

# PRESENTENSE

the newsletter for public affairs officers

JANUARY 2004



**CIVIL AIR PATROL**  
MARKETING & PUBLIC RELATIONS

## INSIDE

### CAP IN THE NEWS

Find out where articles and broadcasts on CAP have appeared recently in the national media. **Page 2**

### STRATCOM AWARDS

Headquarters Strategic Communications won some major national awards this month, including a top award for videography. Get the details, and find out how you can see the winning video online. **Page 2**

### THIS MONTH'S CASE STUDY

There are two must-have "bibles" for CAP PAOs. Find out why they're so important and how you can get copies of your own. **Page 3**

### NEW ON THE HQ WEB SITE

Three downloadable videos are now available at [www.cap.gov](http://www.cap.gov). From the home page, click on MEDIA INFO, then MULTIMEDIA. Choose CAP VIDEOS and you'll have the choice of downloading video presentations on CAPabilities, CAP homeland security, or the CAP public service announcement produced for CAP's recent 62nd anniversary.

## PLUS

- Cool Web sites for writers**
- Latest CAP stats**

*Presentense* is the official monthly publication for public affairs officers of the Civil Air Patrol, and is produced by Melanie LeMay in the Strategic Communications and Planning Directorate, CAP National Headquarters, Maxwell AFB, Ala. All copy is written by Melanie LeMay unless otherwise noted.

Is there something you'd like us to cover in *Presentense*? Contact Melanie LeMay at [mleamay@cap.gov](mailto:mleamay@cap.gov) or call her at (334) 953-5320.



CAP National Headquarters file photo

**Historical photos** like this one taken of the Newark, N.J. squadron in 1956 will be invaluable to your unit or wing in years to come. Be sure to preserve such photos and record as much identifying information for them as possible while you still have access to people who can give you those facts.

## Help preserve CAP's history

Much as we hate to face it, the early members of CAP are growing older. Now is the time to record their memories of the early days, because CAP's rich history deserves to be well-documented.

At no time have we at headquarters StratCom been more aware of the value of historical CAP photos and documents than during this year's centennial of flight. How often, in preparing material for various century of flight events, we've wished we had more information about our stock of historical photos.

If you're lucky enough to have some photos or documents from your unit's early days, take time now to care for them properly. Here are some tips:

- Make electronic copies of the photos. Scan them at high resolution and store them on a CD.

Make an extra copy or two of the CD and store in separate places, just for safety's sake.

- Put the original photos in sheet protectors and store them out of sunlight and extreme heat.

- Collect as much information about the photos as possible.

Best case scenario: Names and ranks of all pictured, the name of the squadron, the location, date, a description of the action and the name of the photographer. Ask the older members in your squadron to help with the process. You can also gather such information by posting the photo on your unit Web site along with a request for information.

- If you can gather substantial information about a particularly good photo, forward it to us in StratCom for our historical photo archive.

## HQ StratCom wins national media awards

The former Marketing and Public Relations Directorate at Civil Air Patrol National Headquarters - now known as Strategic Communications - won a gold and two bronze awards in the 2003 *Association Trends* All-Media Contest.

The contest, sponsored by the monthly *Association Trends* newspaper, involved 31 competitive categories, and drew 408 entries from 131 different organizations.

### Gold winner

The "CAPabilities" video received a gold award - one of only 40 awarded in the contest - in the Informational Video category. The video was produced by Marc Huchette, CAP's chief of multimedia production, and is a four-minute cutting-edge production that provides an overview of CAP's multi-faceted programs and services.

"This video is a true reflection of what our members are doing to push the organization and our capabilities to the forefront of the homeland security arena," Huchette said.

The video can be viewed and downloaded from the headquarters Web site at [www.cap.gov/mediacenter/video.html](http://www.cap.gov/mediacenter/video.html).



### Bronze winners

*The Civil Air Patrol News*, edited by Jim Tynan, won a bronze award in the Monthly Tabloid, 4-Color category. Also winning a bronze award in the Public Service Announcement, 4-Color Category was a four-color print public service announcement advertisement produced by Linda Tynan, creative communications manager, entitled, "What did you do last weekend?"

Often called "the bible of the association community," *Association Trends* reaches more than 25,000 readers each month.

