



The NJ Press Club Bulletin

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Member American Legion Press Association

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Jeanne M. Fugee, Secretary
email: jeannecricket2@aol.com
fax: 732-730-1247
Phone: 732-730-0795

Frank Calandrillo, President
631 Blue Ridge Lane, Mahwah, NJ 07430
email: Frankmcal@aol.com
Phone: 201-818-9668

Daniel H. Baumann Sr., Editor
email: dbaumann2@comcast.net
fax: 908-298-8439
phone: 908-298-9389

From the desk of

Jeanne Fugee - Secretary



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Once again I Thank Brenda Calandrillo for taking over the ALPC Membership Table in Wildwood. I sure appreciate what you did, Brenda, as I can no longer get to the Wildwood Convention. Thanks again!

Membership: 2005-6 Dues will be due in October of this year. Why not be an EARLY BIRD and send your dues in now. As I have told you in the past, we do not run any affairs for profit, therefore, strictly depend on our Dues to keep us going. They help with the cost of the Bulletin and other expenses incurred by the Club. Please keep that in mind and send your Dues in early! Make your check payable to ALPC of NJ in the amount of \$10.00. Sent them to Jeanne M. Fugee, 560C Portsmouth Drive, Lakewood, NJ 08701. Thank you.

Contest: Thenew Rules have been set and are published in this issue of the Bulletin. I hope you will find them "Editor Friendly", as this was the committee's agenda. I have received many very good newsletters from the various Posts, but when it comes to entering the contest, I don't see them.

Also keep in mind dues for the 2005-06 are due. As I have told you, we do not have any fund raisers and depend upon the dues to keep us going.

Welcome to our New Members:

- J. Ron Evers - Post 170 Rochelle Park
- Russel M. Samano - Post 82 Millville
- James Cosby - Post 58 Englewood
- Kimberly Lee - Post 473 Camden
- Paul E. Griffin - Mackenzie Post 165 Bayonne
- Lisa Postowski - Post 311 Atco



Your 2006 Dues

Fundamentals of Newswriting

The opening paragraph of a news story is referred to as the LEAD. A key fundamental in writing a newsstory is to answer six basic questions about the event. They are: WHO? WHAT? WHEN? WHERE? WHY? AND HOW?

It is necessary to answer all these questions in the lead, but you should attempt to answer several of the more important ones.

A good lead may be a single word, a single sentence, two sentences, a paragraph, or even two paragraphs. Whatever form it takes it must answer the questions a reader would normally ask: "What has happened or is about to happen?" "Who is involved?" "When and where did it happen?" And, sometimes, "How and why did it happen?" You as the writer must determine which of the five Ws and H is the most important to your story, and then place those elements in the lead.

This method of newswriting packs the most important facts, together with the barest necessary explanatory material, into the first paragraph and then moves into the detailed portion of the story by concerning the facts in diminishing order of importance.

The foremost advantage to this kind of newswriting is the fact most readers have neither the time nor the desire to read every word of every story in the newspaper. By placing the most important elements in the first or second paragraph you have focused the reader's attention on the news, aroused his interest, and allowed him to swiftly skim important facts. The reader can decide for himself whether to continue reading the details or to go on to something else. But even if he stops there, your style of writing has given him the essential facts.

Use a style guide. In newswriting the word style refers to the spelling, punctuation, capitalization, abbreviation, and similar mechanical aspects of grammar used in preparing copy. News media usually follow a set style contained in a style book. Obtain a copy and follow it.

Some ABCs of Writing You Should Remember:

- **Keep your story brief.** Make a few words do the work of many.
- **Be accurate.** As mentioned earlier editors don't have time to check accuracy.
- **Be objective.** In order to report news impartially, you must remain detached from whatever is happening.
- **Report only legitimate news of your Post and its activities.** This will be news that is of interest or benefit to the people of your community.
- **Include as many names of local people as possible.** This is proximity. Names make news at the community level.
- **Look for the unusual.** In news jargon this is called "slant", and simply means making the article as interesting and appealing as possible, while following the basics of good news reporting.

This and other material can be found in the Public Relations handbook for the Post PR Officer.



JERRY DWYER MEMORIAL PLAQUE

Selection of the winner for the Jerry Dwyer Memorial Plaque to be based on the best overall Auxiliary news coverage in an Auxiliary publication, Post Publication and other media. Please send only one copy.

The contest is open to Press Club members who are editors of, or contributors to Legion publications, and to other media who conform to the general entry rules. A plaque will be presented to the winner.

SPECIAL NOTE Separate entry must be made for the Auxiliary News Contest, and the entries so indicated (It is not sufficient to refer to the entries submitted for the Publications Contest. The same editions may be submitted, but they must be submitted separately.) Entries must be sent to the contest Chairman by September 15, 2005.

NORMA BRIGLIADORO PEN & INK CONTEST

This contest offers an opportunity for publicity people, as well as any one who writes for a Post publication, to participate, display originality and style, good writing that tends to capture the reader's interest, is the quality to be judged.

1. Any club member in good standing may enter the Pen & Ink Contest.
2. Only **ONE ARTICLE** (news item, feature story, or editorial) may be submitted by each contestant. mere lists of accomplishments, routine reports, etc., do not qualify.
3. Item must be original and have appeared in the **public press or a Magazine during the contest year.**
4. The subject matter must promote the aims or ideals of the Legion and/or Auxiliary, S.A.L., 8&40, and 40/8.
5. Accompanying the entry must be a statement by the Commander/President or Adjutant/Secretary certifying the originality of the article.
6. Only One entry of the article as it appeared in printed form, together with the certificate, should be forwarded to the Contest Chairman.

ANNUAL MEETING AND AWARDS DINNER

Sunday October 23, 2005

at

American Legion Post 60

34 E. Westfield Avenue

Roselle Park, NJ 07204

908-245-5144

Directions to the Roselle Park Post 60

Garden State Parkway Exit 137, turn left at light onto Westfield Ave., go about four traffic lights, cross Chestnut Street (Sullivan Chevrolet will be on your right). Post 60 is several buildings past Chestnut Street on your right.

Meeting 2:00 PM

Hot & Cold Buffet Dinner: 4:00 PM

Price: \$14.50 per person

Cash Bar

Mail reservations to Jeanne Fugee, 560C Portsmouth Drive, Lakewood, NJ 08701. Make your check payable to ALPC of N.J. Receipt of your check and reservation form is sufficient. No tickets will be mailed.

American Legion Press Club of New Jersey Annual Meeting & Awards Dinner

Name: _____

Address: _____

City/State/Zip: _____

Post/Unit: _____ Title: _____ Phone: _____

Amount of Check: _____ Number of Reservations: _____

Deadline: October 15, 2005



"Why I'm Not A Member? No One Ever ASKED!"



Return the form below with your check for \$10.00 ANNUAL DUES made payable to ALPC of NJ to:

Jeanne Fugee
560 C Portsmouth Drive
Lakewood, NJ 08701-6514



THE AMERICAN LEGION PRESS CLUB OF NEW JERSEY MEMBERSHIP APPLICATION

NAME: _____ TITLE: _____

POST/ UNIT/ SQUADRON #: _____ PUBLICATION: _____

ADDRESS: _____ (CIRCLE ONE) NEW RENEWAL

CITY, STATE, ZIP + FOUR: _____

DAYTIME TELEPHONE #: _____ FAX #: _____

E-MAIL: _____

American Legion Press Club of New Jersey
560C Portsmouth Drive
Lakewood, NJ 08701-6514

