

# REGION XIII CHAPTER MEDIA RELATIONS PLANNING HANDOUT

2020-2021 MOWW ACTIVITY SEASON – REGION XIII EDUCATION & TRAINING PROGRAM PRODUCT

*This training handout provides an overview and summary on creating and executing a Chapter Media Relations plan of action intended to meet local informational, communications and MOWW branding exposure goals. Excerpts provided in this document were sourced from submitted papers by the Greater El Paso (GELP) Chapter “Media Relations” – FEB 2021 and updated follow-up Officer Review Magazine article draft preparation documents for organization sharing and reference use by all Regional fellow Chapters. It also serves as a conceptual reference source for further training activity development for the Region XIII Education & Training Program (ETP) creation of associated training module presentation package(s). We are most grateful to the GELP Chapter for their invaluable assistance in compiling the information provided in this Region XIII ETP handout document.*

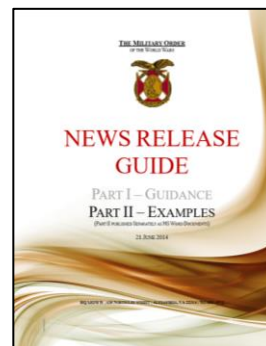
## **Concept Development:**

At the forefront of developing a cohesive Media Relations outreach strategy that can elevate Order “Branding & Marketing” presence by using available “Information & Publicity” (I&P) strategy lies with the ability to compile and disseminate timely information, carry out effective communications and to effectively propagate cognitive situational awareness in comprehending how to effectively transmit messaging and acquiring a working knowledge of how best to use available end-user tools.

The GELP Chapter in west Texas created and put into place a highly effective Chapter Media Relations outreach program which galvanizes local community partnerships, increases participation, inspires local support, and raises media outlet situational awareness regarding Chapter activities, meetings, and special events. Their proficient use of available resources such as “News Release Announcement” and “Event Flyer” information products coupled with an effective working knowledge of the mechanics of essential Media Relations engagement tactics is time well invested, towards helping meet Chapter operating year operational expectations and planning objectives.

## **Resources:**

**Online Products** – the MOWW national website ([www.MOWW.org](http://www.MOWW.org)) maintains several Media Relations end-user guidance and template product tools intended to enhance local Chapter capabilities to product and generate News Release announcement products such as a News Release Guide – “Part I Policy” Adobe PDF publication document which provides corporate guidance on the purpose and usefulness of such products, and a News Release Guide – “Part II Examples” MS Word document which provides modifiable templates tailored for specific organization use. These products can both be found in the “OPERATIONS & PROGRAMS” section of the national MOWW website.



**Media Relations Planning** – the following are essential considerations that serve as a foundation for any Chapter Media Relations Program development plan:

