

Chapter Public Relations/ Communication Guide

UPDATE your image



Prepared by:
Col. Marvin J. Harris, USAF-Ret., Director of Public Relations
Nancy W. Carr, Assistant Director of Public Relations
Col. Jim Pauls, Deputy Director, Dept of Council & Chapter Affairs
Updated: 2005
Copyright 1998
Military Officers Association of America

TABLE OF CONTENTS

Introduction2

Public Relations3

Working with the News Media.....5

Working with Your Community10

Keeping Your Members Informed12

Taking Photographs.....14

Sample Photographs17

Appendix A - Sample News Releases and Media Advisories19

Introduction

Congratulations! You've just been selected as your chapter's public relations officer, communications chairman, publicity chairman, or pick any other name that is close. Now what do you do?

Believe it or not, you have one of the most important positions in your chapter. You now are responsible for how your chapter communicates and is perceived by the public. Your work can go a long way in guiding the chapter's image and making it appeal to prospective members.

Good public relations doesn't have a magic formula, but, as in flying a plane, driving a tank, or running a ship, certain rules of the road do help. Follow them and you'll achieve success. Neglect them and you might go off course or crash.

This booklet has been prepared to give you some tips on how to get started and run a first-class program. Hopefully, after reviewing it, you'll be able to do the job like you've been doing it for years.

Public Relations

What is public relations?

A lot of textbooks define public relations but probably the easiest definition to remember is that public relations is the process of increasing the knowledge, understanding, and acceptance of your organization or issue among the various groups of individuals with whom you deal.

When you think about it, you are a member of many groups. For example, you are a military retiree (a group) who lives in a certain area (another group). You are male (a group) or female (a group), a certain age (a group), a certain religion (a group), and so on. Reaching the groups you want to influence can be challenging because of the many different types of groups you have to try to reach. As you develop your “public relations” plan, you have to think about what appeals to each group.



What should I expect from this public relations job?

Expect to play a significant role in your chapter’s activities. You will have to show your value to the president (who may realize it already) and members by producing results. This means gaining exposure for MOAA and the chapter both in your community and among prospective members. Most people do not realize the public relations officer is a communicator and not just someone who takes pictures at meetings.

How can I help my chapter and MOAA?

By getting your chapter’s and MOAA’s name readily known in your community. It gives the organization credibility; helps to attract new members; encourages potential employers to be a part of MOAA’s “Officer Placement Service” program; and helps to attract notable speakers who want to be associated with an influential group.

Just as with any other job, you have to devote some time to make it successful. However, your initiative will go a long way to making your chapter well known and credible.

On a larger scale, you will also play an important role when major legislative issues being promoted by MOAA need the essential “grassroots” legislative support your chapter can provide. You and other chapter members can be credible sources of information for your local news media to quote.

What happens if I don’t do the job well?

You have an important job and your chapter will not be as good as it can be if you don’t do it correctly or at all. Chapters that don’t have an effective and productive on-going publicity program are less likely to be readily recognized in the community; fall short on making sure members gain recognition for their expertise; and will lose opportunities to recruit new members.



Equally important, the public may not gain a good understanding of the key issues that affect the active duty and retired uniformed service populations. Without the information you can provide, members of the public may go on believing misinformation they have heard from other sources.

Getting Started

1. Finish reading this booklet.
2. Meet with the chapter president to discuss your role and see where the president wants to go with the chapter.
3. Start making lists of what needs to be done and who to see and talk with.
4. Get some inexpensive business cards printed so people can get in touch with you.
5. Consult whatever records you have been given. If no records exist, start a continuity folder so the next person in your job won't have to start over.
6. Talk with the person who had the job before you did.
7. Talk with past presidents about their efforts and emphasis.

Where to Go for Advice

What is a good source for reading material on public relations?

Your local public library has some basic public relations books. They will give you a broad-based education in a short time. One of the best textbooks is *Effective Public Relations* by Cutlip, Center, and Broom.

Can I call MOAA?

For specific problems or questions, you can call or e-mail Col. Marv Harris, USAF-Ret., or Mrs. Nancy Carr at MOAA's Department of Public Relations for advice. The phone number is (800) 234-6622, extensions 546 or 545. The e-mail is pr@moaa.org.



Working with the News Media

Some of your duties may involve working with the local news media on subjects ranging from announcing your meetings to getting involved in news stories about military-related issues. If you've never worked with the news media before, the process may seem daunting and frustrating. It's really not—you're just not used to working with them.

