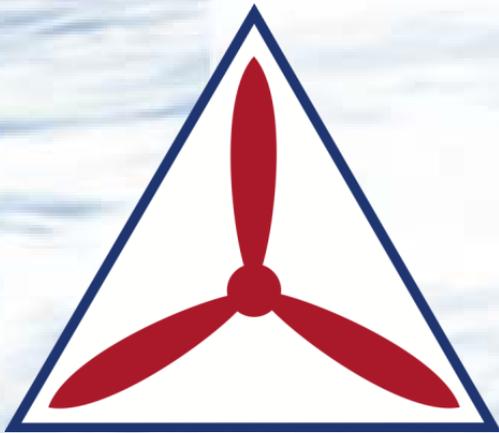


Civil Air Patrol

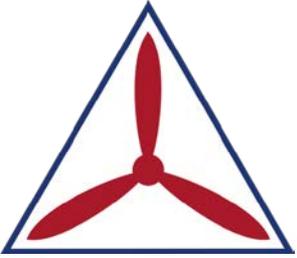
How to Write and Distribute a News Release (using the AP Stylebook)



Lt Col Steven Solomon
National Public Affairs Manager

Kansas Wing Conference
May 23, 2015

CITIZENS SERVING COMMUNITIES

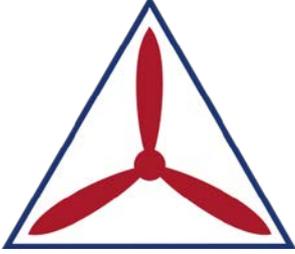


Civil Air Patrol

TAKEAWAYS

Attendees will take away a clear understanding of:

- **the difference between a PAO and a PIO**
- **what the regs say about a unit without a PAO**
- **the value of a PAO for recruiting & retention**
- **CAP's use of social media**
- **the PAO and OPSEC**

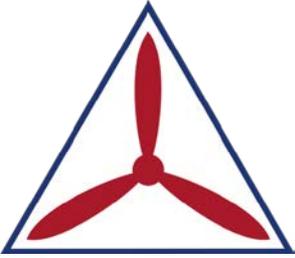


Civil Air Patrol



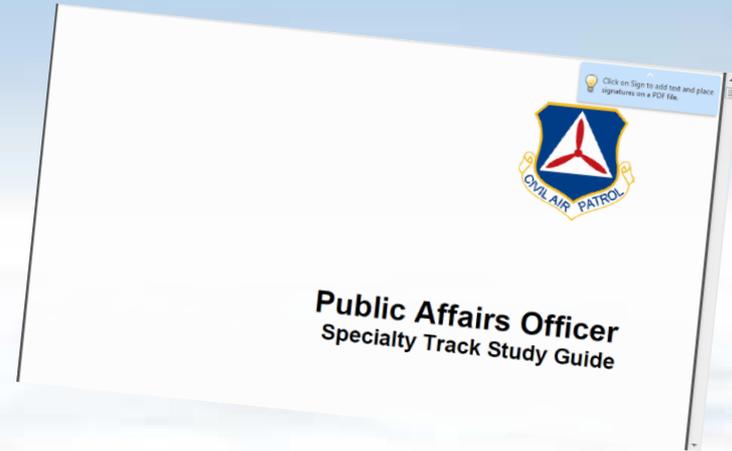
PAO -- this is a duty assignment for a senior member to serve as chief spokesman for a unit.

PIO -- this is an Emergency Services qualification for a senior member to serve on the command staff during a mission.



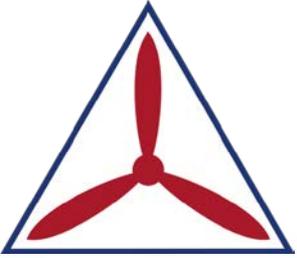
Civil Air Patrol

The PAO enrolls in the Public Affairs Officer specialty track and progresses from Technician to Senior to Master.



Task Name	101 Card	Date Issued	Completed	Evaluated CAPID
Information Officer - Preferences	15100 - IS-100			
CEO - General Emergency Services	15200 - IS-500			
ASA - Mission Staff Assistant	15200 - IS-100			
Age Eligible: 18 years	15800 - IS-800			
Commander Approval for Preferences	15100 - IS-100			
PIO - Commander Approval for Preferences	15100 - IS-100			
Information Officer - Familiarization and Prefatory Training	15100 - IS-100			
PIO - Commander Approval for Familiarization and Prefatory Training	15100 - IS-100			

The PIO gets eight tasks signed off on a Specialty Qualification Training Record worksheet to show the PIO skill on a 101 Card.

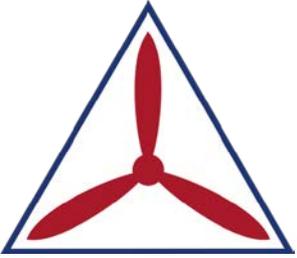


Civil Air Patrol

The PAO produces a PA Plan and a PA Crisis Communications Plan, writes news releases, takes photos, maintains the unit website, and posts on the unit's social media pages.



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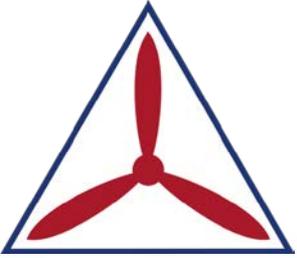


Civil Air Patrol

The PIO maintains a media contact list, writes initial and follow-up news releases, coordinates news media visits to the mission base and keeps a log.



