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Foreword

The purpose of the 2007 revision of the Information, Publicity and Public Relations Handbook is not to diminish the importance of the ground breaking work preceding it. Rather, it is a comprehensive effort to make the vital information immediately accessible to the user. The author has borrowed liberally from the communications mechanics and philosophies deeply embedded in the “Getting Inked” publication... This abridged version of the handbook is designed as a direct link to quickly and efficiently publishing news of the Order.

Basic references that should be consulted for detailed information can be obtained from the 1997 publication, “Getting Inked,” and the subsequent 2003 edition of the MOWW Information and Publicity Handbook. Both of these scholarly works present specific information that can enhance the effort of putting a national face to the Military Order of the World Wars.

It has long been recognized that publicity is the right arm of recruiting and retention.

These goals are echoed every year by our national leadership. To ignore publicizing the MOWW is a serious mistake.

The author believes we can counter the effects of aging of our base by enlightening the men and women of the non-affiliated Officer Corps.

The importance of gaining recognition in the media cannot be overstated. If chapter commanders and companions would re-dedicate themselves to the mission of communicating effectively, the impact would be incalculable.

Every companion is a publicity chair. Communicating to companions is not optional. Communicating to the public is a professional imperative in an era of aging and declining membership.

The primary objectives of this work are to re-emphasize who we are, provide an outline of activities meriting publication and post a template for submission.

A succinct summary of Who We Are is presented to remind companions of our Order's proud tradition of service to the Veterans and to the Nation.

A partial list of activities warranting publicity is provided but should not be considered all inclusive. Companions are encouraged to explore every opportunity to promote the positive image of our Order.

Various forms of media are listed that will serve as a substantial aid. A web site for locating local media outlets will be found in the summary.

A sample template for submitting articles for the Officer Review will be available for easy reference.

The themes stated in our Preamble are current and will never lose relevance. It is the priority task of every companion to articulate these goals to the uninitiated American. Winston Churchill targeted bracketed this paramount task of the Order when he said, "It is no use saying we are doing our best. You have to succeed in doing what is necessary."

To assist the publicist and the publisher an abridged version of "Who We Are" is presented.

About the Military Order and its Membership

The Military Order is a patriotic nonpartisan organization, which steadfastly stands by our motto; it is nobler to serve than be served. The Order was established in 1919 and designed to promote the welfare of our Nation. The Order is widely respected throughout

the branches of government because it is not self-seeking.

The Order provides a unique opportunity for Officer of all the Uniformed Services to unite in a strong program to promote National Security, Patriotism, exemplary citizenship and service to our Country.

The Order is comprised of over 155 chapters across the nation with the local chapter being the driving force for the work of the Order and the elected leaders and National Headquarters Staff serving as support.

Support for National Security

The Order sponsors programs designed to help the Nation maintain a strong military posture. This unceasing support has resulted in significant legislative improvement in our national security position.

Youth Leadership and Patriotic Education Program

One of our signature programs provides patriotic education in our Nation's schools. Thousands of students participate in these programs sponsored by the Order including leadership seminars at Valley Forge and seventeen other Youth Leadership Conferences across the country. The Order provides sites, funding and materials for these conferences. Future leaders emerge enriched and emboldened by their participation.

Reserve Officer Training Corps Support (ROTC)

The Order energetically supports active high school and college level programs which provide educational opportunities for enrollees in their search for awareness of service not only in the military, but in the larger community. Awards are presented to motivate future leaders to pursue loftier goals in life.

Events warranting publicity

The following partial list of events merit press and publicity coverage by chapter, region, department and National Officers.

Guest speakers at chapter functions or MOWW companions speaking to community organizations.

Prominent or public officials participating at MOWW dedication or commemoration ceremonies.

All patriotic events such as Flag Day, Fourth of July, Veteran Day celebrations and parades.

Medal ceremonies at schools and colleges.

Veterans Hospital activities.

Military Balls

Youth Leadership Conferences.

Boy Scout Eagle Award ceremonies and Girl Scout Gold Award programs.

Law and Order programs affiliated with MOWW chapters.

MOWW installation of officers or induction of new members.

MOWW participation in community development programs.

Visitation by National MOWW leadership personnel.

Charitable alliances by chapters with local or national programs.

Forms of Media

Newspaper (local, military, free publications, school newspapers)

Military Magazine (Officer Review, AUSA, MOAA, VFW, American Legion etc.)

Popular Magazines

Radio (local talk shows, local networks, Public Broadcasting etc.)

Photos (Chapter photos, Military photographers, Press, public official)

Video (all mini-cam opportunities)

CD (CD conversion of digital photography for further distribution to Media outlets or members, etc.)

Internet (internet distribution to all media outlets)

Letters (letters to editors referencing MOWW events)

Sample Templates for Media Contact File and Press Release

NAME; The Military Order of the World Wars
ADDRESS; 435 North Lee Street
CITY, STATE; Alexandria, VA 22314-2301
TELEPHONE; (703) 683-4911
CONTACT; BG Roger C. Bultman

Sample Press Release for Chapter, Department, State, Region, National Use.

Date: _____ Place: _____

FOR IMMEDIATE RELEASE

From: chapter name, address, city, state, zip and phone)

To: Media name, contact, address, city, state, zip and phone)

Subject: Name of the Event or subject of press coverage

Story: Who, what, where, when, why

Narrative should be accurate, concise, with an impact statement. A phone number must be included for any press release.

SAMPLE PRESS RELEASE

National Headquarters
The Military Order of the World Wars
The Association for all Military Officers

The Military Order of the World Wars invites the public to attend Memorial Service for the General of the Armies John J. Pershing

FOR IMMEDIATE RELEASE

CONTACT: Diana Beruff, 703-683-4911
 Assistant Editor, Officer Review Magazine

Military Order of the World Wars
Email: officer review@comcast.net

WASHINGTON, DC
October 27, 2007

The Military Order of the World Wars (MOWW) conducts an International Memorial Service honoring General of the Armies John J. Pershing each Veterans Day in Arlington National Cemetery. Attending and laying a wreath will be representatives from the Allied Nations who fought so hard for victory in World War I. This Memorial Service will be held again on November 11, 2007 at 3:00 p.m. in section 34, Arlington National Cemetery. The public is welcome to attend this beautiful Memorial Service which has been held for a half century. Present at this ceremony will be the U.S. Army Band, "Pershing's Own", a U.S. Joint Armed Forces Color Guard and military escorts to assist with the laying of the wreaths.

The Military Order of the World Wars (MOWW) is a patriotic, nonpartisan Veterans Organization that holds it is "nobler to serve than be served." Now in its ninth decade of service, the Order was conceived and founded by General of the Armies, John J. Pershing in 1918 immediately following World War I and was chartered by Congress in 1992 as a patriotic organization. The MOWW is composed of Federally recognized Commissioned Officers who are citizens of the United States of good moral character and repute who are serving or have served honorably in the United States Army, Navy, Air Force, Marine Corps, Coast Guard, (Active, Reserve, and National Guard), The National Oceanic and Atmospheric Administration (NCLAA) Corps and the United States Public Health Service (USPHS), including descendants and spouses of these officers. The MOWW is dedicated to providing service and support to Junior and Senior ROTC, Law Enforcement, youth leadership, and Boy and Girl Scout programs, as well as National Security and Homeland Security issues. With 143 Chapters Nationwide, the Order is represented throughout the United States and territories. Significant accomplishments of the Order include: the establishment of "Army Day" later converted to "Armed Forces Day"; the founding of a stirring :Patriotic ceremony known as "Massing of the Colors" first celebrated in 1920 and still celebrated in communities across the Nation; and each November 11th conducts an International Memorial Service at General Pershing's gravesite in Arlington National Ceremony. MOWW clearly is not a self-seeking organization and the Order and its leaders are widely respected and listened to throughout all branches of the government and across the country.

WEBSITE; <http://www.militaryorder.net>

Review

The goal of each chapter should be to keep the Order and the message consistently in the eyes of the community/city/region and thereby establishing the name MOWW to be synonymous with Patriotic Education, Youth Leadership Conferences, Massing of the

Colors, Law and Order, JROTC and National Security.

The media today relies on e-mail as their primary information source. Identifying the main publicity friendly media outlet in the community is the key idea, and continually feeding this source. A follow up phone call to the cognizant reporter or editor is an effective strategy.

<http://www.usnpl.com/>

Connect to this website and click on the State to obtain local media information. The State is broken down by city and county. Additional sources for the State's Television and radio stations are found on the left hand column. Internet phone books, Chamber of Commerce and local government links are also found on the site.

Summary

The original premise stating the importance of publicity for the MOWW is still valid. We cannot underestimate the value of projecting the right image of the Order and maintaining that image throughout the Order.

Branding is now the term used for marketing the organization's public image. The mandate to market the MOWW image has never been more imperative. **Creating and maintaining a chapter website would increase exposure exponentially adding value and merit to the work of the Order.**

The templates and suggestions in this revision are just samples. Companions are encouraged to develop simple templates for each event to replicate instead of reinventing. E-mail followed by a phone call will build the critical relationship with the reporter and the media source. Until the relationship is cemented, the follow-up phone call is essential.

Suggestions for improvement of this revision are strongly encouraged and may be addressed to the National Information and Publicity Chair or Ms. Diana Beruff at National Headquarters.