



Rob Lewis
National Communications Director

At the National level...

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

All external and most internal communications

Branding, public perception

Magazine, website, social media

Support all departments and member leaders

DAV[®] MAGAZINE

JULY | AUGUST 2023

A nation without VETERANS HEALTH CARE

DAV explores the catastrophic impact of dismantling the Veterans Health Administration | Page 16



PHOTO BY PERRY OFFICER AND GINA HOLLY CHAMPAGNE/US NAVY



South Dakotan named Disabled American Veteran of the Year | Page 20



THE OFFICIAL VOICE OF DAV AND AUXILIARY
JULY | AUGUST 2022

DAV[®] MAGAZINE

Disabled American Veteran of the Year Adam Alexander

A sniper's bullet took the vision in his right eye. Now his sights are fixed on serving fellow Wisconsin veterans.
Page 18

Adam Alexander
12100 S. 1st Ave.
Wauwatosa, WI 53226
www.dav.org

DAV.ORG | DAV | @DAVHQ | @DAVHQ | @DAVHQ | @DAVHQ | @DAVHQ | @DAVHQ

DAV[®] MAGAZINE

MAY | JUNE 2023

WAVES OF ACCELERATION

How DAV Patriot Boot Camp strengthens veteran entrepreneurship and employment
Page 18

DAV advocates return to Washington to drive veterans legislation at annual mid-winter conference | Page 15

[GET HELP NOW](#)[WHAT WE DO](#)[WAYS TO GIVE](#)[GET INVOLVED](#)[JOIN](#)[DONATE](#)

KEEPING OUR PROMISE TO AMERICA'S VETERANS

LIFE-CHANGING SUPPORT FOR THOSE WHO SERVED.

[SEE HOW WE HELP](#)

[GET HELP NOW](#)



Social Media



2023 DAV National Convention

PROJECT **National Convention - Atlantic City 2023** ☆ ⋮

Percent Complete: 22.13% | Project Owner: Dor... Briones | Planned Completion Date: Aug 11, 2023 | Condition: At Risk | Status: Execution

Tasks

+ New Task [→]

#	Task Name	Assignments	Duration	Pln Hrs	Predecessors	Start On	Due On	% Complete
1	Convention Logo		35 Days	10 Hours		3/15/23	5/5/23	100%
2	Design/Create 2024 Nat'l Conv Logo, Phoenix, Arizona	Marissa Coffenberry	30 Days	10 Hours		3/15/23	5/5/23	100%
3	Nominee Letters and Forms		31.25 Days	5 Hours		9/26/22	11/10/22	100%
4	National Convention Award Memos, Nominee Forms and Governing Rules	Doreen Briones	10 Days	2 Hours		9/26/22	10/17/22	100%
5	Create fillable forms with nomination letters to be used for website	Doreen Briones	2 Days	2 Hours	4	10/18/22	10/19/22	100%
6	Post Nomination letters and fillable form to website (National Convention Awards)	Doreen Briones	1 Day	1 Hour	5	11/10/22	11/10/22	100%
7	Chapter/Department Delegate Forms/Memos/Letters (Membership)		5.94 Days	0 Hours		12/14/22	12/22/22	100%
8	Review update Chapter/Department Memo and Delegate Forms	Doreen Briones	1 Day	0 Hours		12/14/22	12/22/22	100%
9	National Convention Sponsorship Brochure		5 Days	80 Hours		12/28/22	1/5/23	100%
10	Update National Convention Sponsorship Brochure	Marissa Coffenberry	0 Days	80 Hours		12/28/22	1/5/23	100%
11	Letters (One-Off)		163.09 Days	259 Hours		9/26/22	5/26/23	44.64%
12	Letter - Invite to President	Lisa Bogle	90 Days	2 Hours		9/26/22	2/14/23	100%
13	Letter - Invite to VA Secretary	Lisa Bogle	90 Days	2 Hours		11/24/22	4/14/23	100%
14	Letters - Invite to VA Mental Health Director	Lisa Bogle	120 Days	2 Hours		11/8/22	5/12/23	100%
15	Letter - Invitations to Service and Legislative Seminar	Lisa Bogle	120 Days	2 Hours		11/8/22	5/12/23	0%
16	Letter - Medical Room Request to VA	Lisa Bogle	120 Days	2 Hours		11/8/22	5/12/23	100%
17	Letter - Medical Room Request to Medical Center Director (Detailed)	Lisa Bogle	120 Days	2 Hours		11/8/22	5/12/23	0%
18	Letter - Resolution Disposition	Lisa Bogle	120 Days	0 Hours		11/8/22	5/12/23	0%
19	Letter - Women Veterans Seminar	Lisa Bogle	120 Days	2 Hours		11/8/22	5/12/23	100%

+ Add More Tasks

Showing All (199) tasks 1-199 of 199 tasks



Your stories are our inspiration
and we are at our best when telling
them with you!

