

TXWG CAP Public Affairs Story Checklist (Non-emergency)

Use this ready reference for a well planned, thoroughly researched and accurate routine news release or article.

Planning phase:

- 1) Is this a news release or a feature?
- 2) Do I have current internal and external media contact lists?
- 3) Have I gathered background information in advance of writing my product?
- 4) Have I written this sort of story before? If not, can I access and review similar stories written by other CAP PAOs?
- 5) Do I know who I would like to interview, and why? Can I contact potential interviewees in advance to discuss my product?
- 6) Have I identified at least 2-3 sources for my article? (When covering purely internal activities, all sources can be CAP personnel; at air shows or other public events that involve CAP personnel, obtain comments from at least one non-CAP source, such as a spectator, organizer, or public official.)
- 7) Who will photograph the activity/event? Any space or lighting concerns?
- 8) Have I arranged for alternate coverage if I cannot attend the event/activity? Is my substitute aware of my need for his or her potential assistance?
- 9) Is my commander aware of my plans for this product? Has he or she expressed an opinion about, or offered guidance on, my work?

Coverage phase:

- 1) Do I have all necessary resources: CAP ID card, notepads, camera or recorder and batteries, cell phone, interviewee permission forms, and computer access if I write the story on-scene?
- 2) Are my sources on-hand? If not, who are potential alternate interviewees?
- 3) Schedule of events: do I have or need one?
- 4) Do I have accurate **follow-up contact information** for **everyone** I interview?
- 5) Has this story changed in a substantial way? Any interesting sidelights, such as an air show performer, dignitary, or spectator with a CAP connection?
- 6) What is my plan if the event is interrupted or my sources aren't available?

Writing phase:

- 1) Do I have my notes, photos, recordings, schedule of events, and Associated Press Style in a Nutshell or an AP Stylebook close at hand for guidance?
- 2) What are my deadlines for unit approval, local or area media, Group, Wing, *Wings Over Texas*, *SWR The Fly-By*?
- 3) Are **Civil Air Patrol and its members in my story** the focus of my product?
- 4) Who can I call for assistance?

Group _____ PAO: _____
Ph: _____ email: _____

Texas Wing PAO: Capt. Morgan Montalvo, CAP
210-843-4924 (cell) email: caf_ffi@yahoo.com

Southwest Region Director of PA: Maj. Arthur Woodgate, CAP
Ph: 512-432-0231 email: awoodgate@austin.rr.com