

PRESENTENSE

MARCH 2004



CIVIL AIR PATROL
STRATEGIC COMMUNICATIONS

the newsletter for CAP public affairs officers

INSIDE

MORE ON NAVIGATING THE NEW HQ WEB SITE

Still can't find your way around at www.cap.gov? Speed up your learning curve with these tips. **Page 2**

THIS MONTH'S CASE STUDY

*What you need to know
about photo releases*

You've been busily snapping photos of your cadet squadron in action. Now the local newspaper wants to plaster your best shot on the front page of the Sunday paper. Do you need signed releases from the cadets in the photo? Do you ever need to get releases for your CAP photos? This month's tutorial gives guidelines on photo releases, along with a sample photo release form. **Pages 3 - 4**

COMING NEXT MONTH

Though your 8 to 5 job may have nothing to do with CAP, the fact that you contribute so much time to volunteer work is interesting to others in your profession. Next month we'll look at ways to promote volunteerism, and CAP, through your profession's own publications.

PLUS

- How to find the latest Fact Sheet**
- New CAP membership stats**
- Cool Web sites for PAOs**

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 or call her at (334) 953-5320.



From WSFA-TV telecast

What are these men watching? Listening intently to media representatives are Lt. Col. Ken Van Loon, left, national deputy chief of Chaplain Services, and Lt. Col. Bernard King of the Kansas Wing. The two were attending a session called "Embracing the Media" during the National Commanders Course Feb. 4, 2004 at CAP National Headquarters, Maxwell AFB, Ala. During the presentation, a cameraman from WSFA-TV caught the group's discussion on film. The resulting story on the Commanders Course aired three times over the next two days during prime news hours on WSFA, the leading news channel in Montgomery, Ala.

Straight from the horse's mouth

Newspaper and TV pros demystify the news game for CAP leaders at headquarters Commanders Course

CAP region and wing leaders from throughout the country had a direct line to the media during the February 2004 Commanders Course at CAP National Headquarters in Montgomery, Ala.

During a two-hour session called "Embracing the Media," StratCom's Marc Huchette and Melanie LeMay discussed the do's and don'ts for dealing with media during a crisis. To offer an even more direct perspective, StratCom brought in representa-

tives from the Montgomery NBC-TV affiliate, WSFA-TV, and the local newspaper, the *Montgomery Advertiser*. They opened up the floor for questions from CAP members, and a lively discussion ensued.

Denise Vickers, WSFA news director, stressed the importance of establishing good working relationships with local media. "We're just people, like everybody else," she said. "You shouldn't hesitate to come and introduce yourself

See Horse's mouth, page 2

Navigating www.cap.gov

If you're having trouble finding Strategic Communications items on the headquarters Web site, take some time to familiarize yourself with two key areas.

First, explore the MEDIA INFO section, which you can access from the home page. Here you'll find the latest national press releases, CAP Online News and video presentations.

Next, go into the members-only section and drill your way down to StratComm (see cheat sheet at right). There you'll find the PAO Toolkit, *CAP News*, all prior issues of *Presentense*, the most recent CAP Fact Sheet and a book on fundraising.

Web site cheat sheet

To find national press releases

1. www.cap.gov
2. MEDIA INFO
3. Media Center
4. Press releases

To find *Presentense*, an updated Fact Sheet or Writing a Successful Funding Proposal

1. www.cap.gov
2. MEMBERS
3. Members Home
4. Programs
5. Strategic Communications
6. PAO Toolkit

CAP in the News

Newsday, Feb. 21, 2004

"Wings for Life"

This article shows how retirees are doing meaningful volunteer work through CAP. Featured are members of the New York Wing. See it online at www.newsday.com.

Horse's mouth, from page 1

and let us know about your local CAP unit. But it's important to do that *before* a crisis occurs. Things will go better for us and for you if we each know who we're dealing with."

Dan Way, metro editor for the *Montgomery Advertiser*, concurred. "Remember that the needs of newspapers and television stations are different. Newspapers are filling up space. Broadcasters are filling up time. To fill up all those column inches every day, print reporters have to gather as much information as they can. It's their job to come back with specific information because they have to cover the story in more depth."

Huchette and LeMay had already talked with the class about crisis communication planning. "When your unit is called in to help with a high-profile search and rescue or disaster relief mission, everybody is busy and pulled in all directions," Huchette said. "That's not the time to try to decide what information you can release or who it is that will talk to the press on camera."

"And it's not the time to be designing your press release template or looking up the fax numbers for your local newspapers," LeMay said. "These are all preparations you should make in advance, so you can provide the media with the information of your choice as quickly as possible."

Learning about your local reporters and editors can help you place more of your day-to-day news items, LeMay said. For example, CAP members learned that WSFA anchor Chris Holmes is an airplane buff who loves to fly.

"Don't you think I'd jump on a story that allowed me to go up in an airplane and see how you guys fly a search grid?" Holmes said. "Get to know your reporters and their personal background and interests. Then you'll know what stories will particularly appeal to them."

When national commander Maj. Gen. Rick Bowling dropped in on the class, Holmes took advantage of a pre-arranged interview time to demonstrate to the assembled members the wrong

and right ways to respond to questions during an interview. With the class hanging on to every word, he asked Bowling some hard questions about a hypothetical plane crash. Bowling demonstrated a "closed" stance, answering in generalities or in short, terse monosyllables, and in some cases, resorting to a haughty "no comment."

Holmes then led Bowling through a more relaxed and informative version of the interview, demonstrating the value of Bowling's clearly defined message and professional yet approachable demeanor.

While the media reps talked, WSFA's cameraman caught the class on tape. The resulting story about CAP and the Commanders Course appeared on the news later that night and the following morning.

