# **A black and white image of two men  Description automatically generated Department / Camp Name Here**

# **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* *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****:*

*Camp Name is a member camp of the Sons of Union Veterans of the Civil War (SUVCW), serving (name your community or service area). The SUVCW is a fraternal organization dedicated to preserving the history and legacy of heroes who fought and worked to save the Union. Organized in 1881 and chartered by Congress in 1954, we are the legal successor to the Grand Army of the Republic.*