



## **CATHOLIC WAR VETERANS**

OF THE UNITED STATES OF AMERICA, INC.

441 N. Lee Street  
Alexandria, VA 22314  
703-549-3622  
admin@cwv.org

TO: Commanders and Historians ALL Echelons  
FROM: William J. Misnick Sr. - National Historian  
2869 Northwood Circle  
Corning, New York 14830-3685

### **2016-2017 National Historian's Program**

You, as Historian, have an important role in the Post, Chapter, and Department echelons – WORK - which offers challenges and rewards to be found in no other assignment! Your acceptance of the Office of Historian means you have real enthusiasm for your echelon's program. Those who elected you believe you will relate their story well. They also consider you reliable and capable of working well with others. Your job will be to present the news of your echelon to the public. All the information you disseminate should be accurate, complete, brief, and timely. You already have, or will soon develop, a talent, for discriminating between routine echelon affairs and newsworthy events. Both are your concern as a Historian. Unusual events and special projects merit publicity in depth. They require a great deal more work on your part, but are worth it. Big events usually warrant news features. Effective publicity for assembly requires having a nose for news, a talent for assembling it, and tenacity to carry through to the media and your members. More than 10,000 newspapers are published in the United States today...some are published once a week. Departments should keep their members informed via a monthly newsletter sent via e-mail or US mail.

#### **NATIONAL CWV PUBLICATION - *THE CATHOLIC WAR VETERAN***

Send all copies and photographs for consideration to: admin@cwv.org. Electronic files are always preferred. If you must send them via US mail, please send them to:

Catholic War Veterans  
441 N. Lee Street  
Alexandria, VA 22314

#### **HOW TO PREPARE A NEWS RELEASE**

Five points are important to a good CWV news release -WHO, WHERE, WHEN, and WHY. If possible, a sixth, HOW should be included. It is important to get all these points in the first sentence or two, whether you're writing for newspapers, radio, or television. These first sentences are called LEAD.

A good LEAD captures the attention of the reader, listener or viewer and makes him or her want more about the CWV Echelon activity or project.

Be Brief. Almost every news release can be written on one or two double-spaced typewritten pages. Two pages double-spaced will fill about 12 inches ...one newspaper column wide. This is a lot more space than most editors can give one item. ALWAYS GIVE EXACT DATE IN A NEWS RELEASE: "May 15" rather than "next Thursday" or tomorrow; specify "June" not "next month"; always double check the date and day of the week on the calendar. List the address as well as the name of the activity place. Remember that you are writing for people who you do not know.

Never: use a word in a news release that you would not use in everyday conversations. Never use a ten-cent word if you can think of a good five-cent word. Figures in your story copy? Always spell out numbers from one to ten ... then use numerals from 11 and up. Never begin a sentence with numerals.

When you have finished the draft of your news release, go over it and cross out all the objectives and unnecessary words like "the", "A", "is" ... etc. Check every point in your story for accuracy. Never guess on dates, places, or names.

Do not include telephone numbers in your article. News copy goes through many hands and a chance of error is great. Also, when you list a phone number for ticket sales, etc. editors realize you are using their columns for free advertising. They will sell space and time for such purpose! Never mention door prizes, raffles or lotteries in a news release. Newspapers are sent through the U.S. Mail and federal law forbids their use of such news.

### **TYPING A NEWS RELEASE**

News releases should always be typewritten and double or triple spaced on one side of the paper only. Use 8.5" x 11" plain white paper. Never use onionskin or tissue weight paper and never use a carbon copy; photocopies are acceptable. Type the full reference data in the upper left-hand corner of the first page.

This can be single spaced. List the name of the Post, Chapter, or Department, your name, street and city address. Be sure to list your phone number. Leave ample margins 1" – 1.5" on each side of the paper. Indent each paragraph at least five typewritten spaces. Always type your copy one-third of the way down the first page. The editor needs this space left open so he or she can head your story.

If release runs more than one page, write More at the bottom of each page except the last page. Always end each page with a complete sentence and paragraph. When release runs more than this page, type page, type your Post, Chapter or Department at the top of each succeeding page. Drop down one inch below this and continue your story. Type a few ### or the word "END" under the final paragraph of the release. Never staple the pages of a news release. They must be separated. Always have someone read each of the communications for a second opinion to releasing the communication.

### **MODERN COMMUNICATIONS**

**Use the internet and other modern communications means (Telephone, voice mail, e-mail, & Fax)** that are available to you. The choice is up to you; however, it's not what you say but how you say it that gets your message across. By using your choice of communications and using it **correctly**, your message gets noticed and acted upon. This will also help others extract the important information from your message, prioritize their own message and act on them. Keep in mind:

1. Message should be short and to-the-point, so be precise and efficient.
2. Think through your message before leaving your message.
3. Introduce lengthy messages with a summary.
4. Mention the most compelling information first.
5. Send messages only to those who need to know.
6. Treat messages you receive, as you'd like recipients to handle yours.

