



AVVA

ASSOCIATES OF VIETNAM VETERANS OF AMERICA

Serving Veterans & Their Families Since 1999

AVVA Public and Media Relations Report

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PUBLIC AND MEDIA RELATION (PMR)

Last year, the AVVA PMR Committee started to research the possibility of using the YouTube media platform to take AVVA to the Nation.

We proposed creating an **AVVA YouTube channel** to promote AVVA throughout the entire Nation with the Magic of AVVA Members!

AND it is

100% FREE

AVVA videos, pictures, and information, as stated in the October 2022 PMR Report, we can portray national, state, chapter, and member events, projects, programs, activities, and all manner of subjects. The PMR committee has continued to gather and research information to further the implementation of the “Taking AVVA to the Nation”.

Michelle Mackey and Joanna Henshaw have worked hard to create a *fun* video that will give AVVA members an overview of the product and things to come with the project. Michelle is our technical expert that works tirelessly to create videos that honor our Vietnam Veterans, Veterans, and Gold Star Families among other programs.

PMR committee members have been working hard to implement this project. Mike Kennedy designed the AVVA notice depicted below and the links included on the notice will further elaborate on the details of the project for AVVA members. The first link on the notice will take you to the *fun promotional video*. The second link will take you to an example of a video a National, State, or Chapter member might share with the PMR committee to be placed on the AVVA YouTube Channel.

Promotional Video Link – Taking AVVA to the Nation

<https://youtu.be/qCoLv5vaL4>

Examples of Videos for the AVVA Channel (probably limited to 5 minutes)

<https://www.youtube.com/watch?v=7OpJjq3CBgM> – Riverside Parade Video

<https://youtu.be/h2pfT7SvVoA> - Gold Star Family Memorial Video



Private AVVA YouTube Channel

The link below will access a ***private YouTube Channel*** that was designed by the PMR team. This is not a ***'live' Channel***, just an example of an AVVA YouTube Channel for you to experience 😊 Under the 'ABOUT' title is a brief description regarding the AVVA and an actionable link to AVVA website.

https://www.youtube.com/channel/UCdR3Kp_SxvbfDjy1FM2jGKA

The PMR committee has submitted the proposed AVVA Policy and Procedure for this project to the Board of Directors for review. The committee has also submitted the easy process that AVVA members can use to submit their material to be shared on the AVVA YouTube Channel.

Remember, with enough subscribers (free to them) and enough watch hours, YouTube will pay us!

We are looking for your ideas for this exciting AVVA YouTube Channel!

