

Spin Control

May

The Unofficial Newsletter of Maryland Wing Public Affairs

2001

POINT OF PERSONAL PRIVILEGE

This month Maryland Wing Public Affairs was honored with the 2000 MER PAO of the Year Award. While this award is presented to the Wing Public Affairs Officer, it is only because of the outstanding efforts of the unit PAOs. So a special thank you **1st Lt Jon Fosdal** and **Maj Robert Turner** of the Prince George's Composite Squadron, **SM Allan Wright** of the Montgomery Senior Squadron, **1st Lt Robert Terry** of the Howard Composite Squadron, **C/Maj John Reutemann** of Wing HQ, **1st Lt Charles Goolsby** of Maryland Wing Music, **2nd Lt Doug Barth** of the Ft. McHenry Composite Squadron, **1st Lt Gary Kleinman** of the Wicomico Composite Squadron for the many newsletters, articles to CAP NEWS, community relations events, attendance at PAO seminars, and all the other public affairs activities that you perform month in, month out. Another special thank you to **Capt Chris Ready** for making the Maryland Wing Website the best, CAP site on the web. And finally thank you to all the members of the Maryland Wing who not only submit articles to CAP NEWS and host local media, but for all the wonderful things you do each and every day so PAOs like me have something wonderful to write about.

THE TEN MOST COMMON PR MISTAKES by Alan Caruba

While there are ample lists of things to do to secure good PR, here's a checklist of what not to do!

- 1 Don't plan ahead. Never anticipate your "busy season" or a tie-in with a particular holiday or event that can benefit you. (Most magazines need five to six months advanced notice. Newspapers and radio-TV need far less time, but waiting until the last moment is a sure way to lose valuable PR opportunities.)
- 2 Write a really bad, boring news release. Put a boring headline on it. Make it extremely long, and neglect to list phone numbers where you can be reached.
- 3 If a reporter calls, don't return their call immediately. Make them wait until the deadline for the story has passed. Be evasive and long-winded. If the real answer is "I don't know," make something up.
- 4 By no means undertake an ongoing public relations program, reaching out to the media in your area with, at a minimum, a monthly news release featuring useful information.
- 5 Don't maintain an updated mailing list of local (regional and national media) outlets and, even more importantly, don't keep a list of the newsroom fax numbers available.
- 6 If an event or issue occurs that relates to your business or profession, make no effort to fax a short news release or "Op Ed" to your media list. Your experience should be kept a secret.
- 7 Never join any organizations, give any speeches, or enter any competitions. Don't

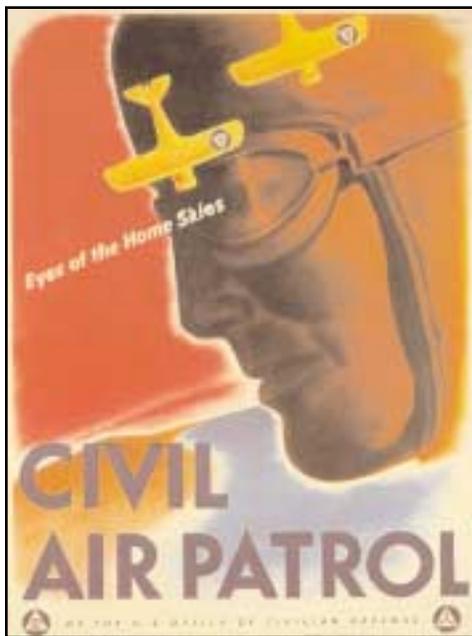
donate time or money to worthwhile community events. Never, under any circumstances, send a thank you note to anyone.

8 Don't engage the services of a public relations counselor or agency to plan and execute a public relations program with you.

9 If you do engage PR professionals, never keep them informed on issues, opinions, and activities which they can turn to your advantage.

10 And never think long-term (See #1). Pay no attention to the way your reputation is enhanced by a steady flow of positive news about your activities.

Editor's Note: Sound familiar? Common sense says it all.



CIVIL AIR PATROL

1 December 1941 -

1 December 2001

*Sixty Years of
Service to America*

NEW AE MEMBERSHIP Brochure

National Headquarters has developed a new membership brochure especially for educator Aerospace Education members.



It's now easier than ever to order materials from CAP Marketing and Public Affairs. Just go to the CAPNHQ website at <http://www.capnhq.gov> and click on the Directorates section. Go to Marketing and Public Affairs then click on "Request for Recruiting Materials." You will need to log in to eServices. If you haven't yet gotten a username and password, now is a good time. Once you've logged in, just fill out the online order form and submit it. Descriptions and order limitations of the materials are located at the bottom of the order form. Make sure you submit the request at least 30 days before you will need the materials.



What is your squadron planning to celebrate our 60th birthday?