You need a clear understanding of their needs and how they operate. Just like entering any new arena, you must learn their language and what helps them to do their jobs.

What is the nature of the news media?

The news media—print, radio, and television—are in a fast-moving, highly competitive business. The news media's job is to report the news. With the increasing number of radio and television channels, as well as the Internet, they need to fill a lot of space with stories.

Just like other businesses, they are faced with financial challenges that cause minimum staffing. This means reporters' time is valuable, and they often must do their stories quickly. In some markets, reporters are young and underpaid. They don't have the experience or time to specialize in particular subjects. Nor do they have much experience with the military. You'll have to work with and educate them at every opportunity.

Almost everyone in the news media wants to do a good job. So if you approach them in a tactful, timely way with complete information, not only will they be helpful, but you may also develop some good friendships.

Your planning ahead is important to news media representatives. Don't wait until the day an event is happening to tell them you want coverage. Give them time to schedule their reporters.

What interests the news media?

The news media are interested in anything that is news—anything that will attract and interest their readers, listeners, or viewers. You're a part of their audience—consider what would interest you? Why would it interest you?

The news media also want a local tie-in to a story. If something comes up in the national news, what does it mean to the local community? Is there an impact on or reaction from those who live in the community? At this point, your contact with the media might result in local input. Stay tuned to find out how.

Put yourself in the position of the audience. Would you be interested in what you have to say about a subject? Why or why not? Test your comments or story ideas using the "so what" factor. You've told me your idea, now "so what?" Does it matter to my audience?



What is a story idea?

It's just that—an idea for a story. That's how the news media get interested in a particular idea. They don't want you to write the story. They just want you to give them the idea.

Timing is essential. For example, in July they aren't interested in Christmas stories. That's why Memorial Day, the Fourth of July, and Veterans Day are good times to submit story ideas on patriotism and veterans.

How do I get my ideas to the news media?

This is where all your homework pays off. First, you have to get to know what media are in your area. Use old-fashioned research. Look in the phone book, on the Internet, talk to friends, or turn on your radio or TV and flip through the dials. Step one is finding out what is in your town. Make a list.

Most news outlets have a program manager, news director, or assignment desk editor. Call and ask if they have an editor for news assignments. Find out what kind of programming they run, and if they are interested in your story ideas. For example, a hard rock station with no news department is not going to use your ideas, so don't waste your time or theirs. If the station has one, tell the news director about MOAA and your local chapter. Tell about your membership and explain that the members might be good sources for comment (if they are) on some military-related issues. Find out if the outlet is interested in story ideas. Be sure to leave the person you talk with a way to contact you (day and night). Follow up your call with a short thank-you note. Include a business card if you have one.

When you do your research, ask the news media how they like to get their story ideas and announcements—written news release, e-mail, fax, phone call, or in person. Most will take written news releases and e-mailed releases, although that varies with the media outlet. Also ask them how far in advance they prefer to receive the information. Be sure you annotate your contact list on both items once they tell you.

How do I get to know my news media reps?

Meet them at city events. Call them on the phone during non-deadline periods, or email them. Write letters. Always send them thank-you notes for covering your events.

What happens if the news media don't use what I give them?

At the right time, ask your contact why. Perhaps you did not make the story interesting, put it into the wrong format, or got it to them too early or too late. Maybe you weren't there when a reporter called to follow up. It could be any number of reasons. In most cases, they will tell you. Above all, don't get discouraged. Look at it as a challenge.



All we do is have meetings. How can I generate story ideas?

Your chapter is full of story ideas. For starters, the news media are always looking to interview someone with an interesting story to tell, particularly someone with war experiences that relate to a particular date—the bombing of Pearl Harbor, Veterans Day, or other famous combat dates. To take advantage of that, you must know your chapter members well.

Other story possibilities may relate to your chapter's community activities, such as awarding scholarships, speaking at a local school, helping people in need, or having a recognized guest speaker.

How do I get a letter to the editor or editorial piece in the newspaper?

Be timely. Don't wait a month after an article appeared to write a letter to the editor. Also, pick timely topics for your editorials. Remember that many newspapers will take letters by e-mail or have a section on their web site to submit letters. If an e-mail address is not printed in the paper, ask them if they have one.

Above all, keep your letter short. A rough estimate is that three lines of double-spaced typing equals one column inch in a newspaper. Look at your local paper to compare your letter with the length of letters it uses.

How do I know when I am doing well?

You're doing well when you are getting coverage for MOAA and your chapter. You're also doing well if news media or community leaders are calling you or the chapter president for information or to comment on an issue.

