

## **Air Force Magazine Coverage of Chapter News**

To: AFA Field Leaders  
From: Adam J. Hebert, Editor in Chief  
Date: October 22, 2010

Magazine staff members frequently are asked how to get coverage of a chapter event into the pages of *Air Force Magazine*. This document lists the basic requirements.

### **FUNDAMENTALS**

- A specific magazine section covers chapter activities (and certain AFA activities) each month. That section is “AFA National Report.”
- The magazine point of contact for chapter news is Assistant Managing Editor Frances McKenney. Her direct telephone number is 703-247-5828. Her e-mail address is [fmckenney@afa.org](mailto:fmckenney@afa.org). Her mailing address is Air Force Magazine, 1501 Lee Highway, Arlington VA 22209-1190.
- Don’t send material to anyone other than Frances McKenney because it might not reach her.

### **WHAT FIELD MEMBERS CAN DO**

- The process begins with you. If we are to obtain timely information, we must hear from you.
- We ask that you provide basic, factual information about your event. Please don't expend a great deal of effort on writing a press release. It's enough, for our purposes, to get the basics: Who? What? Where? When? Why? and How? We'll contact you later for more details.
- In your chapter news, we're looking for a specific and direct link to the AFA chapter. So please clearly state that connection.

### **WHAT WE CANNOT USE**

- We don't report on individual achievements or individual actions of AFA members. Here are some of the kinds of items that are one person's activities, not chapter activities: A member receives a retirement award. A member visits a foreign country. A member meets a famous person. A member attends a military-related function not connected to the chapter. “AFA National Report” is about CHAPTER EVENTS.
- We don't use press releases about chapter meetings or events on topics not connected to AFA's mission. (This occurs rarely.) AFA's mission is published every month in the magazine's directory.
- We cannot use news about an event that took place more than six months before.
- We cannot use editorial material that is overtly partisan. Example: A press release stating that a chapter supported a particular candidate in an election.
- We don't use the National Report to cover Air Force or military news; those events are covered in other sections of the magazine.

### **PHOTO REQUIREMENTS**

- The magazine has limited space for photos. But those that don't appear in print (and even a few extra photos from the same event) will be added to the Web version of

“AFA National Report,” on the Web at [airforce-magazine.com](http://airforce-magazine.com).

- If you're sending in a photo of children, please let their parents know that the photo might appear in print or on the Web.
- Digital camera photos must have a resolution at least 900 pixels X 1,500 pixels (i.e., the photo must be taken by a digital camera having at least 2 megapixel capability).
- E-mail photos at the highest resolution possible, one at a time.
- We can use 35 mm camera photos, but you'll need to mail them to us. We'll return them, if you want them back.
- We want photos showing people in action--not photos of "grip and grin" awards presentations or group photos of people lined up, side by side.
- As a matter of long-standing AFA policy, we give priority to photos showing top elected AFA leaders--the chairman or the national vice chairmen--in action.
- We give greater consideration to photos of younger AFA members. This was requested by AFA field leaders who pointed out it becomes hard to recruit young members when the photos are only of older ones.
- We try to emphasize photos of enlisted Air Force personnel, when possible. This also stems from requests by field leaders who said it was hard to recruit enlisted members when the photos only showed officers.
- We prefer photos including active-duty airmen (preferably AFA members themselves) in military uniform.

#### **“PHOTO-KILLERS” TO AVOID**

- Resolution too low (digital cameras). Remember: We need at least 900 pixels by 1,500 pixels.
- Image out of focus or too dark.
- Too many tertiary people in the photo.
- Objects (lighting fixtures, flagpoles) sprouting out of people's heads.
- Subjects holding liquor.
- People not identified.
- No AFA connection.
- Chapter had recent photo in the magazine. (We try to spread around the coverage.)
- Doctored photos.

Frances McKenney will happily answer any questions about “AFA National Report.”