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DAV PUBLICITY KIT

For 2023 Department Conventions

Since the time of our founding, we have stood as an organization of veterans serving veterans as they make the critical transition from military service to civilian life.

Your department convention is quickly approaching, and we want you to feel prepared. If you start planning now, you'll have the opportunity to get needed publicity for DAV and your department once the activities begin. To assist you in your publicity efforts, we've enclosed a complete publicity kit, in which you'll find:

- A sample pre-convention news release for newspapers.
- A sample pre-convention news release for radio and TV stations.
- A sample news release on the election of new officers.
- A checklist to help you plan and execute your efforts.
- A biography with a photo of your visiting DAV national representative.
- A video message to department convention delegates from the national commander and national adjutant for potential use in your event materials.

You can use these resources to publicize your department convention, primarily in the city where the convention will be held. But no one knows your department, state and convention as well as you do, so use your imagination and leverage your knowledge of your communities to get the word out about your gathering.

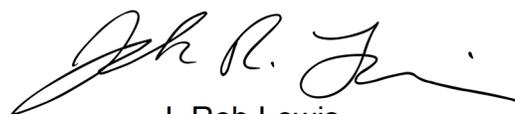
Here's how to get the most mileage out of the materials in the publicity kit, step by step:

1. Using Microsoft Word, copy and paste or retype—and reproduce on your department letterhead—the sample pre-convention news release for newspapers, filling in the blanks as indicated. Distribute this news release and a background information sheet on DAV to the newspapers in the convention city—in person if at all possible and/or through their websites where most newspapers allow submissions for both editorial purposes and their local calendars. These documents should be delivered one week before your convention. Deliver them to the CITY EDITORS, inviting them or their reporters to attend the convention as your guest.
2. Using Microsoft Word, copy and paste or retype—and reproduce on your department letterhead—the sample pre-convention news release for radio and TV stations, filling in the blanks and as indicated. Be sure to spell out all

abbreviations and dates completely so announcers will be able to read them easily. You should deliver these by hand to the NEWS DIRECTORS of the radio and TV stations in the convention city. These should be delivered one week before the convention. Give each station a copy of the newspaper news release and a background information sheet on DAV. And TV news directors should get one of the DAV slides as well as photos and biographies of visiting officials. At that same time, the information should be shared via each broadcast outlet's website.

3. One or two days before the convention, call the newspapers and radio and TV stations, inviting them to hear featured speakers and offering to arrange interviews with national DAV officers and dignitaries who will be on hand. Broadcasters frequently like interviews with national service officers, too. Assign a responsible person to act as liaison with any newspaper, radio or TV reporters who do attend convention functions.
4. When the names of newly elected department officers are announced, retype and reproduce the sample new officers news release, filling in the blanks as indicated. Then deliver a copy of the release to newspapers and radio and TV stations in the convention city immediately. And mail a copy of the news release to the media in the hometown of each officer elected.

The checklist on the following page will help you keep track of each project. Using these tools and ideas, many departments have achieved great success in publicizing their annual conventions. Good luck with yours! If you need additional copies of these materials or a template media release for your department, contact Doreen Briones at 859-442-3442 or dbriones@dav.org.



J. Rob Lewis
National Communications Director



Department Convention Publicity Checklist

PROJECT	TIMING	DATE COMPLETED
1. Produce pre-convention print news releases. Submit online and deliver to newspapers with a copy of the biography with photo of visiting national officials. Include background sheet.	1. One week before convention, if possible	1.
2. Produce and deliver radio and TV news release to broadcast stations in the convention city. Submit online. Also give each station a copy of the background sheet. Give TV stations a copy of the biography with photo.	2. One week before convention, if possible	2.
3. Call newspapers and major broadcast stations, inviting them to send reporters to your convention for news coverage, interviews, etc.*	3. One or two days before convention	3.
4. Deliver new officers news release to media in the convention city, and mail this release to media in the hometowns of elected officers.	4. Immediately following election	4.

* **BE SURE** to have a reliable liaison on hand to assist media representatives who attend convention functions.



Department of (State)
State Address

SAMPLE PRE-CONVENTION NEWS RELEASE

(Name of Department)

DAV (DISABLED AMERICAN VETERANS)

(address)

(sender's name)

(sender's phone number)

FOR IMMEDIATE RELEASE

(Date)

Members of DAV (Disabled American Veterans) from throughout the state of (State) will hold their annual department convention in (City) from (date) to (date) at the (Name of Hotel). They will be charting the course for how the state will serve its veterans throughout the year.

More than (number of anticipated participants) DAV members—including many ill and injured veterans of World War II, Korea, Vietnam, the Persian Gulf War, Iraq and Afghanistan—are expected to attend.

According to (Name), DAV Department of (State) commander, convention business sessions will include adoption of resolutions to be submitted to DAV's national convention.

Several of these mandates are expected to concentrate on improvements in the rights and benefits earned by more than 4 million veterans disabled in wartime service to their country. DAV leaders are deeply concerned about fully funding the Department of Veterans Affairs and properly implementing the VA MISSION Act and the Honoring our PACT Act.

The convention's highlight will be a banquet held (day of week) at (time), at which featured speaker(s) will be (Name and title), and (Names and titles of other important speakers).

Election of new DAV state-level officers for the coming year will be held (day of week).

DAV empowers veterans to lead high-quality lives with respect and dignity. It is dedicated to a single purpose: keeping our promise to America's veterans. DAV does this by ensuring that veterans and their families can access the full range of benefits available to them, assisting them with employment, fighting for the interests of America's injured heroes on Capitol Hill, and educating the public about the great sacrifices and needs of veterans transitioning back to civilian life. DAV, a nonprofit organization with more than 1 million members, was founded on Sept. 25, 1920, and chartered by the U.S. Congress in 1932. Learn more at dav.org.

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Department of (State)
State Address

SAMPLE RADIO AND TV NEWS RELEASE

(Name of Department)

DAV (DISABLED AMERICAN VETERANS)

(address)

(sender's name)

(sender's phone number)

FOR IMMEDIATE RELEASE

(Date)

The statewide annual convention of DAV (Disabled American Veterans) of (State) will be held (date) to (date) at the (Name of Hotel) in (City). More than (number) ill and injured veterans from around the state are expected to attend. They'll include veterans of World War II, Korea, Vietnam, the Persian Gulf War, Iraq and Afghanistan. Speakers at the convention will be (Names and titles).

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Department of (State)
State Address

SAMPLE NEWS RELEASE ON ELECTION OF NEW OFFICERS

(Name of Department)

DAV (DISABLED AMERICAN VETERANS)

(address)

(sender's name)

(sender's phone number)

FOR IMMEDIATE RELEASE

(Date)

A new statewide slate of officers has been elected by members of DAV (Disabled American Veterans) Department of (State) at their annual convention in (City).

The new DAV Department of (State) commander is (Name) of (City), who replaces (Name) of (City), immediate past commander. Other newly elected department officers are:

(Name), (City), Chapter (number), senior vice commander

(Name), (City), Chapter (number), 1st junior vice commander

(Name), (City), Chapter (number), 2nd junior vice commander

(Name), (City), Chapter (number), 3rd junior vice commander

(Name), (City), Chapter (number), 4th junior vice commander

(Name), (City), Chapter (number), department judge advocate

(Name), (City), Chapter (number), department chaplain

Commander (Last Name), a member of DAV Chapter (number) in (city), has been a member of DAV since (date). He/She is a disabled veteran of (War). He/She served in the (Branch of Service). He/She and his/her spouse, (Name), have (number) children. He/She is employed as a (occupation) with (Employer).

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