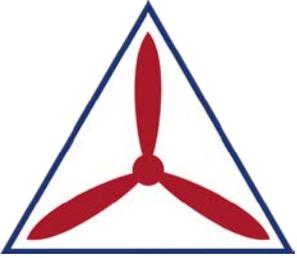
CITIZENS SERVING COMMUNITIES



Civil Air Patrol

- **“Each unit commander will appoint a qualified individual to be the PAO.”**
 - **“Assignment of a PIO is mandatory for all actual emergency services missions (not training) lasting or expected to last more than 48 hours, including, but not limited to, missing aircraft, missing persons, disaster relief or other humanitarian aid operations.”**
- CAPR 190-1**



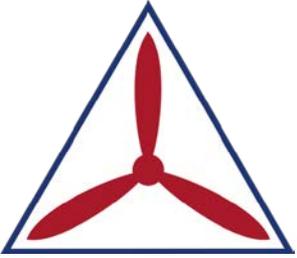


Civil Air Patrol



“In the absence of an assigned PAO, the unit commander is responsible for the duties of the PAO.”

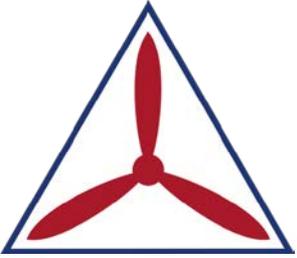
-- CAPR 190-1



Civil Air Patrol



**“ICs will fulfill the responsibilities of the PIO if one is not appointed.”
-- CAPR 190-1**

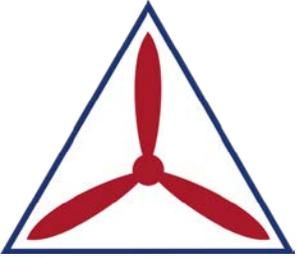


Civil Air Patrol

PAOs work closely with many other CAP officers:

IT for the website, Deputy Commander for Cadets to write about cadet activities, the Ops Officer for getting photos of training, etc.

But the PAO works more closely with the Recruiting and Retention Officer than any other.

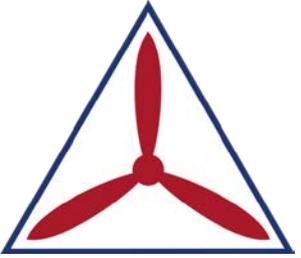


Civil Air Patrol



PAOs support the efforts of the Recruiting and Retention Officer, who gives presentations to non-CAP organizations and arranges CAP participation at open houses, air shows, festivals, fairs, etc.

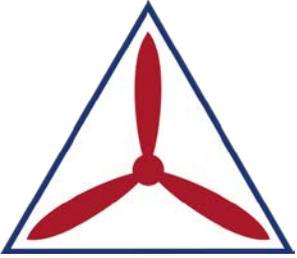
CITIZENS SERVING COMMUNITIES



Civil Air Patrol



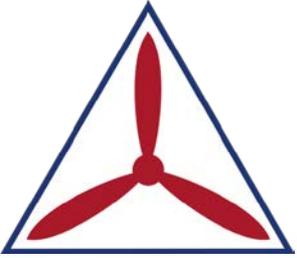
Give examples of how PAOs can help support the efforts of the Recruiting and Retention Officer.



Civil Air Patrol



How can PAOs use social media to help support the efforts of the Recruiting and Retention Officer?

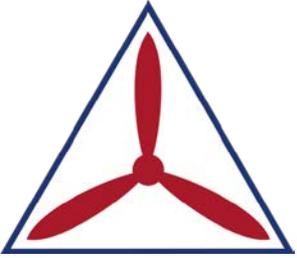


Civil Air Patrol

“All levels of CAP, from flights and squadrons to National Headquarters, are encouraged to create and use social media to help reach out to their membership, potential members, friends of CAP and the general public by telling CAP stories on unit social networking sites.”

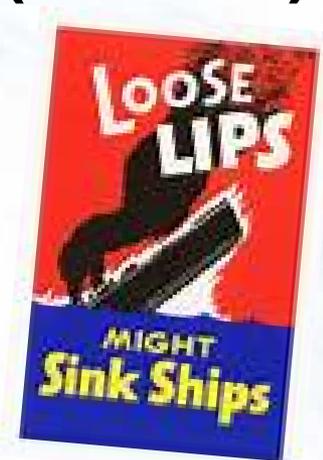
-- CAPR 190-1

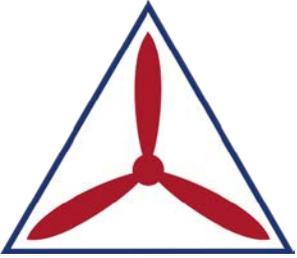




Civil Air Patrol

“The unit PAO will ensure that CAP social media operations will be conducted in accordance with existing CAP regulations and will not violate Operational Security (OPSEC) requirements.”
-- CAPR 190-1

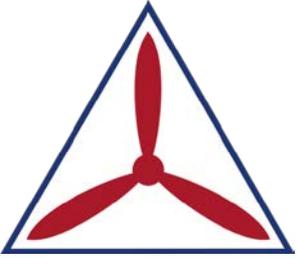




Civil Air Patrol

BREAK

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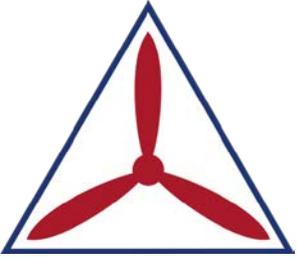
Civil Air Patrol



Are you enrolled in the PA Specialty track?

Have you read CAPR 190-1?

Do you use the How-to Guide for CAP PA?

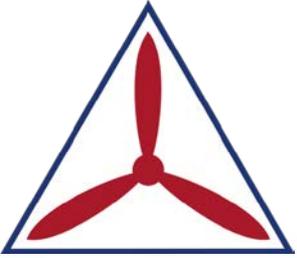


Civil Air Patrol

If yes, great!

If not, or you're putting
it off, how come?





