



VETERAN EXCELLENCE

AMPLIFYING VETERAN VOICES

...through Storytelling, Healing, and Advocacy

[Live & Publishing | www.VeteranExcellence.org](http://www.VeteranExcellence.org)

Who We Are

Veteran Excellence Magazine publishes long-form journalism on veteran leadership, healthcare, entrepreneurship, advocacy, and community impact, transforming how people understand the veteran and military-connected community.

What We Publish:

Longform journalism, profiles, essays, and investigative work across 12 editorial categories that document veteran leadership in health, business, the arts, education, and public service.

Why This Exists:

Mainstream military media centers combat narratives. We document the complexity of veteran life after service, focusing on underrepresented voices: veterans of color, women who served, LGBTQ+ service members, caregivers, and families whose experiences don't fit traditional narratives.

We exist because the full veteran story has never been fully told until now.

What This Is (And What It Is Not)

This Is:

- Mission-driven editorial journalism
- Publication with full editorial independence
- Coverage based on editorial merit
- Dignity-centered storytelling that honors veteran agency and complexity

A note on the name: Veteran Excellence Magazine is singular by design. Every profile centers one veteran, one story, one life built after service. The excellence belongs to the individual.

This Is Not:

- Public relations or sponsored content
- Paid placement or promotional coverage
- Marketing for organizations or individuals
- Subject to approval or editorial control by featured organizations

Our work is our authority.

Editorial Categories

VA Facilities & Leadership

Women Who Lead

The C-Suite Circle

Innovation & Healing

The Performance Lab

Transition & Career Development

The Home Front

Veteran Artists & Creatives

Behind the Rank

Unfiltered Voices

Veteran Entrepreneurs

Veterans' Claims Corner

Whatever your connection to the veteran community, there is a lane here for you.

Audience

Veteran Excellence Magazine honors:

- Veterans transitioning to civilian leadership roles
- Organizations employing veterans and seeking to understand their leadership value
- VA healthcare systems, veteran service organizations, and military transition programs
- Corporate diversity, equity, and inclusion teams focused on veteran hiring
- Researchers, journalists, and advocates working in veteran policy and care
- Family members, caregivers, and community stakeholders invested in veteran success

The people in these pages are shaping industries, institutions, and communities. So are the people reading about them.

Published Stories

[What the Desert Taught a Future Chief Nursing Officer: Linda Walton, DNP, on three deployments, the last units of blood, and what combat nursing carries home](#)

Women Who Lead, Cleveland Clinic

[Built for This: How Former B-1 Bomber Pilot Paul Thienprayoon Took Everything the Air Force Gave Him and Carried It Into the Fight Against Cancer](#)

Innovation & Healing, American Cancer Society

[Trust What You Know Bryan Watson on the Ambush He Survived, the Mission He Came Home To, and Why He Never Wastes a Day](#)

The C-Suite Circle, First National Bank

[The Word He Never Breaks: John Robinson and the Art of Patient Advocacy](#)

VA Facilities & Leadership, VA Tennessee Valley Healthcare System

[Above the Standard: Sgt. Briyana Taylor, a former teacher turned active-duty soldier, transformed her Fort Bliss barracks room into a redesign practice giving fellow soldiers a space to call their own](#)

Behind the Rank, U.S. Army, Fort Bliss

Every story we publish is one the mainstream missed. And one this audience needs.

VA Facility Recognition Program

A structured program for VA medical centers to showcase innovation, staff excellence, and veteran-centered care through longform journalism.

How It Works:

- Director Nomination: Facility leadership selects programs, staff, or veterans to be featured
- Zero-Cost Collaboration: National visibility with no financial burden
- Full Review & Approval: Director and Public Affairs Officer review every story before publication
- National Recognition: Features position facilities as models of innovation and veteran-centered care

Coverage Cycles:

Full VA facility coverages occur in May and November. Selected VA features ongoing monthly coverage tied to national awareness months.

Recognition built on journalism, not transactions.

Editorial Process & Integrity

1

Selection

Stories selected based on editorial merit, leadership impact, and mission alignment. No paid placement.

2

Interview

45-60 minutes with veteran subject. Deep exploration of military service, transition, and current leadership.

3

Writing

3,000-5,000 word longform journalism. Dignity-centered, not promotional content.

