#  **<Member> Auxiliary No. <#>**


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# **Auxiliary to**

# **Sons of Union Veterans of the Civil War**

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###  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 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.*