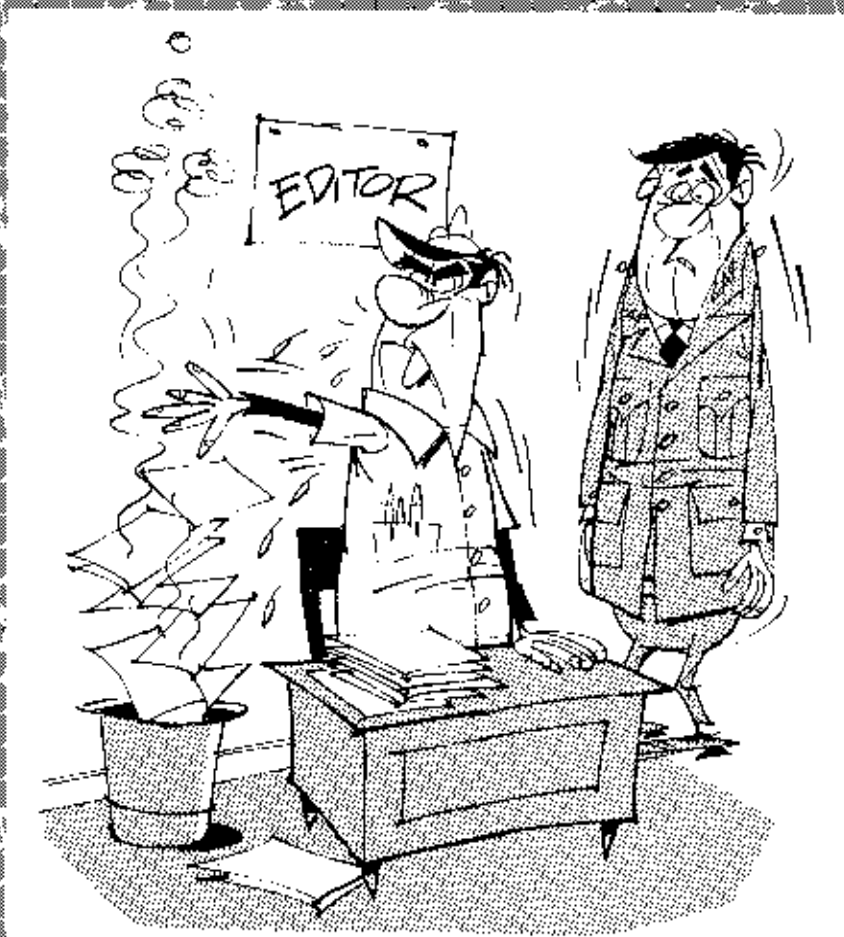




**PUBLIC AFFAIRS OFFICER'S
HANDY, DANDY QUICK GUIDE
TO
NEWSPAPERS AND
HOW TO GET ALONG WITH THEM**



INTRODUCTION . . .

Congratulations of your selection as Public Affairs Officer for your Civil Air Patrol unit! . . . And welcome to the world of newspapers. You are now an associate member of the press.

Your relations with your local newspaper--however large or small it is, daily or weekly--has an important bearing on what your local community knows about Civil Air Patrol and about your own unit. It is your job to help educate and to help inform people about Civil Air Patrol and its missions. Your local newspaper can be an invaluable help in this effort.

This brief pamphlet is NOT a substitute for CAP Manual 190-1, "Handbook for Public Affairs Officers" and you should not use it as such. It also is NOT a definitive treatise on news writing or on how to deal with newspapers, either.

It is designed solely to introduce you to those subjects.



C O N T E N T S

Deadlines	1
Coming Events	1
Past Events	1
Photographs	1
Live Missions	2
What Is News?	2
Where to Find News	2
The Mechanics of Writing A News Story	3
The Paper	3
Use A Typewriter	3
Writing It	3
Names and Titles	4
Note About Telephone Stories	5
Checking The Story For Completeness and Accuracy	6
What Should Be Included In The Story	7
Community Calendars	8
Club News Columns	8
Community Service Affairs	9
Conventions and Conferences	9
What About Photos?	10
What Makes A Good Picture?	11
What Makes A Poor Picture?	11
Photo Quality and Size	11
Photographs of Incoming Officers	11
Some Do's and Don'ts	12
A Final Word	14
Sample News Release	Appendix I
The Wrong Kind	Appendix II

DEADLINES . . .

