TELLING THE ANSBACH STORY

Event	
Event Point of Contact Last name, First name, telephone number, email address	
Objective What is the event organizer trying to achieve?	
Audience Who is the press release's intended audience?	

5 W's	• Who is this for, or who is involved?	
	• What is this?	
	• Where is this?	
	• When is this?	
	• Why are we doing this?	

Buy-In What do you want your audience to believe?	
Bridge How will audience's agenda be fulfilled?	
Call to Action What do you want the intended audience to do?	
Key Messages Does this meet any of the commander's priorities? • ARFORGEN • Life, health safety • Community • Financial Resources • Workforce	
Data Points List details and facts about this event unknown to the public.	