

# UNIT VISIBILITY TEAM

# #BOA\_2019

# Touchpoints FOR

# BATTLE OF THE ATLANTIC

Working together to initialize and empower Unit Visibility Teams within each NRD.

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Products provided y NAVRES HQ PA:

1. 11 April, French and English versions of BOA Media Advisory, Public Affairs Guidance, Public Service Announcements, and CN Talking Points.
2. 16 April, FR and EN versions of Media Advisory template, BOA Infographic for FB, one banner for FB and one banner for Twitter.
3. 17 April, EN and FR version of BOA Touchpoints to assist you in your BOA ceremony. Attached pdf of Veterans Affairs Canada Battle of the Atlantic Fact Sheet.
4. All copies of documents/templates may be found at <http://www.davidlewispa.com/uvtoolbox.html> under Event Specific Templates > Battle of the Atlantic

## Touchpoint One – The Value of the Small Press

### Sending your BOA Media Advisory

Our UVT mission is to maximize visibility of the Battle of the Atlantic Ceremony. One of the many things we will do is to send out the Media Advisory (MA) and possibly a Public Service Announcement (PSA). The

initial impulse is to send it to just the major newspaper and television station. While this is good, don't forget to send your PA products to the 'little guy' as sometimes they may provide even greater traction.

**Example 1:** Your major daily newspaper has a hard-copy circulation of 32,000 and a lifespan of one day.

**Example 2:** Your community tabloid newspaper (the one that comes with the grocery ads) has a guaranteed delivery to 85,000 homes and a life span of a week. Most of these small papers have an editor and a reporter actively searching for community content.

Also don't forget to invite the editors of the local college and university newspapers, local ethnic Latino, Asian, etc. newspapers, retiree community newspapers. Start building your contacts!



## Touchpoint Two – Take Your Photos BEFORE the Event!

### Plan your photos

Obviously, you can't take your photos before the event. However, meandering around just looking for photo options isn't the best strategy either. Pre-plan on a Shot-List the images you know you want to capture. (See attached shot-list template for you to create your own.) Having a shot list will assist you in methodically working your way through and capturing your desired photos.

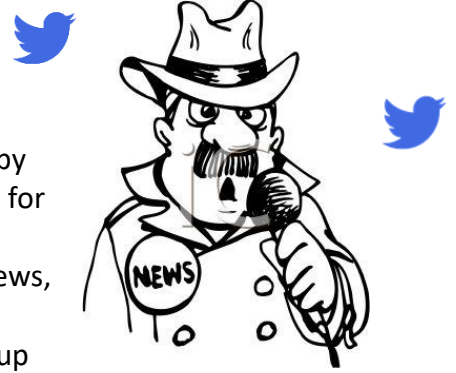
This also gives you the opportunity and the foresight to write very short captions (sometimes even one word) for these photos and have them translated and ready to accompany your great photo.



## Touchpoint Three – Direct Tweet to Reporters

### Alternative means of inviting Media.

You have sent your Media Advisory to the local press. You have provided a copy to the City Desk. In it you have included your contact information and request for RSVP. Now what? It is always a good option to go to your local newspaper website and look up local news reporters, (not the Sports News, or Fashion News, etc. reporters) Sometimes right on the website they will have their Twitter identified. Otherwise just search their name in Twitter. You will usually come up with something like @JoeBlogginsFreePress or @MindyHamSpectator. When you Tweet your invite, notification, poster about the upcoming BOA Ceremony, make sure to @ these reporters directly.



## Touchpoint Four – Non-Recruiting Recruiting

### Visibility Creates Interest

The Battle of the Atlantic Ceremony, like Remembrance Day, are solemn ceremonies and are not recruiting venues. HOWEVER. Your NRD is no doubt having a reception after the ceremony, within the NRD/Wardroom. You never know who the demographic will be at the reception so simply make sure you give visibility to the job opportunities available. Every NRD has the set of 6 trades banners. These could be strategically placed along hallways, entryways, near restrooms, etc.



## Touchpoint Five – Prep Your CO and CoC

### Plan Ahead Plan Ahead.

**Prep Yourself:** When Media shows up who is ready to greet and welcome them? The PAO is first choice but UPAR and other members of UVT can be ready if there is substantial media.

**Prep Your CO:** Make sure you have provided your CO with a hard copy of the Public Affairs Guidance and the BOA RCN Messages which was provided by NAVRES HQ PA.

**Prep for potential interviews:** Most interviews requested by media on BOA Sunday are with the CO of the unit, the VIP guest, or a possible BOA veteran. Be proactive in identifying these individuals and if they are willing to be interviewed if requested. Your CO will normally be available, determine if the visiting Navy VIP will be available, and talk to the CO or Cox'n about which Veteran they feel would be best. Then approach the veteran for their permission prior to leading media to them. All of this should be done well prior to the ceremony. Nothing worse than running from veteran to veteran while a reporter stands and waits.

## NAVRES HQ – YOUR PUBLIC AFFAIRS TEAM - HERE TO SUPPORT YOU

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