"The more you get to know your local media, the more you'll understand why we do the things we do," Dan Way said. "Then you can use that knowledge to help you get the coverage you want."



Web sites for PAOs

QUICK LINK TO MEDIA – From Newslink.com, you can jump to the

Web sites for newspapers, broadcasters and magazines throughout the nation, and get direct phone numbers and email addresses for the journalists you want to contact. Be forewarned: Not every media outlet in every state is listed. Go to www.newslink.com.

NEWS PAGE DESIGN – This site for newspaper designers includes some great basic design ideas (see "Tips"). It also includes samples of good page design and portfolios from some of the leading designers in the country. Take a look at www.newspagedesigner.com.

CAP MEMBERSHIP

as of Jan. 31, 2004

Cadets 26,475

Seniors 35,321

TOTAL 61,796

Need an updated national CAP Fact Sheet? Look under Tools for PAOs in the member section of www.cap.gov.

Public Affairs Case Study 6

WHAT YOU NEED TO KNOW ABOUT PHOTO RELEASES**What is a photo release?**

A photo release is signed by the individuals in a given photograph, allowing that photo to be used for purposes outlined in the release form. If the individuals in the photo are under the age of 18, it is usually necessary that a parent or guardian sign the form granting permission for use of the photo. The wording in such a release varies according to the intended uses of the photo. (See a sample release on the next page. Its language has been approved by CAP's general counsel.)

Consider the following scenarios:

- ◆ *You're at a cadet encampment, busily snapping photos of the teenagers, scrupulously recording their names and ranks for the photo cutlines, and trying to figure out the best way to showcase the excitement of the event. The photos turn out to be terrific. The lighting is perfect and the composition looks downright professional. You decide to use a few of the best shots on your wing Web site.*

Do you need a photo release from the cadets in those pictures? Should their parents sign a release as well?

- ◆ *Two months ago you took some great photos of senior members during a SAR exercise. You sent them in to National Headquarters for Civil Air Patrol News. Not only did one of them appear in CAP News, but now Headquarters has come out with a brochure that features your photo on the front page.*

Should you have gotten a photo release from all the members in that photograph before you sent it off to National Headquarters? Should Headquarters have gotten a photo release before including it in its brochure?

In most cases, CAP photographers need not obtain photo releases.

The necessity for photo releases is tied to American privacy laws. According to CAP general counsel Stan Leibowitz, privacy law is a state-by-state issue, and with photography, revolves around whether or not images are used for commercial purposes or are altered in some way.

Because CAP is particularly careful to protect its cadets, PAOs always have special concerns about releasing their photos for publication.

Attorney David Donaldson Jr. told the Texas Press Association, "The key to understanding the guidelines for shooting and publishing photos of minors is that minors are not adults and cannot consent to being photographed or having their photographs published where such photos would invade privacy or involve improper commercialization.

"So, if any of the plans to photograph or publish photographs of minors would violate privacy or publicity laws, and the parents or responsible guardians have not consented, then you have a problem. But if the photo you have in mind to use does

not violate the minor's rights, then you don't need consent. **For example, when a minor is in a public place and the photo is not used for commercial purposes, then typically no consent is required.**"

This is why CAP regulations do not require photo releases, either for senior members or cadets. The prevailing policy is that members participate in CAP activities of their own volition, in public settings, and any photos taken of them are intended only to promote the organization and its opportunities for volunteerism -- not for profit.

This holds true for school settings as well, if you're photographing CAP members (aerospace education teacher members, for example) with their students, or CAP members speaking to a classroom. As a courtesy, if you're on school property, you should first ask the principal for permission to take photos. Once you have the principal's OK, you need not get separate photo releases from every child who appears in your photos.

Of course, some activities (like col-

lection of debris after the crash of space shuttle Columbia) may have photo restrictions imposed from an outside source for security reasons, but that is a different issue. Certainly, if you're not sure it's all right to take or publish photos because of security issues, you should check with the appropriate authorities first.

Is there ever a time when you should ask for a photo release? Generally speaking, if any subjects in the photos, or their parents, express concern about how you plan to use the photos, you can ask them to sign a release just to clarify the intended use and ease their minds.

Or, if you plan to significantly change the photo in some way -- adding special effects with a photo manipulation program, for example -- you might get a release just to be on the safe side.

For a CAP photographer, in the vast majority of cases, photo releases are unnecessary. You may want to keep a few release forms in your camera case, should you ever need one. On the following page is a sample photo release form you can use.



CIVIL AIR PATROL

OFFICIAL PHOTO RELEASE

The undersigned agrees to give Civil Air Patrol permission to use his/her photograph for the purpose of publicizing CAP and its activities. The photo may be used in general CAP promotions, which could include any of CAP's official Web sites, brochures, magazines, video productions, television programs, newspaper articles or newsletters. CAP also may use this photo in publications to support fundraising for the organization, but only in compliance with the fundraising guidelines that govern CAP as a 501(c)(3) nonprofit organization.

The undersigned agrees that the photo may be used by other organizations who agree to publish information that will promote CAP among their constituents.

The undersigned agrees that the photo may or may not include an identifying caption when it is used.

The undersigned agrees that the photo may be used for these purposes at the squadron, wing, region and national levels and that the photo becomes the property of Civil Air Patrol.

The undersigned agrees that he/she need not supply further consent or approval for any future use of the photo and waives any payment for the photo, now and in the future.

The undersigned agrees that the photography session was conducted in a completely proper and professional manner, and this release was willingly signed.

Signature of individual photographed

Date

Printed name of individual photographed

Date

Signature of parent (if individual is under 18 years of age)

Date