All I ever have is the announcements of our meetings. What's interesting about that?

OK, that does happen. But do you have an interesting guest speaker? Is the topic of interest to others outside of MOAA? Will the speaker be available for an interview before or after the speech? Have you ever invited a reporter to be a guest at your meeting, even if you're not after coverage? Have you ever had a reporter or news executive as a guest speaker?

I have a reporter interested in a story involving my chapter. Now what?

Be sure that you and your interviewee are prepared for the interview. That means you should know the subject, be on time, and have available any additional material such as pictures and factual information. (See checklist for photographs on page 16.)

What kinds of interviews are there?

“On the record”: This means the source is quoted by name and anything he or she says can be used. “Col. Joe Smith of MOAA said today....”

“Not for attribution”: This means the source can be quoted by organization, but not by name. “A MOAA official said....”

“Background”: The source cannot be given. The reporter uses it as information without a source. “It was discovered today that....”

“Off the record”: Neither the source nor the information can be used. It’s as if the reporter alone knows it. Off-the-record information may be used to research other sources to get them to say something about the subject. For example, you tell a reporter off the record that your chapter will be hosting a very controversial speaker next month. That reporter should not report that fact but can use it as a search vehicle for other sources.

The best rule of thumb is, unless you really need to and know the reporter well, don’t use off the record. Also, don’t make a statement and then say “that’s off the record.” The reporter is not bound to honor that. The ground rules must be set before the comments are made.

What happens during an interview?

The reporter is trying to get you to make news. The questions will be about what the reporter thinks will interest his or her audience. You have important information to share, but remember that you control the interview.

You have messages you want to get out—our chapter is active, our members are patriotic, we believe our community relations programs are good, we have a good relationship with local active duty, Guard and/or Reserve units, etc. Remember your messages, and keep going back to them. Repeat them often. Try to anticipate the questions and practice the answers. You probably know the top four or five questions a reporter might ask. Keep your answers short or your responses will get edited.



Example: A reporter asks you what activities your chapter is involved in. You might start by saying: “The [name of chapter] of Military Officers Association of America has been active in this city for ____ years. Our members are patriotic, dedicated people who are involved in [name the activities].” You have put your message up front to show that you are a part of the community, have been for some time, and your members are patriotic citizens.

What is one thing to remember about working with the news media?

Credibility is everything! You get that by being knowledgeable, available, and honest. You develop it by being a reliable source who is available (or has a backup representative). News does not conform to normal working hours, so be prepared for an occasional call at night or on the weekend.

What if a negative story is published about my chapter?

In the unlikely event of a negative story being published about your chapter or one of your members, remember to try and tell your story quickly and accurately while protecting the privacy of your members.

For example, if the president of the Anyplace Chapter does something illegal in your town, you may be asked questions about that person. Be prepared to say how long the person was president, give some facts about your chapter, and add any positive things you can think of. For example, you might want to say something like, "Joe is a good person. This surprises us very much."

If your Reserve Officers' Training Corps (ROTC) scholarship winner turns out to be a child molester or bank robber, you may be asked about your selection process. Again, your message should take the high road: "Our selection procedures are time-tested and have proven successful for the past 20 years. Obviously, something unusual has happened, and we will do all we can to review and correct the situation as appropriate."

How can I get current information on issues to give to the news media?

Read Military Officer Magazine and The Affiliate carefully, especially "The Legislative Scene" portion. Get MOAA's weekly e-mail legislative update, sent each Friday afternoon. If you have e-mail and are not getting the update now, contact legis@MOAA.org and give them your name and member number. They will enroll you free as part of your membership. You can also find the update in the legislative affairs section of MOAA's web site www.MOAA.org.

Feedback on Your Work

How should I react when everything goes right?

Learn from the experience and see how you can make things better the next time. Thank all those who helped you achieve a public relations success, whether a reporter who did a good job or a member who spent extra time being interviewed or working on a community project. Either one deserves a short thank-you note.

How should I react when everything goes wrong?

Learn from the experience and see how you can make things better the next time.



Working with Your Community



What is Community Relations?

“Community relations” is nothing more than establishing and maintaining a relationship with individuals or groups in a particular community. A “community” is similar to the groups we discussed at the beginning of this booklet so there are many “communities.” For example, you can have a community of retired people; a community of active duty, National Guard or Reserve members; a community of business people; or a community of sports enthusiasts.

Why is it important for my chapter to be involved in community relations?

It’s important because it lets the people in your area know that a MOAA chapter exists there!