Includes our outreach greatest success...DAV's "Victories for Veterans PSA campaign!"



Victories for Veterans PSA Campaign

- Produced a new campaign in 2022
 - Television spots in :60s, :30s, and :15s
 - Radio spots in :60s and :30s
 - Out-of-home in various sizes
 - Print ads in various sizes
- Featured veterans include:



Latoya Lucas



Michael Naranjo



Adam Alexander

Adam Alexander

[Adam Alexander Story](#) via Oshkosh Northwestern & syndicated in other USA Today Network outlets in Wisconsin

VETERANS

Veteran finds new mission after being given a five percent chance to live

BY MEGAN MARSHALL | GREEN BAY
PUBLISHED 12:15 PM ET SEP. 25, 2021

Editor's Note: Caution advised. Some photos in this story may be disturbing to readers.

OSHKOSH, Wis. — A veteran from Oshkosh has found a new purpose in life.

After being injured in combat, Army veteran Adam Alexander has had a long road to recovery but his positive attitude and outlook on life drives his new mission: Living life, instead of simply existing through it, all while helping other veterans do the same.



He was shot in the head in Afghanistan. Now, this Wisconsin army veteran helps give fellow veterans a platform to share their stories

 **Bremen Keasey**
Oshkosh Northwestern

Published 5:00 a.m. CT Aug. 29, 2022

[View Comments](#)    



HOMETOWN HEROES

Hometown Hero: Adam Alexander turns tragedy into triumph, shares inspiring message with others

by **Kaitlin Corbett**
Posted: Nov 5, 2021 / 08:01 AM CDT
Updated: Nov 5, 2021 / 08:26 AM CDT



SHARE    

Oshkosh, Wis. (WFRV) — Adam Alexander enlisted in the Army while he was a student at the University of Wisconsin Platteville.

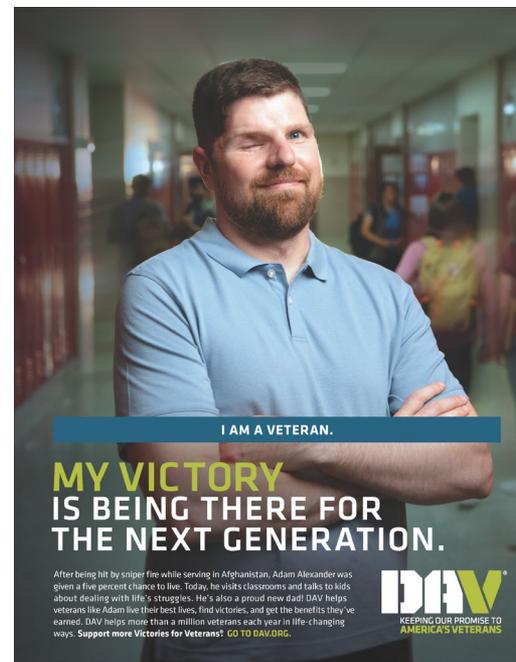
"I ended up signing, I always tell people it's because it was laundry day and I needed a free t-shirt," said Alexander.

While a free t-shirt seemed like a nice perk for the college student, Adam Alexander found much more when he joined the Army in 2008.



If You Have Wrinkly or Crepey Skin, Read This Urgently!
Ad by Skincare Breakthrough

Adam Alexander



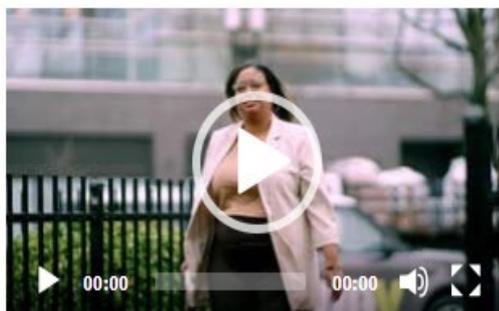
2022 PSA Campaign Results

Total donated media value:

\$132,518,416

Total impressions:

16,755,200,202



THE WALL STREET JOURNAL.



