



Public Affairs Manual

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What is Public Relations (PR)?

Public Relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.

Public Relations vs Advertising

The most important difference is that public relations is free while advertising can cost a lot of money. For PR, you send press releases and/or story ideas (called "content") to editors, reporters, TV producers, etc. The results are free. For advertising, you buy a box and put your message in it, usually with eye-catching graphics and colors. This costs a great deal of money depending on the size of the box. However, the key to the PR approach is in the relationships you create and maintain with your local media. Call them. Introduce yourself. Ask if they accept photos; most do.

Creating a PR team in your unit

Anyone can oversee the public relations in your unit. It is best to assign one person to take the lead. However, this person does not have to be an Adult Volunteer, unless he or she is interacting with Young Marines. You could reach out to parents who may have experience in public relations. Although it is recommended to have one person in charge, they can create a team to help with things like taking photographs and posting on social media. When a team is created, assign everyone a specific job. Make sure everyone is communicating well, so messages are consistent. You may recruit Young Marines within your unit to assist in any of the responsibilities; however, the Young Marines should be supervised by the adult in charge of the PR team. They represent the unit and the organization, so it is important to keep the coverage positive to the reputation.

In addition, two Young Marines per Division are chosen by the Division Commanders to attend the Public Affairs Course every February. These Young Marines are taught and trained by the Headquarters public relations team. The Young Marine Correspondents are to be utilized where needed throughout the division for any events that need media coverage.

Goals

Good public relations will help to maintain a favorable image of your unit and promote the unit in your community. Practicing good public relations will:

1. recruit new members
2. increase media coverage and attention
3. increase recognition within the community

How to Tell Your Story

Who we are

The Young Marines is a national youth organization. Another definition is it's a non-profit youth service and education program. The Young Marines promotes the mental, moral and physical development of its members while promoting a healthy, drug-free lifestyle.

While the official description of our program can be overwhelming, think of key aspects of the Young Marines. To help illustrate the goals and impact of the program, talk or write about efforts in drug demand reduction training, community service, and veteran appreciation.

Prospective Young Marines and families want to hear about the leadership, teamwork, and discipline that the Young Marines can learn and teach an individual. Combined with key aspects of the program, this description should be the guiding force in the promotion of your unit.

How to reflect that in pictures and stories

Photos and stories that represent your unit and the Young Marines should reflect the key aspects and core values of the program. Photos of Young Marines interacting with veterans, teaching DDR at a school, or volunteering at a community event are examples of the photos that can enhance your stories. Things to promote may include perfect physical fitness tests, community service, graduation from leadership schools, honoring veterans, and Red Ribbon Week activities. Remember this program is for the Young Marines, and they should be the focus of pictures and stories.

What NOT to say

What we are not:

Many people in the media may think the Young Marines is a recruiting agency for the Marine Corps or a correction program for troubled youth. The Young Marines is neither.

Rather, steer the conversation to positive descriptions such as:

1. *The Young Marines is a non-profit youth service and education program.*
2. *The Young Marines promotes the mental, moral, and physical development of its members.*
3. *The program focuses on teaching the values of leadership, teamwork, and self-discipline, so its members can live and promote a healthy, drug-free lifestyle.*
4. *The Young Marines is fun.*

Elevator Speeches

What is an Elevator Speech?

An elevator speech is a brief message about you and the Young Marines. It can be given anywhere. It communicates who you are and positive aspects of the Young Marines. It's typically about 30 seconds, the time it takes people to ride from the top to the bottom of a building in an elevator. That's how it got the name "elevator speech." Everyone in the organization (YM and AV) should develop and practice an elevator speech, so they are prepared for questions about the Young Marines.

Here is the basic guide

- Hi, I am YM SgtMaj ... with the ABC unit of the Young Marines.
- The Young Marines is ...
- We focus on ...
 - veteran appreciation
 - living a healthy drug-free lifestyle or Drug Demand Reduction (DDR)
 - leadership, discipline, and teamwork
- We are here today doing ...

Sample of an elevator speech for a YM

I'm YM SgtMaj Jane Doe with the ABC Young Marines from Main Town, and I've been in the program for more than five years. The Young Marines is a youth education and service program for boys and girls, age eight through the completion of high school. The program takes place at night and on the weekend, and it teaches the values of leadership, teamwork, and self-discipline, so its members can live and promote a healthy, drug-free lifestyle. We are here today doing/asking ...

