

## **Announcement/Brief Formatting:**

### **HEADLINE**

First sentence should contain basic 5 W's; Who is offering the service or holding the event; Who may take part in the event, or who is being offered the service; Where is the event or service happening (installation, city, building number, street address or well-known location); When is the event or service; When are any deadlines or sign up dates and times.

Last sentence should be contact information, phone number, email and/or website link for sign up or more information.

### **Notes:**

- Dates come before times and are written, month and date i.e. January 1
- Times are written as a.m. and p.m., not military time.
- Always use the full installation title i.e. Panzer Kaserne, Robinson Barracks etc.
- Write out all acronyms in the first mention within the paragraph. Do not use abbreviations. Don't use all-caps except for acronyms or proper names/trademarks in which all caps is specifically part of the trademark or proper name.
- Do not include pricing information. To advertise prices, submit your information to AdvantiPro.
- Text submissions must be in the body of the email or attached in a word document. No pdfs, PowerPoints or flyer images. You may include supporting images or logos, as applicable in jpg, jpeg or png format which is non-copyright-protected imagery or images which you have release rights.

## **Examples of Briefs/Announcements:**

'Human Cartoon' comes to Patch

Armed Forces Entertainment brings the Zero Dork Nerdy Comedy Tour to the Patch Community Club on May 9 at 7 p.m. The free show will feature comedian Vargus Mason, also known as the Human Cartoon. This show is intended for mature audiences. For more information, call DSN: 430-2110/civ. 0711-680-2110 or visit [www.armedforcesentertainment.com](http://www.armedforcesentertainment.com).

**Multiple events in one brief announcement:**

*Separate by bullets as needed.*

*Examples:*

SHARP summits to be held April 15

April is Sexual Assault Awareness Month. The U.S. Army Garrison Stuttgart will conduct a Sexual Harassment/Assault Response and Prevention stand-down April 15-17 to reinforce the military's commitment to preventing sexual assault. As part of the stand-down and to increase awareness on preventing of sexual assault, bystander intervention, and the services and support available in the community, USAG Stuttgart will hold three SHARP summits on April 15 in the Kelley Theater.

- A summit will be held from 9 a.m. to noon for military leaders, directors, division chiefs (O6/GS-15) and battalion/detachment leaders (O4/5 and GS-13/14).
- An afternoon session will follow from 1-2:30 p.m. for victim advocates, first responders and supervisors, as well as civilian employees and family members who desire to attend.
- A session for victim advocates only will be held from 2:30-4 p.m.

For more information, contact the Installation Sexual Assault Response Coordinator at 431-3327/civ. 07031-15-3327.

Mother's Day specials

- The Galaxy Bowling and Entertainment Center on Panzer Kaserne invites all moms to bowl for free May 11 from noon to 6 p.m. For more information, call 431-2575/civ. 07031-15-2575.
- Treat Mom to a day of adventure and rejuvenation with Outdoor Recreation's hiking and spa day May 11. A two hour hike to the Bad Urach waterfall and Hohenurach Castle will be followed by a spa trip. Fee includes transportation, guide and spa entrance. Spa treatments are not included. For more information, call 431-2774/civ. 07031-15-2774.
- See Prague via pedal power May 10. Fee covers roundtrip transportation by bus, bike tour, bike equipment and guide.
- Go trout fishing in Altensteig May 17. Trip includes transportation, equipment and instruction.
- Spend Memorial Day Weekend camping in Garmisch May 23-26. Try your hand at mountain biking, white water kayaking, flat water kayaking and rock climbing. Fee covers transportation, basic camping equipment, camping fees and basic instruction/guide to recreational activities.

For prices and other information, call 431-2774/civ. 07031-15-2774 or visit [www.stuttgartmwr.com](http://www.stuttgartmwr.com)