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TO: Department Commanders and Adjutants

FROM: Barry A. Jesinoski, National Adjutant

DATE: June 16, 2025

SUBJECT: Refreshed PSA Toolkit for Member Leaders

This spring, DAV launched a refreshed public service announcement (PSA) campaign, “My Veteran’s Victory,” featuring three DAV members and their families. These print, digital, TV and radio PSAs highlight the sacrifices the veterans have endured and the support family members have provided. We hope these powerful PSAs show the public that DAV provides life-changing resources for the whole family.

Thanks in part to department leaders, DAV is fortunate to receive free PSA placements nationwide to raise awareness of our no-cost services. Your efforts helped us reach an astounding 10.7 billion media impressions in 2024. This year, we’re increasing our outreach to share about the new campaign and secure the coveted PSA spots. Your support connecting with local TV and radio stations is crucial to reaching new communities in the competitive media landscape we’re in.

To aid in your pitching efforts, I’m pleased to share an updated [PSA toolkit](#), which includes best practices and two pitch templates for your use. As a reminder, the [Publicity](#) section under member resources on DAV’s website lists several helpful documents for working with the media. If you have yet to see the 2025 PSA campaign, you can view and download the content at davpsa.org.

Thank you for your tireless work advocating for veterans and their families. The ripple effect of your advocacy will help veterans in your community and beyond.

Barry A. Jesinoski
National Adjutant

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