



Advocacy Sub-Committee



AFA Advocacy 2017 AFA Convention

Educate

Advocate

Support



Advocacy Members



- Sub-Committee in Field Council
- Chairman: Mark Tarpley, Oklahoma State President
- Members:
 - Ron Adams, Massachusetts
 - Mike Liquori, Florida
 - Scott Key, Alabama
- AFA Staff: Keith Zuegel, Chet Curtis



Advocacy Plan

- Improve the delivery of the AFA Message both inside and outside the Beltway
- Develop a network of Advocacy “coaches” to distribute the AFA message to a wider audience.
- Make greater use of AFA National resources, through the Air Power Advocates, for articles, presentations or forums
- Assist the Field in developing their Advocacy roles
 - Working with elected officials local offices, writing Op-Eds for local newspapers, hosting a media day when an AFA leader is in town for a Chapter meeting, providing Training Modules to aid in development
- Insure AFA membership is kept up to date on the AFA Advocacy effort with AFA Field Operations updates

Greatly Improve Field Advocacy

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Example Target Audiences

- Members of Congress, their key staffers
- State legislators, town or city elected officials
- Voters
- Teachers and students (at all levels, K-12, and in some cases, college)
- Newspaper editors
- Other news outlet owners (radio, TV, etc)
- Local industry leaders, community leaders
- Family and friends of airmen affected by an issue



Chapter Advocacy

“Outside the Beltway”



- Chapters play a key role
 - Local media and service organizations
 - Local offices of State and Federal elected officials
 - Other Military Coalition organizations
- Identify key contacts in targeted offices
- Invite local staffs of Congress or Senate to attend or speak at Chapter/State AFA functions
- Establish a lead for Advocacy as necessary
- Actively participate in the AFA APA program

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Some Specific Examples



- Visit to a Congressman's Local Office and/or his Washington DC Office
 - Develop a relationship with their Local Staff
- How About an Op-Ed?
- Host an Event or Symposium



Visit to a Congressman's Office



- Obtain information from Congressman's local office and their military liaison on a specific issue, then add your own background gathered from AFA HQ and print media.
- Set up a meeting with the Representative when he/she is at their home office and make a cohesive presentation advocating the AFA position on a particular "hot-button" topic. They may already be in favor if it, but you may be adding additional points.
- Leave a short, one-page bullet background paper.
- E-mail meeting summary to your Region/State President and Chet Curtis and Keith Zuegel.



Give an Op-Ed a Try



- Newspapers and other print media very useful to reach large audiences, voters – to educate and influence
- Personally contact Editors, especially Opinion Page Editors, and establish credibility; one-page bio helpful
- Explain what the AFA is all about; take some pamphlets
- Learn their process: Word limits, submission process
- Write about what you know and relate it to local issues where possible, seek second opinion
- When printed provide the link to APA – Chet Curtis
- Keep in sync with AFA positions, AFA's Top Issues and AFA's Statement of Policy

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Host an Event

- Objective: bring together experts on an issue or related issues, to educate and/or influence an invited audience
 - The AFA Breakfast Series Videos are a great source
- The venue could vary from a breakfast gathering to a major convention hall; a dozen people to several hundred
- Focus on a topic with local interest
- Key consideration: can you include local media in the invitation? Nothing like positive press coverage
- Not to be forgotten: The bigger the event, the greater the planning required, probably with more time needed to pull it together

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Drive-In

- The Field is an extension of “Inside the Beltway” Advocacy
- The message on Capital Hill applies to every Region
- Every Elected Official has a local Staff
- RPs and SPs can organize and execute an effort to provide the AFA message to a wider and influential audience
- The AFA Policy Statement and Top Issues provide a baseline for the message

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Advocacy Roadmap

- Going Forward, Fly-In doubtful due to cost; capitalize on Capital Hill visits during convention (before or after)
- Seek RP/SP and Chapter assistance in advocacy and establishing relationship with key local offices of elected officials.
- APA continues to capture Air Force situation from top AF leadership and improves the delivery of the AFA message
- Leverage the AFA Top Issues and Statement of Policy and its impact on the Air Force and AFA membership
- Transparency with the field: provide feedback from DC area efforts and coaching/assistance to States/Chapters for 'grass-roots' advocacy efforts
- Promote a wider Op-Ed and AFA presentations effort in key media markets and influential groups.



Spread the Word



- Newspapers and other print media very useful
- Establish credibility and personally contact Editors
- Offer Op-Eds or Letters to the Editor
- Invite AFA leadership to speak and invite outside attendance including the media
- Keep in sync with AFA positions, Top Issues and Statement of Policy
- Use a multi-media approach

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Field Advocacy

- States and Chapters are KEY
- Air Power Advocates Program is valuable resource
- Educate the public on aerospace Issues
- Support the fundamental purpose of the AFA

ADVOCATE EDUCATE SUPPORT

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Air Power Advocates



- A key resource for Field Advocacy
- Over approximately 100 participants
- Telecons Monthly with Senior AF leadership
- Valuable source for what the Air Force is working in programming, policy, and execution of the Air Force Mission
- Starting point for effective Advocacy



AFA Support for Advocacy



- The Advocacy Committee will support and advise as needed
- AFA Staff is available to support
- Chet Curtis-Communications
- Keith Zuegel - Government Relations
- Mac macAloon-Vice Chair Field Ops
- RP/SP coordinated effort



Advocacy Sub-committee



- Questions and Comments

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