. . . in General

Every newspaper has a "deadline"--the final day or hour after which it is too late to get something published in a particular issue of the paper.

Deadlines are different for different publications and even for different departments of the same newspaper. The "society" or women's department (now often called the "family section" or some other non-sexist name), for instance, may work under a deadline of a week to 10 days ahead, in some instances.

Deadlines for Sunday feature pages may be two to five days ahead of press time. The live news pages' (including the front page) deadline may be an hour or even as little as 30 minutes ahead of press time.

You should know and understand --and respect--the deadline of your local newspaper.



Coming Events

Generally speaking, you should submit stories about coming events to your newspaper a week to 10 days before the event. Then it can be used at the newspaper's convenience any time during the week before the event itself.

Past Events

In most newspapers, all news stories about events which have already happened should be on the editor's desk no later than the second morning after the event (but the earlier the better).

Photographs

If you would like a photographer from the newspaper to come out and make pictures of your event (assuming that it is newsworthy enough), you should discuss this with the editor and should make arrangements at least two weeks ahead of time. (See section on photographs.)

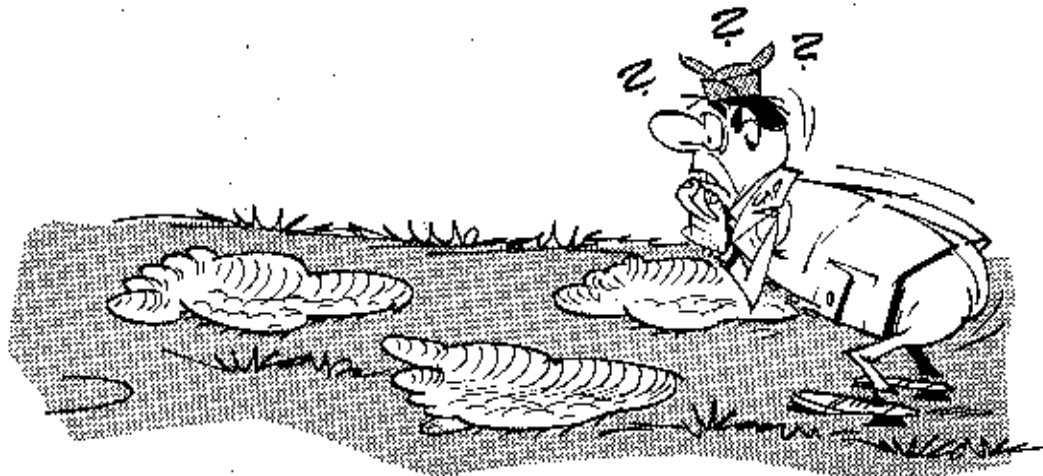
Live Missions

If your news concerns a live search and rescue mission, or other emergency service situation, this is news of immediate interest any time, NOW, and the editor is interested and concerned any time! Contact him while your news IS news. Don't wait! Call him as soon as you know anything at all--even the fact that a mission has been called.

WHAT IS NEWS . . .

News, in one sense, is information about anything that is out of the ordinary. In the more general sense, it is information about something which has happened recently or that is scheduled to happen and that people want to know about. If there is any question about the news value of a story you are planning, contact the editor of your local newspaper. Remember, he is the professional and a telephone call to him could save you a lot of wasted effort.

WHERE TO FIND NEWS



Recognizing news is one thing, finding it is another. A very few news stories (and only a very few) will come to you the easy way. But you will find the most significant news the hard way--with lots of legwork, a bit of ingenuity and imagination, and a lot of perseverance. Develop a "nose for news." Get interested in what is going on in your unit and let everyone, particularly the various squadron officers, know that you are interested in anything that might be news. You will have to work at the job. And you will have to care.

THE MECHANICS OF WRITING A NEWS STORY

The Paper

The quality of the paper you use in writing your news story is not important. Any inexpensive, opaque paper, regular 8½x11-inch size, is satisfactory. Do not use odd size, colored or perfumed paper.

Use A Typewriter

Ideally, all news stories should be typed and double-spaced. Some newspapers prefer that they be triple-spaced, with the typewriter set for 60 characters per line. Learn which your newspaper prefers and follow this style. However, your news story will probably be edited and re-typed anyway. So, if it is typed and double-spaced only, this will be satisfactory. Incidentally, if you don't know how to type, learn . . . or get someone to type your news story for you.