Sample of an elevator speech about the YM

The Young Marines is a national non-profit youth education and service program for boys and girls, age eight through the completion of high school. With 9,000 youth members in 39 states, the Young Marines promotes the mental, moral, and physical development of its members. It focuses on teaching the values of leadership, teamwork, and self-discipline, so its members can live and promote a healthy, drug-free lifestyle.

Sample of a shorter elevator speech

The Young Marines is for boys and girls, age eight through 18. It's a national not-for-profit youth organization that teaches the values of leadership, teamwork, and self-discipline, so its members can live and promote a healthy, drug-free lifestyle.

Existing Communication Tools

Esprit

The magazine of the Young Marines. Esprit is written *by* Young Marines *for* Young Marines. Young Marines can submit stories via the Young Marines website.

- Go to <https://www.youngmarines.com/> and scroll to the bottom, click on “Members.”
- In the upper right-hand corner, click “Login.”
- Enter first name, last name and pin in the “Fall In” box, (if pin is unknown, ask unit adjutant.)
- In the left-hand menu, click, “Submit Esprit Article.”
- When submitting the article, fill out the required fields properly to allow for anyone reading the article to know who you are and where you’re from.
- Articles should always be written as professionally as possible.

Young Marines News Network (YMNN)

A quarterly YouTube show about the Young Marines hosted by the National Executive Director and the National Young Marine of the Year.

Young Marines Website - <https://www.youngmarines.com/>

A great resource that captures the program and news of the Young Marines. Always refer outsiders and media to the website address for more information.

Young Marines Social Media

Today, communication using social media is vital. The Headquarters Young Marines has accounts on the following social networks:

Facebook - <https://www.facebook.com/USYoungMarines>

Instagram - <https://www.instagram.com/usyoungmarines/>

Twitter - <https://twitter.com/USYoungMarines>

YouTube - <https://www.youtube.com/user/youngmarinesHQ>

LinkedIn - <https://www.linkedin.com/company/young-marines-of-the-marine-corps-league>

We recommend following/liking these pages and sharing interesting and valuable content with your social networks when appropriate.

Social Media

Submit Content to the Headquarters Young Marines Social Media

There's nothing better than a dynamic photo on social media showing Young Marines in action. Units are posting images every week on their social media accounts. With the HQYM social media accounts growing, we have a huge audience for these photos. We would like to post your photos on a national scale, but we need your help.

After a great drill, encampment, field trip, outing, etc., send your best photos (no more than three) to the Young Marines social media email address:

social@youngmarines.com

In the body of your email make sure to identify the four Ws:

- **Who** - your unit name, town and state and the YMs in the photo, left to right, and be sure to include rank, name and age
- **What** - explain the event shown
- **When** - the day of the week and the date, i.e. Friday, May 11
- **Where** - location including the town and state

Not all photos can be posted, but *all* will be considered.

Unit Facebook Pages

Many units have created a Facebook page to share information with Young Marines, parents, and friends.

Link to your unit website via the “Learn More” button on the cover image.

Pictures and videos get the most attention on Facebook. However, people generally do not watch the entire video so the shorter, the better. Keep videos to about a minute and get information out in the first 30 seconds.

Here are a few ideas:

- images from drill
- promotions of Young Marines
- Young Marines out in the community:
 - parades
 - volunteering
 - Red Ribbon Week
 - Drug Demand Reduction
 - interacting with veterans
- stories in the media
- promote / reminder for events and / or important dates
- leadership quotes
- donations

Interacting with Headquarters Young Marines Facebook Page

Headquarters Young Marines shares content from across the entire country. When you see something great on the national page, please like it and share it to your Unit Facebook Page. If appropriate, share it with your personal network as well. The more interaction via likes and shares a post receives, the further it will reach.

Writing a Press Release

Stories in the media are a powerful way to reach a lot of people and they are FREE. We will describe best practices for reaching the media. The press release is the tool used by organizations to communicate with members of the media.

How to create a Press Release

- Create a clever or interesting headline.
- The first paragraph is the most important. Remember the five W's, four of which appear in the 1st paragraph and in this order: who, what, when, where.
- Why and / or how is the body of the release.
- Quote important or relevant people (no more than two) to add enthusiasm.
- End with a boilerplate and contact info.

