

# Council & Chapter Affairs Chapter Roundtable

## Media Exposure

Thursday, May 26, 2022  
7PM (EDT)



# Agenda

- Welcome attendees, key dates, program updates
  - Erin Stone
- October Military Officer Magazine Feature
  - Blair Drake
- Media Exposure
  - Tony Lombardo
- Q&A and open discussion among leaders

# Housekeeping

- Meeting and chat are being recorded
- Please stay on mute when not speaking
- Use raise hand function
- Feel free to use chat
- Please keep comments and questions under two minutes

# Reminders

- Communications awards
- Mercer advertising incentive
- Surviving Spouse Liaison Excellence Award
- Col Steve Strobridge Advocacy Award



- Crisis Relief Fund
- ROTC/JROTC medals in stock

# Key Dates

Input due for October Military Officer Magazine	July 1
Annual Meeting/LOE Award Ceremony (Kansas City)	Oct 24 - 28
MOAA Foundation Scholarship Application Window	Nov 1- Mar 1
MOAA Foundation Community Outreach Grant Window	Dec 1- Feb 28
Advocacy in Action	Apr 25-26
Council Presidents Seminar	Apr 27
Levels of Excellence Applications Due	May 1

# 2022 Roundtable Schedule

December 30 Communications Awards	January 27 Social Media Cookbook	February 24 Advocacy & Quorum Platform	March 31 Generating Revenue	April 28 Crisis Relief Fund
May 26 Media Exposure & October Issue	June 30 Recruiting	July 28 Event Planning	August 25 Community Outreach	September 29 Branding
	October 27 Transition Services	November 17 Retention	December 29 End of Year Review & Discussion	

# 2022 Leader Training Workshops

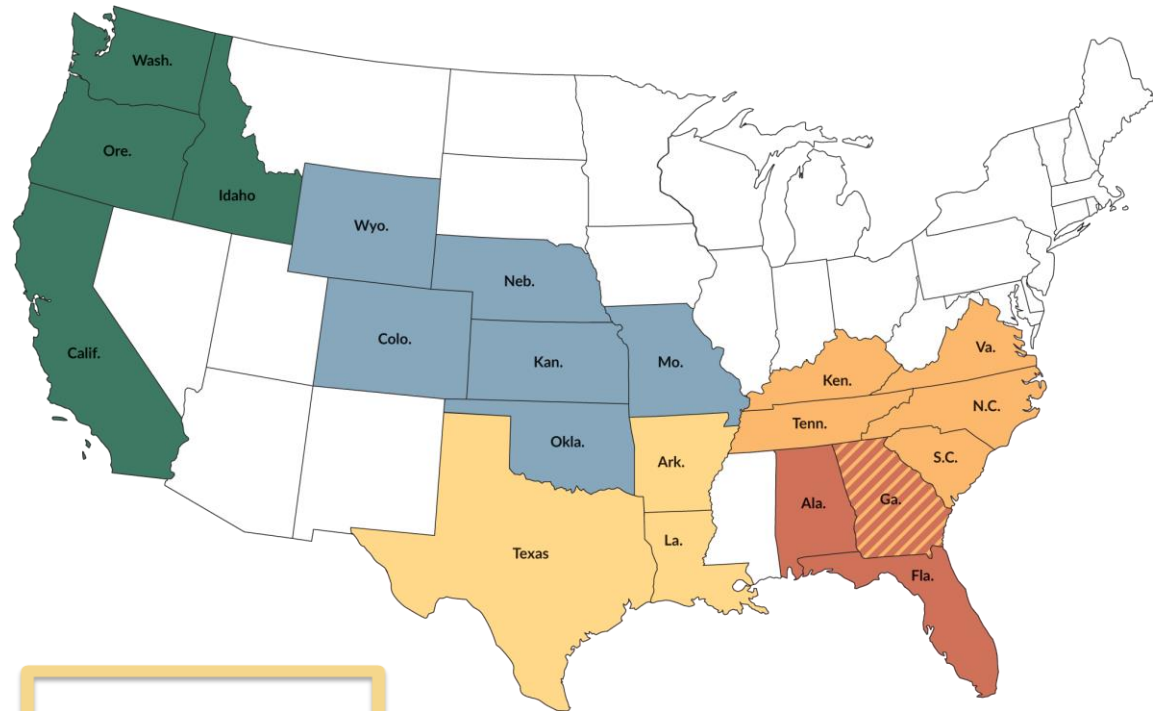
**Leadership Seminar**  
**Orlando, FL**  
**January**  
AL, FL, GA

**Northwest W/S**  
**Tacoma, WA**  
**June 3-4**  
ID, OR, WA, CA

**Mid-Atlantic W/S**  
**Raleigh, NC**  
**Aug. 12-13**  
GA, KY, NC, SC, TN, VA

**Middle U.S.**  
**Omaha, NE**  
**Sept. 30 - Oct 1**  
CO, WY, IA, KA, MO, NE,  
OK

**Texas W/S**  
**Nov. 18-19**  
AR, LA, TX



# Military Officer Magazine





# Military Officer Magazine

“Chapters 2022: A History of Service”

## Community Service

Photographs

- High Resolution .jpg
- Not on Word doc
- Include Caption Information

Historic

Outreach

Advocacy

Awards Ceremonies



# Media Exposure

# Discussion



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