Writing It

Leave plenty of space at the top of the first page and one inch margin on the other edges. Head the page with the complete and official name of your unit and include your own name, address and telephone number.

(See sample news release, Appendix I to this pamphlet.)



Learn the "styles" used in writing news. For instance, here are a few tips:

Include the time, date and place of your meeting or event. In dates, abbreviate the month when used with the day of the month (except the months of March through July which are spelled out). Spell out completely the names of months when used alone or with the year only. (Jan. 6, 1984, or Sept. 6, 1984, for example, but January 1983.)

Times--a.m. and p.m.--are used as in this sentence: 2 a.m., 10:30 p.m., for instance. Do NOT use Greenwich Mean Time, ZULU time, or military style time in your news release.

For places within a city, the name of the building is often sufficient as an address. Use the street address when the place cannot be identified by a building name.

For example, most meetings of clubs or other organizations are held either in a public building, a well-known clubhouse, etc., or in an individual's home. The place of the meeting would, therefore, be identified as "Reno Recreation Center" or "the home of Mrs. John Smith, 1101 Some St.," as the case may be. (Incidentally, abbreviate the words St., Ave. and Blvd with a numbered address. Spell them out if used alone. Spell out all other similar words--alloy, drive, road, terrace, etc.)

For places outside of your city, the name of the place should be used. For places outside the state, add the name of that state. State names, with the exception of Alaska, Hawaii, Idaho, Iowa, Ohio, Maine and Utah, are abbreviated when used with the name of a town (Colfax, Calif.). Do NOT use the modern, two-letter abbreviations in news stories. For news releases, used the common, old-fashioned type of abbreviations. Incidentally, do not abbreviate the name of a state when used alone. ("He lives in California," NOT, "He lives in Calif.")

Names and Titles

Be certain that you use complete names (no nicknames) and correct titles or ranks of persons mentioned in your news story. Be sure they are spelled correctly. Do not trust your own knowledge on this; ask the person concerned or someone who knows.

In American newspapers, the courtesy title of "Mr." is very rarely used, unless it refers to a couple. For example: "Mr. and Mrs. John Brown attended" But if John Brown attended alone, no "Mr." would be used.

For women, if the given name is used (Mary Jones), no title precedes the name unless the woman prefers it that way (Mrs. Mary Jones). If the married name is used (Mrs. Thomas Jones), the courtesy title of "Mrs." should be used, of course. If Mary is referred to again, she is called "Mrs. Jones." (NOTE: Some newspapers may have variations on this rule. You should check your local newspaper to see the style it follows.

Unmarried women are referred to a second time as Miss Jones or Ms. Jones, whichever she prefers. "Ms." may also be used for married women if they prefer. However, some newspapers prefer not to use the title of "Ms."

In news stories about Civil Air Patrol members, use the rank of the person concerned in all cases, whether the member is male or female. Abbreviate all ranks, wherever used (Capt. Joe T. Smith, Maj. Ruth Brown, Maj. Jones, etc.).

If the rank is used without a name, spell out the word completely. (He is a lieutenant colonel in Civil Air Patrol.)

In the case of lieutenants, be certain to specify what kind of lieutenant he/she is (first or second, i.e., "1st Lt. Elliott Finefellow," or "2nd Lt. Jane Upcomer"). After you have used the complete name and rank in that manner in the news story, you can then refer to the person as "Lt. Finefellow" or "Lt. Upcome," for example, in the rest of the story.

If the rank "2nd Lt." or "1st Lt." are the first words in the sentence, spell out the "Second" or "First" (but NOT the "Lt."). For example: "First Lt. Elliott Finefellow led the search."

In a similar manner, do not identify lieutenant colonels simply as "Col." Give the complete and correct rank ("Lt. Col. William Wilson"). After the first mention, then you can refer to him as "Col. Wilson."

Do NOT capitalize the job titles of the officers in your CAP unit. Write it like this: "Capt. Henry Highflyer, commander of the Blank Squadron." (In other words, do not capitalize "commander" in such sentences.) Or: "Maj. Freddie Fleetfoot, aerospace education officer." (Do not capitalize the words "aerospace," "education," and "officer.") If the person to whom you refer has some unusual job title, translate this into common English so that outsiders will know what you are talking about.

