

Involving Cadets in the CAP Public Affairs Program

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Involving Cadets

- We need help!
- Cadets always looking for ways to have a meaningful impact and be involved in the success of a squadron
- Making cadets part of your PAO program is a “win-win” for all



Involving Cadets

- The cadet brings
 - Enthusiasm: boundless excitement for the missions of CAP
 - Energy: willingness to go the extra mile
 - Technical knowledge
 - A fresh view: find unique stories and special moments we might miss



Involving Cadets

- The cadet needs
 - Guidance: know what is expected, a role model, help them avoid mistakes
 - Technical knowledge: may lack organizational skills or writing ability
 - Parameters: give them tasks with timelines and then get out of the way!



Involving Cadets

- A cadet needs
 - Validation: of the quality of their work (good, bad, and how to make better)
 - Motivation: bylines and photo credits (their work is good enough for the world)
 - Respect: not a “kid” but a “peer” and their work is of value to the squadron



Involving Cadets

■ Tactics

- Describe what PAO does and their value within the squadron (see resource DVD)
- Bring them in slowly, begin with photos or descriptions of an event, work up to an article for the squadron newsletter
- Start small, help them resist the urge to jump in with both feet!



Involving Cadets

■ Tactics

- Let them do pieces of a project to prove themselves to you and themselves, then slowly advance to more of the website or newsletter
- Get them involved as the PAO for a squadron activity, take the photos and write the story



Involving Cadets

■ Tactics

- Review and provide constructive criticism in a respectful way
- Mentor them for the PAO Staff Duty Analysis (SDA), be the expert to help them understand the role of PAO
- Encourage them to apply for encampment PAO



Involving Cadets

- Tactics
 - Cadets over 18 can serve as Mission Information Officers
 - Appoint the proven cadet as an Assistant PAO for the squadron (group, wing); a real and challenging role that can have a real impact for the squadron



Involving Cadets - Conclusion

- Cadets can be a wonderful addition to the Public Affairs team. They are a technically savvy, smart, enthusiastic partner. With the right guidance and motivation they can accomplish miracles
- Cadets can deliver real results!

