



## **NAVY LEAGUE *of the* UNITED STATES**

### **Sacramento Council – Newsletter Guideline**

**PURPOSE:** The Sacramento Navy League Log is a monthly publication intended to inform the local and regional membership on the news, events and activities of the Sacramento Council of the Navy League of the United States. The content of the Council Newsletter shall conform with the Mission of the Navy League – Educate American citizens and their elected leaders of the need for strong Sea Services, to support local Sea Service Commands, personnel and their families, and support sponsored Sea Services Youth organizations.

This particular document is intended to provide a general guideline on the *layout* and *development* of the Sacramento Council newsletter – *the LOG*. It should be noted that Newsletter content oversight is the principal responsibility of the editor in collaboration with content contributors. Final copy shall be reviewed by the Editor & Council President before being released for publication.

#### **NEWSLETTER**

The newsletter should be no fewer than four pages and no more than eight pages in length. As a general rule the Newsletter articles should be concise, informative, and deal principally with events and activities within the Council. Articles of general interest out side the Council or Region should be kept to a minimum. Articles should be kept between ¼ to ½ a page. Special feature articles about local events can be as much as a full page in length.

#### **Article Content Priority**

- Local Navy League & adopted units news, events and activities
- Regional Navy League news, events and activities
- National Navy League events and activities
- Articles of general interest related to the Sea Services

#### **CONTRIBUTORS**

Contributors to the Newsletter should include but are not limited to the following so long as the content conforms to the Navy League Mission, Council By-laws (if appropriate) and the purpose & priority of the Newsletter as stated above: Council Officers & Members, Sponsored Commands and supported youth organizations PAO, Newsletter Editor, and those contributors deemed appropriate by the Council President and the Newsletter Editor.

#### **PRODUCTION & DELIVERY**

Content contributors have until the first Friday of each month to provide Newsletter content. The Newsletter should be forwarded to the printer by the 3<sup>rd</sup> Monday of each month so that it can be printed and mailed with sufficient lead time to arrive prior to the first Tuesday of the following month (Navy League Forum meeting). During the summer period the June-July and the Aug-Sept newsletters may be combined at the discretion of the Council President and Newsletter Editor.

**FRONT PAGE**

- The Newsletter title with an official Navy League logo, and graphic element that gives the newsletter its distinctive Sacramento Council identity.
- Above the fold – the President’s message
- Below the fold – A summary of the monthly Forum guest speaker and topic.

**SECOND PAGE**

- Council officers & contact information, and National & Local web site urls
- A listing (calendar) of events and activities within the current month
- ...and selective reference to important key events in the out months
- Special dates – Birthdays & Anniversaries
- Welcome Aboard – New member announcements

**THIRD PAGE**

- Youth affairs, highlights, updates on any of the following units
  - Jr. ROTC units, Burbank & Kennedy HS, & Maritime Program, Grant Union HS
  - Sea Cadets, Reserve Center, USCG Air Station
  - California Maritime

**LAST PAGE:**

- Mailing header, non-profit stamp, return address
- Membership form, example (template taken from the Stockton Council newsletter)

*Please enroll me as:*

Make checks payable to: **Navy League of the United States**

- |                          |                          |          |
|--------------------------|--------------------------|----------|
| <input type="checkbox"/> | Individual 1 year member | \$50.00  |
| <input type="checkbox"/> | Individual 2 year member | \$90.00  |
| <input type="checkbox"/> | Individual 3 year member | \$125.00 |
| <input type="checkbox"/> | Individual Life member   | \$500.00 |
| <input type="checkbox"/> | Husband/Wife 1 year      | \$85.00  |
| <input type="checkbox"/> | Husband/Wife Life        | \$750.00 |
| <input type="checkbox"/> | Active duty spouse       | \$30.00  |
| <br>                     |                          |          |
| <input type="checkbox"/> | Community Affiliate      | \$400.00 |

Mail check and application to:  
**NAVY LEAGUE OF THE UNITED STATES**  
**SACRAMENTO COUNCIL**  
**P.O. BOX 162987**  
**SACRAMENTO, CA 95816**

Mr./Mrs. \_\_\_\_\_  
 Spouse: \_\_\_\_\_  
 Mail Address: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ email: \_\_\_\_\_

**AMOUNT ENCLOSED:** \_\_\_\_\_

*Membership dues includes a subscription to SEA POWER, the magazine of the Navy League*

**PAGES 4-7, ADDITIONAL FEATURES** (placement at the Editor’s discretion)

1. **Council Events & Activities attended** - Brief write-up with photos
2. **Affiliate Memberships** - Affiliate member listing with logos (optional)
3. **Feature Articles** - Newsworthy, informative, local or national events or activities that have to do with the Sea Services and would have appeal to the Council membership