

## To all CAP PAOs:

Welcome to another PAO Update:

**Cadet PAO Training** – NHQ/PA is always open to innovative approaches to public affairs. This one comes from Sgt. John Horne, PAO of Sky Harbor Cadet Squadron 301 in Phoenix, Ariz., who has initiated a project to develop a group of cadet PAOs. The squadron has arranged for a well known Phoenix public relations firm to “mentor” the cadets in areas such as presentation skills, public speaking and writing. “Hopefully, these cadets will eventually graduate to the senior member level and assist their own squadrons as top-notch PAOs,” said Horne. This is an ambitious, but noteworthy initiative with great merit. It is a tremendous investment in our youth. Read more about the project on page 11 of the Arizona Wing's October *WingTips* newsletter, which can be accessed at <http://azwg.us/2008wingtips.aspx>.

**Civil Air Patrol Volunteer** – The November-December 2008 issue of the *Volunteer* – featuring a 16-page spread on CAP's hurricane relief missions – will be out soon. Remember that the cover of the *Volunteer* now sports removable mailing labels, which permits CAP members to recirculate their magazines in their communities. NHQ/PA encourages PAOs to develop a plan to pull in members' magazines after they have read them for redistribution in doctors' offices, hospitals, restaurants, hotels, shopping centers, airports and other places where people congregate in your communities. This could be done at your monthly meeting. Simply encourage members to bring in their magazine after they have read it and then appoint members to redistribute them. This is a simple and effective public relations tool.

**Press Release Grader** – This is a repeat item, meant to help those who write news releases. Before you send your next news release, run it through the Press Release Grader – <http://www.pressreleasegrader.com/>. The Press Release Grader combs through your news release, searching for overused words, missing info, bad link usage, length and other common mistakes. The service is free. All you have to do is cut and paste your news release and click “grade.”

**CAP Web Site for Members** – This is another repeat item, but one that bears repeating. The new “internal” CAP Web site for members is now up and running! The address is <http://members.gocivilairpatrol.com>. Keep in mind the site is still being refined, and that [www.cap.gov](http://www.cap.gov) will remain up and running for at least 60 days during this refinement period. The new site was designed to mimic CAP's “external” Web site for recruiting, but with speed and easy navigation at the forefront. Check it out – and don't hesitate to let us know what you think. Just hit the “contact” button at the top of the site's page or e-mail [hdunigan@capnhq.gov](mailto:hdunigan@capnhq.gov) or [itynan@capnhq.gov](mailto:itynan@capnhq.gov) to chat.

**Photography** – A recent post on CAP News Online showcases a great example of photography by one of CAP's public affairs officers, Maj. Linda Eldredge. The PAO for North Carolina Wing's Coastal Patrol Base 21, Eldredge and her husband, Maj. Fred Eldredge, took photos before and during a CAP flight given to a North Carolina county official assessing coastal storm damage. They got a photo of the customer as well as photos from above – <http://www.cap.gov/index.cfm?fuseaction=display&nodeID=6192&newsID=4823&year=2008&month=10>. The photo of the customer is posed but not artificial. It's a great customer photo. Thanks for sharing these newsworthy photos along with your news releases.

Remember to send your photos and news releases to [capnews@capnhq.gov](mailto:capnews@capnhq.gov). CAP News Online Editor Dan Bailey requests they be sent as jpeg attachments, not embedded in the copy. This ensures that they get online in a timelier manner. Also, remember to include complete caption information as well as the name and rank of the photographer.

**Award Winners** – Congratulations to 1<sup>st</sup> Lt. Mark Swanson of the New Jersey Wing and Maj. David A. Miller of Missouri Wing. Both were honored this month at the Northeast Region and

Missouri Wing conferences, respectively. Swanson, New Jersey's public affairs officer of less than two years, took PAO of the Year honors for the Northeast Region. Miller, who recently was named Missouri Wing PAO, not only took home the top PAO award but also was selected as the wing's Senior Member of the Year.

**New PAOs** – Finally, join me in welcoming a new squadron PAO, 2<sup>nd</sup> Lt. Jason Newman of the Chicago Midway (Ill.) Composite Squadron and Chief Master Sgt. Ed DeLisle of the Bootheel (Mo.) Composite Squadron. I am sure there are others named to PAO posts recently, so keep NHQ/PA posted. Also, help us keep the national PAO roster up-to-date. If your contact information, address, etc. has changed recently, please let us know.

Finally, we have attached to this Update a flyer about a free PAO workshop in Syracuse, N.Y. PAOs, squadron commanders, senior members and cadets from across the nation are invited. Please check it out.

That's all, for now. Contact me or CAP PA's deputy director, Julie DeBardelaben, at [jdebardelaben@capnhq.gov](mailto:jdebardelaben@capnhq.gov) or 877-227-9142, ext. 250, if you have questions or comments about this update.

As always, thank you for your service to the Civil Air Patrol and CAP Public Affairs!

Regards.

Steve

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