CORE PACKAGE CHECKLIST

1) Headline written in correct present tense, with only first word and proper nouns capitalized.
   Present tense means that the event described in the headline should sound like it is happening right now. For future events, the word to is often used in front of the verb.
   > **EXAMPLES**
   > 101st Airborne Division deploys to Afghanistan
   > 101st Airborne Division to deploy to Afghanistan

2) The author or byline includes Rank (AP Style correct), Name, and Organization.
   Courtesy titles such as Mr., Mrs., and Ms. Are **NOT** used. If there is no rank simply use first and last name, then a comma, followed by an organization. Sometimes an organization releases a story without an author's name.
   > **EXAMPLES**
   > Staff Sgt. Dale Sweetnam, Office of the Chief of Public Affairs
   > Brittany Brown, Office of the Chief of Public Affairs
   > Office of the Chief of Public Affairs

3) The description should read like a hard news lead that includes WHO did WHAT, WHEN and WHERE
   Descriptions should NOT include a dateline. If there is a dateline in the description, replace it with the location and date in the text. Remember, the descriptions come up as search results so the year should be included in the description, even though it is not needed in the body of the story, if there is a dateline.
   > **EXAMPLE**
   > Description:
   > Wounded Warriors assigned to the Warrior Transition Battalion at Fort Bliss, Texas, received medical screenings at a luncheon hosted by Las Palmas Del Sol Medical Center El Paso, Texas, March 8, 2013.
   > First sentence of same story in body copy:
   > EL PASO, Texas (March 15, 2013) -- Wounded Warriors assigned to the Warrior Transition Battalion at Fort Bliss, Texas, received medical screenings at a luncheon hosted by Las Palmas Del Sol Medical Center here, March 8.

4) Insert any keywords that might be needed to push content to a particular microsite.
   Separate keywords from each other with commas.
   > **EXAMPLES**
   > target_warriorcare feeds story http://www.army.mil/warriorcarenews/
   > target_women feeds story to http://www.army.mil/women/
   > target_readyandresilient feeds story to http://www.army.mil/readyandresilient/
   > target_moh_kapaun feeds story to http://www.army.mil/medalofhonor/kapaun
   > target_africanamericans feeds to http://www.army.mil/africanamericans/resources.php
   > leaders_tour feeds to http://www.army.mil/leaderstour
   > target_apa feeds to http://www.army.mil/asianpacificsoldiers/news.php
   > target_ds feeds to http://www.army.mil/drillsergeant/news.php
   > target_ranger feeds to http://www.army.mil/ranger/news.php
   > target_humanitarian feeds to http://www.army.mil/humanitarian/
   > target_profdev feeds to http://www.army.mil/professional/

target_valor feeds to http://www.army.mil/valor/
target _family feeds to http://www.army.mil/families/
target_goldstarmothers feeds to http://www.army.mil/goldstarmothers/
target_olympians2012 feeds to http://www.army.mil/olympics/2012
target_olympians2014 will feed to here in the future http://www.army.mil/olympics/2014
target_nativeamericans feeds to http://www.army.mil/nativeamericans/
target_tbi feeds to http://www.army.mil/tbi
target_veterans feeds to http://www.army.mil/veterans
target_remembrance feeds to http://www.army.mil/remembrance/

5) Ensure dateline is included in body text

A correct dateline includes the **CITY** in all caps, the **AP Stylebook abbreviate for the state**, and the **AP Stylebook correct date in parenthesis**, followed by space, hyphen, hyphen, space.

Keep in mind some cities in the U.S., and some cities around the work do not require the state or country to me mentioned. See the **DATELINES entry in the AP Stylebook** for specific cities.

EXAMPLES

ARLINGTON, Va. (March 18, 2013) -- Beginning of story …

ATLANTA (July 27, 1996) -- Beginning of story …

KANDAHAR PROVINCE, Afghanistan (Jan. 31, 2009) -- Beginning of story …

TOKYO (May 31, 2004) -- Beginning of story …

DARMSTADT, Germany (Jan. 15, 1999) -- Beginning of story …

6) Ensure Title, photographer and cutlines (captions) are correct on added media

For the title use either a short descriptor of what is happening in the photo, or the headline from the story

For the photographer the same rules as bylines apply. Rank, name, organization. **NOTE:** Many packages have the photographer's information repeated at the end of the cutline (caption) in parenthesis. Remove photographer information from the cutline (caption).

The cutline (caption) must include the full date and location, the same way the story description does. This is because photos come up in search engine results separated from the stories they accompany on Army.mil. Cutlines (captions) must be able to stand alone without the story.

DO NOT include quotes in cutlines (captions).

7) Add at least one related link to every story

At the very least, add a link to the sub-news page where this story should also appear.

Always use the organization, followed by a colon, finally the name of the page you are directing them to.

NOTE: URLs need the http:// in front of www. When copying and pasting links from another tab, or from a web browser they will import correctly. However, some organizations are in a hurry and type over the http://, which breaks the link.

Use the word on when referring to social media, as opposed to using a colon when describing an organization and page.