Use the complete, correct, official name of your Civil Air Patrol unit in all news stories. ("Podunk Composite Squadron 806"--NOT "Squadron 806.") If you mention your unit a second time in the same news story, then you can say, "Squadron 806."

If your news story contains the name of someone to contact (for example, if reservations are to be made), use the name and address as listed in the telephone book as well as the telephone number. Some newspapers, however, will not publish telephone numbers in such cases.

Note About Telephone Stories



Most modern American cities have countless worthwhile civic organizations, all of which are constantly seeking free publicity--just as you are. Newspapers, therefore, cannot take the time and do not have the manpower to take down your ordinary news stories over the telephone. Your news story should be written in news style and format and handcarried (not mailed) to the city editor or appropriate department concerned at your local newspaper.

BUT . . . if your news story concerns a live search and rescue, or other emergency services mission, this is different! The editor wants the latest available, up-to-the-minute, red-hot information about the success or the status of your mission. DO telephone him! Identify yourself completely, give him the information you have and do not waste his time in chit-chat or idle speculation. He is interested only in facts--not your opinion.

(NOTE: For a more complete discussion of the art of writing a news story [yes, it is an art!], see CAP Manual 190-1, "Handbook for Public Affairs officers," Chapter 4, or any good book on journalism or news writing.)

* * * * *

CHECKING THE STORY FOR COMPLETENESS AND ACCURACY

After your story is written, read it through carefully to be sure of the following:

1. That all names are spelled correctly. If you are not sure of a spelling, look it up or ask. Use the complete name (or initials and surname, as the person prefers). Be sure ranks, job titles, etc., are complete and accurate.
2. That date, time and place are included and are correct.
3. For regular meetings, etc., if there was a speaker, that his name, title or occupation, and topic of talk are included. If important decisions were made or announced, what they were.
4. For installations of new officials, that the name of the installing officer and officers-elect are listed in the style or styles your newspaper prefers.
5. For awards (if scholarships are given, the amount), that the name and identification of the recipients and the basis of the award are included and are correct.
6. For testimonials or awards dinners, that the name and identification of the recipients or honorees are correct, what the honor is for and who presented it are listed and are correct.

7. If a visiting official was present, that the name, identification and purpose of his visit is given. (NOTE: Identifications should include a title or occupation, and city of residence. If it is relevant or important, include age and background, or experience. (Be sure that unusual job titles, technical terms, or unfamiliar abbreviations are explained.)

8. That you have included the location where tickets may be purchased, or the name of the person in charge of reservations or of the program.

* * * * *

WHAT SHOULD NOT BE INCLUDED IN THE NEWS STORY?

The following kinds of news cannot (or will not) be printed in most newspapers because of government regulations, limitations on space or the newspapers' own policy:

1. News about lotteries, "raffles," or other gambling games or games of chance in which chances are sold and prizes awarded.
2. Any statement which might be libelous.
3. Telephone numbers.
4. The cost of admission.
5. "All members, friends, etc., are invited." But, "open to the public" (if it usually is not) is acceptable.
6. Descriptions of decorations or refreshments, or who was responsible for them.
7. Themes and colors of presidents, commanders, etc. But if a major specific project will be undertaken by the commander, etc., during the year, this is acceptable.
8. Flowery writing. A good, general rule is to cut out any adjectives. To describe an audience as a "large audience" or a donation of books as "beautiful books" is usually personal opinion and constituted editorializing, not news writing.
9. Generally, long lists of names. If your list has more than a half-dozen names on it, re-examine the list. Guest lists, new members lists and project committee lists usually should not be included, but the chairman of a project committee is acceptable.*
10. Generally, gifts presented to honored guests or retiring commanders, etc.*

**(NOTE: Numbers 9 and 10 [previous page] are common occurrences at most civic club meetings and are not considered newsworthy per se. But there are exceptions, depending upon the circumstances of the situation. If you have examined the circumstances in your news story and believe the list of names or gifts presented could be of interest to the general public, include the information and leave the decision to the editor.)*

* * * * *

COMMUNITY CALENDARS

Many newspapers publish "Community Calendars" to provide a daily guide of clubs and organizations which meet regularly. Unlike the "Club News" column, which is designed for special events, the calendar simply lists the name, time, day and location of the meetings which occur each week or month with no change. Only those organizations which meet with regularity 12 months a year, with the exception of seasonal recesses, are ordinarily used.

Some newspapers may have a computerized list for the calendar which is updated at the beginning of each month. Deletions can be made from the list at any time. Additions and information changes are made at the beginning of each month.

If your CAP squadron is listed in such a calendar, please notify your newspaper of any change at once. If you want to be included in such a calendar, submit the necessary information well ahead of time--10 days to two weeks, for example.

Example of what you should include in such a notice: Name of your unit, every Tuesday, 8 p.m., 865 Main St." If your squadron does not have a consistent pattern of meetings, you should submit a notice in advance of each meeting.

* * * * *

CLUB NEWS COLUMN

If your newspaper has a "Club News" column, short news stories about your meetings should be directed to this column.

When writing the story, decide what will be (or was) the most important thing about the meeting and use this as your first--or lead--sentence. Try to avoid writing chronologically, because often the most newsworthy happening didn't occur in chronological order. Stories of this type should not duplicate the listing in the Community Calendar.

COMMUNITY SERVICE AFFAIRS

If your unit is planning some communitywide project of general interest, or which will benefit the entire community, your editor will be interested. Discuss such things with him. An unusual fund-raising project, for example, may make an interesting feature story.

However, fund-raising projects which involve only your unit should be reported in the Club News column. But projects which are open to the public should be reported separately. For the benefit of the editor, indicate in your news story which it is.

Because of space limitations, only one advance story will usually be run and probably this will be the week before the affair. The story should include the time, the date, the place, the sponsor, the kind of affair it will be, what the proceeds will be used for, a brief description of the high points of the affair, where tickets can be obtained or reservations made, and how many can be accommodated.

A follow-up story of fund-raising projects can be submitted; people like to know how well you did.

* * * * *

CONVENTIONS AND CONFERENCES

Conventions and conferences are always news. In such cases, an advance story, with a mug shot of the key speaker or speakers, may be submitted to your newspaper.

In order to give as full coverage as possible, your newspaper needs your close cooperation. You should meet or call the editor at least 10 days before the conference to work out details of the coverage.

Among the details should be:

1. Getting the topic of copies of speeches by the key speakers in advance of the speeches (if possible), with mug shots and biographies of the speakers.
2. You may take notes at all sessions, both business and fun, to supplement the news coverage by your newspaper. Editors should be notified if important awards are presented or elections held during the sessions so that a follow-up story can be planned.
3. Discuss ideas for photos with the editor before the convention or conference.

When members of your unit attend conferences or national meetings outside your local area, a short advance story about their leaving may be submitted. Long lists of delegates should be shortened to include unit leaders who will actually participate in the conference.

When your delegates return, contact them, get a story about the convention or conference--if it is newsworthy--and submit it WITHIN TWO DAYS after the delegates return--but the sooner, the better!

* * * * *

WHAT ABOUT PHOTOS?

Because of space limitations, newspapers will not use photographs of all your meetings, etc. You should request that photos be made or used only for your most important events--events which are open to the public or are large in scope or where there are possibilities for good photographs. A live search mission or a training exercise are possibilities for good pictures to be made.



Most newspapers will run only one photograph of an event. If pre publicity photos are to be used, they probably will not use any taken during or after the event. Wedding photographs are an example: If the paper runs a photograph of a bride-to-be, they probably will not run another photograph after the wedding is over. However, if your newspaper publishes both morning and afternoon editions, they may want two different photos to run in the different papers.

What Makes A Good Picture?

The unusual. The unposed. People laughing or crying. Pictures with emotional appeal. Candid photos. People doing things. Good props. Children. Pets. Unusual angles. Photos which show where proceeds of a unit project will go sometimes are good.

What Makes A Poor Picture?

The cliché. Gavel-passing. Check-passing. Ticket-passing. Sending out invitations. Looking over the ledge. Tea-pouring. The line-up. Large groups. Presenting plaques. Signing proclamations with the governor, the mayor, etc. Hand-shaking. The bystanders, such as public officials, whose only reason for being there is to add solemn dignity to the occasion. Because the newspaper did it last year, or because they did it once in the past, does not make it an automatic annual event. Because you saw a picture like that in the paper four years ago does not necessarily mean that it was a good picture or that your newspaper will use one like it again.

However, just because these are considered by most editors to be poor photos does not mean that no one will use them. Or that you shouldn't try. Just because you are not a professional photographer does not mean you give up. Many newspapers will use poorer quality photographs--because they consider them to be news. So . . . get out your trusty camera (get as good one as you can) and try, try, try! The picture you take may someday end up being the one-in-a-million that makes national news and which everyone wants.

