



WRITING AND SUBMITTING GOOD NEWS STORIES

Please refer to the following guidelines when preparing stories. Submitting stories accurately and in accordance with these guidelines will strengthen the likelihood that your story/event will receive coverage.

- Submit stories in narrative form, ready for distribution
- Write stories in the third person using full sentences
- Include the most significant information first and secondary details later
- Do not use acronyms without explanation

Here are the ways in which your story may be covered:

- AFSC/AFMC Senior Level Meetings
- Monthly meetings with Under Secretary of Defense
- Various Headquarters updates (ex. SAF/AQ)
- Quarterly SAF/SB Newsletters

Include each of the “**Ws**” to be sure that all relevant information is covered.

- **WHO** - Tell who was involved in the good news story. Provide **names and the title** of people mentioned, as well as the **name of the small business and its socio-economic category, if any.**
- **WHAT** - Give details about what occurred (contract award, etc) and most importantly-
 - **SO WHAT (IMPACT):** The small business received a contract for \$5M. That’s great. Did it prevent planes from grounding? Move an acquisition schedule to the left? Fill a capability gap? Prevent Armageddon? What impact did it make?
- **WHEN** – Include when the action happened.
- **WHERE** - Include where it occurred (which MAJCOM/unit gets ‘credit’ for the action)?
- **PHOTOS** - Provide at least one (1) good photo relevant to the good news story and additional information to make the story more interesting and **set it apart from other similar stories**. Check to make sure that the guidelines above have been followed.

PLEASE SUBMIT YOUR SUBMISSION TO afsc.sb.workflow@us.af.mil.



Sample Good News Submissions

Good News submissions are forwarded to Air Force leadership and stakeholders to promote the impacts and innovations being made in the small business community.

When submitting Good News, please refer to the SAF/SB guidelines as well as the following samples:



GOOD NEWS STORY- ELEVATE SYSTEMS

(Economically Disadvantaged
Women Owned Small Business)

San Antonio-based engineering and design firm reverse-engineered a blower motor used on the B-52 avionics system. Original manufacturer had gone out of business years ago and supply stores had been exhausted.

PERFORMANCE: Elevate Systems produced the parts the Air Force needed along with an additional 10 more motors as part of a \$300,000 purchase order.

IMPACT: Without the blower motor, the planes would have been grounded

(AFSPC) For three years, the Peterson Small Business Office, and Civil Engineers worked with Accentz Technology to bring their newly developed product to the DoD market. Accentz Inc. is an **8(a) small business** energy efficiency company founded by Ms Farha and Adil Khan. The product is referred to as an MPTS or Maximum Power Transfer Solution.



The MPTS product was demonstrated to the 21st Space Wing (21 SW) Energy Department, AFSPC HQ and the Cheyenne Mountain Air Force Station (CMAFS) energy offices over a period of three years. It was through a seldom used vendor demonstration agreement where the legal office, civil engineers, contracting, and CMAFS' 721st Mission Support Group Commander agreed to allow the equipment to be installed and tested for a 90-day period. Following the 90-day test period, during which the MPTS was

installed on an industrial air compressor, the technology proved itself by reducing the compressor's energy consumption by 60 percent. These results led to the procurement of the MPTS. This success story is a prime example of the innovation available to the government from our small business industry partners. This story is also a testament to the perseverance our small businesses have and their unwavering determination to succeed.

IMPACT: Use of this Small Business will result in cost savings of \$15K to \$20K annually and \$150K to \$200K savings over the next 10 years.



Sample Good News Submission

MAJCOM: Air Force Materiel Command
CENTER: AFSC or AFLCMC or AFNWC
SMALL BUSINESS:
SOCIOECONOMIC CATEGORY:

PLEASE DESCRIBE THE GOOD NEWS STORY:

POC NAME AND EMAIL:

PHOTO: