

Timeliness

Journalists stress current information - stories occurring today or yesterday, not several weeks ago. News story submissions should generally be no more than a week old.

Impact

Stress the important information that impacts the audience - Airmen and family members, and members of the general public, when appropriate. Don't overlook the "me factor" that your audience craves. Broad appeal is important.

Prominence

News stories about prominent people tend to generate more interest than those about ordinary people. Readers are especially interested in what our leaders have to say about important issues and events. That's not to say that we should exclude articles about ordinary people, but that we appreciate the importance of prominence.

Proximity

This element can be physical - stories occurring here at Joint Base Langley-Eustis - or psychological, Airmen interested in the lives of other Airmen around the globe. On one hand, the Air Force community is local and on the other hand, it's global.

Singularity

Deviations from the normal - unexpected or unusual events, drama or change - are more newsworthy than the commonplace. In the Air Force community, most stories with this characteristic will deal with change: budget, manpower, infrastructure, processes, etc.

Conflict or Controversy

Conflict is also another common thread in Air Force news stories: overcoming hardships, balancing career and family, war. Conflict is also present in organizational and service rivalries, sports news and features, and self-improvement. In each of these stories, the conflict can be positive.

Editor's Note: While the focus of the 633d Air Base Wing Public Affairs Office is typically on Mission, People and Infrastructure articles, writers can submit several other types of articles as long as there is a clear military relationship demonstrated in the writing. These other articles include:

- Sports
- Travel features
- Self-improvement articles

- 'How-to' articles
- Hobby features
- Personality features
- Historical features
- Editorials/commentaries