

# 2007 CAP National PAO Academy "PA on the Cheap or Doing More with Less"

## Discussion Guide

CAP Members expect a lot from Public Affairs staff at all levels. However PA is generally under funded and un-resourced. It's a fact of life that we deal with everyday.

This discussion will hopefully give you some ideas on how to do Public Affairs inexpensively but effectively.

Let's share ideas, resources and stories and make our programs the better for it.

### Part 1: Resources for CAP PAO's

Download.com  
Personal Favorites

#### CAP Supplied Resources

CAPR 190-1  
National HQ Website  
Capchannel.com  
Other Web Sites

#### Online Tools

E-mail  
Website  
Online Storage  
Vonage

#### General Resources

Your higher level PAO (Group,  
Wing and Region)  
Other Unit PAO's  
Members of your unit  
Cadets!!!!!!!!!!!!!!!!!!!!

#### Technology

PC's  
Printer  
Digital Camera  
Video Camera

#### Software

Linux  
Open Office

### Part 2: Accomplishing Major PAO Objectives

Publish a Unit Newsletter each month

Send 1 or 2 releases to external media each month

Sending stories to internal CAP Media each month

Maintain an updated and informative unit website

Conduct a Recruiting/Outreach event each year

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## CAP Supplied Resources

**CAPR 190-1** – This is the Starting Point for CAP Public Affairs. This regulation describes our mission and role as PAO's and who is responsible for what and at each echelon. This is the standard that we do our work by.

Download at: [http://level2.cap.gov/visitors/member\\_services/publications/indexes\\_regulations\\_and\\_manuals.cfm](http://level2.cap.gov/visitors/member_services/publications/indexes_regulations_and_manuals.cfm)

**CAPP 200** – This is the Specialty Track guide for the PAO. Here are the outlines of tasks that you need to complete to achieve each level of the PAO Specialty track.

Download at:

[http://level2.cap.gov/visitors/member\\_services/publications/pamphlets.cfm](http://level2.cap.gov/visitors/member_services/publications/pamphlets.cfm)



**National HQ Website** – Look to this place as everything CAP under one roof. Whether it's info on the Cadet Program or Archer, general information can be found here on every CAP program. Don't forget about CAP Online News!!!

Online at: [www.cap.gov](http://www.cap.gov)



**CAP Channel** – The Multi Media Resource for CAP and home of the Online PAO's Tool Kit

Online at [www.capchannel.com](http://www.capchannel.com)



**CAP Volunteer** - The CAP Magazine as a PDF File

Online at [http://www.cap.gov/visitors/news/civil\\_air\\_patrol\\_volunteer/downloads/](http://www.cap.gov/visitors/news/civil_air_patrol_volunteer/downloads/)  
Other Web Sites

## **PEOPLE**

### **Your higher level PAO (Group, Wing and Region)**

Don't forget that higher HQ serves to not only oversee and manage but to guide and assist. Don't hesitate to contact your Group, Wing or Region PA in that order. Chances are that they have Been There and Done That. ☺

Of course don't forget the National PA Staff!!!!!!! ☺

### **Other Unit PAO's**

Get in touch with the PAO's that serve units close to you. Work with them and let them work with you. Perhaps you have resources or ideas that you can share. Perhaps you can pool your efforts. The possibilities are endless. All it takes is an open mind and an open heart.

### **Members of your unit**

CAP members come from all walks of life and can contribute in ways that can surprise you. If you need help let your unit know. You would be surprised at the results that you can get. If you ask!!!!



### **Cadets can be a PAO's best friend.**

Young adults can usually run circles around us with a computer and technology. From developing websites, shooting winning pictures to editing videos to pod-casting, cadets have really been there and done that.

They are tech friendly and if asked may help.

Don't hesitate to ask your commander to designate a Cadet PAO in your unit and work with him or her.

Treat him with respect and as a peer. You will get so much out of your Cadet PAO and he will learn and grow.

# Technology

PC's – Printer - Digital Camera- Video Camera

This is where a lot of PAO's get hung up. The Admin Officer has the laptop and the ES officer has the digital camera and they are all being used to support CAP. But you need gear too. What do you do?

***Hard Learned Lesson:*** *No matter what you say they may not let you use the gear or others may want to use it before you. It's not personal. It's just the way it is. Sometimes the best way to do things is to have your own gear.*

First check with your unit Logistics/Supply Officer. If he can't get it for you from Wing, then work with him to get contributions from local government, private business or individuals.

