

**THE MILITARY ORDER**  
OF THE WORLD WARS



# NEWS RELEASE GUIDE

## PART I – GUIDANCE PART II – EXAMPLES

(PART II PUBLISHED SEPARATELY AS MS WORD DOCUMENTS)

21 JUNE 2014

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## Part I —Guidance

(Contained in this publication)

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## Part II —News Release Examples

(Published separately as Microsoft Word documents)

### NEWS RELEASE EXAMPLES (EDITABLE)

1. New CINC or Commander
2. Chapter Meeting
3. Massing of the Colors
4. Chapter Honoring YLC Selectees
5. Phoenician or Scholarship Award
6. Silver PH Awards
7. Bronze PH Youth Awards
8. Bronze PH Organizational Award
9. Memorial Day Event
10. Veterans Day Event
11. Conducting a YLC
12. Recognition of Eagle Scout or Gold Star Scout
13. Dedication of a Memorial
14. Homeland Security Activity
15. Law & Order Activity
16. National Security Activity

## Why News Releases are Important

Public relations is an essential part of any activity whose success is determined by public interaction. Strategic Goal (SG) 3, "Raise MOWW's local and national visibility," is an inherent part of the achievability of each of our Strategic Goals.

To implement the very heart of the Order's Preamble, our outreach programs, is ~~dependent upon the public's perception of our organization and their confidence in the~~ principles we represent and promote.

Providing the community and nation information about The Military Order of the World Wars and ~~our work is a positive force for the Order and our chapters~~ Good public relations is a key component to successful achievement of every one of the Order's Strategic Goals. It will help us maintain a viable chapter structure and expand our community outreach, which is critical to our long-term success.

## Pre - or Post-Activity News Releases Should be used for the following activities

- Change in Chapter Leadership
- Monthly Meeting & Program
- Honoring YLC Students
- Announcing Phoenician Award or Scholarship Winner
- Conducting a Youth Leadership Conference
- Recognition of ROTC / JROTC Awardees
- Recognition of Eagle Scout / Gold Star Awardees
- Homeland Security Activities
- National Security Activities
- Law and Order Activity
- Massing of the Colors
- Memorial Day Activities
- MOWW Veteran Day Event
- Dedication of a Memorial
- Recognition of a Companion (OS, PH, Award of Merit)
- Recognition of Group with Bronze PH Organizational Award
- Recognition of Individual with Bronze PH Youth Award

## Tips for Writing a Good News Release

If your chapter has procedures in place to get publicity for your events and activities that are working for your chapter, continue to use them. If you need to kick start your publicity efforts, use the toolkit templates to get started. Then, then refine your public relations program by applying lessons learned from your own experiences.

- Your goal is to reach out to as many people as possible.
- Keep it simple.
- Make your headline clear, factual and have it summarize your entire release.
- Clearly explain the point of the release in the first paragraph.
- Add media such as photos or include a quote from your Commander or some other individual in your release to increase interest.

- Provide your name, phone number, email address and release date, etc
- Keep it short, generally no more than 1 page.
- Provide a local angle to get local area News coverage.
- Reread your News release and proof it for errors. Make sure your headline and the first paragraph, in particular, communicate that your content is newsworthy.

### News Release Format

- Use 8 1/2-inch x 11-inch paper.
- Use a minimum of one-inch margins on each side of the page.
- Use a bold typeface for the headlines to draw attention.
- Capitalize the first letter of all words in the headline (with the exception of: "a," "an," "the," or prepositions such as "of," "to," or "from"). The combination of upper and lower case makes it easier to read.
- Complete the paragraph on one page instead of carrying it over to next page.
- Use only one side of each sheet of paper.
- Use the word "more" between two dashes and center it at the bottom of the page to let reporters know that another page follows: - more -
- Include a city and state of origin in the dateline of the News release.

