



HEADQUARTERS
TEXAS WING, CIVIL AIR PATROL
UNITED STATES AIR FORCE AUXILIARY
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January 1, 2013 (Updated 01 November 2013)

To All Texas Wing Members:

As many of you are aware, earlier this year Texas Wing, Civil Air Patrol has unveiled its new website. Among the emerging product's refinements are a number of improved features and ease of navigation. Construction and testing of the new Texas Wing web site was a labor-intensive and detail-oriented effort. We are confident that you will be pleased with, and proud of, the results.

Written and photographic work submitted by public affairs representatives and our at-large membership will be a regular feature of the new Texas Wing website, often out-front. Accordingly, we consider this an appropriate time for all senior members and cadets who generate written and photographic work for internal, as well as external, distribution to review and employ these basic journalistic guidelines, meant to ensure that Texas Wing, Civil Air Patrol's image remains one of professionalism, expertise and integrity:

Bylines

Bylines are cherished possessions that represent hours of effort and commitment to craft. A writer's byline is to be preserved at all times by the editor or reviewer. The review or re-write of a story by a peer, next-level supervisor or PAO is not an opportunity to co-opt work and then use additions, deletions or other changes as justification for changing a byline or claiming another person's product as one's own.

This applies equally to communication from higher headquarters. If National PA or another CAP issuing authority sends out a release for either internal or external media publication, **DO NOT** add or substitute your byline and submit it as your product to internal or external media.

Quotes

Another area for employing extra caution, quotes are **NOT** to be changed. If you must rewrite a paragraph or segue to make a quote fit the context, do so. **NEVER** change a quote to fit the story or your writer's perspective. Better that you contact the source and clarify his or her position (something media professionals do on a regular basis) than you change the quote and suffer the protest of the interviewee and diminish CAP's credibility -- and your own.

The question of "permission to quote" has arisen recently. Here are some easy working rules:

When interviewing anyone -- CAP members, law enforcement, bystanders or spectators -- in your capacity as a CAP member, identify yourself as a CAP member, inform the interviewee of your intent and **obtain permission for the interview**. These are basic, essential, sometimes legal, steps. A simple "May I interview you for a story?" is always appreciated, even if the potential source declines your request.

Quotes obtained as part of radio traffic, third-party or other incidental listening, etc., are **NEVER** to be used without express, written permission of **all** parties in the conversation.

Any non-CAP minors who are interviewed require written parental permission. **NO** exceptions.

When in doubt, carry copies of an interview permission form for completion by an interviewee or parent/guardian/responsible adult. A draft TXWG-PA Interviewee Permission Form is attached for your reference, but even getting a scribbled permission statement from a responsible party is an acceptable practice.

Photography/Videography/Electronic Recording (“Taping”)

The rules for imagery are essentially the same as for quotes, with the following emphasized for clarity:

Non-CAP minors who are the subject of a photograph, or central to an image, require parental/guardian permission. Avoid taking photographs of underage minors, such as a group of kindergarten students, for a story without obtaining *in advance* the permission of all responsible parties unless you are prepared to blur each facial image for legal purposes.

NEVER conduct a phone or other electronic audio or video interview with a non-CAP member without **FIRST** asking the interviewee for permission to do so. It is permissible to record the interviewee’s statement as proof of permission, but this must be done **BEFORE THE INTERVIEW BEGINS**, and the interviewee **MUST** state that he or she is aware of, and giving permission for, the interview. So-called “one-party knowledge” does not establish the legality of a recorded interview or conversation. Preserve all audio and video interviews, including the pre-interview permission-given portion, for at least one year beyond publication, online posting or other release.

An interviewer may, at his or her discretion, choose to obtain from fellow CAP members permission to record.

AP Style

This is one of the most common points of contention, not only within CAP’s public affairs community, but among governmental, corporate, non-profit, professional and free-lance publicists. CAPR 190-1, Sec. 7.b.(7) concerning the use of AP Style is clear and, therefore for us, the non-negotiable standard.

Getting used to AP Style is easy: read the attached “nutshell” cheat list, consult the *How-To Guide for Civil Air Patrol Public Affairs*, model your work after previously published CAP stories in *Volunteer*, on VolunteerNow or Southwest Region’s *The Fly-By*, all of which use AP Style. Above all, **purchase, read through, and regularly consult** a copy of the latest edition of *The Associated Press Stylebook and Briefing on Media Law*. Highlight and tab the sections you’ll most often use, such as abbreviations for city/state datelines, military rank and abbreviations, calendar dates, and military installations, among others. Downloadable and “app” versions of the AP Stylebook are available, so there’s little reason to not consult “the journalist’s bible” and conform to CAP regulations.

Submittals for Approval

The Wing PAO serves as the organizational verifier of fact, ensures conformity to CAPR 190-1, and facilitates adherence to NHQ/PA directives with the goal of safeguarding the good name and assets of CAP at all levels. All public affairs articles, photos, PSAs or related material generated by Texas Wing personnel and intended for external distribution (unit/group website pages accessible to the public, news media, SWR’s *The Fly-By*, *Wings Over Texas*, NHQ/ PA, trade publications, governmental agencies, non-governmental organizations) **first must be sent to the Wing PAO** for final approval. The person submitting the material must include a proposed distribution list with each product. Personnel in the author’s Texas Wing PA chain will be cc:ed for record. Once the material and distribution list have been approved by the Wing PAO, the product may be posted, issued or distributed **in the final approved form ONLY**. If any changes are necessary, the approval process must be repeated.

Here are the numerical steps for Wing PA approval and distribution:

1. Write the product, select images, and obtain unit commander/activity director (as appropriate) approval
2. Send product, including images and proposed distribution list, to the Wing PAO for approval. Wing PAO will edit and, if necessary, contact the author for clarification. Cc: intermediate PA chain for record. No external distribution is to take place before final approval from the Wing PAO.
3. Upon approval from the Wing PAO, the final product may be issued or released according to the approved distribution list **WITHOUT FURTHER EDITS**.

Before issuing final approval, the Texas Wing PAO will ensure that material for release does not conflict with Wing, Region or National policies or directives.

Getting it Right, the Easy Way

A TXWG Non-Emergency Public Affairs Story Checklist also is attached for your convenience.

These procedures are the first of an emerging Texas Wing Public Affairs policy. Additional procedures will be announced and adopted as conditions dictate. We look forward to seeing your wide and interesting range of articles, photographs, audio and video reports on events and activities from units across the state, and sharing them via the new Texas Wing website.

As always, Texas Wing Public Affairs is ready to support your efforts with its expertise and resources.

// BROOKS CIMA //

Brooks Cima, Col, CAP
Commander, Texas Wing

// MORGAN MONTALVO //

Morgan Montalvo, Capt, CAP
Public Affairs Officer, Texas Wing

Attach:

TXWG Non-Emergency Public Affairs Story Checklist (revised 12-12)
Associated Press Style in a Nutshell for CAP PAOs
TXWG Interviewee Permission Form