

PRESENTENSE

NOVEMBER 2003

the newsletter for CAP public affairs officers



CIVIL AIR PATROL
STRATEGIC COMMUNICATIONS

INSIDE

NEW PSA

PSAs on CAP's 62nd anniversary are available FREE for you to distribute to your local radio and TV stations. Airtime: Week of Dec. 1. **Page 2**

NEW FUND-RAISING BOOK

Need some up-to-date tips on fundraising for your unit? Order this new resource book from Strategic Communications. **Page 2**

THIS MONTH'S CASE STUDY

Last month we produced the first *Presentense* one-page reproducible case study. This month, see Case Study 2, *Telling your story in pictures*. **Page 3**

PT Question of the Month

Where is *Presentense* on the new headquarters Web site?

Don't despair! *Presentense* soon will reappear on the headquarters Web site, along with all *PT* issues dating back to October 2002. Web designers are currently working on a "Tools for PAOs" section that will include PDF files of all *PT* issues, suitable for downloading and printing. Go to www.cap.gov.

PLUS

- Important updates you should make on your unit's Web site**
- Latest CAP 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 mlemay@cap.gov or call her at (334) 953-5320.



Photo by Marc Huchette, CAP National Headquarters

Inside the Gippsland GA8 Airvan – Reporter Elizabeth Manresa, right, of ABC affiliate Channel 7 in the Washington, D.C. area, films a promo for a story on CAP during an advanced technologies demo Oct. 1, 2003, at Andrews AFB, Md. Manresa and the Channel 7 photographer were the first media representatives to ride in the new Gippsland GA8 Airvan, accompanied by Brig. Gen. Dave Clary, USAF, Dave North, editor of *Aviation Week & Space Technology*, and Northeast Region Commander Col. Rick Greenhut. The Airvan is particularly media-friendly because of its added interior space and ports for aerial photography and videography.

Technology demo attracts D.C. media

CAP pulled out all the stops for an advanced technologies demonstration Oct. 1 at Andrews Air Force Base, Maryland. Besides key representatives of the Air Force, FEMA and NTSB, local media turned out for the event as well.

WJLA-TV, the Washington, D.C.-area ABC affiliate, chose to cover the demo, even though most of the city's attention that day was focused on the first anniversary of the D.C. sniper attacks.

By establishing a good relationship with Andrews AFB PA in advance, we obtained some good local media contacts in advance. Once the media reps agreed to come, Andrews PA helped ensure their smooth entry onto the base.

Reporter Elizabeth Manresa of WJLA-TV and her cameraman spent more than three hours getting the

scoop on hyperspectral imaging and digital satellite transmission.

Afterwards, Col. Rick Greenhut took Manresa and the cameraman on an orientation flight in the new Gippsland GA8 Airvan, along with Brig. Gen. Dave Clary and *Aviation Week & Space Technology* editor Dave North.

CNN also covered the event, sending a crew from TechTV to film a longer story with more technical details.

Pre-event press packets and follow-up phone calls were key to the good media coverage. We stayed with media reps throughout the visit to set up interviews, answer questions, provide background information and supply extra CAP footage.

The results? WJLA ran a piece that traced CAP from its roots to present-day, and TechTV is currently putting together a longer piece for broadcast.

Get new fund-raising book hot off the press

If your unit needs some additional funds (and who doesn't?), you can get some solid direction from a new booklet called *Writing a Successful Funding Proposal*, produced by Strategic Communications.

Mary Nell Crowe, deputy director of StratCom, has just finished this up-to-date guide, drawing from her years of experience in nonprofit fund-raising and the latest best practices in the field.

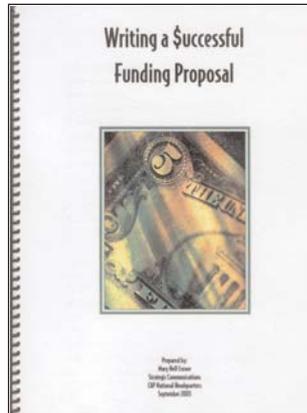
"Funding is out there, if you know where to look and the right way to write a proposal," Crowe said. "It's really not a difficult process if you pay attention to the details and follow the rules. Getting a grant is a process that requires attention to each step along the way. A successful funding proposal isn't

going to be the document you threw together the night before the deadline. If you're willing to invest time and thought in your proposal, the funding source will be more willing to invest in you."

Whether you're a novice or an experienced fund-raiser, the book will give you useful information. Included are:

- ◆ Tips for grant and proposal writers
- ◆ Primary sources of funding
- ◆ How to find funding sources (lots of helpful Web links are included)
- ◆ Information you need to write a proposal
- ◆ What to include in your proposal
- ◆ How to format your proposal

The book includes sample letters, guidelines for writing



Order StratCom's new book, *Writing a Successful Funding Proposal*, by e-mailing your request to dlong@cap.gov.

your goals and objectives, methodology, and proposed evaluation procedures. It also includes sample line items for your proposed budget and a checklist for your finished submission.

If you'd like your own copy, email Diane Long at CAP headquarters (dlong@cap.gov) with your request. Supplies are somewhat limited, so order soon!

CAP in the News

Articles about CAP appeared recently in the following national media outlets:

AvWeb

"CAP goes high tech"

Government Computer News (www.GCN.com)

"Air Patrol Aims for a Sharper Eye in the Sky"

Crosswalk.com

"When is a CAP not a Hat?"

