

# CAP News Release Checklist



Maryland Wing Public Affairs Revised: 16 November 2014

Use active voice (somebody does something) rather than passive voice (something is being done) as much as possible.

Average number of words per sentence:

- 8-10 words is easy to read
- 11-16 words is professional
- 21+ words is difficult
- 32+ words in practically impossible

Reading grade level:

- 5-8 for general American public (news releases)
- 8-11 for professionals
- up to 13 for technical experts reading familiar technical material

Does the news release have a title?

Does the news release have a byline (the name of the town where the event occurred)?

Is the author of the release identified by:

- Name
- Rank
- Duty Position
- Squadron
- E-mail
- Telephone number

Is the release sent in the text of the e-mail or in DOC format?

Is the release written for a CAP audience but able to be understood by the general public?

Is the release free abbreviations, acronyms, or other CAP specific word use?

Is the news release formatted in AP style?

Does the news release end with the current CAP and Maryland Wing tagline? (See Maryland Wing website)

Is the MDWG tagline followed by specific information about the squadron?

Does the news release have photos?

Are all the members in the photo in correct uniform?

Are the individuals in the photo identified by:

- Name
- Rank
- Duty Position
- Squadron

Do the photos have a caption explaining what is happening in the photo?

Is the photographer identified by:

- Name
- Rank
- Duty Position
- Squadron

Were all non-CAP members asked for permission to use photo publicly (only required for private or closed events)?

Has the release been checked for accuracy? (Has a pilot checked flying information? Has a ground team member checked ground team information?)

Have you checked the MDWG website Public Affairs tab for any changes to these procedures?