaders need to execute our mission are located in the members-only section of DAV.org
Social Media
"Your relentless political Facebook posts finally turned me around to your way of thinking."

Said nobody, ever.
Christopher H. Wisdom recommends DAV.

March 12, 2018

Mr. Tyler listened carefully to my questions about disabilities and the filing process. He promptly and courteously answered every question I asked, took the paperwork I had filled out and scanned it into the system immediately. He let me know about how long it would take to process, and roughly when I might hear back from the VA.

He and Mr. Kerouac have been models of compassionate professionalism in their advice and assistance to me. Their exemplary service are the two bi... See more

Michael Allen Stephens recommends DAV.

January 22, 2018

Incredible organization-- they are super organized, top notch marketing plans and had an A+ experience with them at Carolina Country Music Fest- Their impact on VETS is outstanding, USA!!!

Matt West recommends DAV.

April 6, 2018

The D.A.V. is a wonderful organization which has helped thousands of veterans and their families.
Earned Media

- Critical to DAV success
- Builds trust
- Brand recognition
- Shows both need and response
Public Service Announcements
PSA Campaign

Total impressions: 8,620,651,163

Total donated media value: $99,819,097
IT’S ALL FALLING APART!

- Humiliated by Kanye’s latest public breakdown
- Crazy for Pete — who just spent the night with Miley!
- At war with her sisters over storylines & money

KIM KARDASHIAN

$2 BILLION DIVORCE FROM HELL

BEST & WORST OF 2021

BABIES!
WEDDINGS!
SCANDALS!
SPLITS!

BEN’S CRUEL ATTACK ON JEN

KELLY CLARKSON
A NEW CHANCE AT LOVE!
I AM A VETERAN
AND THIS IS MY VICTORY.

"To this day, I still do not know what came over me." Explaining why he opened up about his PTSD battle on "Lipstick on a Prisoner." Photo: Taylor Swift and Jon Bon Jovi at a 2021 charity event.

JANUARY 5, 2023

"The level of intensity of it was a shock." On the negative reactions to his and her co-star's appearances in "And Just Like That." Photo: Kristen Davis.

"They're like, 'Say something like her,' and I'm like, 'I am, I'm talking.'" Discussing working with George Clooney on "The Tender Bar." Photo: Ben Affleck.

"We can make our own eggs or pour a bowl of cereal." On working out in the White House kitchen after staff's food was lost due to Hurricane Ian. Photo: Jill Biden.

"My victory is facing my PTSD so I can be here for my children." After returning from service in Iraq, Naomi could still hear the booms and see the tracer fire. "With the right support from DAV, she began to heal. DAV helps veterans of every generation get the benefits they've earned—helping more than one million veterans each year. Support more victories for veterans! Go to DAV.org."
New PSA Creative
Michael Naranjo
Latoya Lucas
Jason Hassinger
Local PSA Pitching

- Local chapters can help generate awareness for DAV by pitching TV, radio and out of home PSAs to local media outlets
- To recognize local efforts, chapters can share photos/videos of pitch meetings with DAV HQ for DAV’s social channels
  - Consider a photo with the station manager in front of the station sign
- DAV will tag the local chapter (or member) and the station’s social handles for recognition
- When all else fails, Zoom
PSA Toolkit

• DAV chapter and department involvement are critical in engaging local stations

• PSA toolkit in development, including:
  – Information about the PSA campaign
  – How to access materials
  – Best practices for conducting station outreach and follow up
  – Campaign messaging and sample pitches
Theater of War

COMMUNITY BUILDING ART WORKS
THEATER OF WAR PRODUCTIONS &
POETRY IN AMERICA PRESENT

The Wound Dresser

BY WALT WHITMAN

FEBRUARY 10, 2022, 7PM - 9PM EASTERN
Activations

:15 vignette on broadcast

Custom long-form video content and social promotion

Fighter walkout sponsorships

Crowd Shot with DAV logo and VO on broadcast

Results data forthcoming
Sinclair Cares

DAV and Sinclair Broadcast Group partnered on the “Sinclair Cares: Supporting All Veterans” campaign, which ran October 18 – November 12. The goal was to increase awareness of DAV and the important support services it provides to America’s veterans.

- Sinclair featured DAV across its 185 TV stations, Bally Sports and Marquee regional sports networks, Tennis Channel, and streaming platforms, with content including DAV PSAs, custom :30 promos, DAV’s “The Battle Never Ends” documentary and national and local news stories. Viewers were invited to volunteer or donate to DAV on a custom landing page Sinclair hosted.

- DAV featured Sinclair in partnership press releases, on its social media channels, in DAV Magazine and through custom landing pages.