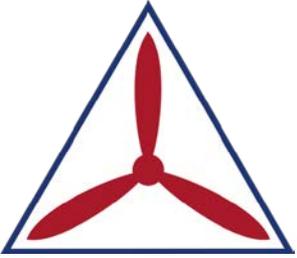
Civil Air Patrol

Copyright 2003 by Randy Glasbergen.
www.glasbergen.com



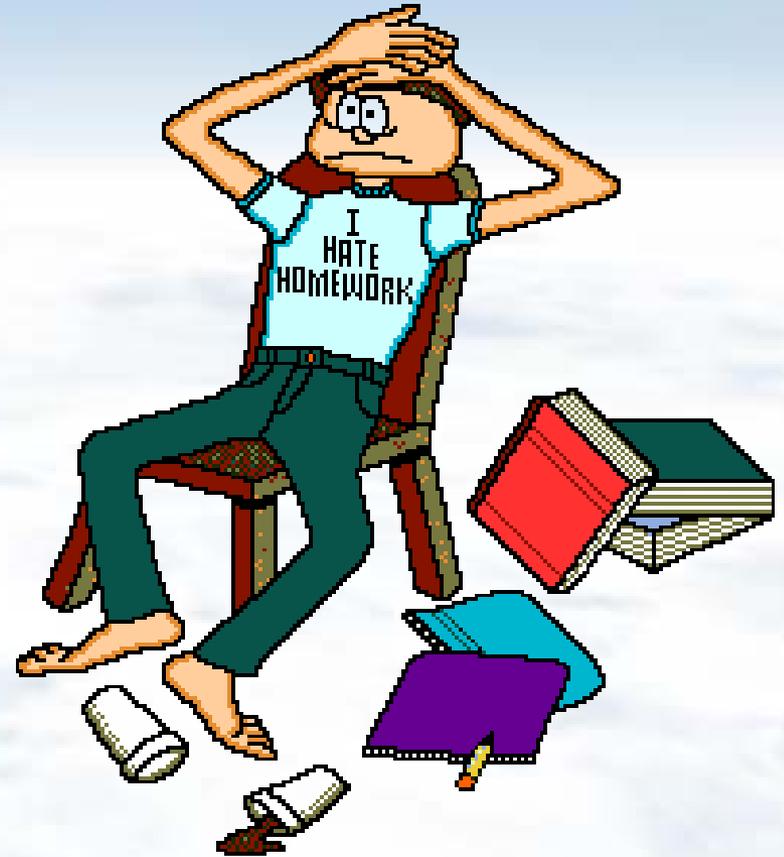
“I’m not procrastinating. I’m proactively delaying the implementation of the energy-intensive phase of the project until the enthusiasm factor is at its maximum effectiveness.”

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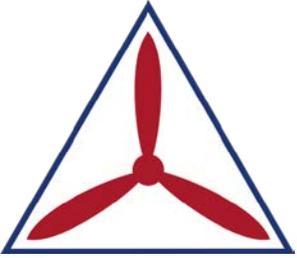


Civil Air Patrol

**Because the 1st step is
doing your homework!**



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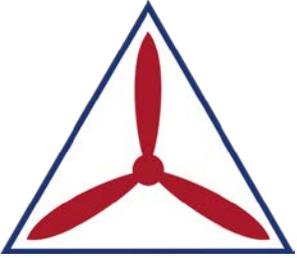


Civil Air Patrol

Know CAPR 190-1 forwards and backwards.

And it's revised nearly every year, so look for updates!





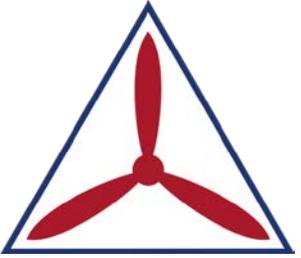
Civil Air Patrol

Study the “How-to Guide for Civil Air Patrol Public Affairs.”

A committee of expert PAOs reviews and recommends revisions on a regular basis to keep it current and useful!

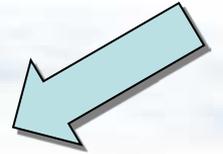


CITIZENS SERVING COMMUNITIES



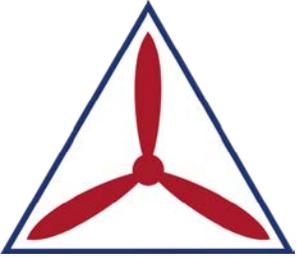
Civil Air Patrol

Have you looked for help from colleagues in other organizations, by networking with like-minded professional associations?



- > Int. Assoc. of Business Communicators
- > National Information Officers Association
- > Public Relations Society of America
- > Society of Professional Journalists





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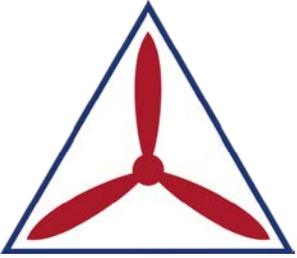
Also, have you taken all the relevant FEMA courses that are offered online for free?



FEMA

*Emergency
Management
Institute*

- > IS-29 – PIO Awareness Training**
- > IS-42 Social Media Emergency Management**
- > IS-250: External Affairs: A New Approach**
- > IS-702.a -Public Information Systems**

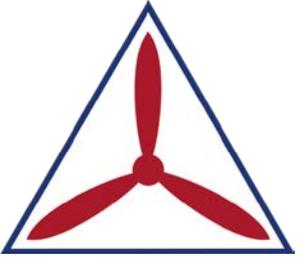


Civil Air Patrol



But what if you've done all you can to prepare and you've hit the wall?

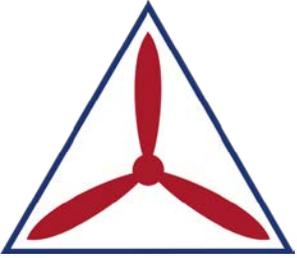
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Find a mentor!





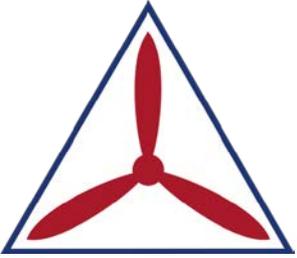
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***“Mentor* means a trusted counselor or guide, tutor, or coach. Mentors are helpers. Mentoring is a relationship in which a person with greater experience guides another person in personal and professional development.”**



-- CAPP 50-7 Mentoring

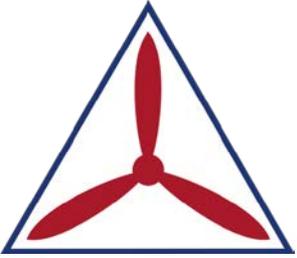
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You'll need at least a six-month commitment from your mentor, as well as accessibility by telephone, email and in person.



