

Advocacy and Technical Advisory (ATA) Committee

Read-Ahead for 03/13/25

Name Change

Advocacy and Outreach Committee is now the ATA Committee. We will continue to build the committee over the next 1-2 months. Our goal for membership is to pursue SMEs across career fields and specialties that align with the AOC Advocacy mission.

Meetings

Past: 2/26/25 (Inaugural meeting); 3/12/25

Future: 2x per month. Meetings are standing for committee members available to join.

Role of the ATA Committee

To provide subject matter expertise and guidance to the Committee Chair and the Director of Advocacy and Outreach for the purpose of advancing program deliverables and outcomes. The Committee also provides accountability to ensure that deliverables are optimized and achieve expected value for targeted stakeholders. The Committee will have a standing virtual meeting every two weeks for committee members available to participate. Periodic participation is expected.

Purpose/Mission of AOC Advocacy

To deliver association value to stakeholders across military, government, industry, and academia in the U.S. and abroad to raise general awareness, influence decision-makers and represent the best interests of the electromagnetic spectrum operations (EMSO) community. objectives, plans, programs, operations, export policies/procedures, and other related initiatives. The program provides subject matter expertise to all components AOC and offers a range of deliverables to interface with AOC members, non-member stakeholders, and general audiences that represent the dynamic EMSO profession. AOC ATA also provides direct lobbying to the U.S. Congress when necessary to advance specific policies or programs of record and assists the Marketing and Communications Department with strategic communications to advance the AOC mission.

Relevance to AOC Strategic Goals

1. Grow Membership – Advocacy provides essential membership value to collectively, and on behalf of the general EMSO profession, interface with stakeholders in military, government, industry, and academia.
2. Advocacy-Communications Enterprise – Advocacy provides subject matter expertise, original content, and insight on policy, technology, and market trends in the EMSO profession.
3. Diversify Streams of Revenue – Successful advocacy deliverables provide additional streams of revenue, such as the podcast, but also strengthens other programs to support overall revenue generation.
4. International Programs – The department is responsible for engagement with international stakeholders, including NATO and other partnerships and alliances.
5. Professional Development – The department aids with AOC Webinars (moderate and subject matter expertise). Advocacy also identifies and advances policies that strengthen professional development opportunities and EMSO education in the Department of Defense and military services.

Key deliverables

- AOC Family of Podcasts
 - Regular FTCN
 - Subscription FTCN
 - FTCN Live (from AOC events)
 -)FTCN CTO Series
 - History of Crows
 - FTCN Replay
- Congressional Education Series
- Annual policy agenda
- Issues Briefs
- Webinars (as needed)
- Advocacy Newsletter NEW! –Quarterly/bi-monthly TBD

Program Update

- FTCN Podcast(s)

- Over 190,000 downloads of FTCN since its inception.
- Released episode 135 of the regular FTCN on March 12
- March: Women's History Month – Interviews with Laurie Buckhout, Christelle Ward, the Women's War Memorial, and Lisa Fruge-Cirilli.
- Subscription service formally launched in July 2024 – 27 episodes (13 episodes behind paywall).
- New Chief Technology Officer (CTO) series and Exhibitor Showcase at AOC select conferences. Sold of booth interviews for AOC Europe!
- Expanding contract with Voxtopica in 2025 for audience development services.

Congressional Affairs

- Developing a 2025 policy agenda to inform our messaging on Capitol Hill (CROW PAC and general advocacy).
- Scheduling congressional meetings for weeks of March 10 and 17.
- Planning for Congressional Education Program – up to 5 briefings between April-October.
- Expanded contract with Forza DC to provide greater collaboration between congressional affairs and other department initiatives.

Looking Ahead to 2025

- Focus on successful launch of ATA Committee
- Work seamlessly with CROW PAC on congressional outreach
- Develop new Advocacy Newsletter
- Grow FTCN family of podcasts
- Increase stakeholder outreach (industry and military)