EXAMPLES

URL-- http://www.army.mil/news/health

Title -- Army.mil: Health News

URL -- http://www.army.mil/warriorcarenews

Title -- Army.mil: Warrior Care News

URL-- https://www.facebook.com/101st

Title -- 101st Airborne Division (Air Assault) on Facebook

8) Share story with the appropriate sections

Share the story with other news pages where it might be appropriate. If you think it is worthy of going into the daily lineup **share it with Front Page** as well.

9) Ensure release date matches date in the dateline

See graphics below.

Content   **Web Pages**   **Community**   ADMIN   FEEDBACK   SUPPORT   YOUR ACCOUNT   LOGOUT

★ **CORE** 🔊
US ARMY Communicate for Effect

CORE Search   🔍 GO
Advanced

Create Content | Your Content | Editor Inbox | Released Content | Search Form | Search Results

Package Information

Preview Current Package

Headline   Wounded Warriors receive community support   ①   *

Creator   **Max Maxfield**, Army.mil

Author   Sgt. Barry St. Clair, 24th Press Camp Headquarters   ②   ✖ ✚

Description (News Lead)   Wounded Warriors assigned to the Warrior Transition Battalion at Fort Bliss, Texas, received medical screenings at a luncheon hosted by Las Palmas Del Sol Medical Center El Paso, Texas, March 8, 2013.   ③

Keywords   target_warriorcare,   ④

Location

Current Status
● **Draft**   ○ Submitted   ○ Released

Shared With
Army Homepage
Front Page
Health
Army.mil

Media Assets
≡   **3149 Characters**
≡   **505 Words**
≡   **17 Paragraphs**
▣   **3 Images**
▶   **0 Videos**

Body Text ⑤

EL PASO, Texas (March 15, 2013) -- Wounded Warriors assigned to the Warrior Transition Battalion at Fort Bliss, Texas, received medical screenings at a luncheon hosted by Las Palmas Del Sol Medical Center here March 8.

"Operation Homefront is a national non-profit that provides emergency financial assistance to E-1 to E-6 and their families when the service member is deployed, and serves all of our wounded Warriors," said Ashley Engles-Ross, community liaison for Operation Homefront of Texas.

Collaboration between various groups with similar goals leverages resources for maximum benefit to the community as a whole.

"Operation Homefront and Del Sol Medical Center of El Paso partnered to serve Wounded Warriors in transition following injury or illness," said Jacob Cintron, CEO of Del Sol Medical

Package History
✓   **Released** by **Max Maxfield**
     March 15, 2013 14:11:38
✚   **Created** by **Max Maxfield**
     March 15, 2013 13:58:48

Statistics
Combined Totals

0 Page Views
0 Unique Page Views
0 Visits
< 1s Average Time on Page

Media

Images

1

·jpg
Wounded Warriors receive...
March 15, 2013
Sgt. Valerrie G. Whelton...
✏ Edit Details

2

·jpg
Wounded Warriors receive...
March 15, 2013
Spc. Kayla R. Hoff of...
✏ Edit Details

3

·jpg
Wounded Warriors receive...
March 15, 2013
Spc. Shawn Aiken of...
✏ Edit Details

✚ **Add Media**

Links

Edit Media

Save Changes

Title	Wounded Warriors receive community support	*
Photographer	Sgt. Barry St. Clair, 24th Press Camp Headquart	6
Keywords	
Caption (255 Max)	Sgt. Valerrie G. Whelton and her son Tucker Whelton of Manistee, Mich., enjoy lunch as guests of Operation Homefront of Texas at Las Palmas Del Sol Medical Center, in east El Paso, Texas, March 8, 2013. Whelton, an Army Parachute Rigger is assigned to the Warrior Transition Battalion receiving treatment for battle injuries. The warriors received several medical screenings before and after a luncheon in their honor.	*

✔ Save & Continue

Homepage Front Page Health Army.mil

Wounded Warriors receive...
March 15, 2013
Sgt. Valerrie G. Whelton...

Wounded Warriors receive...
March 15, 2013
Spc. Kayla R. Hoff of...

Wounded Warriors receive...
March 15, 2013
Spc. Shawn Aiken of...

✎ Edit Details   ✎ Edit Details   ✎ Edit Details

+ Add Media

Links

URL http://www.army.mil/warriorcarenews   ✄

Title Army.mil: Warrior Care News

URL http://www.army.mil/news/health   ✄

Title Army.mil: Health News   **7**

URL http://www.wtc.army.mil/   ✄

Title Warrior Transition Command

URL https://www.facebook.com/ArmyWTC   ✄

Title U.S. Army Warrior Transition Command on Facebook

+ Add Link

Section

Default Editor Army.mil ▼

🛡 Share with other CORE sections

Sharing with: **Army Homepage** ✄ **Front Page** ✄ **Health** ✄ **Army.mil** ✄   **8**

Reference −

Effort ☐ Support Soldiers and families

☐ Care for Wounded Warriors

☐ Equip and Train Soldiers

☐ Good Stewards of our resources (natural and otherwise)

☐ Build consensus on Strategic Environment

☐ Restore balance

☐ Set the conditions for the future

Highlights [   ] ✄ ➕

Date March 15, 2013   🗓 Select Date

Comments [   ]
          9

➜ Re-Release   ✓ Save as Draft   Preview Package

Created by **Max Maxfield**
March 15, 2013 13:58:48

Statistics

Combined Totals

0 Page Views
0 Unique Page Views
0 Visits
< 1s Average Time on Page