

MOAA NC Council of Chapters PUBLIC RELATIONS /COMMUNICATION POLICY AND PROCEDURES

1. Purpose: To establish a Public Relations/Communication Policy and Procedures for the MOAA NC Council of Chapters. This will serve to define how our Council communicates and is perceived by the various chapters and the public at large. It will also serve as a guide for chapters (in addition to the National MOAA Chapter Public Relations/Communication Guide).

2. General overview of Public Relations and Communication:

a. **Public Relations:** The process of increasing the knowledge, understanding and acceptance of the MOAA NC Council of Chapters amongst the population of the individual chapters and the public in general. A worthy goal is for the Council is to be available as a resource to individual chapters for guidance related to public relations within the State of North Carolina. Effective public relations work is critical for enhancing exposure for National, State and local MOAA issues and programs; recruitment and retention of members; and providing correct information /linkage to same for the general public. Articles and pictures of Council and chapter contributions (i.e. scholarship, leadership award presentations) and events are encouraged to be submitted to local media sources and posted to our website. The President will appoint one of the Vice Presidents to be Public Affairs Officer who will serve as the resource for matters pertaining to Public Relations and Communication.

b. **Communication:** Effective communications is the foundation for effectiveness within the NC Council of Chapters, within individual chapters, with National MOAA, and with various military, veterans, legislative and civilian organizations. Basic concepts include ensuring clarity of the sender, receiver and message; downward and upward communications; internal and external; interpersonal and group; communication plan; utilization of a variety of communication strategies. Effective communication incorporates the use of internal and external communication strategies.

3. NC Council Website (moaa-nc.org) Management: This website is a major communication tool for our internal and external communications.

a. Website categories

- NC Council Officers
- NC Chapters
- Council Comments
- NC Legislative Affairs
- Council Events
- Interest Items

Responsibilities

- Secretary
- Chapter Presidents
- Council Newsletter Editor
- V.P.
- President
- V.P.

b. Website Procedures

- (1) Responsible officers will check the website (moaa-nc.org) monthly to ensure their category is complete.
- (2) Chapter Presidents will ensure that their NC COC Directory pages are up to date and forwarded annually (December for the new year) and within 30 days of any changes. The Secretary will forward to the Webmaster. Chapter Presidents should highly encourage current and potential members, legislators and community members to visit the national MOAA website (www.moaa.org) as well as the NC Council website. Referring to those websites in individual chapter newsletters and chapter meetings is highly encouraged. The MOAA website also provides links to MOAA BLOGS and TWITTER.
- (2) While responsibilities for Website Categories is annotated by position, the President will forward a by name list to the Webmaster annually and when there are changes. This information will also be regularly published in the Council Comments.
- (3) Webmaster contact information will also be published regularly in the Council Comments. All items of input to the website should also be copied (cc) to the President and VP for Public Affairs.
- (4) All input for the Council website should be in Microsoft Word format (Any version) with the exception of the Council Comments.
- (5) Submit only complete pages. Piecemeal or inserts to existing pages are not acceptable. All submissions should include effective date.

c. Website Inputs

- (1) **NC Council Officers** (Secretary): Names and addresses of the following elected and appointed council officers: President, 1st Vice President, 2nd Vice President, 3rd Vice President, Secretary, Treasurer, Council Comments Editor, Immediate Past President, Senior Advisor. The second page list consists of previous council presidents and dates of service.
- (2) **NC Chapters**: Chapter Presidents are responsible for ensuring that all chapter related information is current and forwarded for input to the website. This includes chapter website, or a chapter newsletter or a chapter “presence” type statement. Current chapter rosters should be submitted by 4 digit mnemonic characters (i.e. NC07, NOC 08).

(3) **Council Comments:** The Editor will provide to the Webmaster as soon as published.

(4) **Legislative Affairs (VP):** The first priority is the current legislation in the NC General Assembly, providing status and committee assignment. The second priority should be the work of the 4th Branch-describing who they are, what they do for us, and their relationship with the MOAA NC Council. The third priority should be local legislative issues such as county ordinances and /or local issues affecting military bases and personnel.

(5) **Council Events (President):** Will review the time period of 6 months to a year, providing information on events affecting both the Council and individual chapters.

(6) **Interest Items (VP):** Issues that are submitted to national MOAA for “Tip of the Hat”, local chapter news of interest throughout the state; events in North Carolina that are of interest to MOAA chapters and individuals.

4. **Quarterly NCCOC Meetings:** These meetings serve as a major source of internal formal and informal communication. They provide the opportunity for organizational updating, strategic planning, mentoring for new Presidents, sharing of Chapter news, issue/problem solving, pertinent programming, and fellowship amongst members and spouses. Meeting in different locations around the state enhances our understanding of the uniqueness of each area. The Council determines the frequency of meetings. The information regarding each meeting is mailed out by the Secretary in coordination with the host Chapter. The **NC COC Meeting SOP** provides guidance for hosting these meetings.

5. **Membership on County/City Veterans Councils:** These groups provide another opportunity to communicate with other organizations about military/retiree related issues and events and is highly encouraged.

6. **Use of Electronic Newsletters and email messaging:** The use of electronic newsletters by chapters and council services to save money on postage as well as a “green” strategy. It is recommended that chapters survey their members on a regular basis regarding their satisfaction and effectiveness with electronic communications.

7. Additional Ideas for Successful Council and Chapter Public Relations and Communication Efforts.

- a. Communicating with local and state legislators is highly encouraged. Council and chapter officers and members should continually encourage all MOAA members to be familiar with contact information for their legislators. Chapter Presidents are encouraged to invite legislators to chapter meetings each year.
- b. Make contact with local newspapers, TV and radio stations. With upcoming meetings and programs, ensure that information is provided to the media in a timely manner and also provide digital pictures and write-ups for publications. Sending a letter of appreciation after publication can enhance future publications.
- c. As most of our members also belong to other organizations, take advantage of those additional opportunities to promote chapter activities and meetings.
- d. All Council and Chapter Officers should be familiar with the MOAA publication **Chapter Public Relations/Communication Guide....Update your image.**