

# PRESENTENSE

the newsletter for CAP public affairs officers

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**CIVIL AIR PATROL**  
STRATEGIC COMMUNICATIONS

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*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 [mlemay@capnhq.gov](mailto:mlemay@capnhq.gov) or call her at (334) 953-5320.

Get inside tips from the 2002 national PAO of the year

## The Odle edition



Photo courtesy of Mike Odle

**Mike Odle, national PAO of the year for 2002**, sporting the National Australian Rugby jersey, takes a ride on a ferry boat at Sydney Harbour. In the background are the Sydney Bridge and Opera House so prominent during the television shots of the 2000 Summer Olympics in Sydney. Odle, who is pursuing his master's degree at an Australian university, still works PA issues for the South Dakota Wing via phone and e-mail.

### Melanie LeMay *Public Relations Specialist*

Although the national recognition ceremony in Las Vegas doesn't take place until next month, here's a scoop. Mike Odle, PAO for the South Dakota Wing, will be recognized as the Col. Robert V. "Bud" Payton National Public Affairs Officer for his work during 2002.

Odle, a CAP member since 2001, had little prior experience in public affairs before taking on the job. "Besides being given the gift of gab by my mother, and a few classes in high school, I never really thought about public affairs until I joined CAP," he said.

"Since I joined CAP, I've followed CAPP 201 and CAPP 190-1 and 2, and I've completed both the AFI-

ADL CAP Technician Course and the Air Force Public Affairs Journeyman course. I even got college credit for taking that one!"

In obtaining his bachelor's degree with a minor in marketing and planning, Odle was able to take courses in public relations and crisis communication that have served him well in his CAP position.

"Actually, I think I've acquired most of my skills by listening –" Odle said, "listening to what the media want, listening to what Jim Tynan wants in *CAP News* and hearing about what other PAOs and wing members have experienced with the media."

Proactive by nature, Odle is a good example of the very traits he

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# Fill in your training gaps

Got some gaps in your PA training? The PA seminars at this year's National Board and Annual Conference in Las Vegas offer a smorgasbord of skill-building opportunities. Among the presenters will be Mike Odle, this year's national PAO of the year, Marc Huchette, the new multimedia chief from national headquarters, Jim Tynan, editor-in-chief of *Civil Air Patrol News*, and Melanie LeMay, who designs and edits *Presentense* and serves as the public relations specialist for national headquarters. See descriptions below.

## **The Write Stuff: Creating a reader-friendly newsletter**

Get the news out to your unit with a reader-friendly newsletter, either in print or online. Find out what's newsworthy and what's not. Learn how to write copy your audience will read from start to finish.

Finally, get tips on choosing photos and designing your publication's special "look" with commercial computer programs. You'll leave with a booklet of newsletter tips, samples of good and bad newsletters, and a CD with templates you can use to update your newsletter design.

*Presenter: Melanie LeMay*

## **Your five minutes of fame**

Preparing yourself for engaging the media can sometimes be a daunting task. This seminar will go over the "ins" and "outs" of dealing with the media as well as the typical methods they use to acquire their stories. We'll discuss camera equipment as well as tips and tricks the media use.

This seminar will also include a hands-on session incorporating real-life interview scenarios with actual media from the local area.

This seminar is a must for PAO's as well as wing commanders. You'll acquire the necessary tools to deal with the media and prepare yourself for many

real-world situations where the media will be involved. You'll leave this seminar with a media handbook as well as multimedia materials you can use at your unit. This seminar includes two 90-minute sessions.

### **Part 1:**

#### **Preparing yourself for the press pool**

This first section will familiarize you with camera equipment, tips and tricks the media use, dealing with the media, and do's and don'ts for dealing with media. We will also discuss some of the ways the media acquires their stories as well as some of the high-tech equipment used for instant news stories.

### **Part 2: How to shine in media interviews**

This section will cover the different types of interviews and ways you can prepare for them. We will also incorporate a hands-on exercise in which we'll present different scenarios and allow you to actually go through a mock press conference or interview with real local reporters.

*Presenter: Marc Huchette*

## **The start of a beautiful relationship**

### **Part 1:**

#### **Building your own PA program**

Learn the secrets of a great PA program from the 2002 PAO of the Year! Find out how to build an effective PA team, formu-

late a budget, and find resources when you don't have any cash.

Get tips on putting together a continuity book that will keep your unit's PA efforts on track. Finally, find out how to build and maintain a great working relationship with your local media.

### **Part 2:**

#### **PA bells and whistles: Hands-on exercises for handling the media**

Come to this brainstorming session to learn how to work with the media to get the best possible coverage. Learn new techniques in this roll-up-your-sleeves, interactive work session on writing news releases, managing bad news and getting the most out of your unit's Web site.