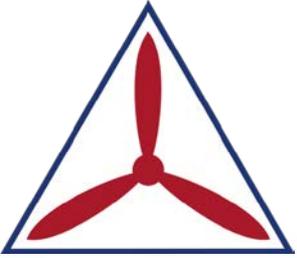


Civil Air Patrol

Ask a CAP member you respect, has PAO/PIO experience, and you think can offer you guidance to be your mentor.



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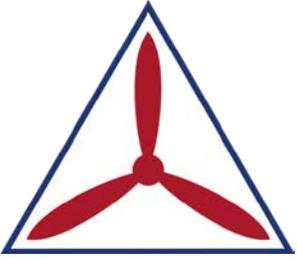


Mentee Dos:

**Take a proactive role in the relationship.
Understand what you want from the mentoring relationship and communicate your goals and aspirations to your mentor.
Set aside time for the mentoring process and keep all scheduled appointments.
Put the time with the mentor to best use.
Come to meetings prepared with topics.**

-- Air Force Mentoring Program

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Civil Air Patrol



Mentee DON'Ts:

Ask for advice on everything. Have a purpose in each request.

Blame the mentor if his or her advice doesn't work out.

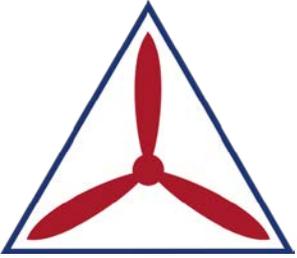
Expect the mentor to know all the answers.

Commit yourself to obligations you cannot keep.

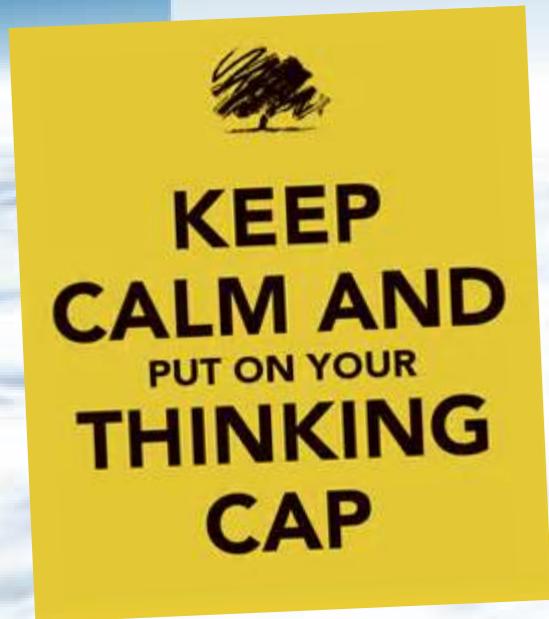
Cancel meetings/visits with your mentor at the last minute.

-- Air Force Mentoring Program

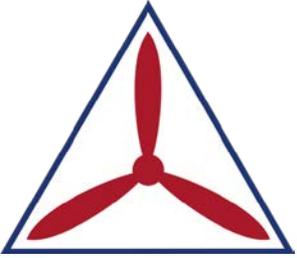
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Using the knowledge from your homework (CAPR 190-1 and the How-to Guide, FEMA courses, colleagues in professional organizations, and your mentor, it's time to pick a topic to write about!

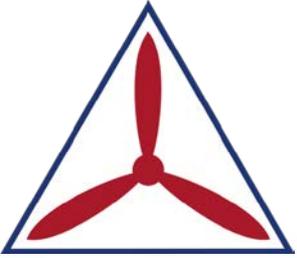


Civil Air Patrol



What's a good topic?

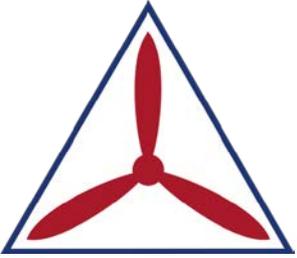
- 1. who the cadet commander is dating**
- 2. what radio frequencies we use**
- 3. new members, promotions, activities**
- 4. when will ABUs replace our BDUs**



Civil Air Patrol

What are some examples of what a PAO can write about?



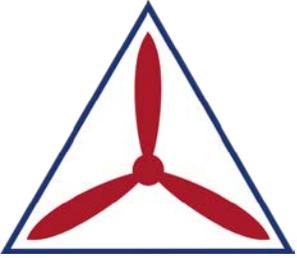


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Write about the ordinary

ORDINARY PEOPLE

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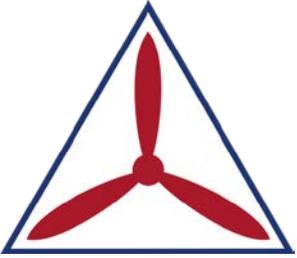


Civil Air Patrol

Because if you're waiting for someone in your unit to receive the Silver Medal of Valor before writing a news release you'd better be prepared for a long wait!



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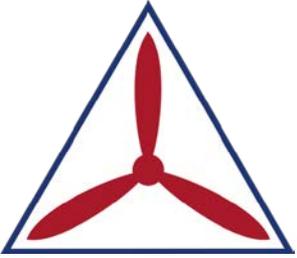


Civil Air Patrol

Instead, write about:

- new members**
- promotions and awards**
- training opportunities**
- emergency services**
- unit activities (senior and cadet)**
- change of command ceremonies**
- calendar of upcoming events**



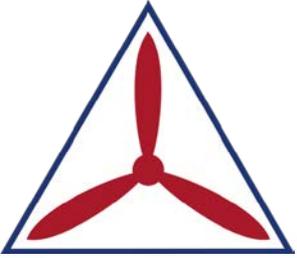


Civil Air Patrol

You don't even need to actually be at the activity to write about it!