4

Review

Subject reviews for factual accuracy only. We maintain editorial control over framing and narrative.

5

Publication

Digital publication with national distribution. Content available for partner internal communications.

The process is the standard. The standard is non-negotiable.

Institutional Credibility

"We are honored to be featured in the inaugural publication of Veteran Excellence Magazine. Our mission is to deliver world-class care to the Veterans we are charged with serving, and readers will find that VA Tennessee Valley Healthcare System is pioneering that level of care. From our executive leaders to our frontline staff, we are proud to be a five-star rated medical center and work hard to maintain a 93% patient trust score. To any Veterans reading Veteran Excellence Magazine, I encourage you to choose VA for your health care."

Daniel Dücker

Former Executive Director, VA Tennessee Valley Healthcare System

"Veterans are ready-made leaders for organizations that need both performance and stability. They bring a rare blend of accountability, team-first leadership, and the ability to deliver results in unpredictable conditions."

JP Sniffen

Practice Leader – Military, Information Technology, Physical Security & Human Resources Centers of Expertise, Korn Ferry Professional Search

"At Fisher House, it is our honor to serve military families by keeping them together during the toughest times. We know that patients heal faster and more wholly when they have their loved ones by their side. Service members and veterans tell me all the time how much it meant to have their family nearby."

Michelle L. Horn

Vice President of Communications, Fisher House Foundation

When the people doing the work speak, the country listens.

Impact & Commitment

Veteran Excellence Magazine exists to correct what the public often gets wrong about veterans.

Too many narratives reduce veterans to combat, crisis, or charity. We document the full reality of veteran life after service, including leadership, innovation, care, family, and transition.

Our commitment is to journalism that:

- Challenges stereotypes and incomplete narratives
- Centers veterans as whole people, not symbols
- Brings clarity to complex systems that shape veteran lives
- Holds institutions and policies to public understanding
- Preserves dignity, truth, and nuance in every story

Our impact is measured by whether veterans are seen more accurately, understood more fully, and treated more humanely because this work exists.

We don't measure success in clicks. We measure it in how veterans are treated after the story runs.

How Participation Works

Being featured in Veteran Excellence Magazine includes:

- One in-depth interview (45–60 minutes)
- A 2500 – 3,000 word longform profile
- Factual review prior to publication
- No cost for editorial coverage
- Access to published content for internal use

It does not include:

- Editorial approval or narrative control
- Promotional or marketing content
- Guaranteed publication timing or placement

Editorial decisions rest with Veteran Excellence Magazine.

No cost. No control. Just the story, told right.

Our Editorial Process & Value

The Work

Every feature begins long before an interview is scheduled. Each subject's military record, career trajectory, published work, and institutional context are reviewed in full. From that foundation, a customized set of questions is built for that person alone.

By the time a subject sits down, the questions waiting for them are ones they haven't encountered before. Veterans who have spoken to dozens of journalists consistently note that the depth of inquiry here is different. The goal isn't to confirm what's already known. It's to surface what's been overlooked.

Each profile carries the same editorial sensibility, the same standard of care, and the same commitment to accuracy, built entirely from original reporting.

Sponsorship Opportunities

Support the Work

Veteran Excellence Magazine exists to serve veterans and the people who support them, documenting leadership and preserving stories the mainstream overlooks. This publication is free to read, free to share, and free for every veteran and supporter it reaches. Sponsors make that possible.

Sponsor support sustains:

- Free access for veterans and supporters
- Longform journalism produced at full depth
- National reach for veterans and supporters
- A lasting archive for veterans and their families

Editorial independence is maintained in full. The work belongs to veterans and supporters.

Category Sponsorships

Each category is an editorial lane. Sponsors align with the lane's focus and audience, supporting the work without shaping it.

- VA Facilities & Leadership
- The C-Suite Circle
- The Performance Lab
- The Home Front
- Behind the Rank
- Veteran Entrepreneurs
- Women Who Lead
- Innovation & Healing
- Transition & Career Development
- Veteran Artists & Creatives
- Unfiltered Voices
- Veterans' Claims Corner

[To begin the conversation, contact info@veteranexcellence.org.](mailto:info@veteranexcellence.org)

Contact & Leadership

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