Example of a First Paragraph in a Press Release:

The ABC unit is holding WHAT? at TIME?, DAY of WEEK, DATE? at LOCATION (Address, City).

Sample: The ABC unit of the Young Marines is hosting an open house for new recruits at **2 p.m. Friday, May 6**, at the Main Town Library, 1234 Blank Rd, Main Town, Illinois.

Formula for a Quote:

"First sentence," said John Doe, Unit Commander of the XYZ Young Marines. "Second sentence and maybe a third sentence."

Example: "In 10 years, the ABC unit of the Young Marines has earned seven national awards, one division award, six regimental awards, six battalion awards, and 21 local awards," said John Doe, Unit Commander of the ABC Young Marines. "We are especially proud to have won the Department of Drug Enforcement's Enrique "Kiki" Camarena award."

What is a Boilerplate?

A boilerplate is found at the end of a press release. It's a paragraph consisting of just a few sentences that concisely explains the Young Marines. The same boilerplate is used on every press release. Boilerplates should be up to date and clearly written. Units can include a one paragraph boilerplate about their own unit above the Headquarters Boilerplate.

Examples of a unit boilerplate and the Headquarters boilerplate, amended Feb., 2017:

About the ABC Young Marines

The ABC Young Marines consist of 35 boys and girls age eight through completion of high school. They drill at Main Town Community Center, 1234 Blank Rd., Main Town, Illinois. In 2016, the ABC Young Marines won "Unit of the Year" for Division 2.

For more information call xxx-xxx-xxxx or visit <http://www.abcyoungmarines.com>

About the Young Marines

The Young Marines is a national non-profit 501c(3) youth education and service program for boys and girls, age eight through the completion of high school. The Young Marines promotes the mental, moral and physical development of its members. The program focuses on teaching the values of leadership, teamwork and self-discipline, so its members can live and promote a healthy, drug-free lifestyle.

Since the Young Marines' humble beginnings in 1959 with one unit and a handful of boys, the organization has grown to 264 units with 8,950 youth and 2,600 adult volunteers in 39 states, the District of Columbia and Okinawa with affiliates in other countries.

For more information, visit the official website at: <http://www.YoungMarines.com>.

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Press Release Templates

To help give you a start, we have created many templates of common unit press release in the appendix. Feel free to copy and paste the content and make it your own.

Contacting the Media

Once you have created a press release, you must announce your information to the media. Here are a few thoughts to consider:

Timing is crucial. You need to consider lead time for magazines, newspapers, and other media.

Choice of language. Jargon and buzzwords do not impress editors who have little time to read all the press releases that flow across their desks. Get to the point in plain language.

Writing press releases. Errors, omissions, poorly worded sentences, lengthy copy, and poor structure are all pitfalls that land press releases in the trash. You need to grab the reader's attention, get to the point and follow up with concise information.

Make sure it's newsworthy. Like the boy who cried wolf, if you send out press releases every time there is a minor development, people will stop listening. Then, when something important occurs, editors will already be in the habit of hitting delete when they see a press release from you.

Emails - subject lines are critical. Journalists receive significantly more emails than the average person. As a result, subject lines can be the most important factor that determines whether a journalist will open your email or not.

Don't be dramatic. Don't use all caps, exclamation points (never), or mark your emails as high priority. This is annoying to a reporter.

Proof it. Look for errors, then ask someone else to proof it. Read it *again* and make final changes.

Pitching is fun. Pitching is the term used for reaching out to your editor, reporter, TV producer, etc. The best pitch is a phone call, although these days, very few reporters and editors pick up their phones. But, do prepare for an answered phone call. You should write out your pitch like a script. Sample:

"Hi Nancy, this is John Doe of the ABC Young Marines. We have some exciting news. Is this a good time? Then go on and explain the news in about three sentences. Just be upfront about what you want them to cover and *be ready to tell why they should cover it*. You may write your pitch as a short note at the beginning of an email. This pitch should be no more than two to three small paragraphs, tops. That means no fluff paragraphs or flowery language.

Email to media one at a time (Never shotgun a press release) and personalize it using the person's name in your greeting. Remember the importance of the subject line.

Building a Media List

Now that you have a press release and some best practices, who do you contact?

Finding Contacts:

Media websites typically have information about who to contact. Try searching Google for the name of your town and the word newspaper or publication. That should provide several the media outlets in town. Once you're on the media website look for a "contact us" page or "about us" page. If you're not able to easily find this information, call the newsroom and ask for the news editor (newspaper) or producer (TV).

