



# Auxiliary to Sons of Union Veterans of the Civil War

## Press Media Guide

August 3, 2018



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**PRESS MEDIA GUIDE**



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## **Introduction**

The purpose of this document is to assist both Member and Department Auxiliaries in press correspondence.

There neither is any intention to make this an all-encompassing guide nor an attempt designed to address every possible media-related interaction. Nevertheless, this will give you a good starting point in building a solid long-term relationship. Remember, even if your event only attracts a handful of attendees, the media allows us to reach a huge number of folks with **our** message – for free!

Recognition goes to SUVCW Brother Faron Taylor, whose both work and volunteer experience required regular interaction with the press, who provided the baseline and templates for this document.

This is a living document that may change with each Press Correspondent successor.

### **Section 1. Instructional Guidelines**

Establishing a good relationship with the media is an effective tool in promoting the tenets of our Order and attracting and holding community interest. However, in building this relationship it is important to remember that very, very few of our activities are seen by the media as “news.” Most often media coverage of our events is considered public service and covered as “feature” stories. Always keep the following in mind: newsprint, air time, even online media, and other press correspondence venues are at a premium amount, and newsworthy items, rather than public service stories, typically demand the most attention. This leaves us competing with every other community organization for limited coverage. Make the most of it!

Regardless of the level of sophistication of the media in your area, the work of our Order demands nothing less than a professional effort on our part, and that includes media interaction. If forced to choose between covering two community stories, as one where the local group is disorganized or one where the group is well-prepared, one can guess which event will most often get the most attention.

Below are several tips on how to “be prepared” and make the most of the public relations benefit media can provide.



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- 1) Make a contact list of all the media in your area:
    - a) Newspapers
    - b) Radio
    - c) Television
    - d) Other Contacts

If your Auxiliary is in a rural area with one local paper, chances are you will know the newspaper's editor or staff reporter(s) by name. If not, this is your first network to build. If you live in a larger metropolitan area, there may be dozens of newspapers, dailies, weeklies, etc. In either case, expect there to be turnover in staffing. Seek out the email address and other contact information for the outlet's assignment editor and take the time to introduce yourself. Do this not when you have an upcoming event but now! Keep the contact list **current**.

- 2) Find out each outlet's requirements and deadlines for submission of "Media Advisories" and "Media Releases" and stick to them.
- 3) Do not assume a more distant media outlet will have no interest in your event. While they may not send a correspondent, they may incorporate it into a story on an event more local to them. Additionally, they may (at their discretion) post the story onto one of the wire service feeds. If so, you have hit the jackpot!
- 4) Always follow up a Media Advisory with a courteous reminder on the eve of your event. **Never** ask the media to commit to coverage.
- 5) Develop a one-page "Fact Sheet" about our Order. Section [2](#) contains a sample for consideration.
- 6) Assemble a "Media Packet" that includes printed copies of the Media Advisory, Media Release, and the "Fact Sheet" of our Order. (In most cases it will be possible to prepare and have at-the-ready your Auxiliary's Media Release **in advance** of the event.) Introduce yourself and hand this to the media as they arrive for the event. Doing so helps minimize the chance for erroneous information being reported by a correspondent who may have zero background on the event, who we are, what we do,



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etc. Most, if not all of the pertinent information will be in the release and they will be VERY appreciative. Always make sure to send out a copy to each media outlet the Advisory was sent afterward, (including those who attended – paper gets lost).

- 7) Lastly, any factors may preclude the Sister in charge of running the event from coordinating with on-site media. Things such as setting up public address systems, greeting dignitaries, etc. at the risk of overlooking the media is inviting trouble. Determine in advance the need for someone whose **sole task** is handling the media.



## Section 2. One-Page Fact Sheet

As noted in Section 1, below is an example of a one-page fact sheet.



### AUXILIARY to SONS OF UNION VETERANS of the CIVIL WAR



#### ASUVCW Fact Sheet

The Auxiliary to Sons of Union Veterans of the Civil War (ASUVCW) is a fraternal, non-profit organization which, as Sons of Union Veterans of the Civil War (SUVVCW)'s Auxiliary, remains dedicated to preserving the history and legacy of veteran heroes who fought and worked to save the Union in the American Civil War.

