

AOC Board of Directors Meeting

Advocacy and Technical Advisory (ATA) Committee Read-Ahead

October 2025

Committee Overview

- Members: Sherm Oliver (Chair), Chris Johnston (Keysight), Bill Barksdale (L3Harris), Dustan Hellwig (CTIC), Christelle Ward, Anthony Surman (USAF), Luke Cabot (INZPIRE), Gabriella Bailado (Keysight), Jeff Fischer, Mike Fabey (Jane's), Rob Vanderberry, Madison Arcangeli, Katy Nazaretova, Ken Miller (Director), Heather Thomas (staff).
- Meetings: ATA Committee convenes a standing committee meeting every 2 weeks. Last meeting, Wednesday, October 8.

From the Crows' Nest Podcast

- 150+ Episodes with regular downloads in over 50 countries.
- 200,000+ Downloads across a diverse age audience.
- 97 percent positive listening experience; 70 percent listen to new episodes within a week (48 percent listen within 48 hours).
- Poor advertising sales in 2025 does NOT reflect growth of listenership.
- For 2026, RFP for new vendor to reduce cost per episode. Reducing to 26 regular episodes in 2026 (bi-weekly). Greater focus on social media content, reels, livestream content (Instagram, YouTube, Facebook).
- Additional podcast opportunities for 2026: FTCN Europe, FTCN Asia, and CTO Series. Planning for FTCN South America in 2027.

Congressional Outreach

- Forza DC provides regular congressional outreach and education; quarterly F2F meetings on Capitol Hill with AOC.
- Last Capitol Hill Outreach (September 23-24). Focus on EW Working Group leadership
- Rep. John McGuire (VA-05)
- Rep. Rich McCormick (GA-07)

- Rep. Morgan Luttrell (TX-08)
- Rep. Nick Lalota (NY-01)
- Rep. Don Bacon (NE-02)
- Next F2F Outreach is week of November 3-7 to focus on State of EMSO with Sherm Oliver.

Other Outreach / Initiatives

- Mobile EMSO Training – working with ATAERO to provide mobile training to STRATCOM stakeholders (JEC, JEWG, JCER). Draft NDA and MOU in process.
- Congressional Education – TED-style lectures covering “EW 101” topics. Working with INZPIRE. Draft NDA and MOU in process. Releasable in late Q1 2026.
- Advocacy Newsletter – developing an adaptable newsletter for advocacy and PAC coverage and distribution (TBD).
- EW Budget Matrix – ID funding levels and report language for key EW programs/policies.
- Future stakeholder outreach planning: NAS Pax River, NAS Fallon, STRATCOM, Eglin AFB.
- Journalist Outreach & Roundtable: Building relationships with journalists and public affairs offices. Temporarily on hold due to Trump Administration executive memo limiting access for defense-related journalists.

