

Public Relations Breakout Session

DAV Minnesota Spring Convention
Friday May 1, 2015
Session Facilitator: Gerry Falkowski

Objective and Agenda

Objective

- Provide an update on the DAV of Minnesota Department public relations initiative and gather feedback on how to further improve

Agenda

- 25 Min: Public Relations Initiative, Process, and Examples
- 60 Min: Team Discussion and Feedback
- 5 Min: Wrap Up

Public Relations Initiative

- SWOT (strengths, weaknesses, opportunities, threats) analysis at the Fall 2014 Conference identified improving DAV of MN Public Relations and Public Awareness as a priority area to focus.
- A six-month "Pilot" was set in motion to move the DAV of MN Public Relations and Public Awareness to the next level.
- To get started, Gerry Falkowski was identified as the PR resource to focus on collecting stories for the pilot.

DAV Department eNews Publication Process

Story Sources

- Initially, several chapters sought out to discuss Thrift program process and veteran events held from proceeds.
- Several chapters coming forward with potential story for the department eNews.

Story Preparation

- Gerry work with story sources to prepare storiee for publication.
 - Publication Relations Release form for non-DAV people mentioned in the story / picture.
 - Verbal agreement from DAV people in story / picture to mention their names.
 - Link story if published in local newspaper.

Story Publication

- Gerry finalize story and send to department adjutant for review and edit.
- Adjutant send final version to department staff to publish in every other Friday eNews.
- Subscription rate is increasing.

Examples - Latest News from the DAV of MN

- Homeless No More – A Southern Minnesota Disabled Veterans Success Story
- Two DAV MN Chapters Get Noticed in Hometown Newspapers
 - DAV Bemidji Chapter 7
 - DAV Virginia Chapter 23
- Hutchinson Chapter 37 Taking Care of Neighbors in Four Counties
- St. Cloud Chapter 9 Community Support
- NW and NE Minnesota VA Transportation Programs
- Paralyzed Minnesota Veteran Receives Donated Paraplegic Van
- Wright County Transportation Program Implemented
- Etc..

Team Discussion and Feedback

- Assign teams and team recorders
- 30 min: Team discussion
- 30 min: Team feedback
- 5 min: Wrap Up