You can do interviews over the phone or by email, rely on others to take photos and send them to you as jpeg attachments, and write your news release from a remote location.



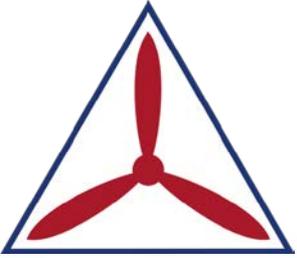


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Can you think of anything else you could write about?



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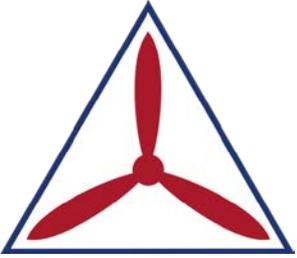


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What are the Five Ws?



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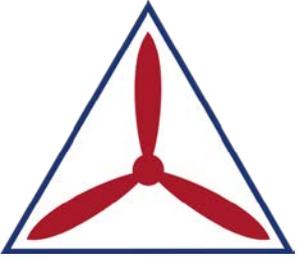


Civil Air Patrol



Are they?

- a. substances on the periodic table**
- b. a oldies rock 'n roll band**
- c. items carried by a GTM**
- d. who, what, when, where, why**
- e. steps of an airplane preflight**

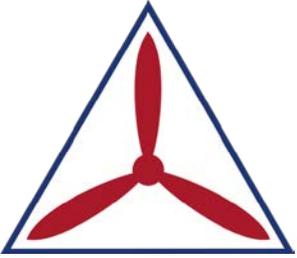


Civil Air Patrol

- Who
- What
- When
- Where
- Why
- How



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Civil Air Patrol

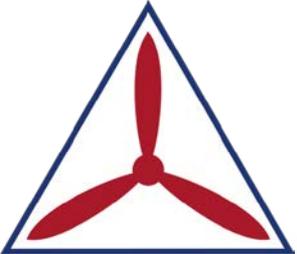
Who: Who is announcing the news?

What: What is being announced, a promotion, change of command, SAREX, etc.?

When: The time -- include a.m. or p.m. -- and date. Make certain the day and date correspond.

Where: The location of the program or activity that was or will be held.

Why: This is your key message. It is “why” you are making news.

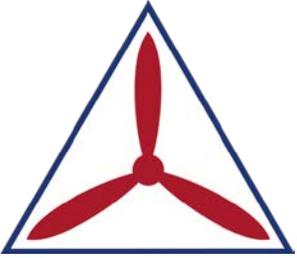


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So how do we start a news release?



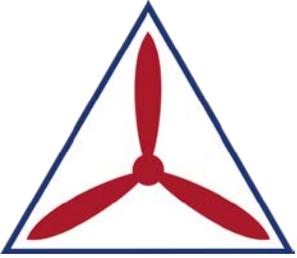
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Place the phrase “FOR IMMEDIATE
RELEASE” in the upper left corner.
Capitalize every letter.





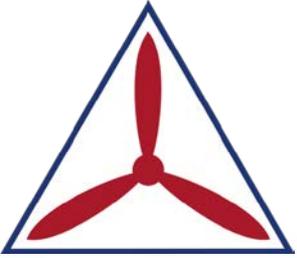
Civil Air Patrol

Below the phrase FOR IMMEDIATE RELEASE, skip a couple lines and place the contact person's information.

List your name, grade, title; home, work and mobile telephone and fax numbers, and email address.

If for any reason you are not going to be available, then list some other spokesperson or the person with the most information, because reporters often work on deadlines and may not be available until after hours.





Civil Air Patrol

Contact info:

Lt. John Smith

Wright Brothers Composite Squadron PAO

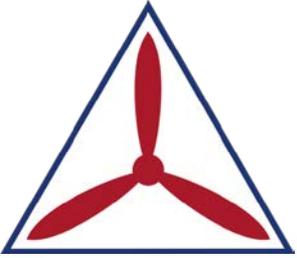
Home: 202-555-1212

Cell: 202-555-1212

Jsmith@wrightbrotherssquadron.org

www.wrightbrothers.org

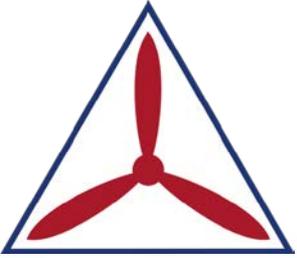
cont@ct
information



Civil Air Patrol



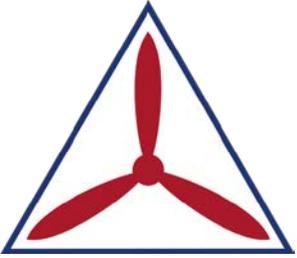
Compose a short headline that clearly describes the news release content and grabs the reader's attention. The ideal headline is 80 characters long. Center it in bold type on the page.



Civil Air Patrol



Begin with a dateline, which is the city your news release is issued from and the date you are distributing your release.



Civil Air Patrol

Lead – The first paragraph grabs the reader's attention.

5 Ws and H – The most important of the questions should be answered in the lead.

Others are answered later.

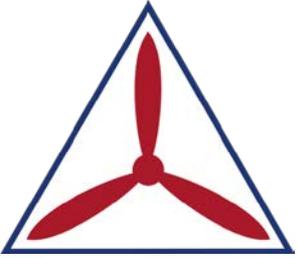
Short paragraphs – Paragraphs are one to two sentences and rarely more than three sentences.

Quotations – The exact words of someone talking. It's a good idea to use quotations to bring "life" to your story.

Inverted pyramid style – Include the most important information first, followed in descending order by less-important information.



Helpful
Tips

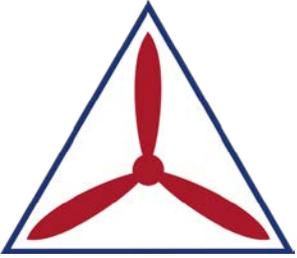


Civil Air Patrol

Limit your opening (lead) sentence to no more than 25–28 words. Keep your lead paragraph below 50 words. It should be very short but can capture the essence of what you're writing about. Readers usually scan a page. If you can catch their attention, then your news release is effective.



