

## Grassroots Communicators Responsibilities

- Stay current on Air Force and airpower issues.
- Be willing to talk with the press
- Be willing to spend some time offering ideas, and penning a few articles
- Be willing to let others in the group know who you are
- Be willing to keep what is said inside of the email and phone discussions “non-attribution” [unless the author expressly permits you to use his/her name]
- Stay connected to the other members of the group.
- Be willing ... once in a while, to make a presentation to ...  
Congressional staff or other groups
- Assist with writing op-eds for newspapers
- Assist as a speaker on Air Force issues
- Liaison with local civic organizations
- Source for radio, TV, and print media
- Liaison with local Air Force leadership
- Assist in outreach (community & local base events)
- Source of info for local Congressional MLAs
- Liaison with local civilian leadership
- Other tasks, as necessary

### Getting Started

- Maintain a contact list of all local media/civic groups, chamber of commerce, local community events
- Make initial contact with media-introduce yourself, make yourself available for comment
- Make initial contact with local office of your Congressman
- AFA HQ will provide monthly Air Force themes and messages
- Bookmark AFA Communications Toolkit
- Join the AFA HQ Friday telecons