EAA E-Hotline (www.eaa.org)

"CAP Cadets Sweep Wild Blue Wonders National Competition"

CAPMart ALERT!

If you're in charge of your unit's Web site, be sure you update any existing links to the now-defunct CAP Depot or Bookstore.

Members who wish to purchase CAP items and aerospace education items that were previously handled through the Depot or Bookstore should now be directed to www.capmart.com.

'This Week in History' TV and radio PSAs available for December

You can use CAP's anniversary during the first week of December to garner some good radio and TV publicity.

Just order copies of the new "This Week in History" public service announcements (PSAs) produced by Strategic Communications for radio and TV. Deliver them to your local stations and ask that they be aired during CAP's anniversary week, Dec. 1-6.

Each PSA is 30 seconds long with a 30-second introduction. The radio version is formatted on CD, while the TV version is provided in Beta format only. The TV version includes a script for the on-air anchor to read as the video plays.

To order the PSAs for your local stations to run during the week of Dec. 1-6, 2003, e-mail Marc Huchette (mhuchette@cap.gov) no later than Nov. 17, 2003. All orders will be shipped via first class mail during the week of Nov. 17. No overnight shipments can be authorized, so be sure to place your order with Marc before the Nov. 17 deadline.

We'll send you complete instructions for distributing the PSAs, but plan to deliver them personally and have a CAP spokesperson on standby in the event that an interested station asks to do a more in-depth interview.



CAP anniversary PSAs – Get TV and radio publicity for your unit with PSAs that commemorate CAP's 62nd anniversary Order today to air during the week of Dec. 1, 2003!



Web sites for PAOs

Clean up those oily press releases! – "Beware the Fine Line Between Substance and Snake Oil" is just one of the entertaining and informative articles you'll find on this site. You'll probably want to ignore the distribution service being offered by the site's sponsor, but go ahead and check out the tips for smart press release writing at www.press-release-writing.com.

CAP MEMBERSHIP

as of Sept. 30, 2003

Cadets 26,937

Seniors 37,598

TOTAL 64,535

Grip 'n' Grin RESOLVED Grip 'n' Grin RESOLVED Grip 'n' Grin RESOLVED Grip 'n' Grin RESOLVED Grip 'n' Grin RESOLV



Why is this better?

Let's say these two cadets received a certificate for attending a Mars simulation encampment. Isn't this photo more interesting (showing what they received the certificate for *doing*) than a shot of the two of them holding their certificates?

Take the holding-certificate photo, but save it for the unit scrapbook and the awardees themselves.

Send the action shot to the media and put it in your unit publication. You'll generate more interest.

Other options

- Put the award on a table and group the recipients around it. Shoot from an unusual angle.
- Show the happy reaction as the award is announced, if it's a surprise.
- Run the winner's mug shot instead.

Execution at Dawn RESOLVED Execution at Dawn RESOLVED Execution at Dawn RESOLVED Execution at Dawn RESO



Why is this better?

Yes, you could line up Gen. Clary and the cadets shown here and get a boring shot. Or, you can do as this photographer did and show the general actually interacting with the cadets. Note that he even captured the female cadet's CAP patch in the foreground.

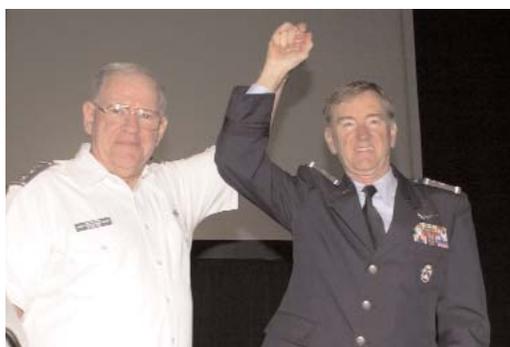
Other options

- Arrange the group so that some are standing and some are seated.

- Move the group to an unusual location for a more interesting background. Better yet, use the background interactively with the group. Put someone in the cockpit. Put a clipboard in someone's hands and have him perform a flight check.

- Encourage an informal look for grouping and mood. Have them smile and talk to one another instead of looking at the camera.

The Bored Meeting RESOLVED The Board Meeting RESOLVED The Board Meeting RESOLVED The Board Meeting RES



Why is this better?

Gen. Wheless was elected during a board meeting, but it's a lot more interesting to see hands raised in victory than a shot of people casting their votes. When shooting meetings, stay on the lookout for action shots.

Other options

- Look at the decisions made and then show the results of those

decisions – What was purchased? What rules were changed? What committees were formed to study what issues?

- Focus on the faces in the meeting. With today's digital cameras, it's easy to choose closeups. Capture the chairman's look of serious concentration. Catch a moment of laughter between two board members during a break.

The Guy at His Desk RESOLVED The Guy at His Desk RESOLVED The Guy at His Desk RESOLVED The Guy at His Des



Why is this better?

Face it, desk work just doesn't look interesting. Surely your subject does *something* active in the course of his duties. Ask what it is and then set it up for a photo. Need some ideas? Look at photos in *People* magazine. Those photographers are experts at catching people in the act of being themselves.

Other options

- An informal meeting with colleagues over lunch.
 - A cell phone call while running to catch the elevator.
 - A mad rush to set up a presentation before the crowd arrives.
 - A moment of laughter with the boss.
- Key words: Candid. Action.