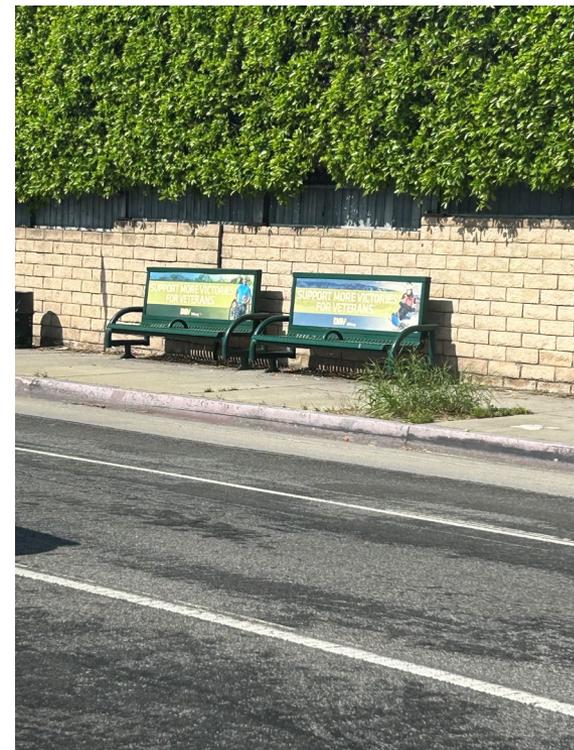
2023 PSA Campaign Results (as of May 31)

Total donated media value:

\$52.5 million

Total impressions:

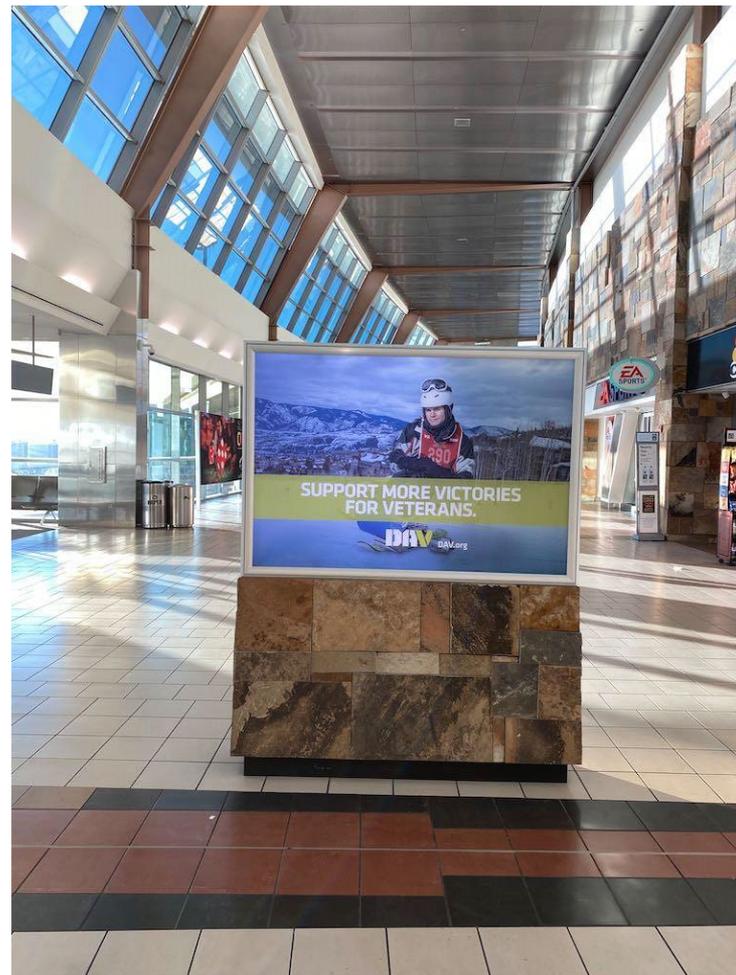
4.5 billion



THE WALL STREET JOURNAL.