1. **Become familiar with your media environment.** You can't have media relations without knowing who your local media players are like the local print and electronic outlets. For most, that means drawing up a list of your local newspapers and TV stations. (Radio stations have been purposely omitted since most have gone to a “top 40”, “oldies” or country format and, apart from chatter, have no newsroom or interest in reporting things other than traffic and weather conditions) – your mileage may vary, and you may wish to add some or all your local radio stations to your list.) Once you have made your list, determine each outlet's contact address,. This may be a generic email address ([news@example.com](mailto:news@example.com)) or a specific person on staff ([editor@dailyblah.com](mailto:editor@dailyblah.com)). Use this information to create a media email list so that you can send your press release out with a single command.
2. **Create a press release template.** The GELP Chapter’s template consists of three-chapter letterhead pages, the second and third of which contain a brief history of MOWW and its mission and the MOWW Preamble. Apart from the press release proper, it is important that the people you're sending it to know who you are and what you do in your community. Use this template every time you send out a press release. (See below for the example of the GELP Chapter's template.)
3. **The press release.** The meat-and-potatoes of the exercise, the press release should spell out the story you want to publicize; concentrate on the 5Ws – Who, What, Where, When and Why. Be sure to include contact information so those interested or with questions will have a person to get in touch with. (See below for a sample release.) Do not play favorites: send the release out to everybody on your mailing list; the station/paper that covered you last time may not be interested this time, while the one(s) that cut you dead before might come pounding on your door. Send your press release as a Bcc email; while everybody in your mailing list will receive a copy, only the recipient's address will be visible - no other email address will appear. This will reduce the likelihood that one recipient, seeing others received the same email' will decide not to provide coverage and opt to just 'Let George do it'.
4. **Timing of the press release.** Timing will vary from market to market. The GELP Chapter experience has been that our local media appreciate a 2-3 week lead time; this gives them time to assign staff – reporters, camera crews – and to tentatively slot the story in their paper or local news broadcast. It also gives them a chance to ask the Chapter's point of contact for clarification or additional background information. When in doubt, it is easy enough to ask what they would like in the way of lead time.
5. **Follow up.** Resend the press release about a week before the event it advertises. This acts as a reminder and serves also to jog their interest. As well, news conditions might have changed since the original release and they now need a story .. and MOWW is a story.
6. **The day of the event.** The Chapter's point of contact (or PIO) should be standing by in advance of the start time to welcome the media representatives and help them as much as possible to get set up and settle any disputes if the representatives are from more than one outlet. Do not try telling the representatives what to do or how to do it – they are professionals and know what they need and how to get it. Make sure the Chapter command group is on hand and available for interviews. Be hospitable: offer beverages and if a meal is scheduled, offer one FREE to the media representatives.
7. **After the event.** You should have been given an idea of when your story is scheduled to appear. If it appears as scheduled, send thank you notes to everybody who provided coverage. If, after a week, it has not appeared, send a thank you anyway, expressing disappointment but that you understand that other newsworthy events took precedence; be positive and express your hope that they will cover you the next time.



## **The Greater El Paso Chapter of the Military Order of the World Wars**

**IT IS NOBLER TO SERVE THAN TO BE SERVED**

"Serving Youth, Community and Nation"

\*\*\*\* PRESS RELEASE \*\*\*\* PRESS RELEASE \*\*\*\*

February 16, 2021

[El Paso, Texas, February 16, 2021] The Greater El Paso Chapter of the Military Order of the World Wars will be conducting a virtual round table for ROTC/JROTC units in the El Paso-Las Cruces area on Thursday, February 25, 2021. Principal guest speaker will be Brigadier General Frederick Lopez, USMCR (Ret), Commander in Chief of the Order, who will speak via Zoom on the topic "Resilience".

For further information or to arrange coverage, please contact LTC Rich Moore, USArmy (Ret) at [rmoore@canutillo-isd.org](mailto:rmoore@canutillo-isd.org) or 1-417-818-4497 (cell)

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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's establishment 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—many at little or no cost to high school students attending. These students receive patriotic education on leadership in a free society, free enterprise system concepts, principles of democracy, the Constitution and Bill of Rights, and civic responsibilities associated with preserving American rights and freedoms. Students also develop speaking, writing and leadership skills, which contributes to them being better citizens and future leaders. MOWW's YLC curriculum satisfies the National Association of Secondary School Principals' (NAASP) academic and program requirements.

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.

MOWW does these things and more in partnership with many organizations. These organizations include, but are not limited to, the Pershing Rifles Group, the National Society of Pershing Rifles, ROTC and Junior ROTC elements of the United States Armed Forces, the Boy Scouts of America, the Girl Scouts of the USA, the National Sojourners, the Joe Foss Institute, and the National Society of the Sons of the American Revolution.



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### MOWW Preamble



- To cherish the memories and associations of the World Wars waged for humanity;
- To inculcate and stimulate love of our country and flag;
- To promote and further patriotic education in our nation;
- Ever to maintain law and order, and to defend the honor, integrity, and supremacy of our national government and the Constitution of the United States;
- To foster fraternal relations among all branches of the armed forces;
- To promote the cultivation of military, naval, and air science and the adoption of a consistent and suitable policy of national security for the United States of America;
- To acquire and preserve records of individual services;
- To encourage and assist in the holding of commemorations and the establishment of memorials of the World Wars; and
- To transmit all these ideals to posterity; under God and for our country, we unite to establish...

The Military Order of the World Wars