Helpful
Tips



Civil Air Patrol

Lead sentence guidelines:

***Who* said or did something.**

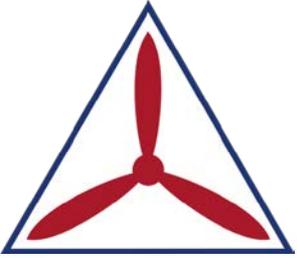
***What* was said or happened.**

***When* it was said or happened.**

***Where* it was said or happened.**

***Why* it was said or happened.**





Civil Air Patrol

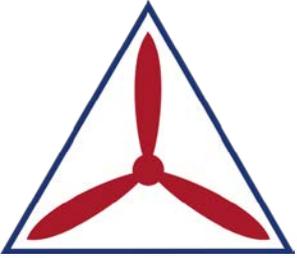
Who – Members of the Kansas Wing of the Civil Air Patrol (CAP)

What – attended an annual conference

When – May 23-24

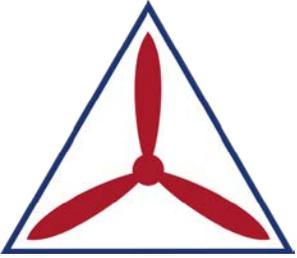
Where – at the Kansas Wing Headquarters in Salinas, Kansas

Why – to learn more about operations, safety, aerospace education, public affairs and professional development.



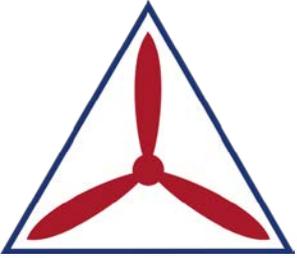
Civil Air Patrol

Second paragraph – The two-day conference also featured question-and-answer sessions with the wing commander and vice commanders, In addition, there was a dinner on Saturday evening at St. John's Military Academy.



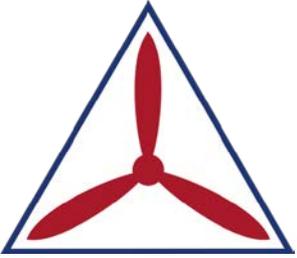
Civil Air Patrol

In the third paragraph, insert a quote from a leader, such as the director or project manager, about the event or program. Be sure to identify the source of all quotes. Make sure that the quote content explains and enhances the story, and that there is a clear relationship between the person quoted and the story. Try to limit the number of quotes to no more than two people.



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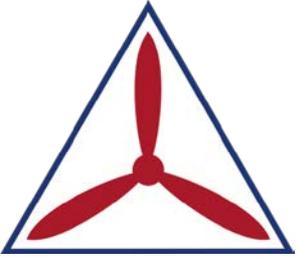
“The conference provided a basic skills refresher for our older members as well as an opportunity for newer members to get some hands on experience too,” said Maj. Johanna Smith, director of the conference. “There were several areas of emphasis and I’m pleased to say that everyone completed their agenda.”



Civil Air Patrol

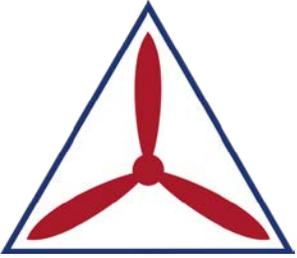
Fourth paragraph – Attending the conference from this area were:

-
-
-
-



Civil Air Patrol

Next to last paragraph - The Kansas Wing of CAP is one of the most active in its region, with _____ seniors and _____ cadets. Last year the wing flew more than _____ hours and were credited with saving ___ lives.

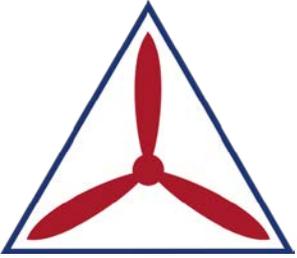


Civil Air Patrol

Civil Air Patrol, the official auxiliary of the U.S. Air Force, is a nonprofit organization with 58,000 members nationwide, operating a fleet of 550 aircraft. CAP, in its Air Force auxiliary role, performs about 85 percent of continental U.S. inland search and rescue missions as tasked by the Air Force Rescue Coordination Center and is credited by the AFRCC with saving an average of 70 lives annually. Its unpaid professionals also perform homeland security, disaster relief and drug interdiction missions at the request of federal, state and local agencies. The members play a leading role in aerospace education and serve as mentors to more than 24,000 young people currently participating in the CAP cadet programs. Performing missions for America for the past 73 years, CAP received the Congressional Gold Medal in 2014 in honor of the heroic efforts of its World War II veterans. CAP also participates in Wreaths Across America, an initiative to remember, honor and teach about the sacrifices of U.S. military veterans. Visit www.capvolunteernow.com for more information.