Photo Quality and Size

Color photos, Polaroid pictures, Instamatic pictures or any photo taken with a camera which has no manual control of shutter or diaphragm and control of focus do not reproduce well in newspapers and most editors will not consider photos of this type. All photos submitted to newspapers should, if possible, be black and white, and glossy finish. They may range in size from 5x7 inches to 8x10 inches. Photographs should not include more than two or three persons. (TIP: A good flash is a must indoors and can add much to many photos taken outdoors!)

Photographs of Incoming Officers

Most newspapers will use "mug" shots (head and shoulders photographs) of incoming officers. Mug shots may be small, wallet-size (2x3 inches) and may be submitted with your story listing new officers, or you may need to make arrangements with the newspaper to have them taken.

* * * * *

SOME DOs AND DON'Ts

In summary, here are some publicity Do's and Don'ts to keep in mind when preparing your news story:

1. Don't try to disguise advertising or promotional propaganda as news. Editors are past masters at detecting the hidden advertising or hidden propaganda and they will automatically reject such items if you submit them as news.
2. Don't "color" the facts. Strive to be objective. Opinion and comment do not belong in a news story unless the opinion or comment are news in themselves. "A good time was had by all" is a matter of opinion and has no place in a news story.
3. If you have a good story, it will stand on its own merits. But if your story does not get printed or is printed in some other form than you expected, do not question the editor about why he did not use it. He was only doing his job and is dealing with space pressures and deadlines of which you may not be aware. It is all right, however, to discuss with him his needs and the form in which your news story should be.
4. If you have an important guest speaker scheduled for a special occasion or special conference, for example, do tell the editors ahead of time so that they can arrange news coverage if it is a newsworthy occasion. Do not expect the editor or his reporters to attend your routine meetings, however.
5. Do send your news stories to the right person. Address the material to the editor by name, if you are dealing with a certain editor. If your news story is intended for some specific department of the newspaper, be sure it is addressed to that department. (However, it is far better to carry your news story in person to the newspaper. Do not mail your news story unless it is impossible to carry it in person.
6. Do not send the editor a story and then ask him to send you a clipping or copies of the paper. Do not call later and ask the editor to look through back copies of the paper to see when it was printed. It is your responsibility to watch and see if it is printed. And you can buy extra copies of the paper through the circulation department.
7. Honor deadlines. Do not ask your newspaper to make exceptions.
8. Some large or unusual community events may be covered in cooperation with the news desk which handles general community news through the city editor. For instance, Family Living or Community Focus sections may handle pre-publicity but the city editor may assign a photographer to cover the event in progress.

If you have any questions about joint coverage, do ask. It is usually better to contact one editor who can arrange complete coverage than duplicating efforts which may also cause confusion. In publicizing a unit event, news releases should be addressed to only one department--the women's section or the news desk, for example--but not both.

9. Do get to know the people at your own local newspaper. Go visit them (but not at their deadline time). Introduce yourself. Take a few minutes to get to know the editor. And visit them regularly. Do not mail your news releases. Carry them in person. Newspapers get barrels of news releases every day from many people and organizations, all wanting free publicity. Most of these news releases end up in the wastebasket. If you hand-carry your news release, it stands a much better chance of being used.

10. Be consistent. Keep up a steady flow of news releases to your newspaper. Do not flood the editor with laudatory articles about ribbon presentations, then sit dormant the rest of the year. Plan to submit articles to your paper regularly--once a week, twice a month, one a month. But keep it going. The editor may come to expect it.

11. To repeat: Do NOT ask the editor why he did not print your news release. Again: DO NOT ASK THE EDITOR WHY HE DID NOT PRINT YOUR NEWS RELEASE!!! Do NOT ask the editor why he changed the news release. If you ask him either one of these questions, the possibility is that he will never print anything else you send him. Never!!

12. Be friendly. Be cooperative. Go out of your way to help your local editor and news people. If you do, they will be friendly and cooperative with you. But if you act the smart mouth with them, your cause is lost. They don't need your news. But you desperately need their paper.

A FINAL WORD

In your community, how much people know about Civil Air Patrol and about your unit, and the degree of support they give to CAP will depend to a great degree on you and on how well you do your job as a Public Affairs Officer.