The Auxiliary Purpose is:

- To assist the Sons of Union Veterans of the Civil War in all their principles and objects.
- To perpetuate the memory of the services and sacrifices of the Union Veterans of the Civil War for the maintenance of the Union, particularly through patriotic and historical observances, especially the proper observance of Memorial Day, Lincoln's Birthday and Appomattox Day.
- To inculcate true patriotism and love of country, not only among our membership, but to all people of our land, and to spread and sustain the doctrine of equal rights, universal liberty and justice to all.
- To oppose to the limit of our power and influence, all movements, tendencies and efforts that make for the destruction or impairment of our constitutional Union, and to demand of all citizens undivided loyalty and the highest type of Americanism.

The history of the Auxiliary to Sons of Union Veterans of the Civil War (ASUVCW) closely aligns with the Grand Army of the Republic (GAR), now called the Sons of Union Veterans of the Civil War (SUVVCW), organized in 1866 by B. F. Stephenson of Springfield, Illinois. The GAR soon recognized the need for an Auxiliary and through the efforts of Major A. P. Davis, the GAR organized the first Ladies Aid Society in 1883 in Philadelphia, Pennsylvania. In the following year, the GAR officially recognized the Ladies Aid Society as their Auxiliary. Ladies Aid Societies formed in several states in rapid succession and, in 1886, plans for a National Organization formed with the first National Encampment being held in Ohio in September 1887.

In the ensuing years, the GAR became a social and political force that would control the destiny of the nation for more than six decades and restricted membership in its veterans' organization to individuals who had served in the Army, Navy, Marine Corps, or Revenue Cutter Service during the Civil War, thereby limiting the life span of the GAR. Their Auxiliary maintained a similar requirement for ancestry or that as a family member of a GAR member.

In 1881, the GAR, which existed until 1956, formed its heir, the Sons of Veterans of the United States of America (SV), then changed to SUVVCW, to carry on its traditions and memory long after the GAR ceased to exist. The SV opened membership to any man who could prove ancestry to a member of the GAR or to a veteran eligible for membership in the GAR. Thus, at the National Encampment in Boston, Massachusetts in 1904, the Auxiliary changed its name to "Sons of Veterans' Auxiliary", which then became the "Auxiliary to Sons of Union Veterans of the Civil War".

In later years and today, as the SUVVCW admits men who do not have the ancestry to qualify for hereditary membership, but who demonstrate a genuine interest in the Civil War and can subscribe to the purpose and objectives of the SUVVCW, the ASUVCW also accepts women Associates who vow to uphold the purpose and objectives of the ASUVCW. The National Organization of the ASUVCW, headed by an annually elected President, oversees the operation of over 20 Departments, each consisting of one or more states, which consists of community-based Auxiliaries. Over 800 women enjoy the benefits of membership in the only female organization to the Sons of Union Veterans of the Civil War dedicated to the principles of the GAR — Fraternity, Charity, and Loyalty.

For more information on the ASUVCW, please visit: <http://www.asuvcw.org>

Organized 1883, the only Auxiliary to the formal heir representing the Grand Army of the Republic




## Section 3. Department Media Release

Below is an example of a Media Release to be submitted at the Department level.

*Department of the Chesapeake*

*Auxiliary to Sons of  
Union Veterans of the Civil War*



# Media Release

**HEADLINE – IN BOLD – MUST BE CATCHY,  
INTERESTING AND STRONG!**

EVENT TOWN, STATE (Date of release in civilian style, e.g. May 18, 2017) – Lead paragraph is the key part of the release. Make sure it **briefly** includes: WHO did it?, WHAT did they do?, WHERE did they do it?, WHEN did they do it?, WHY did they do it?, HOW did they do it? Many of these points can be included in one or two sentences.

The subsequent paragraph(s) expand on the lead and be the point where you tell the story. The body of the media release is important to prioritize messages from the most important to the least important. Use short sentences and short paragraphs with vigorous, active language. **Do not** use organization-specific colloquialisms – write for the understanding of the general public. Always write in the third person. Use spell-check AND proofread – do BOTH. Use quotes to make your writing more interesting but remember all assertions opinions must be attributed to a particular person, or the organization. The media are unable to use newsworthy assertions unless sourced, and they will often call to check on the quotes.

