



# The CAP Newsletter

## What is a News Letter?

A CAP newsletter is a regularly distributed publication generally about the echelon of CAP that publishes it and is of interest to its members. Newspapers and leaflets are types of newsletters. Additionally, newsletters delivered electronically via email (e-Newsletters) and web based newsletters and logs (Blogs) have gained rapid acceptance for the same reasons email in general is gaining popularity over printed correspondence.

Many newsletters are published by clubs, churches, societies, associations, and businesses, especially companies, to provide information of interest to their members, customers or employees. Some newsletters are created as money-making ventures and sold directly to subscribers.

## Policy Statement 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.

## Helpful info for the IG

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.

If the IG or an Inspection team gives you difficulties over this during an SUI please refer them to your Wing and Region PAO. Do not argue with him or her. Let higher headquarters help you with this.

## The Decision to Produce a Newsletter

The commander of the echelon determines if a newsletter shall be published and this should be a goal in the echelon's Public Affairs Plan.

The method of distribution, frequency and means of production should be decided by the echelon commander and the PAO.

Newsletters are created and produced by PAO's but they should enlist the help of others in the unit who may be interested or inclined to help.

Staff sections at Wing and Region levels may produce newsletters about their functional area as they see the need for them. These newsletters should be coordinated with Wing and Region level Public Affairs Officers, but there is no requirement to do so.

## What is in a Newsletter?

Generally a CAP Newsletter has information that is of interest to its members and supporters. Items that can be in a newsletter include:

- 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

A newsletter could also include a calendar of events, profiles of members, columns of interest, a safety

information item as well as contact information for general inquiries.

Newsletters should avoid opinion pieces, controversial items and materials that are copyright protected.

## Format and Style

The format and design of the newsletter should be driven by the technology used to create it and the medium it will be produced and read in (Print or Online).

However most newsletters have a nameplate, body text, and headlines but usually there will be many more of these twelve parts of a newsletter design.

**Nameplate** - The banner on the front of a newsletter that identifies the publication is its nameplate. The nameplate usually contains the name of the newsletter, possibly graphics or a logo, and perhaps a subtitle, motto, and publication information including Volume and Issue or Date.

**Body** - The body of the newsletter is the bulk of the text excluding the headlines and decorative text elements. It's the articles that make up the newsletter content.

**Table of Contents** - Usually appearing on the front page, the table of contents briefly lists articles and special sections of the newsletter and the page number for those items.

**Masthead** - The masthead is that section of a newsletter design, typically found on the second page (but could be on any page) that lists the name of the publisher and other pertinent data. May include staff names, contributors, subscription information, addresses, logo, etc.

### Heads, Titles

**Headline** - After the nameplate, the headline identifying each article in a newsletter is the most prominent text element.

**Kicker** - Often seen in newsletter design, the kicker is a short phrase set above the headline. The kicker can serve as an introduction or section heading to identify a regular column.

**Deck** - The newsletter deck is one or more lines of text found between the headline and the body of the article. The deck elaborates or expands on the headline and topic of the accompanying text.

**Subhead** - Subheads appear within the body of articles to divide the article into smaller sections.

**Running Head** - More familiarly known as a header, a running headline is repeating text - often the title of the publication - that appears, usually at the top, of each page or every other page in a newsletter design. The page number is sometimes incorporated with the running headline.

**Page Numbers** - Page numbers can appear at the top, bottom, or sides of pages. Usually page one is not numbered in a newsletter.

**Bylines** - The byline is a short phrase or paragraph that indicates the name of the author of an article in a newsletter. The byline commonly appears between the headline and start of the article, prefaced by the word "By" although it could also appear at the end of the article.

**Continuation Lines** - When articles span two or more pages, a newsletter uses continuation lines to help readers find the rest of the article.

**Jumplines** - Jumplines, also called continuation lines, typically appear at the end of a column, as in continued on page 45. Jumplines at the top of a column indicate where the article is continued from, as in continued from page 16.

**Continuation Heads** - When articles jump from one page to another, continuation heads identify the continued portion of the articles. The continuation headlines, along with jumplines, provide continuity and cue the reader as to where to pick up reading.

**End Signs** - A dingbat or printer's ornament used to mark the end of a story in a newsletter is an end sign. It signals the reader that they have reached the end of the article.

**Pull-Quotes** - Used to attract attention, especially in long articles, a pull-quote is a small selection of text "pulled out and quoted" in a larger typeface.

**Photos / Illustrations** - A newsletter design layout may contain photographs, drawings, charts, graphs, or clip art.

**Mug Shots** - The most typical people photograph found in newsletter design is the mug shot — a more or less straight into the camera head and shoulders picture.

**Caption** - The caption is a phrase, sentence, or paragraph describing the contents of an illustration such as a photograph or chart. The

caption is usually placed directly above, below, or to the side of the picture it describes.

**Mailing Panel** - Newsletters created as self-mailers (no envelope) need a mailing panel. This is the portion of the newsletter design that contains the return address, mailing address of the recipient, and postage. The mailing panel typically appears on one-half or one-third of the back page so that it faces out when folded.

## Distribution

The newsletter will be distributed as directed by the commander after he reviews and approves it. A copy should be placed on the unit's website and sent to higher level PAO's including the Wing, Region and National HQ.

## Production Tips

- 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.

## Resources

National HQ maintains a page with links to Squadron, Group, Wing and Regional newsletters at <http://members.gocivilairpatrol.com> click on National HQ then Public Affairs.

Your Resource DVD also has samples of newsletters that you can review. They are representative of the many styles of newsletters published in CAP.

## Selected Newsletters

**Illinois Wing News Blog** – A blog style newsletter that is updated periodically at [http://ilcapnews.blogs.com/il\\_cap\\_news\\_blog/](http://ilcapnews.blogs.com/il_cap_news_blog/)

**Minnesota WingTips** – One of the longest published newsletters in CAP at <http://www.mncap.org/wingtips.cfm> archived issues available from 2001 on.

**North Central Region News** – A monthly Regional Newsletter in CAP covering the activities of the 7 wings in NCR. <http://ncr.cap.gov/cgi-bin/index.cgi?page=newsletter>

**Texas Wing Group 3** – Published by Capt Arthur Woodgate this is a website styled newsletter with extensive coverage of Group 3 and beyond. The site hosts an archive going back to January 2008. Website: <http://www.group3txwing.org/content/newsletter.htm>

**National Capital Wing** – uses their website to spread news about their wing at <http://www.natcapwg.cap.gov/> and maintains a "Command Blog" at <http://www.natcapwg.cap.gov/abovethecapital/>

**Nebraska Wing** – publishes a "Wing Bulletin" at <http://www.newg-cap.org/Bulletin/> that provides important program info, updates from the wing's leadership and other info of interest to the wing.

**Connecticut Wing** – publishes a newsblog at <http://alwaysvigilant.blogspot.com/>