Effective “community relations” helps the chapter to attract new members, particularly those moving into your area. Your chapter can also accomplish positive “community relations” by being actively engaged in local events—after all, in many cases your chapter represents a large and influential constituency. Being involved in the community builds credibility. It’s also fun for your members to have that sense of unity they gain from working together on a project. The project doesn’t have to be very big or involve a lot of physical effort.

What if my chapter doesn’t want to be involved in community relations?

Whether they know it or not, they are already involved. Just by having a chapter and announcing the meetings, they are letting the community of citizens in your area know that they exist. How far you want to take that is up to you and your chapter members.

There are lots of ways to be involved, both formally and informally. Here are some suggestions:

- Become involved with the local military authorities – active duty, National Guard, and reserve;
- Participate in local military unit “recognition” programs by helping to recognize recipients of officer/enlisted awards;
- Present ROTC/JROTC medals to deserving students in local schools;
- Sponsor an ROTC scholarship;
- Present an award to outstanding students other than ROTC/JROTC members;
- Host some community leaders when you have an important speaker;
- Volunteer as a group to participate in administrative work for charity events;
- Volunteer to answer phones at a local telethon;
- Offer to give speeches at school career or historic event days; or
- Enlist the support of chapter members to act as advisors or “mentors” to groups that need help.

Your involvement must be at the level acceptable to your membership, but it takes imagination

to come up with good projects and ask people to help get things going. It's also important to remember that if the chapter does, in fact, engage in worthwhile community endeavors that you make sure it gets maximum publicity for doing so!

On an informal basis, your council or chapter should ensure its members meet and talk with their elected officials, neighbors and write letters on key issues.

How do I get started?

Start slowly. Sit down and plan what your objectives are. Then find opportunities in the community to fit those objectives. For example, if your chapter is more senior than most and people don't drive or don't want to participate, you'll need to take that into account. An idea might be asking them to volunteer to make telephone calls to other senior citizens in the area to check on their well being. Check with your local United Way to see if there is such a phone bank opportunity in your area.

What about engaging in political activities?

While MOAA is permitted by law to lobby - and does so actively - its status as a tax-exempt veterans' organization precludes it from participating in political activities, which are defined as intervening directly or indirectly in any political campaign on behalf of or in opposition to any candidate for public office. Stated briefly, the association may advocate issues, but it may not advocate the election or defeat of particular candidates or political parties.

What about a council or chapter that isn't tax-exempt? Although the above prohibition doesn't apply directly, all affiliates should be sensitive to MOAA's 75-year history as a politically neutral organization. They should also recognize that, although affiliates are essentially independent entities, the public probably doesn't distinguish between MOAA and its affiliates. For this reason, the actions of one unavoidably reflect on the reputation of the other.

This constraint isn't the only one that applies. Any chapter that is interested in politics should also review the federal election laws. These laws favor the placement of all political activities associated with any veterans' organization in a political action committee (PAC). The Federal Election Commission oversees the creation and operation of PACs as part of its duty to monitor compliance with federal election laws.

What if an affiliate is interested not in a party or candidate, but in voter education as a general subject? In such a case, the chapter or council is free to sponsor a political forum for candidates for elective public office. As you might expect, the sponsoring affiliate must be careful not to tilt, or appear to tilt, toward or away from a particular party or candidate.



Keeping Your Members Informed

Newsletters

The publication of a newsletter on a regular basis is vital to the well-being of any chapter. It can and should serve as the principal means of communication with the membership and should be more than a monthly “bulletin” that announces the time and place of the next scheduled meeting.



Copies should be mailed periodically to non-chapter members as a potential “recruiting” tool as well as to the local offices of the members’ legislative representatives.

How can I work with my chapter newsletter editor?

You and your newsletter editor should become friends (if you’re not already) and talk often. The reason is that you will be able to swap information with each other. Your chapter will benefit because the newsletter editor will have more info for the newsletter and you will get good ideas to use for public release.

How can I use newsletter items as public information?

Usually the newsletter editor has been in the job for a long time. Consequently, the editor will have developed good contacts in the chapter to find information on who was involved in a major project or a historical event during a military career. This can save you a lot of time when you are looking for ideas or researching an issue. Also, you can know when the editor is working on a story, and you can piggyback on that effort (or vice versa).

How can my chapter’s newsletter be better?

If you are both the public relations person and the newsletter editor, the first things to ask yourself are, does the newsletter contain news and does it look good? Is it readable? To find out if your newsletter can be better, the best people to ask are your readers. What do they find interesting? You can do this orally at a chapter meeting, through short survey given out at the meeting, or by calling a random group of your members. Most will not be shy about giving feedback, so don’t be thin-skinned when you hear the constructive criticism. Also see Chapter 8: Newsletters and Publicity in the *Council & Chapter Policy and Procedures Guide*.

