MEMORANDUM

TO: All National Officers and Staff
FROM: Dan Clare, National Communications Director
SUBJECT: Official Travel Publicity
DATE: month/day/year

Publicity for your official travel as a DAV national officer or member of the national staff will be handled automatically by the DAV Communications Department. In addition to the news media, publicity materials and your biography will be sent to officers of the DAV Chapter, Department or District you’re visiting.

Included with this memorandum are samples of the publicity materials used in this automated process, using a recent trip by a national officer as an example of how it works.

First, all local media outlets will receive notice of your visit through a personalized letter. It will include your DAV biography with photo and a background information sheet on the DAV. The local DAV contact responsible for your visit will receive a sample copy of this mailing along with a list of all media outlets receiving it.

He or she will also receive a sample news release to be used in generating a local release from the Chapter, Department or District. Double-teaming the media in this way helps tremendously.

Please remember that your biography will automatically be sent to the local contact listed on your travel authorization. You don’t need to call Washington or Cincinnati to make sure a biography is sent to this individual.

DAN CLARE
National Communications Director

DC:ajb
Enclosures