-30-

(Always include the “-30-“ It is a journalistic symbol indicating the body of the release is concluded; “-ends-“ or “###” is also acceptable)

**Media contact:** Your Full Name, Position in the organization; phone number: xxx-xxx-xxxx  
email: [xxxx@xxx.com](mailto:xxxx@xxx.com) BE AVAILABLE – PROMPTLY RETURN ALL CALLS AND EMAILS

Consider using the following (or similarly styled descriptor) as a boiler-plate in the footer. It provides organizational information to the journalist that is not necessarily needed in the body of the release.  
*Italicize it:*

*The Department of the Chesapeake, Auxiliary to Sons of Union Veterans of the Civil War, is a fraternal non-profit organization dedicated to preserving the history and legacy of heroes who fought and worked to save the Union. The Department of the Chesapeake Auxiliary, which includes Auxiliaries in the states of Delaware, Maryland, Virginia, West Virginia, and the District of Columbia, received its charter in 1894.*






## Section 4. Member Auxiliary Media Release - 1

Below is a sample of a media release to be provided from the Member or Subordinate Auxiliary.

*<Member> Auxiliary No. <#>*

*Auxiliary to  
Sons of Union Veterans of the Civil War*



*Media Release*

**HEADLINE – IN BOLD – MUST BE CATCHY,  
INTERESTING AND STRONG!**

EVENT TOWN, STATE (Date of release in civilian style, e.g. May 18, 2017) – Lead paragraph is the key part of the release. Make sure it **briefly** includes: WHO did it? WHAT did they do? WHERE did they do it? WHEN did they do it? WHY did they do it? HOW did they do it? Many of these points can be included in one or two sentences.

The subsequent paragraph(s) expand on the lead and be the point where you tell the story. The body of the media release is important to prioritize messages from the most important to the least important. Use short sentences and short paragraphs with vigorous, active language. Do not use organization-specific colloquialisms – write for the understanding of the general public. Always write in the third person. Use spell-check AND proofread – do BOTH. Use quotes to make your writing more interesting but remember all assertions opinions must be attributed to a particular person, or the organization. The media are unable to use newsworthy assertions unless sourced, and they will often call to check on the quotes.

-30-

(Always include the “-30-“ It is a journalistic symbol indicating the body of the release is concluded; “-ends-“ or “###” is also acceptable)

**Media contact:** Your Full Name, Position in the organization; phone number: xxx-xxx-xxxx  
email: [xxxx@xxx.com](mailto:xxxx@xxx.com) BE AVAILABLE – PROMPTLY RETURN ALL CALLS AND EMAILS

Consider using the following (or similarly styled descriptor) as a boiler-plate in the footer. It provides organizational information to the journalist that is not necessarily needed in the body of the release. *Italicize it:*

*<Jane Doe Auxiliary No. 1> is a member auxiliary of the fraternal, non-profit organization, Auxiliary to Sons of Union Veterans of the Civil War (ASUVCW), [www.asuvcw.org](http://www.asuvcw.org), serving (name your community or service area). The ASUVCW, first organized in 1883 by the Grand Army of the Republic (GAR) and as Auxiliary to their legal successor and representative, Sons of Union Veterans of the Civil War (SUVCW), strives to: assist the SUVCW in their principles and objects; preserve and share the facts of Civil War history; keep fresh the memory of Civil War Union ancestors and heroes and of their services and sacrifices for the preservation of the Union; aid in the caring for helpless and disabled Veterans; and properly observe the GAR's formal introduction of Memorial Day (Decoration Day) to remember those who made the ultimate sacrifice for the United States of America.*




## Section 5. Member Auxiliary Media Release – 2

Below is another sample of a media release with a longer optional footer, to be provided from the Member or Subordinate Auxiliary.

*<Member> Auxiliary No. <#>*

*Auxiliary to  
Sons of Union Veterans of the Civil War*



*Media Release*

**HEADLINE – IN BOLD – MUST BE CATCHY,  
INTERESTING AND STRONG!**

EVENT TOWN, STATE (Date of release in civilian style, e.g. May 18, 2017) – Lead paragraph is the key part of the release. Make sure it **briefly** includes: WHO did it? WHAT did they do? WHERE did they do it? WHEN did they do it? WHY did they do it? HOW did they do it? Many of these points can be included in one or two sentences.

The subsequent paragraph(s) expand on the lead and be the point where you tell the story. The body of the media release is important to prioritize messages from the most important to the least important. Use short sentences and short paragraphs with vigorous, active language. Do not use organization-specific colloquialisms – write for the understanding of the general public. Always write in the third person. Use spell-check AND proofread – do BOTH. Use quotes to make your writing more interesting but remember all assertions opinions must be attributed to a particular person, or the organization. The media are unable to use newsworthy assertions unless sourced, and they will often call to check on the quotes.

