

Veterans in the frame. SPVA launches first videocast.

Following the successful launch of their podcasting service in February, the Service Personnel and Veterans Agency are to follow up with the release of a series of videocasts from May.

The programmes, entitled *Veterans Today*, will be hosted by podcaster Don Goldie and highlight a range of subjects relevant to the veterans community. Among planned features are Armed Forces Day and Regional Awareness events. The first programme of the series will feature the Veterans Lapel Badge and looks at the criteria required to qualify for one. The programme also examines what exactly is meant by the term 'veteran'.

Senior Media Advisor, Laurie Manton said,

“This latest initiative by SPVA confirms our commitment to enhance the first rate record of communication we enjoy with the veterans community. Our magazine, *Veterans World* and the recently launched podcasts reach a wide audience and cover an extensive range of subjects. The videocasts will prove an important method of raising awareness of the services we offer to veterans.”

The videocasts will be available to view on the Veterans-UK website, www.veterans-uk/info, and on various social media sites such as iTunes and YouTube.

Ends

Notes to Editors:

1. *Veterans-UK* was launched by the Ministry of Defence in April 2007 to provide a focal point for veterans to access services from the many different sources of help available. The *Veterans-UK* helpline, 0800 169 2277 and website www.veterans-uk.info are the main contact points.
2. The *Service Personnel and Veterans Agency* is an Agency of the Ministry of Defence and provides essential support functions to the Armed Forces and veterans communities. These include Forces pay and HR, issue of all medals, casualty repatriation and compassionate services, pensions, injury/bereavement compensation and veterans welfare support.

3. A *veteran* is anyone who has served in HM Armed Forces, regular or reserve including National Servicemen, former Polish forces under British command and Merchant Mariners who have seen duty in military operations (e.g. the Falklands Conflict). Veterans, who can be aged from 18 to well over 80, along with their families and dependents make up the veterans community and all are entitled to our services.
5. SPVA prides itself on its communication with the Service and Veterans community. By embracing Digital and Social Media, it will be to reach an even wider audience. The SPVA podcasts were launched in February 2010 following by the first SPVA videocast launched on 18th May 2010.
6. Using Digital and Social media products, SPVA aims to keep service personnel and veterans up to date with the latest happenings within the Agency and how they may impact on the wider Armed Forces community.
7. SPVA podcasts and videos are now available on the SPVA Social Media Hub that can be accessed via the Veterans-UK website - <http://www.veterans-uk.info> - and are also syndicated via iTunes, the SPVA channel on YouTube [insert link] and MOD Social Media Hub <http://www.blogs.mod.uk/homepage.html>

For Further Information

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