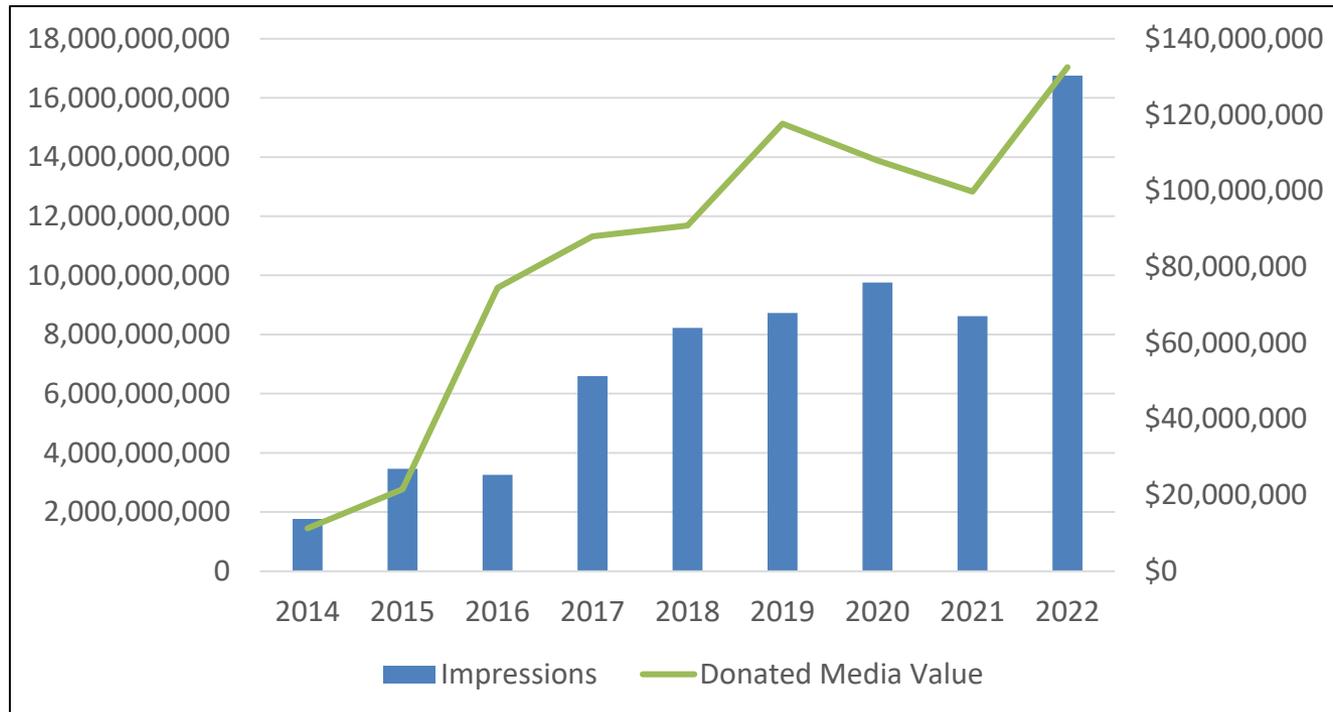
PSA Campaign



PSA Campaign



2014 – 2022 Impressions & Donated Media Value



PSA Campaign Outreach & Promotion

- Conducted pitch tour with Disney/ABC, Paramount/CBS and NBC
- Sent high-impact mailer to station executives in top 10 DMAs

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CAN AMPLIFY SUPPORT FOR
AMERICA'S VETERANS.**

2022 TV PSAs :60s, :30s and :15s

Your complimentary Bluetooth speaker

**PLEASE AMPLIFY
OUR MESSAGE
TO SUPPORT
AMERICA'S VETERANS.**

2022 TV PSAs :60s, :30s and :15s

**Download
Broadcast-quality
PSAs at**

DAVPSA.ORG

*Or download from any of these sites.
Additional instructions on insert.*



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



**Public Service
Advertising Toolkit**

“PSAs featuring charities that are active in the local community and providing an obvious service get a priority with our airtime.”

Station Manager

DAV Patriot Boot Camp

BREAKING NEWS

Riverside, developer plan apartments to replace 200-year-old farmhouse



47°

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Local vet wants to grow Whiskerman Grooming Company



← Caption

LOCAL NEWS

By Linda B...