-30-

(Always include the “-30-“ It is a journalistic symbol indicating the body of the release is concluded; “-ends-“ or “###” is also acceptable)

**Media contact:** Your Full Name, Position in the organization; phone number: xxx-xxx-xxxx  
email: [xxxx@xxx.com](mailto:xxxx@xxx.com) BE AVAILABLE – PROMPTLY RETURN ALL CALLS AND EMAILS

Consider using the following (or similarly styled descriptor) as a boiler-plate in the footer. It provides organizational information to the journalist that is not necessarily needed in the body of the release.  
*Italicize it:*

*<Jane Doe Auxiliary No. 1> is a member auxiliary of the fraternal, non-profit organization, Auxiliary to Sons of Union Veterans of the Civil War (ASUVCW). [www.asuvcw.org](http://www.asuvcw.org), serving (name your community or service area). The ASUVCW, first organized in 1883 by the Grand Army of the Republic (GAR) as the Ladies Aid Society, and as Auxiliary to their legal representative of the GAR, Sons of Union Veterans of the Civil War (SUVCW), strives to: assist the SUVCW in their principles and objects; perpetuate the memory of the services and sacrifices for the maintenance of the Union, particularly through patriotic and historical ceremonies such as the proper observance of Memorial Day; inculcate true patriotism and love of country, not only among our membership, but to all people of our land, and to spread and sustain the doctrine of equal rights, universal liberty and justice to all; oppose to the limit of our power and influence, all movements, tendencies and efforts that make for the destruction or impairment of our constitutional Union, and to expect of all citizens undivided loyalty and the highest type of Americanism.*




## Section 6. Member Auxiliary Release Example

Below is a media release example template for a Member Auxiliary.

*Antietam Auxiliary No. 3*

*Auxiliary to Sons of  
Union Veterans of the Civil War*



*Media Release*

**HEADLINE – IN BOLD – MUST BE CATCHY,  
INTERESTING AND STRONG!**

EVENT TOWN, STATE (Date of release in civilian style, e.g. August 10, 2018) – Lead paragraph is the key part of the release. Make sure it **briefly** includes: WHO did it?, WHAT did they do?, WHERE did they do it?, WHEN did they do it?, WHY did they do it?, HOW did they do it? Many of these points can be included in one or two sentences.

The subsequent paragraph(s) expand on the lead and be the point where you tell the story. The body of the media release is important to prioritize messages from the most important to the least important. Use short sentences and short paragraphs with vigorous, active language. Do not use organization-specific colloquialisms – write for the understanding of the general public. Always write in the third person. Use spell-check AND proofread – do BOTH. Use quotes to make your writing more interesting but remember all assertions opinions must be attributed to a particular person, or the organization. The media are unable to use newsworthy assertions unless sourced, and they will often call to check on the quotes.

-30-

(Always include the “-30-“ It is a journalistic symbol indicating the body of the release is concluded; “-ends-“ or “###” is also acceptable)

Media contact: Your Full Name, Position in the organization; phone number: xxx-xxx-xxxx  
email: [xxx@xxx.com](mailto:xxx@xxx.com) BE AVAILABLE – PROMPTLY RETURN ALL CALLS AND EMAILS

Consider using the following (or similarly styled descriptor) as a boiler-plate in the footer. It provides organizational information to the journalist that is not necessarily needed in the body of the release.  
*Italicize it:*

*Antietam Auxiliary #3 is a member auxiliary of the Department of the Chesapeake, Auxiliary to Sons of Union Veterans of the Civil War (ASUVCW), serving its home base of Frederick, Maryland, but also includes Clarksville, Gaithersburg, Hagerstown, Huntingtown, Mt. Airy, and Timonium Maryland; Northern Virginia; and West Virginia. The ASUVCW, organized in 1883, is a fraternal, non-profit organization dedicated to preserving the history and legacy of heroes who fought and worked to save the Union. For more information on Antietam Auxiliary #3, please visit: <http://antietam-asuvcw.org/>.*



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## Section 7. Networks: Lakeway Publishers

Lakeway Publishers owns and operates community newspapers in Tennessee; however, their media, both digital and hardcopy, reach a nationwide audience:

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Camp Chase Gazette  
P.O. Box 625  
Morristown, TN 37814  
Phone: 1.800.624.0281 Ext 460  
Fax: 423.581.3061  
Email: [ctcirsm@lcs.net](mailto:ctcirsm@lcs.net)

