

# Operations Manual

## OpMan 73 - Publishing Chapter Events in the JED/ECROW

Effective: November 30, 2015  
Administrative Review/Effective: October 31, 2019  
Draft June 5 2025

1. **PURPOSE:** To provide general guidelines and procedures for reporting AOC chapter news items to the AOC headquarters for publication in the Journal of ~~Electronic Defense~~ Electromagnetic Dominance (JED) magazine, JED Online, eCrow, and social media, ~~and in ECROW.~~
2. **APPLICABILITY:** This OpMan applies to all material provided to the AOC headquarters for publication of official notices and advertisements describing ~~-upcoming~~ chapter events or symposia and any and all chapter success stories, community impact initiative, member achievements and recognition, event highlights and outcomes, partnership announcements and/or innovative programs or projects, and the AOC News section of the JED. This OpMan does not apply to editorial material or feature articles written for the JED.
3. **GENERAL INFORMATION:** The following procedures are provided as a guide to assist AOC chapters, ~~and members,~~ in preparing and submitting material for publication in the JED, JED Online, and eCrow, ECROW. When reporting news items, it is important to plan for the ~~JED's and ECROW's~~ publishing deadlines
4. **JED AOC NEWS SUBMISSIONS** SUBMISSION PROCEDURES:
  - a. ~~Material should be submitted to the Director of Membership Operations. Please refer to Appendix A for procedures and deadlines.~~
  - b. ~~Submissions should be sent to membership@crow.org for the Director of membership Operations and the Senior Chapter Supports Manager to review. Material should be submitted at least six weeks before the publication date. For example, the suspense date for January issue is 10<sup>th</sup> of December~~
  - c. ~~Information sent for inclusion in the JED must include a POC name, phone number and email address in case there are any questions concerning the submission.~~
  - d. ~~AOC Staff or JED Editor will inform the point of contact if there is not enough space left in the current month's issue and will let them know which month is available.~~
  - e. ~~Photos that are included with an article or write-up should be high resolution~~
  - f. ~~Logos that may be included should be a JPEG file~~
  - g. ~~Article/Write Ups should be no more than one paragraph and in word format~~
    1. Synopsis of a chapter event
    2. Scholarship recognitions
    3. Special accomplishment of a chapter member
    4. Passing of a chapter member
    5. Synopsis of an upcoming event.
5. **ECROW POINT OF CONTACT:**
  - a) ~~Articles for ECROW must be submitted on Tuesday to make the next weeks ECROW deadline~~
  - b) ~~ECROW submissions should be sent to Director of Membership Operations on HQ Staff~~
  - c) ~~The AOC Staff and JED Editor will determine if the submission is right for ECROW or should be placed in the AOC News Section of the JED.~~
  - d) ~~Submissions will only be run once unless the chapter has made a special request for event information to be placed in weekly or monthly up until the time of their event.~~
  - e) ~~Submission should contain:~~

Formatted: Line spacing: Exactly 12.7 pt



## Operations Manual

1. POC name, email and phone number, and chapter web site address
2. Pictures and logos should be high resolution
3. Format of submissions should be PDF
4. Submissions in ECROW should pertain to an upcoming event larger than a chapter luncheon meeting.

**Formatted:** Line spacing: Exactly 12.7 pt

**Formatted:** Indent: Left: 0.5", Line spacing: Exactly 12.7 pt, No bullets or numbering



# CONTENT SUBMISSION GUIDELINES FOR AOC CHAPTER LEADERS

## Purpose

These guidelines will help you share your chapter's successes and stories effectively through our AOC's communications, including JED, JED Online, eCrow, and social media. We want to celebrate your achievements and inspire other chapters worldwide.

## What We're Looking For

- Chapter success stories and milestones
- Community impact initiatives
- Member achievements and recognition
- Event highlights and outcomes
- Partnership announcements
- Innovative programs or projects

## Written Content Guidelines

### Story Format

- **Headline:** Create a clear, engaging title (8-12 words ideal)
- **Lead paragraph:** Answer who, what, when, where, and why in the first 2-3 sentences
- **Body:** Provide details, quotes, and context
- **Length:** 300-500 words for most stories

### Writing Style

- Use active voice and present tense when possible
- Write in third person (avoid "we" and "our")
- Include specific numbers, dates, and outcomes
- Add quotes from key participants or beneficiaries



### Required Information

- Chapter name and location
- Date of event or announcement
- Key participants' names and titles
- Contact person for follow-up questions

## Photo Guidelines

### Technical Requirements

- **Resolution:** Minimum 300 DPI, 1920x1080 pixels preferred
- **Format:** JPEG or PNG files
- **File size:** Maximum 10MB per image
- **Orientation:** Both landscape and portrait are accepted

### Photo Content

- Show people in action or engaged activities
- Capture genuine moments and emotions
- Ensure faces are clearly visible and well-lit

### Photo Submissions Must Include

- **Captions:** Description of what's happening
- **Photo credits:** Photographer's name
- **Permission:** Confirmation that all individuals pictured have given consent for publication

## Submission Process

### How to Submit

1. **Email:** Send content to [membership@crows.org](mailto:membership@crows.org)
2. **Subject line:** "Chapter Content – [Your Chapter Name] – [Story Topic]"
3. **Attach:** Written content as Word document or in email body
4. **Attach:** Photos as separate files (do not embed in documents)



## Timeline

- Submit content ideally within 30 days of the event or announcement so it remains timely
- Allow 1-2 weeks for review and potential publication
- Breaking news or time-sensitive content: Contact us immediately

## Content Review Process

All submissions will be reviewed for:

- Alignment with association values and messaging
- Clarity and newsworthiness
- Technical quality of photos
- Completeness of required information
- Grammar, style and formatting that aligns with the AOC Editorial Style Guide and Branding Guidelines

## Tips for Success

- Focus on impact and outcomes, not just activities
- Include human interest elements and personal stories
- Highlight collaboration with other organizations
- Show measurable results when possible

---

*Thank you for helping us share the incredible work happening in chapters around the world. Your stories inspire our global community and demonstrate the real impact of our association's mission.*