*Presenter: 2nd Lt. Mike Odle, CAP*

## **Writing for Civil Air Patrol News:**

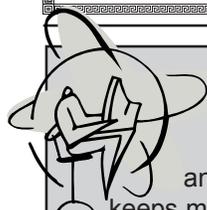
### **Your guide to getting published**

This two-part seminar will cover the basics of writing a news story, especially one tailored for publication in the *Civil Air Patrol News*, and the keys to getting published in the *Civil Air Patrol News* and in other newspapers.

**Part 1:** Topics will include the following: Writing the lead and bridge, the inverted pyramid, how to use quotes, Associated Press style and copyright issues.

**Part 2:** Topics will include photography requirements, submissions via e-mail, deadlines and story selection.

*Presenter: Jim Tynan*



## **Mike Odle's favorite Web sites**

**Other CAP Web sites!** - "I visit the Utah Wing Web site every day and read all the articles on their 'CAP in the News,' Mike says. "This keeps me in the loop with CAP happenings and also gives me good ideas on how to publicize my own wing. I have all 52 wing sites bookmarked on my computer and find the Minnesota and Georgia sites very informative as well." Visit the Utah site at [www.utwg.cap.gov](http://www.utwg.cap.gov), Minnesota at [www.mnwg.cap.gov](http://www.mnwg.cap.gov) and Georgia at [www.gawg.cap.gov](http://www.gawg.cap.gov).

**Air Force Association Media Guide** - "A good place to start gathering information for a customized media list is this site, which has media outlets listed by state and zip code. Be advised, though - not all of them are listed." Check out the AFA Media Guide at <http://capwiz.com/afa/dbq/media/>

## **LATEST CAP STATS**

### **CAP Membership as of May 31, 2003**

<b>Cadets</b>	<b>27,438</b>
<b>Seniors</b>	<b>37,165</b>
<b>TOTAL</b>	<b>64,603</b>

### **Need the latest CAP fact sheet?**

Go online at [www.capnhq.gov](http://www.capnhq.gov) and click on News and Issues, Inside CAP, and then Tools for PAOs.

# Using the Web to tell your story

Submitted by Mike Odle  
South Dakota Wing PAO

Using e-mail and a Web site can be one of the most effective ways of disseminating information about a mission to the media and the public, according to Lt. Col. Mike Marek and Lt. Mike Odle from South Dakota wing public affairs.

On May 19, under the leadership of incident commander Lt. Col. Leo Becht, a massive multi-agency search ensued that focused on finding a missing pilot and his gyrocopter.

To make the search more difficult, there was no emergency locator transmitter on board and no flight plan was submitted.

Beginning with the first information to the news media, CAP's information officers requested tips from the public that related to the missing aircraft. Several were received and checked out by air and ground search teams.

The mission represented the first test of South Dakota Wing's plan for expanded use of e-mail and the World Wide Web for mission public



At left, the home page for CAP South Dakota Wing.

affairs. A recent redesign of the wing web site at [www.sdwg.cap.gov](http://www.sdwg.cap.gov) had included the plan to make the Web site a focal point for public information during missions.

The regular promotional content of the home page was replaced to frequently-updated information for the public on the search. News releases were delivered to news media via e-mail, after initial telephone contacts.

"Our Web site traffic increased ten fold during this mission," said Marek. "It is obvious that using the Web site for urgent information worked well, and people were obviously finding and rechecking the site."

Marek added that when the incident command team made the strategic

decision to release a photograph of the missing aircraft and pilot, members of the news media were alerted via the Associated Press that they could download a high resolution version of the photograph from the SDWG Web site.

Lt. Mike Odle, wing public affairs officer monitoring the release of information, noted that the mission was followed closely by Kansas news media as well as the South Dakota media.

Over an hour of cumulative television coverage time was noted for CAP and the search mission, plus attention by radio stations and newspapers.

An after-action review uncovered a few glitches with the system. To rectify the problem, Marek has already been talking with their web host at Minnesota Wing to correct the problems.

"All in all, I am very impressed with what Marek has put together," said Odle.

"We will be using it next time we have a mission."

## DESIGN ON A DIME



As Mike Odle found, colleges can offer low-cost, high-tech services

Mike Odle and his PA staff in the South Dakota Wing have found a low-cost way to produce public relations materials. "Colleges are great!" he said. "Most of the students are looking for practical experience in graphic arts and media production.

and most professors typically work in the industry. Many schools will only require you to pay for the materials needed for your project, like CDs, paper and ink. In return, the students just want a good letter of recommendation for a job-well-done."

In some cases, students may be able to use the work they perform for you to satisfy class requirements. In working with these talented students, and their professors, you

also expose them – many for the first time – to CAP and may even end up recruiting some able new members for your own PA staff!

Besides the PSA, Odle also has used college students to produce a set of four-color recruiting posters.

He was also able to adapt material from introductory college courses on public speaking and news writing to produce a presentation for SDWG PAOs.



