



CATHOLIC WAR VETERANS

OF THE UNITED STATES OF AMERICA, INC

National Historian's Program

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TO: Commanders and Historians, ALL Echelons

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2019-2020 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, USA
237-20 92nd Rd
Bellerose, NY 11426

HOW TO PREPARE A NEWS RELEASE

Five points are important to a good CWV news release -WHO, WHAT, 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 the chance for 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 sell space and time for such purposes! 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 a 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 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 means of modern communications (Telephone, voicemail, 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. Using your choice of communications and using it **correctly**, will get your message 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:

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

HISTORY BOOK FOR THE NATIONAL COMMANDER

The **NATIONAL HISTORY BOOK** has traditionally 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 and 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 2018-2019 year in the promotion of the **CATHOLIC WAR VETERANS** throughout the nation. Chapter and Department Historians should submit their respective annual Convention program journals for inclusion. Posts having anniversary journals during 2018-2019 should forward copies to be included in the National History Book. Send **ALL** National History Book material by June 15, 2019 to:

Roberto Garza
CWV National Historian
2004 Royal Palm
Mission, Texas 78572

NATIONAL CONVENTION HISTORY BOOK COMPETITION

Posts are permitted and encouraged to enter the 2020 National Competition for the time period: September 1, 2019 to June 1, 2020. 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.

ECHELON HISTORY BOOK GUIDELINES - REQUIREMENTS

1. Face sheet: indicate Post name & number, Department depending on category of book 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 with pages and index.
4. Photos of Officers holding office in the respective Echelon: Post, 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 Guidelines will make your History Book competitive and worthy to be judged properly. Take pride when you compile your book!

HISTORY BOOKS - SETTING UP PHOTO PAGES

Two to four pictures of each event should suffice, with 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 2020 National Convention must be submitted to the National Historian by **June 15, 2020** for the 85th National 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.

COMMENTS AND SUGGESTIONS

Comments and suggestions from Echelons are welcome by mail or email.

REPORTS

Historians at each echelon are responsible for submitting two semi-annual reports. A copy of these Reports should be sent **directly to EVERY higher echelon Historian** (one copy each to Chapter, one to Department and one to National) for each 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 Report to Chapter Historian by January 1st

Post and Chapter Historians Reports to Department Historian by January 10th

Post, Chapter, and Department Historians Reports to National Historian by January 20th

Second Report (Covers January 1- June 15)

Post Historian Report to Chapter Historian by June 1st

Post and Chapter Historians Reports to Department Historian by June 10th

Post, Chapter, and Department Historians Reports to National Historian by June 20th

All reports should be submitted on the National Historian's Report Form attached to this program.

IMPORTANT NOTE: Time your mailing / emailing of reports so they arrive at the National Historian by the deadline dates listed above. The National Historian's mailing address & email:

Roberto Garza
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State Department and Chapter Historians should also forward a copy of the Annual Historian Report rendered to Delegates at their Convention, immediately thereafter, to the National Historian.

***** AWARDS *****

HISTORY BOOK

1st Place – Plaque 2nd Place – Citation 3rd Place –
Citation One each for the Department, Chapter, and
Post

NEWSLETTERS

Echelon newsletters published during the period of September 1, 2018 through June 15, 2019 will be judged for awards to be presented at the 2019 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, 2019**

1st Place – Plaque / 2nd Place – Citation / 3rd Place - Citation - One each: Department, Chapter and

Post The following criteria will be used to judge newsletters:

- Does the publication's content best convey the organization's message and goals?
- Does the newsletter look like the editor has carefully proofed the copy or does it have a lot of typographical and grammatical errors?
- 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?
- Which newsletter is easier to read?
- 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 who submits the greatest number of usable photos and material for inclusion in the 2018-2019 NATIONAL HISTORY BOOK during the period from September 1, 2018 to June 15, 2019. Articles and pictures submitted from newspapers or magazines should identify the name of the publication and date of issue.

DEADLINE DATE: July 15, 2019

BEST HISTORIAN'S PROGRAM

A plaque will be awarded to the Historian for the best *"BEST HISTORIAN'S PROGRAM FOR 2018-2019"* based on the period running from September 1, 2018 through June 15, 2019.

DEADLINE DATE: July 15, 2019