Websites

Is the Internet useful for my council or chapter?

Yes! Many people—especially young potential chapter members—get a lot of their information from the Internet. Also, news media frequently go to the Internet to find our sources of information for a story they may be working on so they could very well contact you using the chapter's contact information.

A chapter web page can be an excellent source of information and exchange of ideas for your members and should contain, as a minimum, a brief history of the organization, information on such things as the names of officers, the time, date, and place of its meetings, and information on issues that are important to members and potential members. It can be a very beneficial tool for promoting the organization and MOAA. .

If you are unsure where to start, you can get started by referring to the “Update Your Council/Chapter Web Page” button in the “Council/Chapters” section under the heading “Community Affairs” on the MOAA website. **A word of caution:** if your chapter does create a website, it is vitally important that someone be designated to keep it updated and current! Nothing could be more harmful to the chapter's image than having “stale,” outdated, or incorrect information on the website.

How can I find out more about the Internet and Websites?

1. Find books and magazine articles about the Internet in your public library.
2. Ask someone in your chapter who is experienced on the Internet to help you.
3. Ask someone's child or grandchild to assist you.
4. Seek out the assistance of a local commercial company that specializes in the creation of websites.

Taking Photographs

Your chapter president now says to you, “Take a picture of our awards ceremony and get it into the MOAA magazine and the local newspaper.” Now what do you do? (We’ll assume that you know how to use a camera. If not, practice on one that the chapter uses.)

What makes a good photograph?

Besides the technical side of good lighting and focused images, consider the element of composition. In a nutshell, composition is ensuring the photo tells the story you want it to and has a balanced, visually appealing look. For example, you wouldn’t want a two-person awards photo to have both people in the far left of the picture with an empty dinner table on the right. Another example: You wouldn’t want your awardees to look as if they have flags growing out of their heads. You would want the flags to provide some balance to the picture.

The second item to remember is “Shoot tightly!” This means you should fill the view-finder frame with your subject. This is particularly important with awards and group shots. Too many people end up with an award or group shot that is not shot tightly. The result is a picture with the people in it looking small yet the rest of the frame showing curtains, tables, and other background. That background is useless and will be cut out. Examples of tight shots are provided in the back of this booklet.

What kind of equipment should I use?

The better your equipment, usually the better your picture will be. Most folks have the point-and-shoot kind of camera with a built-in flash and many are using digital cameras, which make it easier. Either will work fine for the *Military Officer Magazine* if you use the photo requirement guidelines talked about in the next few paragraphs. Ensure the picture is shot with enough light and shot tightly enough. Most newspapers will not use a snapshot unless it is composed well and is good technically.

What are the photo requirements for Military Officer Magazine?

As a rule, not more than one photo of any one event can be used, but the *Military Officer* magazine staff does request that, when submitting an article, as many photos as possible of the event be included so they can choose the most appropriate and “reproducible.” Please follow the suggestions below when submitting photos:

5x8 color prints are preferable. Please tape a brief caption on the back of the print and provide complete left-to-right identifications to include each person’s name, rank and service, and, when appropriate, title.

DO NOT WRITE ON THE PHOTO ITSELF and do not use paper clips directly on a print.

Does the *Military Officer* magazine accept digital photographs?

The *Military Officer* magazine only accepts high-resolution (hi-res) digital photographs in TIFF or JPEG formats. Resolution is measured in dots per inch (dpi); a hi-res image is at least 300 dpi at the size it will be printed. Because magazines are printed at a resolution that is much greater than that of a computer screen, images of lesser resolution may appear to be okay on screen but will be out of focus, or show evidence of “bitmapping” when printed - diagonal lines will look like a flight of stairs, for example.

Please note, not all digital cameras are capable of taking hi-res photographs. Some of the lower-end digital cameras are only suitable for taking photographs to be viewed on your computer screen or on the Web.

How do I take a hi-resolution photograph with my digital camera?

Adjust your digital camera to the highest quality resolution and settings before snapping any photos. The quality of the photograph depends on both the resolution and the amount of compression. Each digital camera is different, so look in your camera’s manual for a section on image quality, image size, or compression and follow those instructions. Choose the settings that give you the highest resolution and the least amount of compression.