At Risk Veterans

DAV PROVIDES FOOD AND TOILETRIES FOR VETERANS ON MLK JR DAY

BY EMILY PAULS | January 16, 2023

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Chapter/Department Activity

Corral Kids

Submitted by Article submitted by DAVA Unit #63 (Clermont County) Shirley Ann Plahovinsak. She is also the DAVA Department of Ohio Chaplain. - February 15, 2023



Disabled American Veterans Auxiliary (DAVA) Unit #63 Commander Shirley Ann Plahovinsak points to the Camp Corral notation displayed at the Eastgate Golden Corral Restaurant. The DAVA Unit #63 will be conducting a drive to accept donations from Monday, February 13, 2023, to Friday, February 17, 2023. Every cent collected will be used to sponsor children of wounded, injured, or fallen military heroes to attend Camp Corral. DAVA Unit #63 members will be ac

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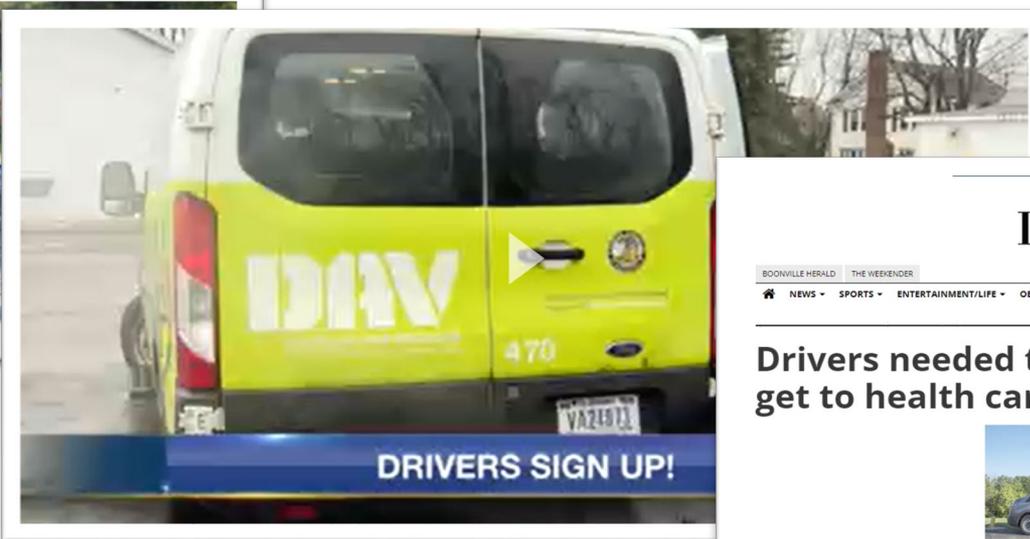
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Volunteer Drivers

volunteer Drivers Needed to Transport Local Veterans to Medical Appointments – Northern Arizona VA

By Jason Kadah, Public Affairs Officer | Northern Arizona VA | January 27, 2023 | 12:17 am
 No Comments



DAILY SENTINEL

BOONVILLE HERALD THE WEEKENDER
 NEWS SPORTS ENTERTAINMENT/LIFE OBITUARIES OPINION CLASSIFIEDS/LEGALS THINGS TO DO REGION RETR

Drivers needed to help area veterans get to health care appointments



DAV Transportation Network of Central New York is seeking volunteers to help area veterans get to their medical appointments. Veterans residing in Central New York who need a ride to appointments should call 315-425-4343.
 (PHOTO COURTESY DAV TRANSPORTATION NETWORK)

Posted Thursday, December 1, 2022 7:30 am

Nicole A. Hawley
 Staff writer
 email / twitter

It's a way to give back and support those who served.

Youth Volunteer Scholarship

Sample placements of the op-ed by [scholarship award winner Evan Osgood](#)

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VOICES: Volunteering is a way to empower ourselves and our community



← Caption

IDEAS & VOICES
By Evan Osgood
Sept 14, 2022

Papa B passed when I was just 7 years old, but he continues to be a guiding force in my life. He was a man who selflessly served his country, and he inspired me to find ways to do the same. So when the COVID-19 pandemic struck communities across the United States in early 2020, I decided to step up the same way Papa B did many years ago.



Evan Osgood with his homemade PPE

I remember the news reports about our community members and front-line caregivers getting sick and dying because of the shortage of protective masks, one of our only defenses against the virus at the time. I found a how-to guide from the Centers for Disease Control and Prevention and started making them myself. I gave my homemade masks to friends and family in need, hoping they could avoid the grim scenes I was watching on TV. Every person who received a mask was extremely grateful and wanted to help make even more. Together, we became a mask-making team. All of us wanted to do something—anything—to fight the virus that was taking over our community.