### Format Layout Guide

*Follow this outline to create a News release (see sample on page). See Part II of the News Release Guide for specific event examples you can tailor to your specific needs.*

- Headline [Announce the Event, Subject, etc. that will be covered by this release]
- City, State, date of release [Basic details of what's covered by this release]
- Additional details [Expanding on the first paragraph]
- Photo & caption or quote from pertinent individual
- Organization Information [Use boilerplate]
- Contact Information: [Organization / Individual] [Contact info]

### Submitting a News Release

- Places & Who to Submit News Releases
  - Send your release to your local media outlets. Target newspapers, online newspapers or other media outlets in geographic areas where you want to expand your coverage.
  - Daily newspaper in your community: Contact the City Editor or the editor in charge of the Feature Section that relates to your content.
  - Weekly newspaper: Editor
  - Magazine: Editor or Managing Editor
  - Radio stations: News Director or Public Service Announcements Director (if sending a public service announcement)
  - TV stations: News Director
- Timing

- Your release may need to coincide with an event. Otherwise, submit the release early in the week and early in the day.
- Send announcements of events in advance of the event and send event News release immediately after the event.
  
- Use Locally Requested Guidelines
  - Research and follow each outlet's submission guidelines.
  - Try to find out to which individual you should send your release. Get the person's title right.
  - Send your News release to one publication at a time or blind carbon copy (BCC) the recipients to make the news release submission seem more personal.
  - Generally, outlets will prefer to receive news releases by fax, mail or e-mail. Send your release the way that the publication wants it sent.
  - Type or paste your content directly into the body of an e-mailed News release if they want information by email.
  - Some outlets may prefer that you upload the News release directly to their website.

IMMEDIATE RELEASE

**SAMPLE**

## FIRST WOMAN TO HEAD VETERAN SERVICE ORGANIZATION

Delegates to the annual national convention of the Military Order of the World Wars (MOWW) elected Captain Deborah A. Kash, USAF (Ret), as its 83rd and first woman Commander-in-Chief (CINC) in the Military Order's history. The Military Order, founded in 1919, is the second oldest Veteran Service Organization (VSO) in the nation that is recognized by the United States Department of Veteran Affairs. Capt Kash served on the Executive Committee of the Military Order for four years, led the redesign of membership and awards programs, and co-authored the Military Order's current Strategic Plan. Capt Kash represents the best of the new generation of veteran leaders.



Capt Kash is a graduate of the Texas Christian University's Harris College of Nursing and the AFROTC program there. She served at March AFB (CA) as the Infection Control Officer, and at the 609th Contingency Hospital, Zweibrücken (Germany) during Operation DESERT STORM.

Within the Military Order, Capt Kash previously served as a Chapter Commander, the Commander of the Department of Southern California, a General Staff Officer, and as a Vice Commander-in-Chief. She also served as the Chair, MOWW Chapter Activities & Awards Committee, and as the Chair, MOWW Membership Committee. She currently serves on the San Diego YLC Board of Directors, among her other duties.

Capt Kash resides in San Marcos, CA, with her husband Daniel.

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The Military Order of the World Wars' (MOWW) founding resulted from General of the Armies John J. Pershing's request that his officers continue serving America after their active military service ended following World War I. Since MOWW was established in 1919, MOWW members ("Companions") have lived by the Military Order's motto, "It is nobler to serve than to be served."

MOWW serves America's youth by hosting Youth Leadership Conference (YLC) programs throughout the United States—at no cost to high school students attending. These students receive education on many topics, e.g., the free enterprise system, principles of democracy, the Constitution and Bill of Rights, and civic responsibilities. Students also develop speaking, writing and leadership skills, which help them, be better citizens and future leaders. MOWW's YLC curriculum is annually accredited by the National Association of Secondary School Principals (NASSP).

MOWW also sponsors awards programs for Reserve Officer Training Corps (ROTC) and Junior ROTC cadets (JROTC), the Boy Scouts of America (BSA) and the Girl Scouts of the USA (GS-USA). Additionally, MOWW formally honors those who excel in the national security, homeland security, and law and order arenas. Finally, MOWW hosts "Massing of Colors" ceremonies in conjunction with Flag Day, the Fourth of July, Memorial Day and Veterans Day.

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