Keep in mind that the file sizes of these images will be large. They will take up a lot of your camera’s memory, and you will not be able to take as many photos. Do not sacrifice quality for quantity or the photograph may not meet the standards for publication. Also remember that the file size may be too large to send via e-mail. If so, save the file to a Zip disk or burn it onto a CD and send it through the mail.

Anything else I need to know about digital photographs?

Send the original file only. Do not manipulate the file, with either in-camera enhancing or photo-editing software on your computer. Any photo edits, color corrections, or cropping you do will probably make the photo unusable for magazine reproduction purposes. The *Military Officer* magazine has experienced digital technicians who can enhance the file to meet their specific printing standards.

Should I use black-and-white or color film?

Normally, it doesn’t matter. Color is quicker and easier (and often cheaper) to develop because so many stores process it. You should ask your local newspaper what they prefer.

What are the requirements for getting a photograph into the local newspaper?

Ask the newspaper for their requirements. Be sure to provide what is known as a “cutline,” or a caption of what is going on in the picture. Give full names of the people and identify where they are located in the photo. For example, in a group shot your caption might be “(From left) Col. Joseph P. Jones, USAF-Ret., etc.”

What are the most common mistakes people make with their photo?

1. Poor lighting.
2. Bad composition.
3. Too many people in the picture (not easily identifiable).
4. Can't tell what is happening.
5. Picture not interesting to look at.
6. Can't see the award.
7. Shooting a flash with a mirror or glass behind the subjects, resulting in a bright spot in the picture.
8. No imagination in the posing of subjects (they look rigid, not relaxed).
9. The "fig leaf" pose—people with their hands crossed in front of their crotches. It's better to have the hands relaxed at the sides. Putting hands behind the back will stretch the front of a coat jacket or dress.

Have awardees look at each other and talk rather than look at the camera. The picture will look more natural.

Sample Photographs



BAD - Subjects are looking away. A lot of wasted space around the subject. Harsh reflection in the glass behind the subject.

GOOD - Camera moved in. The subjects are smiling and engaged. A slight movement to the left eliminated the reflection.



BAD - The flag is sticking out the subject's head. There is wasted space around the subject is blinking.

GOOD - The subjects are looking at the camera and their eyes are open. No reflection in the award.





BAD - A hand is blocking the face of one subject. The shorter subject is in the back. The subjects are not engaged in the activity.



GOOD - Faces can be clearly seen. The subjects are arranged in a pleasing order.

Appendix A - Sample News Releases and Media Advisories



NEWS RELEASE

Military Officers Association of America

201 N. Washington St. - Alexandria, VA 22314-2539
703-549-2311 • www.moaa.org

CONTACT:

Maj. Fred Jones
(512) 555-1212 (o)
(512) 555-1234 (h)
fjones@aol.com

FOR IMMEDIATE RELEASE:

September 9, 2004 (enter correct date)

MILITARY OFFICERS GROUP TO MEET THURSDAY

The **West End Chapter** of the Military Officers Association of America (MOAA) will hold its **monthly meeting Thursday, September 9, 2004 at Smith's Restaurant, 101 Richmond Highway, No Name City, from 11:30 a.m. until 1:30 p.m.**

The **luncheon** meeting is open to all active duty military officers, former officers, members of the Reserve and National Guard, retirees, and their surviving spouses. The guest speaker, **General Jones will talk about his famous 1945 bombing raid over Berlin. Spouses and guests are welcome to attend.**

The cost of the meal is **\$20. Call (512) 555-1111 or email jwood@aol.org** for information and reservations.

The **West End Chapter** is one of 425 MOAA chapters around the U. S. and overseas. The local chapter was founded in **1950.**

***Note:** This is a sample news release for a chapter meeting where local news media only takes short announcements. Where there is bold print, substitute local chapter's information. The words "Contact" and "For Immediate Release" plus the headline should always be in bold letters.*



NEWS RELEASE

Military Officers Association of America

201 N. Washington St. • Alexandria, VA 22314-2539
703-549-2311 • www.moa.org

CONTACT:

Maj. Fred Jones
(512) 555-1212 (o)
(512) 555-1234 (h)
fjones@aol.com

FOR IMMEDIATE RELEASE:

September 9, 2004 (enter correct date)

LOCAL VETERANS GROUP INSTALLS NEW OFFICERS

The **West End Chapter** of the Military Officers Association of America (MOAA) installed its new officers for 2004-2005 at a dinner on **September 9, 2004**, held **No Name City**.