***Hard Learned Lesson:*** *Just because we are CAP they may not donate. If you are willing to pay a discounted price the agency may work with you. Always be ready to tell them what you will be doing with the PC's (setting up a flight simulator or STK lab for cadets, operations or communications gear. If they have the impression that the PC's will be simply used for admin work they may not donate. But if they will be used by cadets to learn Aviation and science or to manage SAR missions then you might get somewhere.)*

It does not have to be the latest and greatest. The typical lifespan of a PC in a corporate environment is 3-4 years. But that computer probably has 5-6 more years of useful life. Corporations either donate the PC to charity or have it disposed of.

***Hard learned Lesson:*** *Don't try to get stuff from schools. They don't have the extra resources or the stuff they are getting rid of is really tired junk. (For the most part)*

Some companies and government agencies give their old computers to non profits such as Minnesota's Computers for Schools. These agencies refurbish the PC, load an operating system and basic software for schools and educational non profits. They may charge you 100.00 but you get a very good and solid machine (with the accessories and a monitor) for your trouble.

There are also many re-sellers that that sell good solid PC's at a reasonable price. They are in every community.

Don't forget about on line auction houses like E-bay or stores like Half.com. There are deals to be made. Remember that the buyer should be aware.

Don't forget that pawn shops are a great place to get a digital still or video camera.

All it takes is a little work or some cash to get good solid technology.

# Software

## Operating Systems:

Let's start with an operating system. Most PC's come with an operating system installed. Your PC should have Windows 2000 or XP installed. If not your PC may have a sticker on the side with a serial number for the system and you can get a disk from almost anywhere to install it.

If you don't then you may have to go to another operating system unless you want to spend money on Windows XP. (Note that Vista will not work on older (made before 2005) PC's)



**Linux** is an operating system that gives you an alternative. For little or no cost you can have a windows like system on your box. Beware that there is a steeper learning curve with Linux but you can get some very satisfactory results.

Linux is one of the most prominent examples of free software and open source development; its underlying source code can be freely modified, used, and redistributed by anyone.

Linux is now packaged for different uses in Linux distributions, along with a variety of other software packages tailored to different requirements.

Predominantly known for its use in servers, Linux has gained the support of corporations such as IBM, Sun Microsystems, Dell, Hewlett-Packard and Novell, and is used as an operating system for a wide variety of computer hardware, including desktop computers, supercomputers, and embedded devices such as mobile phones and routers.

More Info: <http://en.wikipedia.org/wiki/Linux>

**Open Office** - OpenOffice.org is a [multiplatform](#) and [multilingual office suite](#) and an [open-source](#) project. Compatible with all other major office suites, the product is free to download, use, and distribute. The features are:



[Writer](#) – a word processor you can use for anything from writing a quick letter to producing an entire book.



[Calc](#) – a powerful spreadsheet with all the tools you need to calculate, analyze, and present your data in numerical reports or sizzling graphics.



[Impress](#) – the fastest, most powerful way to create effective multimedia presentations.



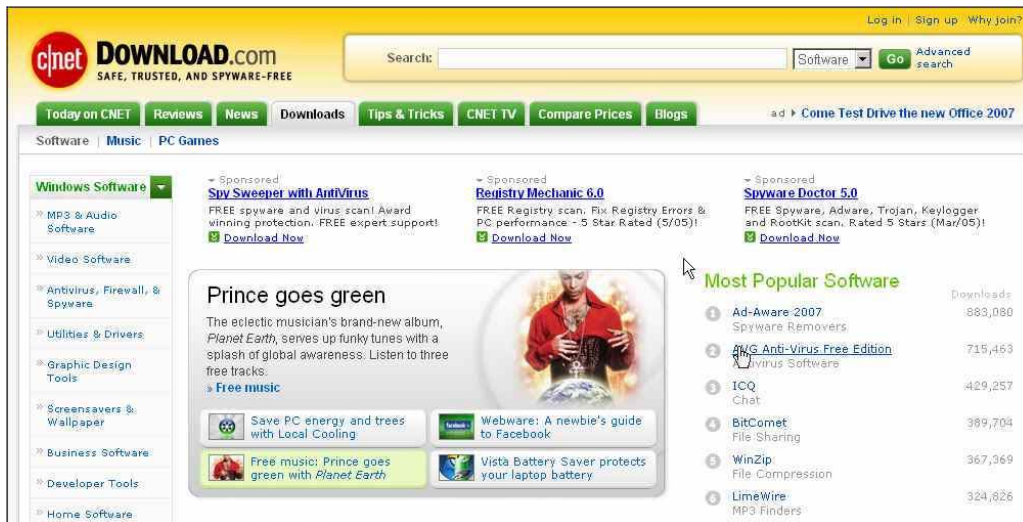
[Draw](#) – lets you produce everything from simple diagrams to dynamic 3D illustrations.



