

# ***North Central Region, Civil Air Patrol***

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*Citizen's Serving Communities: Above & Beyond*



## **Newsletters**

**Public Affairs Academy, June 27<sup>th</sup> 2009**

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# What's a Newsletter

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- Regularly distributed pub
- About the Sqdn, Wing, etc...
- Of interest to members and supporters



# Policy Statement

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## from Paragraph 8 of CAPR 190-1

- a. Public Affairs Officers should create and distribute by whatever means available, a regular newsletter on behalf of the unit, preferably on a monthly basis, but no less than a quarterly basis. The newsletter contents shall be written for both internal and external audiences.
  
- b. The purpose of the unit newsletter shall be to tell the success stories of the unit, to encourage regular participation in unit meetings and activities, and to present other important information about the unit to internal and external audiences.



CAPR 190-1 stipulates that units are not required to produce a newsletter. It is a best practice and is of great value to a unit but there is no regulatory requirement.



# Who decides

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- The Commander and PAO decide

The frequency  
Method of Distribution  
Means of Production

- Part of PA Plan



# What's in a Newsletter?

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- Promotions – Cadet and Senior
- Special Recognition In Unit and out (Scholarships for cadets)
- Milestone Awards – Including the Wright Bros Award
- Members receiving decorations
- Unit Events – Open Houses, SAREX
- Live Missions
- AE Events, In Schools and Units
- Changes of Command – Cadet and Senior
- When a member earns his wings
- Selected for Flight Academy or NCSA
- Special Unit Visits
- Service to the community
- Annual Awards Programs/Banquets
- Completion of Encampment
- Appointment to Encampment Staff
- National Recognition of Members

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# What's in a Newsletter?

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- Calendar of Events
- Member Profiles
- Columns
- Safety Feature



# Format and style

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- Driven by tech used to create it
- Nameplate
- Body
- Table of Contents
- Masthead
- Photos



# Name Plate & Masthead



*North Central Region*  
**Civil Air Patrol**

**“Citizens Serving Communities: Above and Beyond”**

**North Central Region News**

Volume 2009 February



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Col Steve Kuddes, Region Commander      Major Al Pabon, Director of Public Affairs

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# Production Tips

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- Keep all of your files on the newsletter together electronically for easy future reference.
- Archive your images so you have a library of squadron members in action. This is great for releases, other news articles or other official uses.
- Send an electronic copy of your newsletter to your group, wing and region PAO's as well as National HQ.
- Send a copy of your newsletter to supporters and friends of your squadron
- Send a copy to the parents of cadets
- Think about the next issue now.



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# ***Producing NCR News***

Editor’s Note: This item was produced because of the many requests made for tips on producing a newsletter. So I thought I would outline the entire process used in editing each issue of NCR News. Most of this should apply to squadron and wing newsletters. I tried not to get too technical but instead focus on process.

NCR News is a monthly newsletter that is published electronically for the members, supporters and friends of the CAP’s North Central Region. Here is some basic information regarding the production of this monthly newsletter.

**Newsletter Frequency:** Monthly (since Sept 2006)

**Delivery Method:** On-Line via [www.ncr.cap.gov](http://www.ncr.cap.gov)

## **Key Elements:**

1. Commander’s Column – The Region Commander likes to have a monthly column that communicates his message to the general membership of the region each month.
2. News From NCR Staff – This does not come very frequently, but important examples are regional activities such as encampments, staff colleges and the conference.



**Questions?**