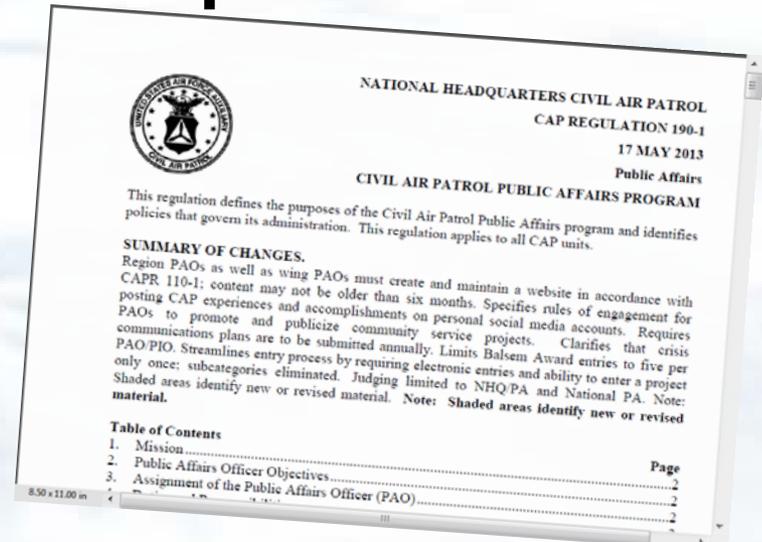
Boilerplate

CITIZENS SERVING COMMUNITIES

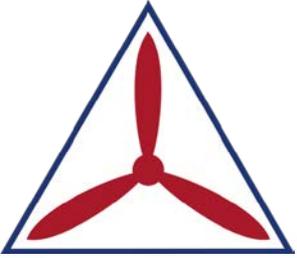


Civil Air Patrol

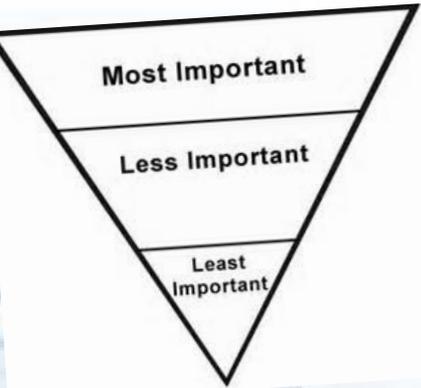
“PAOs will regularly submit news advisories and releases, with photographs whenever possible...”
- CAPR 190-1



CITIZENS SERVING COMMUNITIES



Civil Air Patrol



Follow the inverted pyramid style.

Keep sentences short.

Use short, well-known words, not jargon.

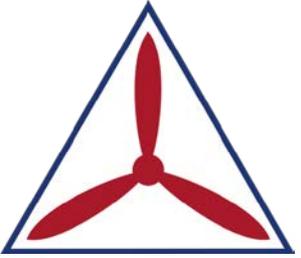
Use active words to add zest to your writing.

Avoid, for example, "it was said."

Use specific, concrete - not abstract - words and terms.

Do not editorialize, which means injecting your own preferences or even preferences of the subject you are writing about without attributing

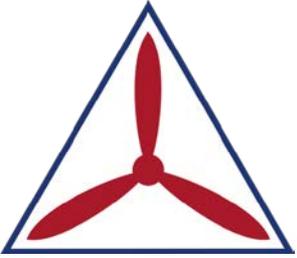
Avoid adjectives that reflect opinion. Stick to the facts.



Civil Air Patrol

When writing a news release for CAP, use lots of names and also hometowns and ages. If it's about just one person, like a promotion story, list CAP specialities, qualifications, encampments and activities. Get this information from eServices.



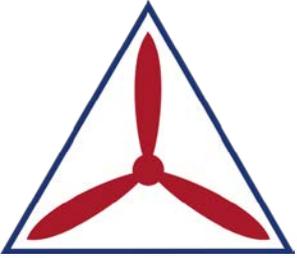


Civil Air Patrol

Stumped? Don't be afraid to borrow.

**Go to
VolunteerNow on
the CAP website to
see how others
have already
written about the
same topics.**





Civil Air Patrol

Wing appoints new director of aerospace education

**By 1st Lt Steven Solomon
Maryland Wing Public Affairs**

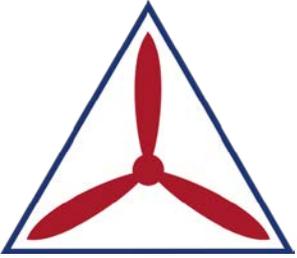
Capt. Robert Terry of Columbia, Md. was named director of aerospace education for the Maryland Wing of the Civil Air Patrol (CAP) on Aug. 6, succeeding Lt. Col. James C. Tice III. He briefed the command staff on a fresh start in aerospace programs across the state.

"Our general aerospace education mission is broad in scope, communicating knowledge, skills, and attitudes relating to aerospace activities and the total impact of air and space technology upon society," Terry said.

He outlined a program to assess the level and character of member interest in aerospace education and to create enrichment and outreach activities to meet the mission goals.

Joining CAP with Howard Composite Squadron in 1997, Terry has served as the unit's public affairs officer and an assistant aerospace education officer for activities such as model rocketry. He is also active in emergency services as a ground team member and information officer.

CITIZENS SERVING COMMUNITIES



Civil Air Patrol

Eric Diss receives appointment to U.S. Air Force Academy

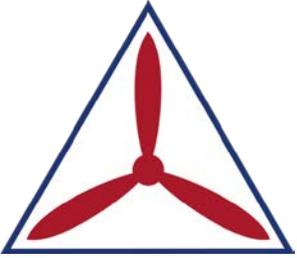
**By 1st Lt. Steven Solomon
Maryland Wing Public Affairs**

Eric Diss of Hanover, Md., a cadet in the Maryland Wing of the Civil Air Patrol (CAP), has been appointed to the U.S. Air Force Academy by U.S. Rep. Benjamin Cardin (D-3). He is scheduled to report on July 1 as a member of the class of 2009.

During the selection process, Diss was evaluated on academic, extracurricular, and physical fitness criteria based on his potential to successfully complete the academy's educational, military, and athletic programs and to serve as an Air Force officer. He was interviewed several times by his liaison officer to determine his sense of dedication, and work ethic.

"I was shocked to receive a phone call from my congressman to congratulate me and thrilled to learn I had gotten into the Air Force Academy," Diss said, adding, "even if I was frightened by the challenges awaiting me."

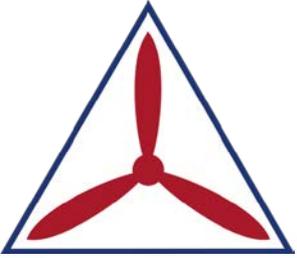
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Civil Air Patrol

What about writing style?