The partnership resulted in an estimated:

- 906 story airings about DAV
- 11,383 minutes of promotional/PSA airtime with a donated media value of $1,668,900

Note: The donated media value does not include the documentary or news story airings.
## Results Overview

<table>
<thead>
<tr>
<th>Highlights</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Promos &amp; PSAs</strong></td>
<td></td>
</tr>
<tr>
<td>Airings</td>
<td>19,921</td>
</tr>
<tr>
<td>Estimated donated media value</td>
<td>$1,668,900</td>
</tr>
<tr>
<td><strong>DAV 100th Anniversary Documentary</strong></td>
<td></td>
</tr>
<tr>
<td>Airings</td>
<td>177</td>
</tr>
<tr>
<td><strong>Earned Media: National &amp; Local Stories</strong></td>
<td></td>
</tr>
<tr>
<td>News story airings</td>
<td>661</td>
</tr>
<tr>
<td>Local interview airings</td>
<td>245</td>
</tr>
<tr>
<td><strong>Organic Social Media</strong></td>
<td></td>
</tr>
<tr>
<td>Impressions</td>
<td>35,282</td>
</tr>
<tr>
<td>Engagements</td>
<td>676</td>
</tr>
<tr>
<td><strong>Partnership Landing Pages</strong></td>
<td></td>
</tr>
<tr>
<td>Pageviews</td>
<td>1,860</td>
</tr>
<tr>
<td><strong>Volunteer Sign-Ups &amp; Donations</strong></td>
<td></td>
</tr>
<tr>
<td>Volunteer sign-ups</td>
<td>89</td>
</tr>
<tr>
<td>Donations</td>
<td>$3,860</td>
</tr>
</tbody>
</table>

All reporting is provided by Sinclair stations and DAV.
Promos & PSAs

- Custom :30 promos, documentary promotions and PSAs ran across Sinclair’s local and national TV stations, as well as regional sports networks.
- Promo and PSA airings resulted in $1,668,900 in estimated donated media value.

<table>
<thead>
<tr>
<th>Promo/PSA</th>
<th>Minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>:30 campaign promo</td>
<td>7,605</td>
</tr>
<tr>
<td>Documentary promo</td>
<td>847</td>
</tr>
<tr>
<td>DAV PSA</td>
<td>2,932</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>11,383 Minutes</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Promo/PSA</th>
<th>Airings</th>
</tr>
</thead>
<tbody>
<tr>
<td>:30 campaign promo</td>
<td>13,309</td>
</tr>
<tr>
<td>Documentary promo</td>
<td>1,482</td>
</tr>
<tr>
<td>DAV PSA</td>
<td>5,130</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>19,921 Airings</strong></td>
</tr>
</tbody>
</table>

*Estimated donated media value is self-reported by Sinclair stations.*
DAV 100th Anniversary Documentary

Earned Media: National Stories

- Sinclair aired 661 positive news stories across national and local stations featuring 12 DAV-selected spokespeople.
- DAV spokespeople featured on National News stories, included:
  - Randy Reese & Shamala Capizzi, Ashleigh Byrnes and Danny Soto
- DAV spokespeople featured on the AM and PM editions of The National Desk show, included:
  - Dan Clare, Bobby Body, Carmen McGinnis, Dave Riley, Naomi Mathis, Oscar Olguin, Dennis Joyner and Ce-Ce Mazyck
Earned Media: Local Stories

Sinclair stations ran approximately 245 positive news stories focused on local DAV chapters.

- Local stories ran in 14 markets, including:
  - News 8 Tulsa, OK
  - Fox 45 Baltimore, MD
  - WEAR-TV Pensacola, FL
  - WLUK Green Bay, WI
  - Dayton 24/7 Now Dayton, OH
  - WJAC Johnstown, PA
  - KLEW Lewiston, ID
  - WRLH / Fox Richmond, VA
  - Fox 4 Beaumont, TX
  - KATU Portland, OR
  - KATV 7 Little Rock, AR
  - Fox 28 Cedar Rapids, IA
  - KUTV Salt Lake City, UT
  - Fox 11 Charleston, WV
## DAV Organic Social Media

<table>
<thead>
<tr>
<th></th>
<th>Impressions</th>
<th>Reach</th>
<th>Engagements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partnership Launch, 10/21</td>
<td>11,900</td>
<td>11,694</td>
<td>121</td>
</tr>
<tr>
<td>Documentary Announcement, 10/29</td>
<td>14,257</td>
<td>13,834</td>
<td>177</td>
</tr>
<tr>
<td>Facebook Live with Ardis Gonzalez-Leon, 11/9</td>
<td>6,755</td>
<td>6,479</td>
<td>244</td>
</tr>
</tbody>
</table>

### DAV Twitter

<table>
<thead>
<tr>
<th></th>
<th>Impressions</th>
<th>Reach</th>
<th>Engagements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partnership Launch, 10/21</td>
<td>1,463</td>
<td>N/A</td>
<td>59</td>
</tr>
<tr>
<td>Documentary Announcement, 10/29</td>
<td>888</td>
<td>N/A</td>
<td>26</td>
</tr>
</tbody>
</table>

### DAV YouTube

<table>
<thead>
<tr>
<th></th>
<th>Impressions</th>
<th>Reach</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video Interview with Ardis Gonzalez-Leon, 11/9</td>
<td>907</td>
<td>N/A</td>
<td>49</td>
</tr>
</tbody>
</table>

**Total**

<table>
<thead>
<tr>
<th></th>
<th>Impressions</th>
<th>Reach</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>35,282</td>
<td>32,007</td>
<td>676</td>
</tr>
</tbody>
</table>
Fall 2022
Thank You!

Rlewis@DAV.org