[Base](#) – lets you manipulate databases seamlessly. Create and modify tables, forms, queries, and reports, all from within OpenOffice.org



[Math](#) – lets you create mathematical equations with a graphic user interface or by directly typing your formulas into the equation editor.



[www.download.com](http://www.download.com) - Freeware, shareware, and other software downloads from CNET, including software, music, games, and videos. Read user reviews, or check out the most popular downloads...

## Personal Favorites

**DVD Shrink** – copy CAP produced video DVD's for distribution with this software tool.

**JPEG Resizer** is a powerful tool for Microsoft Windows which allows you to resize lots of JPEGs with just a few clicks.

It's packed with various advanced features such as Anti-Aliasing, Colorization and selectable JPEG Compression Factor. You can choose between four different resizing methods, specify how resized JPEGs should be named and where they should be stored.

If you shot photos with a digital camera at a resolution that is too high for presenting your photos on the internet, you need to resize them. JPEG Resizer makes this jobs quite easy as you don't need to resize each single image for itself.

**PDF Maker** - [https://www.pdfonline.com/convert\\_pdf.asp](https://www.pdfonline.com/convert_pdf.asp) use this service to create free pdf's online

**Skype** - Skype was founded in 2003 by Niklas Zennström and Janus Friis. Skype created a little piece of software that makes communicating with people around the world easy and fun. With Skype you can say hello or share a laugh with anyone, anywhere. And if both of you are on Skype, it's free.

[www.skype.com](http://www.skype.com)

# Multi Media Tools

## Video Hosting

[www.youtube.com](http://www.youtube.com) The place for short form videos. The world's most popular video upload and viewing site.









[www.video.google.com](http://www.video.google.com) Great for longer form video's such as 30 and 60 minute shows/presentations

You can use Windows Movie Maker or other inexpensive software to edit video. Most new CD/DVD burners come with some type of video editing software.

**Picture Hosting** More sites listed at: <http://personalweb.about.com/od/photohosting/>

<http://picasa.google.com> Picasa Web Albums: Picasa Web Albums is the fast and easy way to put your photos online so you can start sharing. Use it with the Picasa software to upload entire albums of high quality photos in a click of the software's "Web Album" button, or use your normal web browser to add pictures. Each account gets 1GB (and counting!) of free storage - that's enough to post and share around 4,000 standard resolution photos.

## Information for PAO's

	<p><a href="http://www.dinfos.osd.mil/">http://www.dinfos.osd.mil/</a> The Defense Information School has a long-standing tradition of producing outstanding Public Affairs and Visual Information personnel for the U.S. Department of Defense. We are a field activity of the Assistant Secretary of Defense (Public Affairs). They have some great Distributed learning courses.</p>
	<p><a href="http://www.cjr.org/">http://www.cjr.org/</a> Columbia Journalism Review examines day-to-day press performance as well as the forces that affect that performance. CJR.org, our Web site, delivers real-time criticism and reporting, giving CJR a vital presence in the ongoing conversation about the media.</p>
	<p><a href="http://www.poynter.org/index.htm">http://www.poynter.org/index.htm</a> - Everything that you need to be a better Journalist</p>
	<p><a href="http://www.spj.org/">http://www.spj.org/</a> The Society of Professional Journalists is the nation's most broad-based journalism organization, dedicated to encouraging the free practice of journalism and stimulating high standards of ethical behavior.</p>
	<p><a href="http://www.mediainfo.com/eandp/index.jsp">http://www.mediainfo.com/eandp/index.jsp</a> Editor &amp; Publisher is the authoritative journal covering all aspects of the North American newspaper industry, including business, newsroom, advertising, circulation, marketing, technology, online and syndicates.</p>
	<p><a href="http://www.dod.mil">www.dod.mil</a> – The official news portal for the Department of Defense. Great information including news, images, video and art. Links to all armed services.</p>
	<p><a href="http://www.af.mil">www.af.mil</a> – The USAF's website with tons of multimedia, Radio and TV shows, art, images and much more about big brother blue.</p>
	<p><b><u>Meeting the Media</u></b> U.S. Air Force Public Affairs Center of Excellence. Written to help the military deal with the press, this booklet gives a good overview of the interaction between reporters and military personnel.  <a href="http://www.au.af.mil/au/awc/awcgate/pace/meetingmedia.pdf">http://www.au.af.mil/au/awc/awcgate/pace/meetingmedia.pdf</a></p>