Create a Media List

Create a media list using an excel document with contacts and contact information. It's important to keep notes on interactions, pitches and results.

Example Media List in Excel

	A	B	C	D	E	F	G	H
1	Media	First Name	Last Name	Title	Email	Phone	Notes	Notes
2	XYZ Herald	Aminda "Mindy"	Marquez Gonzalez	Executive Editor	AMarques@XYZHerald.com	xxx-xxx-xxxx	3-8-17 Wrote a great opinion piece on the YM.	
3	XYZ Herald	Rick	Hirsch	Managing Editor	rhirsch@XYZHerald.com	xxx-xxx-xxxx		
4	Acmeville Family Journal	Ettore	Sabatella	Editor-in-Chief	info@acmevillefamilyjournal.net	xxx-xxx-xxxx	12-15-16 Pitched a family story. Seemed interested in doing something. Follow up in one month	
5	El Nuevo Times	Maria	Agosto	Editor	magosto@elnuevotimes.com	xxx-xxx-xxxx		
6	XYZ New Times	Enrique	Flor	Local Reporter	eflor@xyznewtimes.com	xxx-xxx-xxxx	Wrote about the YM last year. Very friendly to the program.	
7								
8	TV Stations							
9	Media	First Name	Last Name	Title	Email	Phone	Notes	Notes
10	ABC Acmeville TV	Leonard	Smith	Morning Show Producer	newsdesk@acmeville.tv	xxx-xxx-xxxx	7-4-16 Did a segment on the morning show.	
11	CBS	Jim	Davis	News Planning Dept	news@localcbs.com	xxx-xxx-xxxx		
12	NBC	Spencer	Harris	Producer	Harris@nbclocal.com	xxx-xxx-xxxx		
13	FOX	Mylene	Jao	Producer	mylene@foxnews1.com	xxx-xxx-xxxx		
14								

Your Relationship with the Media

Using great care, develop a relationship with individual members of the media. Always remember that the media person holds all the power. You are asking for free coverage. If the media person says no, don't sound disappointed or whine. You are the steward of the relationship between the Young Marines and the media outlet. Damaging the relationship can have lasting effects for years to come on the amount of coverage the YM will receive. Likewise, making their job easy will result in great coverage, and they will want to work with you again and again.

Be Responsive

Members of the media are typically overworked and underpaid. They move fast and are juggling multiple stories on tight deadlines. Being responsive to requests for information and interviews is very important. In other words, drop everything (really!) and set up the interviews and / or get the info for which the reporter is asking. Don't wait a day; the reporter will move on to another story.

Thank You

As in life, saying thank you is a great courtesy. After a successful outcome with the media, it is a good idea to write a thank you note to express your gratitude and convey what a great job they did. This is one of the lost arts in PR, and it can separate you from the pack when it comes time to do the next story. You can use email for the thank you but more effective is a hard copy note, envelope and a stamp.

Errors and Misquotes

Members of the media are human and sometimes make mistakes. While we obviously want each story to be factual and correct, pointing out minor errors isn't advised. Corrections are very small and typically not seen.

Hyperlocal and Posting

A new trend in the media is allowing users to post their own content. This is driven from the shrinking news room and advances in technology. It can provide the opportunity to create well-crafted messages and post them ourselves. Many major media websites are offering community posts.

Some Tronc Newspapers (formerly Tribune Publishing) offer community posts: Chicago Tribune, Los Angeles Times, Orlando Sentinel, Sun-Sentinel, The Baltimore Sun, (Allentown, Pennsylvania) The Morning Call, Hartford Courant, and the San Diego Union-Tribune.

The community portal is typically: community.newspaperwebsite.com

Example: <https://community.baltimoresun.com/>. Follow the posting format and upload high-resolution photos, and it can end up in print and/or be featured online.

Hyperlocal - Patch.com

Patch.com has hyperlocal websites in more than 900 towns across the country. Patch towns are typically around major cities and contain news and local human interest stories.

You can post community events and stories with color photos directly onto Patch. In addition, Patch distributes a daily newsletter via email to local subscribers. This can reach thousands of people directly in their email inbox.

Create a free account here:

<https://my.patch.com/>



Success – We have an Interview

Great news! You found the right contact person, contacted him or her with your story idea, sent a press release, and now he or she wants an interview. Now what?