"The schools have state-of-the-art equipment

**New PSA coming soon!**

The South Dakota Wing's PSA, produced by a student at Black Hills State University with the help of CAP member voices from the Illinois, South Dakota and Pennsylvania wings, proved to be so good that CAP National Headquarters is making it available to all PAOs in the field. If you'd like to receive this PSA on CD, along with instructions for distributing it to radio stations in your area, contact :

**Diane Long, Adm. Asst.**  
CAP National Headquarters  
105 S. Hansell St., Bldg. 714  
Maxwell AFB, AL 36112  
334-953-5463 or  
[dlong@capnhq.gov](mailto:dlong@capnhq.gov)

## Catching the wave of "instant multimedia"

In years past, you might have found Marc Huchette filming Air Force flights from the back seat of an airborne F-16 or experimenting on a B-2 simulator for a training video. Huchette, CAP headquarters' new chief of multimedia products, brings years of hands-on experience to his work.

During his 12 years in the Air Force, Huchette was one of the few aerial videographer/photographers with Jump, Flight and SCUBA qualifications. He became one of the DoD's most used assets and was chosen to attend Syracuse University's renowned broadcast school to earn his master's degree in communication (television, radio and film production). He

went on to serve on the White House production staff, followed by a stint with Air University Television at Maxwell AFB. There he produced projects for such clients as National Geographic, A&E and The Discovery Channel.

When his enlistment was up, Huchette opted to enter the private sector. Eventually he ended up interviewing with Civil Air Patrol. "I felt like I could make a difference here," he said, "and bring something to the table that hadn't been there for a long time."

Huchette's position had been vacant for several years, so he's stepped into a backlog of work. "I'm enjoying it, though," he said. "This first year has really been one of trying to

reestablish a presence of multimedia and video. We're definitely heading in the right direction and will be making huge steps forward in this area by fall."

On the home front, Huchette said he's wrapped around the little fingers of the two important women in his life, wife Donna and two-year-old Hannah.

For PAOs, Huchette advises getting up to speed on digital photography and computer skills. "The media is timeline-driven. Being able to provide quality video, photos and copy very quickly not only publicizes CAP, but helps you build great working relationships with the media. A PAO can really excel in this area."



Marc Huchette, shown above with his flight helmet from Air Force days, asks PAOs in the field to send him videos from which he can pull production clips for upcoming projects.

### NEXT MONTH

**Shelly Green is the new assistant editor of CAP News. Get acquainted with this deep-thinking, fun-loving English major, who's been cutting her CAP teeth (heh, heh) editing "Coast to Coast."**



## Even a winner can mess up!

Here's an e-mail message Mike Odle recently received from the editor of the *Belle Fourche (South Dakota) Post*:

Dear Lt. Odle:

*I don't know if anyone else caught it – but as I read your story on CAP homeland security to put into the paper, I hit one of the rare typos that actually got*

*me to laugh out loud.*

*"... The South Dakota wing will eventually be patrolling Mount Rushmore, all of the South Dakota Missouri River damns..."*

*Ah, and there have been times I've thought I did all the typos all by myself! (If you get to feeling bad over that, I could tell you some horrid tales on myself ...)*

### Odle edition, continued from page 1

considers most important for a PAO. "You have to stay on top of things," he said. "You can't say, 'Oh, I'll do it tomorrow,' because by then it may be too late. When you get information that needs to be released to the media, you should sit down and take care of it while everything is still fresh in your mind. Then you won't forget important details, and you won't miss deadlines.

"Enthusiasm is another key to the job," Odle said. "You really need to enjoy what you do as a PAO and dive right in. Even the most quali-

fied person won't be an asset to the organization if he or she doesn't have the enthusiasm to do the job. I try to be as active and passionate about what I do as one can. That's how you build a public affairs office and get people involved. Other people see you out there, constantly talking, being involved, interviewing, taking photos – they want to be part of a team like that!"

Odle's enthusiasm has made his public affairs program especially prominent in the South Dakota Wing. "I'd say that in South Dakota

Wing, public affairs is one of the most visible directorates. I think our members know by name those people who work in PA at the wing level because we're so active."

Odle has continued his active work with the wing, even half a continent away. Right now he's finishing up his master's degree in international management at the University of Western Sydney in Australia. He carries on PA work for the SDWG via e-mail and phone, and looks for opportunities to work for CAP even while he's overseas.

"I've spoken with a local squadron of the Royal Australian Cadet Force, our IACE partners here in Australia, to see if I can be of any help while I'm here. I'd like to set up a couple of squadrons with pen pals."

When he's not studying or working for CAP, Odle indulges his passion for rugby in a country known for outstanding players.

And typical for a PAO who keeps reaching higher in all areas of life, Odle is soaring above the Outback these days, working on his Class-A skydiving license.