

How to get the most publicity from your USAG Garmisch Public Affairs Office

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Publicity can be to promote or cover an event, service, facility, or program.

A. Promoting

Naturally, we do the best we can to maximize the publicity of all programs, events and/ or services. Managers and points of contacts can assist us by providing clear and concise information for maximum effectiveness

All requests and updates must be in writing and can be submitted to the USAG Garmisch Public Affairs Office via e-mail to garmisch.webmaster@eur.army.mil. A simple who, what, when and where will suffice, but details are very important in determining whether the event is newsworthy enough to cover and/or for developing scripts for AFN radio and television, as well as providing an external news release in support of. - *It is your event; help us “sell” it.*

B. Covering

In addition to *who, what, when* and *where* information, please submit details, which include *WHY* the event, program or service is unique and warrants publicity coverage. Simply requesting publicity because “something is happening” is not sufficient. Stating *WHY* the event is newsworthy will provide the PAO with an angle or “hook” to maximize publicity while keeping your intended message in focus.

- The PAO will determine whether or not to cover the activity or service based on when the request is received, whether all the information is correct at the time the request is received and available resources.
- All requests compete with other requests for timely release of information.
- Not all requests will require use of all available mediums.

In either case, knowing who your target audience is will greatly assist us in maximizing our efforts and ensuring that your intended audience receives timely and accurate information.

**** NOTE TO FMWR activities, events, facilities, and programs:** requests for publicity support/ coverage must be cleared through your marketing office. Publicity for FMWR should be sent via FMWR Marketing department - DO NOT SEND DIRECTLY TO PAO.

Maximize your publicity by submitting complete information early! If your goal is to reach the maximum possible audience, we need the maximum amount of time to make this happen for you. Listed below are the publicity mediums that could be used to get the word out, depending on when we receive complete and accurate information.

**** These are guidelines- NOT guarantees.**

Event information provided 6-8 Weeks out – maximum publicity:

Potential outlets: Possible placement in the Bavarian News newspaper, USAG Garmisch public website, and announcement sent to external media (AFN, Stars & Stripes, etc.).

Event information provided 3-4 Weeks out good publicity

Potential outlets: Possible placement in the Bavarian News newspaper, USAG Garmisch public website, and announcement sent to external media (AFN, Stars & Stripes, etc.).

Event information provided: 1-2 Weeks out: fair publicity

Potential outlets: Possible USAG Garmisch public website and announcement sent to external media (AFN, Stars & Stripes, etc.).

Event information provided 3-7 Days out minimal publicity

Potential outlets: Possible “All Points Bulletin”* email to all garrison personnel and tenant units, USAG Garmisch public website and announcement sent to external media (AFN, Stars & Stripes, etc.).

Event information provided 2 Days or less: poor publicity

Potential outlets: Possible post on the USAG Garmisch public website and “All Points Bulletin” e-mails.

Event information provided 1 Day out least publicity possible

Potential outlets: Possible “All Points Bulletin” e-mails.

*** “All Points Bulletin” equals e-mails sent via Global are typically reserved for emergency situations that need immediate publicity such as weather or traffic-related closures, FPCON level changes, protests/ demonstrations, etc.**

The Bavarian News and the garrison newsletter

The Bavarian News newspaper and the garrison newsletter are published every other week; the newspaper is available at Bldg. 203 (HQ), the PX, the commissary, the mailroom, the Pete Burke Center, and the Mueller Fitness Center. The newsletter is available via the Intranet; hardcopies can be mailed to local retirees or picked up at the garrison manager's office.

The Bavarian News and the newsletter are here to serve you. We welcome your contributions of stories, photos, letters to the editor and announcements.

Please submit items for publication by the following deadline dates to ensure inclusion in the specified edition. E-mail: garmisch.webmaster@eur.army.mil

Questions? Call us at DSN 440-3701.

Some helpful hints

For community announcements, include details such as who, what, where, when & why.

Fully identify people, first and last names and exact rank, and spell out abbreviations and acronyms.

Completely identify units, spelling out the entire designation.

Give complete phone numbers, not just the extension, and include any city prefixes and civilian versions of military numbers.

Photos should be action shots and high resolution — 300 dpi. Remember, a picture is worth 1,000 words. The best photos visualize the story and show the viewer, in one glance, what that story means to them or to others.

Always include a name and phone number on your submission so we can get back to you if we have any questions.