What should I wear?

Even for an interview with a newspaper reporter, make sure you are dressed appropriately. You never know when the reporter will take out a cell phone and snap a photo for the story.

- Adult Volunteers (Polo shirt with Young Marines logo and khaki pants)
- Young Marines (Appropriate Uniform)

Tips for TV

Don't wear white, black or red. White glows and becomes the most noticeable thing on the TV screen. Black is too harsh and can suck up all the light. Reds bleed on camera and are distracting.

Don't wear stripes, herringbone or small intricate designs.

TV viewers should focus on your face and what you say, not your clothes.

- Adult Volunteers (Polo shirt with Young Marines logo and khaki pants)
- Young Marines (Appropriate Uniform)

Common Mistakes

Mistakes happen. We're all human. Here are a few thoughts to keep in mind:

- Never say, "No comment." Never. It implies guilt.
- Saying something off the record - Don't.
- The interview is never over - Remember.
- Forgetting when you have a microphone on - Oooops.
- Always act in a professional manner no matter where you are – you never know who's watching.

Talking Points

Review talking points prior to interview so the language is fresh in your mind and on the tip of your tongue. Here are some general talking points about the Young Marines and DDR. Make sure to develop your own talking points with facts and details about the specific story you've pitched.

About the Young Marines

- The Young Marines is a national non-profit 501(c) (3) youth education and service program for boys and girls, age eight through the completion of high school.
- The Young Marines promotes the mental, moral and physical development of its members.
- The program focuses on the values of leadership, teamwork, and self-discipline, so its members can live and promote a healthy, drug-free lifestyle.

History

- Since the Young Marines' humble beginnings in 1959 with one unit and a handful of boys, the organization has grown to:
 - 264 units
 - 8,950 youth members
 - 2,600 registered adult volunteers
 - 39 states, the District of Columbia and Okinawa with affiliates in other countries

Drug Demand Reduction (DDR) - Closing the Gate on Drugs

- The Young Marines has its own DDR community outreach program titled, "Closing the Gate on Drugs."
- The word "Gate" links to what's called "gateway drugs," the drugs that are most typically tried first. They are tobacco, marijuana, prescription medication, inhalants and alcohol.
- The Red Ribbon Week kit includes stickers, tri-fold flyers, pledge forms, activity books, and other items based on the theme for the year.
- The program is designed to educate young people about the dangers of the "gateway drugs."
- The Young Marines' "Closing the Gate on Drugs" won a Fulcrum Shield award in 2017 from the Department of Defense. The Young Marines has won this award nine times.

Drug Demand Reduction (DDR) – Project ALERT

- Youth members of the Young Marines are taught Project ALERT, a school-based, substance abuse prevention program for grades seven and eight.
- Project ALERT is an evidenced-based program developed by RAND, a non-profit global drug policy think tank.
- Young Marines at the age of 14 and Registered Adult Volunteers can become Project ALERT certified teachers.

Call to Action

- www.YoungMarines.com
- find a Unit – Donate
- connect with the Young Marines on social media

Photography – A Picture is Worth a Thousand Words

Photos and stories that represent your unit and the Young Marines should reflect the key aspects and core values of the program. Great photos include Young Marines interacting with veterans, teaching DDR in a school, or volunteering at a community event.

Keep in mind: quality over quantity. Candid photos are best, but staged photos work, too.

Once upon a time, the media would not accept images from organizations. Those times are over. Most media outlets will now accept images from outside organizations. This means we can take our own photography and send it to the media for consideration.

How to avoid a negative impression.

The Young Marines is not a recruiting agency for the United States Marine Corps nor a correction program for troubled youth. Avoiding this image is essential as you create and promote an image of your unit.

Photos that show Young Marines getting yelled at or participating in activities that are prohibited should *not* be published.

Look at the faces in the photo. Does anyone look scared? Don't use it. Does anyone appear angry? Don't use it. Does anyone look bored? Don't use it.

Look at the background of your photo. Are there any conflicting messages? For instance, is there an advertisement for liquor or cigarettes in the background? Don't use it.

Captions and Identification are very important for the media

We must tell members of the media who is in the photo (left to right) and what is happening. This applies to photos of five people or less. If there are more than five people, only identify the group and what is happening.