Heading the group for the coming year is **Cdr. Mary Jones, USN-Ret., president; Lt. Col. Bill Smith, USAF-Ret., vice president; Mrs. Jeanne Johnson, treasurer; Maj. Frank Smyth, USMC., secretary; etc.....**

MOAA is the nation's leading association for military officers, with nearly 380,000 members. Membership is open to active duty officers and warrant officers, Reserves and National Guard, plus former or retired officers and warrant officers, and surviving spouses. The **West End Chapter** is one of 425 MOAA chapters around the U. S. and overseas. The local chapter was founded in **1950**.

Jones, the new president, says, "Our local chapter members are proud of their patriotic service to their country, and we welcome guests and potential members to our monthly meetings."

-END-

***Note:** This is a sample news release for installation of officers. Where you see bold type, substitute your chapter's information. The words "contact" and "for immediate release" plus the headline should always be in bold type.*



NEWS RELEASE

Military Officers Association of America

201 N. Washington St. • Alexandria, VA 22314-2539
703-549-2311 • www.moaa.org

CONTACT:

Maj. Fred Jones
(512) 555-1212 (o)
(512) 555-1234 (h)
fjones@aol.com

FOR IMMEDIATE RELEASE:

September 10, 2004 *(after correct date)*

MOAA PRESENTS AWARDS TO MAYOR AND CITY MANAGER

Mr. Joe Jones, Mayor of No Name City, and Mrs. Mary Smith, city manager, were each presented a **Washington Award** from the **West End Chapter** of the Military Officers Association of America (MOAA) in ceremonies held on **September 9, 2004 at the West End Country Club.**

The awards were presented to honor **Jones and Smith** for their work on behalf of the city and their support of the **MOAA Chapter.**

According to retired Army colonel **Fred Smith, chapter president,** "These two individuals represent the best tradition of American patriotism and dedication to their country and city."

This is the fifth year these awards have been presented. The award is a glass vase inscribed with the winner's name.

MOAA is the nation's leading association for military officers, with nearly 380,000 members. Membership is open to active duty officers and warrant officers, Reserves and National Guard, plus former or retired officers and warrant officers, and surviving spouses.

The **West End Chapter** was organized in **1950.** Their meetings are held **monthly. Guests are welcome.** Call **(XXX) XXX-XXXX** for information.

-END-

***Note:** This is a sample news release for an awards presentation. Where you see bold print, substitute your chapter's information. The words "contact" and "for immediate release" plus the headline should always be in bold letters.*



NEWS RELEASE

Military Officers Association of America

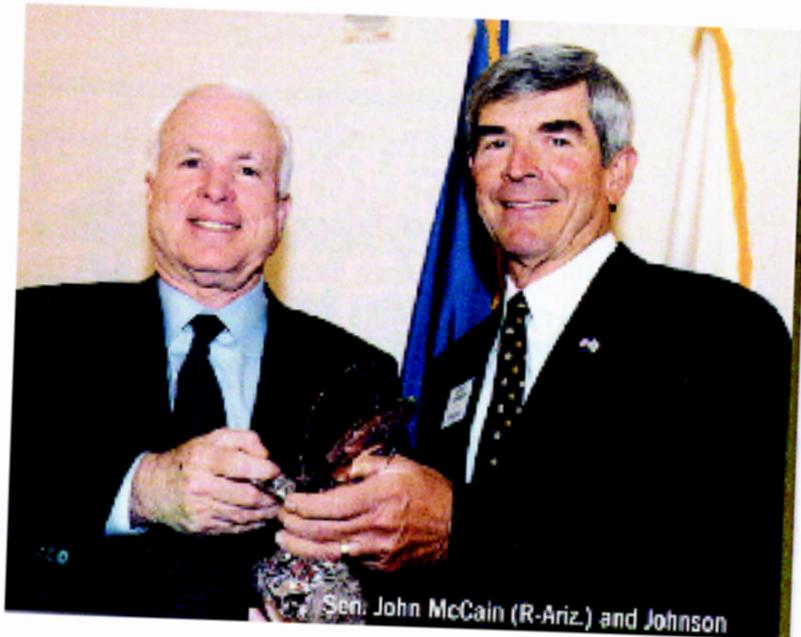
201 N. Washington St. • Alexandria, VA 22314-2539
703-549-2111 • www.moaa.org

CONTACT:

Col. Marvin J. Harris USAF (Ret)
1-800-234-6622 Ext. 546/545
703-838-0546; Ms. Nancy Carr
703-838-0545
Email – pr@moaa.org

FOR IMMEDIATE RELEASE:

March 30, 2004 *(enter correct date)*



Sen. John McCain (R-Ariz.) and Johnson

(Photo by Steve Barrett)

Washington, D.C. Retired Admiral Jerry Johnson, USN, Chairman of the Board, (right), presents Senator John McCain of Arizona the Arthur T. Marix Congressional Leadership Award from the Military Officers Association of America, (MOAA) in Washington, D.C. on March 24, 2004. The award is named after MOAA's founder who started the organization in 1929. MOAA is the nation's leading association for military officers, with nearly 380,000 members. Insert photo credit (Steve Barrett).