I still remember a heartwarming experience I had delivering one of our first sets of masks to a veteran couple during the early days of the pandemic. I placed the masks on the couple's front porch, rang the bell and stepped back to my car. A woman answered the door, looked down and burst into tears. It turned out she and her husband had been stuck inside without masks for three weeks and didn't feel safe enough to leave. She couldn't have been more appreciative, calling out to me, "Bless you and bless what you are doing for this community!"



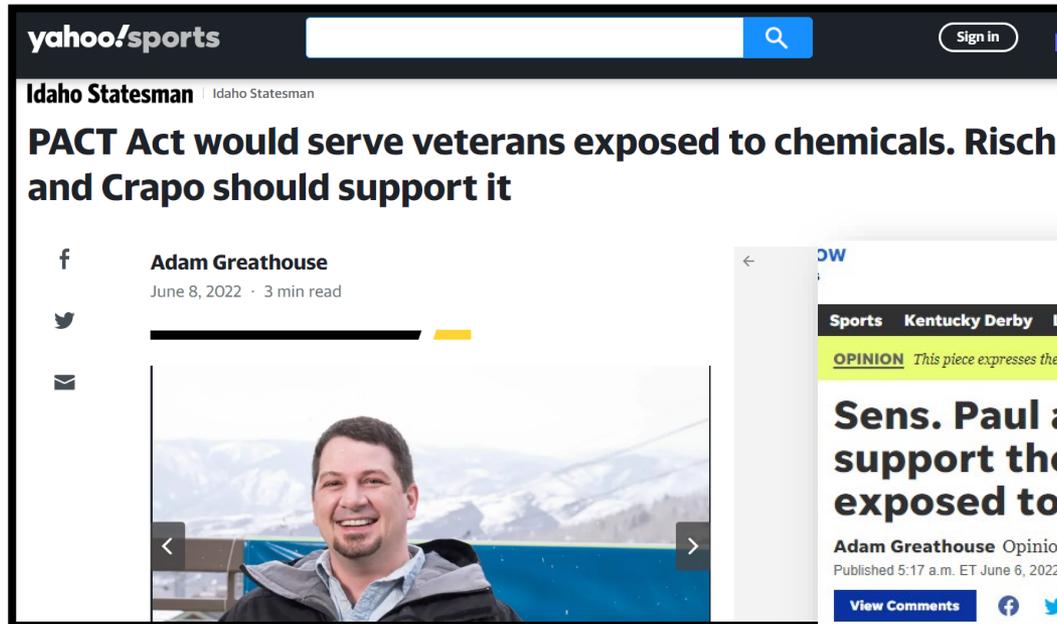
Evan Osgood, top 2022 DAV scholarship

That's what volunteering means to me—something so small having such a meaningful impact for someone else. I'm always grateful for that feeling of making someone's day, of making a difference, one small action at a time.

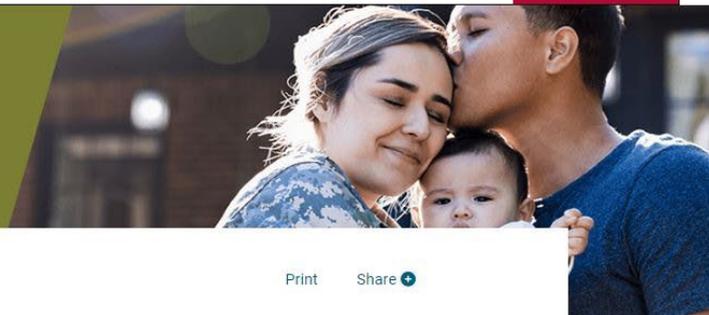
Our mask-making team continued to grow, and I eventually founded a nonprofit, created a website, and started shipping mask and face shield assembly kits across the country. We held virtual assembly parties where people would reconnect while making a genuine difference toward slowing the spread of COVID-19. The mask-making team that started out as me and my friends sewing masks in my basement grew to over 10,000 volunteers across the nation.

Advocacy

Sample placements of the [op-ed by Adam Greathouse](#)



DAV LOGOS



[Home](#) > [Member Resources](#) > [DAV Logos](#)

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DAV's New Visual Identity

The DAV brand assets tell the story of a professional, hopeful and diverse organization dedicated to helping the men and women who have served. It is critical to use the logo and colors according to the DAV Brand Guidelines.

[Download the DAV Brand Stylebook here](#)

[Download the Language Guide](#)

I have downloaded the stylebook and will comply with logo use standards.



Sign Up For Our Newsletter



Thank You!

Rlewis@DAV.org