

**Middle School Initiative**

**PART I  
COVER SHEET**

**CAP 4 SEMESTER 2 WEEK 3**

**COURSE:** Public Affairs Officer Staff Duty Analysis, Achievement 11

**LESSON TITLE:** Writing a News Release About a SAR Mission

**LENGTH OF LESSON:** 50 Minutes

**METHOD:** Performance

**REFERENCE(S):**

1. CAPR 190-1, *Guide to Civil Air Patrol Public Affairs*, Volume I, Chapter 10, 1 May 00
2. CAPR 20-1, *Organization of Civil Air Patrol*, Part III, Pages 39, 29 May 00
3. CAPP 201, *Public Affairs Officer Specialty Track Study Guide*, 15 Jan 00

**AUDIO/VISUAL AIDS/HANDOUTS/ACTIVITY MATERIAL(S):**

Handout 1 - SAR Mission Scenario

**COGNITIVE OBJECTIVE:** The objective of this lesson is to formulate a news release using Handout 1- SAR Mission Scenario.

**COGNITIVE SAMPLES OF BEHAVIOR:** Each cadet will willingly study Handout 1 - SAR Mission Scenario and prepare to write a news release.

**AFFECTIVE OBJECTIVE:** Using the knowledge received in the previous week's lesson on writing a news release, each cadet will write a news release based on Handout 1 - SAR Mission Scenario.

**AFFECTIVE SAMPLES OF BEHAVIOR:** After studying the previous week's lesson and Handout 1 - SAR Mission Scenario, each cadet will submit a written news release based on the information.

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### PART II TEACHING PLAN

#### Introduction

**ATTENTION:** A SAR mission has occurred. It is up to you to write the news release covering this event. Are you ready?

**MOTIVATION:** Now that you are familiar with the different ways you can write a news release, you must decide which style you want to use for the news story on the SAR mission. Using the handout scenario, you have the rest of the period to write your news story and hand it in for review.

**OVERVIEW:** In Achievements 9 through 16, staff duty analysis is part of the leadership training. This third lesson in the series is one of the hardest for cadets to accomplish. Writing a good news release is not an easy task even for the most seasoned professional. It may take each cadet several tries to write a release suitable for releasing,

#### Body

**Instructor's Note:** Give out Handout 1 - SAR Mission Scenario and allow the cadets to write a news release covering this event. Collect the releases at the end of the period for evaluation.

#### Conclusion

**SUMMARY:** This class was for the cadets to write a news release on a SAR mission using the scenario handout. The releases were collected at the end of the period for evaluation.

**REMOTIVATION:** Writing a news release isn't as easy as it looks, but I am sure that each of you did an outstanding job with them.

**CLOSURE:** The next SDA will be on conducting an interview and writing a report on that interview. Now it is time for PT.

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**PART III  
LESSON REVIEW**

**LESSON OBJECTIVE(S):** The objective of this lesson was to write a news release using Handout 1 - SAR Mission Scenario.

**LESSON QUESTIONS:** None