Note: This is a sample of a photo release. A photo credit should appear at the end in parenthesis. Example *(Photo by Steve Barrett)* or *(MOAA Photo)*.



NEWS RELEASE

Military Officers Association of America

201 N. Washington St. • Alexandria, VA 22314-2539
703-549-2311 • www.moaa.org

CONTACT:

Maj. Fred Jones
(512) 555-1212 (o)
(512) 555-1234 (h)
fjones@aol.com

FOR IMMEDIATE RELEASE:

September 6, 2004 (enter correct date)

WWII HERO TO ADDRESS LOCAL VETERANS GROUP

Retired Air Force General Joe Jones, the leader of a famous World War II bombing raid over Germany, will be the featured speaker for the next dinner meeting of the **West End Chapter** of the Military Officers Association of America (MOAA).

The dinner and meeting will be held **Thursday, September 9, 2004** at the **West End Country Club, 7801 Richmond Highway, No Name City**, from **6:30 p.m. until 9:30 p.m.** General Jones will discuss the 1945 attack on Berlin and how he flew for several hours on two of four engines while looking after his wounded crew. He will also autograph copies of his recent book, *Over the Horizon: A Pilot's Story*.

The dinner meeting is open to all active duty military officers and warrant officers, Reserves and National Guard, plus former or retired officers and warrant officers, and surviving spouses. Other guests, including spouses, are welcome to attend. The cost for the meal is **\$20**. Call **(512) 555-1111** or email jwood@aol.org for information and reservations.

"It is an honor to have General Jones visiting No Name City from his home in nearby Salt Lake City. He's a true war hero and one of the best speakers I've ever heard," said Col Bill Smith, USAF-Ret), Chapter President.

MOAA is the nation's leading association for military officers, with nearly 380,000 members. The **West End Chapter** was organized in **1950**.

-END-

Note: This is a sample news release for a chapter meeting. Where you see bold print, substitute your chapter's information. The words "contact" and "for immediate release" plus the headline should always be in bold letters.



NEWS RELEASE

Military Officers Association of America

201 N. Washington St. • Alexandria, VA 22314-2539
703-549-2311 • www.moaa.org

CONTACT:

Maj. Fred Jones
(512) 555-1212 (o)
(512) 555-1234 (h)
fjones@aol.com

FOR IMMEDIATE RELEASE:

May 27, 2004 *(enter correct date)*

MEDIA ADVISORY

LOCAL VETERANS AND MAYOR TO HONOR WWII VETERANS WITH MEMORIAL

EVENT: The **West End Chapter** of the Military Officers Association of America (MOAA) will dedicate a **Memorial Bench** and **unveil a commemorative plaque** to honor and recognize the **Veterans of WWII** on the same day the **National WWII Memorial** is dedicated in our Nations Capitol.

WHEN: Memorial Day Monday, May 31, 2004 at 2 p.m. Rain or shine.

WHERE: **Veteran's Park** at the corner of Main and First Streets, No Name City. Ceremony will take place on the **North side of the fountain**. (See directions at the end of media advisory).

WHO: The honorable **Mr. Joe Jones, Mayor of No Name City**, about 60 members of the **West End Chapter of MOAA**, local veterans of **WWII** and their families.

MOAA is the nation's leading association for military officers, with nearly 375,000 members. Membership is open to all active duty military officers and warrant officers. Reserves and National Guard, plus former or retired officers and warrant officers, and surviving spouses. The **West End Chapter** is one of 425 MOAA chapters around the U. S. and overseas. The local chapter was founded in 1950.

VISUALS: Mayor is the guest speaker. Posting of colors. **Unveiling of commemorative plaque and granite bench in the center of Veterans Park.** **WWII Veterans present for photographs and possible interviews.**

-END-

***Note:** This is a sample news release for a chapter meeting. Where you see bold print, substitute your chapter's information. The words "contact" and "for immediate release" plus the headline should always be in bold letters.*



201 N. Washington Street
Alexandria, VA 22314
800-234-6622
www.moaa.org