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### ***Citizens Companion***

P.O. Box 625  
Morristown, TN 37814  
Phone: 1-800-624-5281 Ext 460  
FAX: 423-581-3061  
[www.citizenscompanion.com](http://www.citizenscompanion.com)

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### ***The Civil War Courier***

The Civil War Courier  
P.O. Box 625  
Morristown, TN 37814  
Phone: 1.800.624.0281 Ext 460  
Fax: 423.581.3061  
[www.civilwarcourier.com](http://www.civilwarcourier.com)

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Lakewood Publishers also connects with [www.civilwarmarketplace.com](http://www.civilwarmarketplace.com).

Upon a search for Sons of Union Veterans of the Civil War, the only Sons of Union Veterans found was:

Abraham Lincoln Camp 100 Civil War Roundtable 609-448-6355  
Sons of Union Veterans of the Civil War Hightstown, NJ 08520

# Auxiliary to Sons of Union Veterans of the Civil War

## PRESS MEDIA GUIDE



Return To

THE  
CIVIL WAR  
COURIER

THE  
GAZETTE

Citizens'  
Companion

*civilwar*marketplace.com  
Your Complete Business Directory

Search the Marketplace

Sons of Union Veterans of the C

SEARCH

Britton Lane Battlefield Association 731-989-7944  
4707 Steam Ferry Mill Road, Medon, TN 38356

Civil War Education Association (CWEA) & Amer  
800-298-1861  
P O Box 78, Winchester, VA 22604

Lakeway Civil War Preservation Association 423-  
587-1527  
P.O. Box 1364 , Morristown, TN 37816

National Civil War Association 800-662-1863  
P.O. Box 151, Santa Clara, CA 95052

National Muzzle Loading Rifle Association 812-667-  
5153  
P.O. Box 67, Friendship, IN 47021

Replica Percussion Revolver Collector's Assoc 918-  
341-3525  
P.O. Box 2461, Claremore, OK 74018

The Civil War Antiques Preservation Society 866-  
750-3502  
1085 Commonwealth Avenue, Suite 410, Boston,  
MA 02215

The Smithsonian Associates 202-357-3030  
PO Box 23293, Washington, DC 20560

The Ulysses S. Grant Association 618-453-2773  
Carbondale, IL 62901

Trans-Mississippi Rifles Veterans Association 918-  
440-8931  
PO Box 103, Bartlesville, OK 74005

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**PRESS MEDIA GUIDE**



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In using the below URL, Rosemary Martin, 2017-2018 Press Correspondent, sent a message to the “Contact Us” mailbox:

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July 23, 2018 7:58 PM – Contact via

<http://www.campchase.com/contact-us/>

**Camp Chase Gazette**

P.O. Box 625

Phone: 1.800.624.0281 Ext 460

Fax: 423.581.3061

Email: [ctcirsm@lcs.net](mailto:ctcirsm@lcs.net)

Subject: Civil War Ancestry - Union - [asuvcw.org](http://asuvcw.org) advertisement

How does my non-profit, all volunteer organization, Auxiliary to Sons of Union Veterans of the Civil War (ASUVCW), [www.asuvcw.org](http://www.asuvcw.org), submit announcements, recruitment invitations, events, advertisements, etc. with you? Is there a cost? Thank you.

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On follow-up July 24, 2018, Rosemary Martin called 1.800.624.0281 Ext 460 and spoke with Penny who informed her that Lakewood Publishers has a veteran event listing calendar, and it is FREE!

So, send your events to Penny at [cwc1861@lcs.net](mailto:cwc1861@lcs.net)!



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## Section 8. Approval by National Auxiliary

Signature of National ASUVCW 2017-2018 President:

*Ramona Greenwalt*

Date: August 3, 2018

Ramona Greenwalt

*Phone - Digital Signature*

Signature of National ASUVCW 2017-2018 Secretary/Treasurer:

*Rachelle Campbell*

Date: August 3, 2018

Rachelle Campbell

*Digital Signature*

Signature of 2017-2018 Originating ASUVCW Press Correspondent:

*Rosemary S. Martin*

Date: August 3, 2018

Rosemary S. Martin

*Digital Signature*

Signature of the National Press Correspondent - Update:

*Rosemary S. Martin*

Date: August 3, 2018

Rosemary S. Martin

*Digital Signature*