



VHA Communications 10BCOM

- ▶ Front Office
- ▶ EDC Calendar
- ▶ Staff Relations
- ▶ Awards
- ▶ VHA Historian

Gina Screen
Executive Assistant
GS-15

Jerry Michaud
Executive Director of VHA Communications
SES

- ▶ Marketing and VHA Branding
- ▶ SecVA and Under Secretary Relations
- ▶ Chief of Staff Priorities
- ▶ VHA Leadership Relationships
- ▶ Topline Messages

Gina Screen
Deputy Executive Director
GS-15

- ▶ Operational Management
- ▶ Contract Coordination
- ▶ GS-15 Supervisor
- ▶ Backfill to Executive Director

366 Public Affairs Officers in 174 medical centers
118 Program Office Communicators

- ▶ Administrative Support
- ▶ Budget and HR Management
- ▶ Advertising Compliance
- ▶ Policy Creation/ Compliance
- ▶ Contract/COR Coordination

Vacancy
Director, Business Operations
GS-15

Alan Greilsamer
Director, Strategic Communications
GS-15

Editorial Board
Field, Programs, Others

Jennifer Heiland-Luedtke
Director, Communications Operations
GS-15

Kathleen Sullivan
Director, Special Projects
GS-15

- ▶ Project Intake
- ▶ Assignments
- ▶ Project Management
- ▶ Project Tracking
- ▶ IPT Support

Media Relations
GS-14 Supervisor
▶ Media Queries
▶ SME Concurrences
▶ Liaison to OPIA
▶ Satellite Media Tours
▶ Press Releases
▶ PAO Coaching
▶ Interview Prep/Media Training
▶ Liaison with OPIA
▶ Speaking Clearances
▶ Media Monitoring
▶ IG/GOAL Support
11 FTE

Executive Communications
GS-14 Supervisor
▶ Rapid Response
▶ EIC Messages/Videos
▶ COS Messages
▶ Chats with the Chief
▶ Speeches
▶ Testimony Prep
▶ Presentations
▶ Proactive Messaging
▶ Planning
▶ USH Trip/Advance Support
▶ PM Contract Responsibilities
5 FTE

Community of Practice
GS-14 Supervisor
▶ Program Office Relations
▶ PAO Support
▶ PAO Advisory Committee
▶ PAO Standardization
▶ VSO Communicators Support
▶ Communications Training
▶ VHA Calendar
▶ Employee Communications
▶ Technical Career Field
▶ Communications Updates
▶ SharePoint Support
4 FTE

Digital Media
GS-14 Supervisor
▶ GovDelivery
▶ Social Media
▶ Blogs
▶ Liaison to OPIA/OIT
▶ Media Monitoring
▶ VHA Web Pages
▶ Network Changes
▶ Online Services
▶ Event Support
▶ Marketing/Advertising
▶ Graphic Support
8 FTE

Online Services
GS-14 Supervisor
▶ Facility Coaching
▶ VAMC Web pages
▶ Systemwide Alerts
▶ Asset Library
▶ Update Postings
▶ PAO Digital Training
▶ Veteran & Caregiver Communications
▶ VA Insider
▶ Translations
▶ Sharepoint & Teams Support
5 FTE

Broadcast & Video
GS-14 Supervisor
▶ Production & Editing
▶ Studio Scheduling
▶ Video Archives
▶ VA News Segments
▶ Equipment Management
▶ Inventory
▶ Licenses
▶ Live Events
▶ Executive Videos
8 FTE