



**Women Warriors Return to  
Face the Fight of Their Lives**

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Dear Public Television Programmers,

We, Patricia and Marcia, are very excited about the NETA distribution of SERVICE. We hope all stations, small and large will carry the documentary to get it to isolated and underserved women veterans.

The power of this multi-platform documentary for both the general public and veteran population lies in the intimacy we establish with our veterans, speaking with them in their kitchens and bathrooms, back yards, classrooms, therapy sessions and super markets.

You will find us very active outreach partners. We are well connected with Veteran Service Organizations in every city and state in the country as well as the national VA with its local branches everywhere. We will make a concerted effort to publicize the program in every city that picks it up using these amazing local resources. We are working on the best way to use those resources now and create communication avenues.

We are planning an 8-10 city screening tour focused on local VA hospitals and Veteran Service Organizations. A producer and vet from the film will participate in these screenings. The goal is to reach women veterans in an intimate local environment and help connect them with services immediately.

We would also like to use this tour to help promote airdates, when possible, and generate interest by the local media. We have not finalized the cities we will visit but hope to have a complete list by February. We will consider areas with the highest numbers of women veterans. The long list includes: Tampa, Erie/Scranton, Chicago, San Antonio, Phoenix, Seattle/Tacoma/Spokane, San Diego/Los Angeles/Sacramento, Rochester, Cleveland, Richmond, Fayetteville (NC), and Baltimore.

### **Social Media**

Our Facebook groups have active veteran members from throughout the nation. They are anxious to publicize the program as soon as the broadcast information is available to maximize viewership. They also want to plan small viewing events around the broadcasts. These vets would be available for interviews with local media to promote the program and give it a local angle.

Along with our Facebook groups, Patricia Lee Stotter is on the advisory board of Protect Our Defenders, a group that works with Military Sexual Trauma survivors and provides support and services. These are resources the community relations person at a station that might want use to provide information for their community members.

### Local Tie-Ins

For those who have local public affairs programs, a follow-up to SERVICE with local veterans would be a great way to localize the story. Every VA has a women veteran program manager who can talk about the effect of PTSD and Military Sexual Trauma on their local populations. Many communities have service dog organizations and student veteran groups who would love to participate. We can help with those contacts.

Most politicians want to talk about veteran issues that are relevant to every state. In the last election, three women veterans were elected to the House. Illinois has Tammy Duckworth, Hawaii elected Tulsi Gabbard, and Arizona elected Martha McSally. Four women Senators hosted a screening of SERVICE on Capitol Hill last June. This might provide a local angle as well: Honorable Patty Murray, Chairwomen, Senate Committee on Veterans Affairs co-hosted with Senators Amy Klobuchar, MN, Susan Collins, ME and Lisa Murkowski, AK. Representative Jackie Speier, San Mateo, CA, also spoke. Each Member mentioned the need and importance of media to bring issues alive, and gain the attention of lawmakers and the public in order to create change.

Many libraries and universities are interested in hosting screening events and discussions on women veterans. We recently received a request from a library in St. Louis that would love to partner with its PBS station around the documentary.

### Conclusion

From the beginning, our mission was to reach out to women veterans in a way only a mass medium like Public Television can do. It will let these women know that they are not the only ones suffering from a hidden disability, that there are ways to treat it, that they should not be ashamed. Through your station, we can all serve the women who served our country and show that we are proud of them and grateful for their service. We believe this program will have a profound impact on members of your community, civilian as well as military.

We hope to work with you soon on this important project.

Sincerely,

Marcia Rock and Patricia Lee Stotter

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