### **HISTORY BOOK FOR THE NATIONAL COMMANDER**

The **NATIONAL HISTORY BOOK** has been presented to the National Commander as a personal remembrance for his or her tenure. The book is a combination of material received from all Echelons ... combined with highlighted events focusing on the National Commander and National Department. I am appealing to all Echelon Historians for your cooperation in submitting photographs, newspaper articles and any material used during the year 2016-2017 in the promotion of the **CATHOLIC WAR VETERANS** throughout the nation. Chapter and State Historians should submit their respective annual convention

program journals for inclusion. Posts having anniversary journals during 2016-2017 should forward copies for inclusions in the National History Book. Send **ALL** National History Book material by June 15, 2017 to:

William J. Misnick Sr. National Historian  
2869 Northwood Circle  
Corning, New York 14830-3685

### **ECHELON HISTORY BOOK GUIDELINES - REQUIREMENTS**

1. Face sheet: indicate name, Post number, Department depending on category of book being submitted.
2. Copy of Officers Roster of Unit Submitting History Book ... Post, Chapter or Department
3. Index Page: Listing the contents of the book using numbers to coincide pages and index.
4. Photos of Officers holding office in the respective Echelon ... Chapter ... Department.
5. Photos of special events or projects.
6. Newspaper Clippings (Be sure to identify by name, date of clipping and source)
7. Scrapbook

These Guide lines will make your competitive and worthy to be judged properly. Take pride when you compile your book!

### **NATIONAL CONVENTION HISTORY BOOK COMPETITION - ALL**

Posts are permitted and encouraged to enter the 2017 National Competition for the time period: September 1, 2016 to June 1, 2017. History Book covers will have no bearing in the judging. The books themselves will be judged only. All History Book material must be in chronological order.

### **HISTORY BOOKS - SETTING UP PHOTO PAGES**

Two to four pictures of each event should suffice; four to six pictures per page depending on the size of the book. Be sure to include WHO, WHAT, WHEN, WHERE, WHY, and HOW on a printed/typed, gummed label.

### **DEADLINE DATE**

History Books to be judged at the 2017 National Convention must be submitted to the National Historian by June 15, 2017 for the 82<sup>nd</sup> Convention, unless prior arrangements have been made with the National Historian. This is so the National Historian will have a time to judge the History books and make the awards at the Convention.

### **REPORTS**

Historians should send a copy of their report directly to ALL higher echelon Historians (one copy to Chapter, Department and National) for the Reporting Period. Reports can be sent as an e-mail attachment. Please time your reports to arrive at each higher Echelon as follows:

#### **First Report** (covers June 16 - December 31)

Post Historian to Chapter Historian by January 1<sup>st</sup>

Post and Chapter Historian Reports to Department Historian by January 10<sup>th</sup>

Post, Chapter, and Department Historian Reports to the National Historian by January 15<sup>th</sup>

#### **Second Report** (Covers January 1- June 15)

Post Historian Report to Chapter Historian by June 1<sup>st</sup>

Post and Chapter Reports to Department by Historian by June 10<sup>th</sup>

Post, Chapter, and Department Historian Reports the National Historian by than January 15<sup>th</sup>

Chapter and Department Historians should file a copy of their Annual Reports immediately following the Convention adjournment. Annual Reports can be submitted as an e-mail to: [WJMisnick33@stny.rr.com](mailto:WJMisnick33@stny.rr.com)

## COMMENTS AND SUGGESTIONS

Comments and suggestions from Echelons are most welcome. Address your remarks to me at:

WJMisnick33@stny.rr.com.

### \*\*\* AWARDS \*\*\*

#### HISTORY BOOK

1<sup>st</sup> - Plaque    2<sup>nd</sup> - Citation    3<sup>rd</sup> - Citation  
One each for the Department, Chapter, and Post

#### NEWSLETTERS

Echelon newsletters published during the period of September 1, 2016 through June 15, 2017 will be judged for awards to be presented at the 2017 National Convention. Posts, Chapters and Departments publishing newsletters should submit a copy of at least three issues directly to the National Historian.

**DEADLINE DATE** for Newsletter submission: July 15, 2017

1<sup>st</sup> – Plaque    2<sup>nd</sup> – Citation    3<sup>rd</sup> – Citation  
One each for Department, Chapter and Post

The Following criteria will be used to judge newsletters:

1. Does the publication's content best convey the organization's Message and goals?
2. Does the newsletter look like the editor has carefully proofed the copy or does it have a lot of typographical and grammatical errors?
3. Which newsletter is most visually pleasing? Does the newsletter look professional, i.e., using a professional printer vs. using photocopy machine? Which has the best quality of paper and has the best reproduction of photos and artwork?
4. Which newsletter is easier to read?
5. Using these criteria, you can work to meet these goals and produce an easy-to-read, professionally produced newsletter filled with valuable information.

#### SPECIAL AWARD

A plaque will be awarded to the CWV Member submitting ..."the greatest amount of usable photos and material for inclusion in the 2016-2017 NATIONAL HISTORY BOOK" during the period from September 1, 2016 to June 15, 2017. Articles and pictures submitted from newspapers or magazines should identify the name of the publication and date of issue. **DEADLINE DATE:** July 15, 2017

#### BEST HISTORIAN'S PROGRAM

A plaque will be awarded to the Historian who has the best "BEST HISTORIAN'S PROGRAM FOR 2016-2017 based on the period running from September 1, 2016 through June 15, 2017. **DEADLINE DATE:** July 15, 2017