The All Media awards will be presented Feb. 6, 2004, at the Capital Hilton in Washington, D.C. The winning entries will be placed on display during the ceremony and were also featured in the Nov. 28 issue of *Association Trends*.

## CAP in the News

CAP is featured in a new four-color publication called *21st Century Defense: U.S. Joint Operations*, published by Belmont International, Inc.

The story, "Civil Air Patrol: Embracing Technology for Today's Homeland Security," appears on page 95 of the publication. The story was written by Melanie LeMay of headquarters Strategic Communications.

The book includes profiles of such key HLS figures as Secretary of Defense Donald Rumsfeld, Secretary of Homeland Security Tom Ridge, and Air Force Secretary Dr. James G. Roche. Also included are articles about the U.S. Joint Forces Command, joint and combined military operations in Afghanistan and Iraq, the history of the U.S. Southern Command, U.S. Army technology, the Air Force Exchange Service, and the partnership between the Secret Service and the Department of Homeland Security.



PAOs may be especially interested in an article by Maj. Douglas M. Powell on page 84, "The Military-Media Relationship: From Bull Run to Baghdad."

The book retails for \$5.95 and will be available at bookstores and newsstands. You can also order it directly at [www.21stcenturydefense.com](http://www.21stcenturydefense.com) or by calling (727) 533-8607.

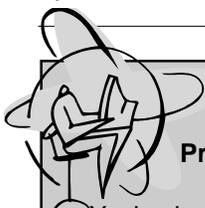
## Headquarters online news service now up and running

National headquarters implemented an online news service on January 1, 2004. Look for it under the heading, NEWS, at [www.cap.gov](http://www.cap.gov).

The news site will be updated on a daily basis.

According to Jim Tynan, editor of *CAP News*, "We were limited in what we could print in the *Civil Air Patrol News* each month. The new online news service will permit us to carry more comprehensive cov-

erage of member activities. "The printed newspaper will go to a bi-monthly at this time, with hard-copy issues published in February, April, June, August, October, and December during 2004."



### Cool Web sites for PAOs

#### Promotional items for your next CAP display

You've been to trade shows, and you know how much you enjoy the promotional items given away. Now, for your next wing display, budget allowing, you can order promo items online. One good site is [www.tradeshowexhibitor.com](http://www.tradeshowexhibitor.com). There, items are grouped by type and price, and include everything from keyrings and pens to wrapped mints and shopping bags.

## LATEST CAP STATS

### CAP Membership as of Nov. 30, 2003

Senior members	35,460
Cadet members	26,729

**TOTAL members 62,189**

## Public Affairs Case Study 4

## TWO ESSENTIAL BOOKS FOR PUBLIC AFFAIRS OFFICERS

*No other area of CAP activity is more vital to the success of the organization than the public affairs function.*

— CAPP 190-1

What the PAO is to the organization, CAP pamphlet 190-1 is to the PAO. This two-volume booklet is a valuable resource, even for those who are already familiar with public affairs work.

### Why it's important

While the 190-1 gives specific guidelines for both internal and external CAP publicity, it also describes the role of the PAO within the CAP unit. This is important because all PAOs must be sure they're included in the unit's critical information loop.

Ideally, your commanding officer should also be familiar with the information in the 190-1. He or she can make your job as a PAO much easier by understanding the challenges you face.

### What it includes

One of the most valuable sections of the 190-1 is Vol. 1, Section 3, "Promoting CAP." This section's contents include:

- Courting the media
- Publicizing special events
- Public release of information on accidents
- Interviews
- Successful interviews
- Media message worksheet

If you don't read anything else in the 190-1, be sure to read this section. In a nutshell, it gives you tips on establishing good working relationships with your local media as well as guidelines for responding to the media in the face of a crisis.

Section 10 in Vol. 2 covers news release writing, one of the PAO's fundamental responsibilities.

Also included is information on fund raising, a task that often falls to unit PAOs.

The 190-1 is designed in an easy-to-

read format with bold headings and succinct nuggets of information. It includes examples of good and bad photos, a sample PR presentation and a sample press release.

Once you've read through both volumes of the 190-1, you'll probably want to flag sections that will be particularly useful.

### Special pages to bookmark

The "inverted pyramid" references on pages 3-9 and 10-2 are useful not only for structuring interview answers, but for writing press releases, too. The inverted pyramid means that you should start your message with a general statement about the situation in question. Next, you state the facts, moving from most important to least important.

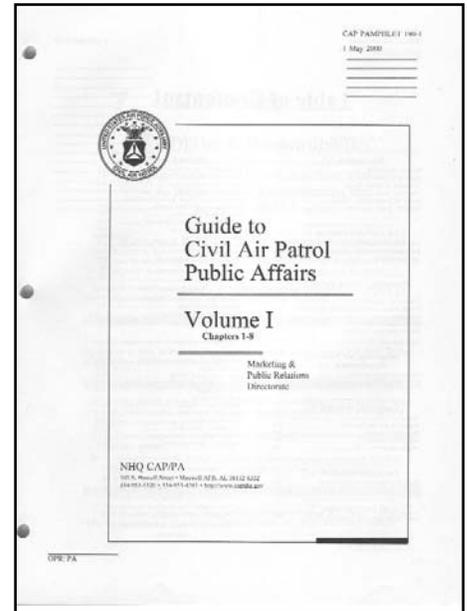
The reason? Most people read a newspaper or magazine by scanning the headlines and first few sentences of a story. By placing the most important information first, you have the best chance of giving them the gist of the story. If they're interested enough to continue reading, your inverted pyramid will give them the additional, but less important, details at the end.

"Public release of information" on page 3-7 gives you a quick rundown on what you can say when you must put out a press release about an accident.

"Tools" for interview preparation (page 3-9) give you strategies to keep in mind when giving an interview, especially on camera. The discussions of bridging, hooking, flagging and personal credibility are especially valuable. Review them frequently to stay prepared.

For a quick list of do's and don'ts for giving an interview, see page 3-18. A media message worksheet on page 3-19 will help you write out in advance the messages you want to get across to the press.

All PAOs want to see their units featured in *Civil Air Patrol News*. For



guidelines on submissions, bookmark pages 4-8 through 4-11.

If you're called upon to make a presentation on CAP for a civic group, you can use the presentation outline on page 5-5 as a starting point.

There are many excellent books on the market about newsletter design, but the 190-1 includes a good section on the basics, beginning on page 7-1. It includes professional design tips, the characteristics of a good newsletter, and on page 8-1, tips on photography.

### Obtaining your copy of the 190-1

The fastest way to get a copy of the 190-1 is to print it out yourself. Go to the headquarters Web site at [www.cap.gov](http://www.cap.gov). Click on MEMBERS and choose FORMS AND PUBLICATIONS. When the next window opens, choose INDEXES, REGULATIONS & MANUALS. Scroll down to the 190 - Vol. 1 and the 190-1 Vol. 2. You'll need to have Acrobat Reader on your computer in order to open the documents. If you don't, the Web site includes instructions for downloading this free program. If you're a new PAO, complete CAP Form 2a and have your unit officer order a PAO kit for you. The 190-1 is included in the kit.

## Public Affairs Case Study 4

## TWO ESSENTIAL BOOKS FOR PUBLIC AFFAIRS OFFICERS

Anyone who writes for the media must learn “media-speak,” the writing standards established by the Associated Press. These guidelines are published annually by AP in *The Associated Press Stylebook*, the “bible” for newspaper and magazine copyeditors across the nation.

Whether or not you agree with the “rules” set up in the Stylebook, you should be aware that most newspapers adhere closely to them. Sometimes an editor establishes a policy change to suit his or her personal taste, but by and large, AP Style reigns supreme.

In his foreword to the 2003 edition, AP president and CEO Louis D. Boccardi wrote, “As for the ‘style’ itself, we thought at the outset that it wouldn’t be possible to please everyone. Of course, we were right. Journalists approach these style questions with varying degrees of passion. Some don’t think it really is important. Some agree that basically there should be uniformity for reading ease if nothing else. Still others are prepared to duel over a wayward lowercase.”

Regardless of their fondness for AP’s “rules,” dogeared copies of the Stylebook lie on every reporter’s desk in newsrooms across the nation. At the copydesk, where editing is done prior to layout, multiples copies lie open and ready for reference at any time. Many editors also use an electronic version of the Stylebook.

### Why it’s important

Why does this matter to a CAP public affairs officer? It’s important to know how the media write and edit their stories if you’re going to get them to publish yours. Put yourself in the place of an editor or copyeditor -- would you rather publish a story that requires only minimal edits and corrections, or one that will take you fifteen or twenty minutes to edit and correct? (Don’t forget -- if you’re an editor, you’re *always* on deadline. In a given day, you’ll look at dozens and dozens of stories for possible publication. If a story is well-written and already conforms to AP Style, using

it will save you valuable editing time.)

### What it includes

The Stylebook is set up alphabetically. Thus, if you want to know if fund raising has a hyphen in it, look under F. If you want to know how to abbreviate Alabama, look under S for states. As you can see, the Stylebook includes both specific words and categories in its alphabetical listing. Its editors have taken pains to make it easy for you to find what you’re looking for because they know that in a newsroom, time is critical.

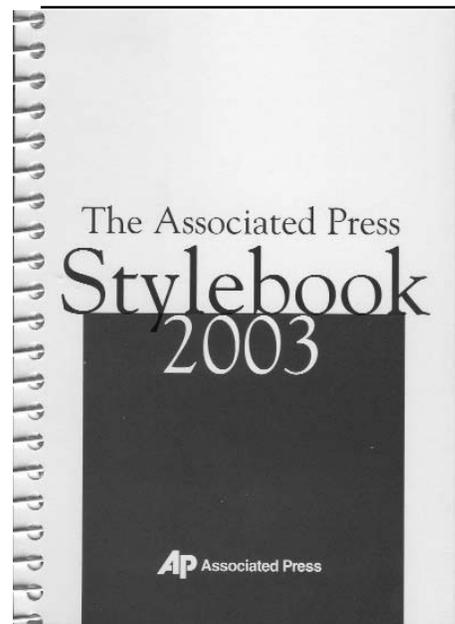
Among the important rules you’ll find in the Stylebook are the correct punctuation for military titles (use periods after the rank abbreviations), formats for dates (month, day, comma and year) and state abbreviations (hint: they’re not the same as the two-letter Post Office abbreviations). These are among the most controversial rules among military people because they directly conflict with military usage, i.e.

Lt. Col. vs Lt Col  
Sept. 11, 2001 vs. 11 Sept 2001  
Ala. vs AL

Remember this, however. You’re not writing for a military audience. You’re writing for the public. Actually, you’re writing for an editor who is putting out a publication for the public. That editor is going to use the accepted style for most general publications, and so should you.

If you need further convincing, you should know that even military public affairs officers conform to AP Style in writing for public consumption. If you don’t believe it, go to [www.af.mil](http://www.af.mil) and look at the press releases in the Air Force media room.

Besides its standard alphabetical listing, the 2003 Stylebook also includes an internet guide, business guidelines and style (words and phrases specific to business and financial writing), a guide to punctuation, a briefing on media law (including some good information on libel and First Amendment rights), a guide to writing photo captions, proofreaders’ marks, and a list of



AP headquarters and bureau addresses and phone numbers. At the very end is a list of useful AP books on news writing, photojournalism, and broadcasting.

### When it’s not in the Stylebook

Not every word you want to find will be listed in the Stylebook. If you can’t find it in the Stylebook, then AP’s first-choice reference for spelling, style, usage and foreign geographic names is *Webster’s New World College Dictionary*. The first-choice reference for place names in the 50 states is the *National 5-Digit ZIP Code and Post Office Directory*, published by the U.S. Postal Service. For aircraft names, the reference of choice is *Jane’s All the World’s Aircraft*, published by Jane’s Yearbooks, London, and Franklin Watts, Inc. New York.

For the vast majority of press releases and other public affairs writing, however, you can survive very well with only a Stylebook and a dictionary at your elbow.

### ORDER THE AP STYLEBOOK

Order the Stylebook and other AP books online at [www.apbookstore.org](http://www.apbookstore.org). Cost for the Stylebook is \$12.50 plus \$4.00 for shipping and handling. AP comes out with a new edition each year.