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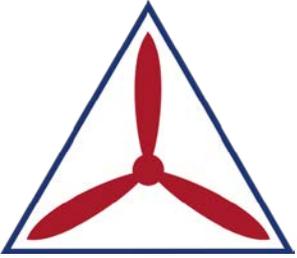


Civil Air Patrol

In the United States, most books and libraries follow the “Chicago Manual of Style” and the most-used guide for the general public is “The Elements of Style” by William Strunk, Jr. and E.B. White.

Use the AP Stylebook as your reference for newswriting. This is the guide used by HQ/PA at Maxwell AFB, Civil Air Patrol Volunteer, and most major newspapers in the United States.

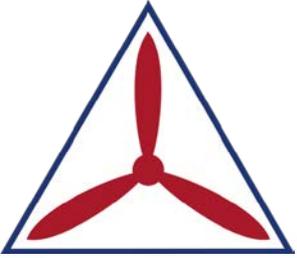




Civil Air Patrol

“All PA communications (news releases, public websites, articles, newsletters, photos and the like) will be approved by the commander and written in AP Style...”

**CAPR190-1
17 May 2013**



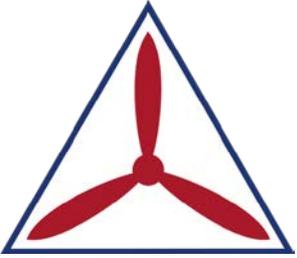
Civil Air Patrol

Do NOT use “The Tongue and Quill” as your style guide.

Do NOT use CAPR 10-1 “Preparing and Processing Correspondence” as your style guide.

Do NOT use the “Air University Style Guide for Writers and Editors” as your style guide.





Civil Air Patrol

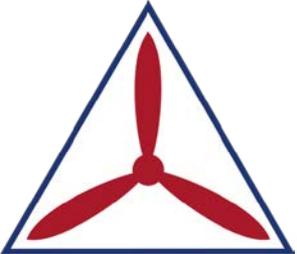
Pay close attention to capitalization; the AP Stylebook directs that titles before a name are capitalized, but titles after a name are not. Also, titles standing alone are not capitalized.

Examples:

- **Wing Commander Col. John Doe** noted...
- **Col. John Doe**, wing commander, said...
- The wing commander stated that...

*Capitalization
Rules*





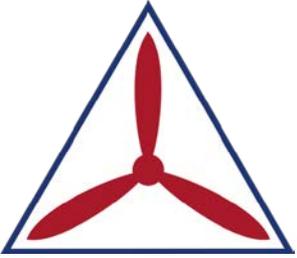
Civil Air Patrol

Pay careful attention to abbreviations; CAP abbreviations used for internal memos are NOT the same for press releases!

Example:

- 2d Lt for CAP memos**
- 2nd Lt. for CAP press releases**

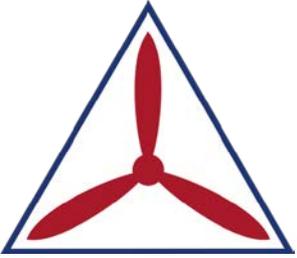




Civil Air Patrol

Read through your news release as though it's the first time. Read through it as though it's a story in the paper. Read through it looking for typos and awkward sentences. If there are lots of names, ask someone to help you check the spellings by reading the letters aloud while you hold the original document that lists them.

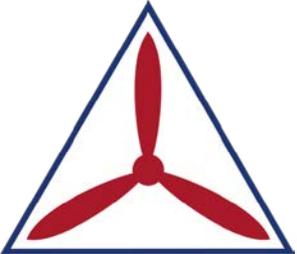




Civil Air Patrol

Google the names of the universities your subjects say they attended, the businesses they say they work for, the aircraft they say they fly, etc. to ensure you are spelling everything correctly and have the context right.



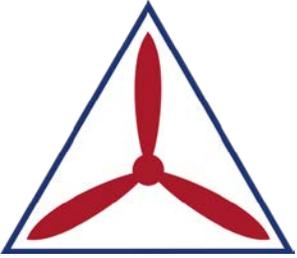


Civil Air Patrol

Let's write a news release!



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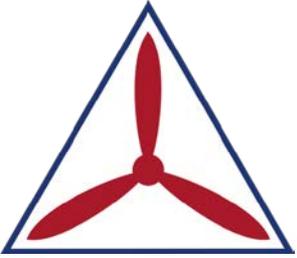


Civil Air Patrol

Who should review your news release?

- **Your commander or designee**
- **activity director or incident commander**
- **Next level higher PAO**
- **PAOs from cooperating agencies**
- **Trusted colleague or family member**
- **EVERY person quoted**

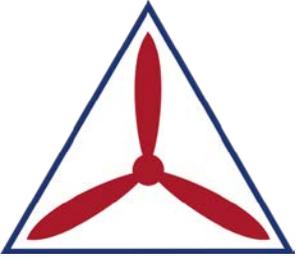




Civil Air Patrol

Distribute your news releases by email – NOT fax or mail – to only the most likely media that will use them. Send them to ONLY one media person at a time. Paste the releases as plain text in your email. Do NOT send any attachments. If you have photos ONLY indicate the captions; if the media is interested in seeing your photos they will ask for them. Do NOT call to ask if your email was received. And NO, you don't need to design any kind of letterhead with color logos in order to distribute your news releases.

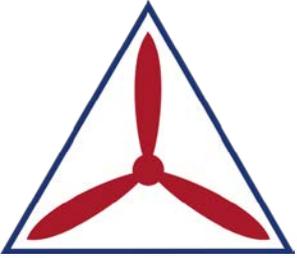




Civil Air Patrol

“It’s a perfect vehicle for getting out the information reporters and potential customers need. I work with editors who actually request press releases...It’s a format they find useful. Let’s face it, reporters are stretched thinner than ever and need information...”

**- Michelle Garrett,
PR consultant and writer**



Civil Air Patrol



Questions, comments, criticisms, concerns?

Lt. Col. Steven Solomon, CAP
National Public Affairs Manager
(C) 240.505.6279
U.S. Air Force Auxiliary
ssolomon@cap.gov

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