Example of a candid photo and caption (called a cutline in media-speak.):



YM SgtMaj Lucas Ward, 18, of Midwest Central Young Marines in Peoria, Illinois, and YM SgtMaj Brian Fagan, 17, from Blackstone Valley Young Marines in Milford, Massachusetts, led the Pearl Harbor Memorial Parade on Dec. 9, 2015, in Honolulu, Hawaii.

Example of a posed group photo and caption or cutline.



Youth members of the Young Marines atop Mt. Surabachi on the island of Iwo Jima during the Reunion of Honor on March 20, 2016.

When There's a Crisis

What is a “crisis” as it relates to public affairs? Negative media attention.

Sometimes bad things happen. We want to be prepared to communicate properly. If there is a crisis of any kind in your unit, please take immediate action and notify your Deputy Director.

Joe Venable, Deputy Director - Division 1 - 3

joe.venable@youngmarines.com

Mobile – 540-903-2346

Joe Lusignan Deputy Director - Division 4 - 6

joe.lusignan@youngmarines.com

Mobile – 509-440-0778

If a member of the media contacts you or anyone in your unit about a negative situation, you can say the following in a calm but concerned voice:

“I am sorry, but I am not the right person to talk with you. Let me have someone from our leadership team call you.”

“May I tell them what this concerns?”

“How soon do you need an answer?”

“What specific questions do you have?”

Next Step: *Immediately* notify HQYM and Deputy Director of media inquiry.

Questions and Suggested Answers

What is the Young Marines' affiliation with the Marine Corps?

We are a youth drug demand reduction effort for the Department of Defense, and the Marine Corps supports a broad spectrum of youth organizations. Young Marines who reach the rank of Young Marine Sergeant are eligible for immediate promotion to E-2 upon graduation from Marine Corps Boot Camp.

What is the Young Marines' affiliation with the Marine Corps League?

The Brass City Detachment of the Marine Corps League founded the Young Marines in Waterbury, Connecticut in 1959. Young Marines units interact with Marine Corps League detachments on a local level across the country. The Young Marines support various events with the local detachments including:

- Toys for Tots
- Veteran's efforts
- Community service

What is the Young Marines' affiliation with the Department of Defense?

The Young Marines is a sponsored Drug Demand Reduction (DDR) program with the Office of the Secretary of Defense

How is the Young Marines funded?

Each unit is responsible for their own funding, and each does it in their own way.

- fundraising – what do you do?
- sponsorship – shout out your sponsors.
- donations – give examples if applicable.

How do I find a unit?

- Visit the Young Marines website at <https://www.youngmarines.com/>
- Scroll to the bottom and click on "Find a Unit."
- Enter your zip code, and you will see nearby units with meeting locations and points of contact.
- Reach out to the point of contact.

How much does it cost?

Each unit charges its own set enrollment fee for the gear provided.

- What's included?
 - Basic Guidebook
 - Camouflage cover
 - Activity Book (for 8-10 years old)
 - Red YM T-shirt
 - Belt
 - Buckle
 - Boot bands
 - Shoulder Patch

- Unit Arch
- “Young Marines” pocket tape
- Esprit Magazine subscription
- Any extra gear the unit may provide

Example: ABC Young Marines charges a \$150 enrollment fee to join. Twenty dollars of the fee goes to Headquarters for registration. In addition to the items listed above, the enrollment fee includes a camelback, unit t-shirt, and the entire camouflage uniform.

Appendix

Press Release Templates

Press release templates can be found in the library. Please modify them to make the news specific to your unit.

1. Call for Recruits
2. Call for Adult Volunteers
3. Young Marine Promotion
4. Recruit Class Graduation
5. Drug Demand Reduction (DDR) Seminar
6. Project Alert Certification
7. Young Marine Graduates from Program
8. Young Marines Travel to Event (Pearl Harbor Example)

Press Release Checklist

1. Is contact name, phone number, and email correct?
2. Is the headline interesting?
3. Dateline OK? [Town, state - April 62, 2099]
4. Is first paragraph four of the five W's: who, what, when, where?
5. Does second paragraph expand or tell more?
6. Third paragraph can be a quote from someone involved. Check quote marks.
7. Does the fourth paragraph tell ticket price (if one), how to get further information with email and/or phone number?
8. Is Young Marines' boilerplate attached at the end?
9. #### - Does this symbol follow the boilerplate? (#### means "The End.")