



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 ‘Taking AVVA to the Nation,’ as stated in the April 2023 PMR Report, we can portray national, state, chapter, and member events, projects, programs, activities, and all manner of subjects.

At the AVVA APRIL 2023 BOD MEETING in Silver Springs, Maryland, I recommended the *YouTube Pilot Proposal* to the AVVA National BOD.

Per the National BOD approved minutes, “The Public and Media Relations (PMR) Committee has created a program designed to expand AVVA outreach to a new level. Using the You Tube media platform, the program provides a communications vehicle (AVVA YouTube Channel) that can effectively showcase AVVA programs and member activities.

The proposed program is entitled ‘Taking AVVA to the Nation.’ PMR Committee Chair, Kelly Frederickson proposed running a pilot to test the program’s end user and system processes and documentation. The pilot shall also collect data relevant to the end user’s ability to navigate the system. The two-month pilot will be conducted with the AVVA National Board, who will be working as test subjects in a closed program environment.” The Board was provided with all user documentation, program announcements, and system practices. Additionally, the Board will be trained in the file hosting service, Dropbox. Dropbox will be used

in collecting videos for the AVVA You Tube Channel. At the end of the program pilot, PMR will analyze all pilot test data and document participant comments.

The YouTube Pilot Project was a *complete success* and a summary of the Project was distributed to the National Board. By implementing the Pilot Program, the PMR team found a direct and very user-friendly way for any AVVA members to upload videos through the PMR's use of Dropbox. The National PMR team does all the work 😊.

I want to give a special ***Thank You to the PMR Committee including Michelle Mackey, Steve Mackey, Joanna Henshaw, Mike Kennedy, and Gene Crego.*** I also want to *thank the National BOD for participating in the pilot program* and look forward to making 'TAKING AVVA TO THE NATION' a regular AVVA National Program.

For your convenience, I included the links from the April 2023 BOD Report.

Promotional Video Link – Taking AVVA to the Nation

<https://youtu.be/qCoLsV5vaL4>

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

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



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