You must get involved. You must be interested in Civil Air Patrol and in your own unit. You must work at the job. You must go, go, go!! Only in that way will you be successful in getting Civil Air Patrol and your own unit in your own local newspaper. The newspaper will not run you down to get your news. Get busy . . . or get out of the way!

It's up to you!!!



*(This is a sample of the proper form
in which to prepare a news release.)*

APPENDIX I

NEWS RELEASE

Full Name of Squadron
Civil Air Patrol
Your Town, State

Your Name
Your Address
Phone Numbers

Release Date: _____
(or) FOR IMMEDIATE RELEASE

(Allow one or two inches of space here.)

HOMETOWN, State--Begin the first paragraph with the name of your town and state, followed by a dash (two hyphens--as above). This is known as the "dateline." The first paragraph of your news release should tell in very abbreviated form the Who, What, When, Where and Why (or How) of the news story.

Indent each paragraph about one-half inch. The second, and succeeding, paragraphs, should contain further details of the news story in the descending order of their importance. See CAP Manual 190-1 ("Handbook for Public Affairs Officers") for further details about the "inverted pyramid" style of news writing.

Do not hyphenate words at the ends of lines. Keep your news release brief --not over one or two pages, unless it is an extra special feature story. If you continue your news release to another page, do not divide a paragraph. That is, do not continue the news release in the middle of a paragraph. Put the word (MORE) in parentheses at the bottom of the first page (and at the bottom of succeeding pages if there are more than two) so the editor will know there is more to the news release than just one page.

(MORE)

If you do continue your news release to a second page, put some kind of "tagline" at the top of the second page (and succeeding pages, if there are more than two) as above, so that the editor can identify the page(s) as belonging with the first page. The easier you make the job for the editor, the better chance your news release will have of being used.

But do not try to do the editor's job for him. For instance, do not try to write a headline for him and do not try to tell him where and how to use your news release. That is his job.

Type your news release, double-spaced, on one side of the paper only. Use plain white paper, regular 8½x11 inches in size. Do not use odd size or special colored paper. Allow at least one inch of margin on all sides of the paper.

You may conclude your news release with some statement similar to this: "Civil Air Patrol is a volunteer, non-profit organization and is, by law, an auxiliary of the United States Air Force."

At the end of your news release, put the symbol --30--, or marks like this: # # # # # # # #. Both are universally used to indicate the end of a news release. Do NOT write the words: "The End."

Good luck!

--30--

THE WRONG KIND--There are all kinds of news releases. Here is an example of the wrong kind. It contains all the most common errors found in amateur news releases. Don't make these mistakes!!!

A--Is this newsworthy?	H--Be precise.
B--Spelled correctly?	I--Irrelevant.
C--Identify fully.	J--Here is your story!
D--Give details.	K--Who cares?
E--Get the facts straight.	L--No nicknames.
F--Be timely.	M--Proofread your copy.
G--What is the significance of this?	N--Ridiculous reporting.

PEAPATCH, Ala.--The Peapatch Flower Club met ^FThursday, Oct. 12, in the auditorium of the ^Hschool. Mayor Gaskill served ^{A B}refreshments.

^CMrs. Ransom called the ^Aroll. Only ^CMrs. Feldman was ^Iabsent. She had a previous ^Kengagement. ^CMr. Foster introduced the ^Aguests: a ^CMr. Longacre of the ^EI.C.A. and a ^CMrs. Pringle.

^CPresident Finkle then led the group in singing the "^AStar Spangled Banner." ^CDoc Minney read the ^Aminutes of the last meeting. They were ^Iapproved unanimously.

Mr. Longacre interrupted the meeting by ^Garguing with the guest speaker. Mr. Finkle ^M banged the gavel to silence him.

^CMiss Coogle gave the Welfare Committee ^Areport. Nobody has been ill since the last ^Imeeting. The account still contains ^K\$22.63. ^CMrs. Snyder reported on a new rose she has developed that will ^Dbloom all year.

Mayor Gaskill ^{D G}indulged in a contest with the guest speaker. Other reports were given by ^CMr. Feldman, ^CMrs. Steinauer, ^LJoe Fish and Minerva Gump.

Mr. Longacre ^{D G}interrupted the proceedings and had to be reprimanded by Mr. Finkle. Mayor Gaskill ^Dbecame ill and left early.

(MORE)

wrong kind.....2/2/2/2/2

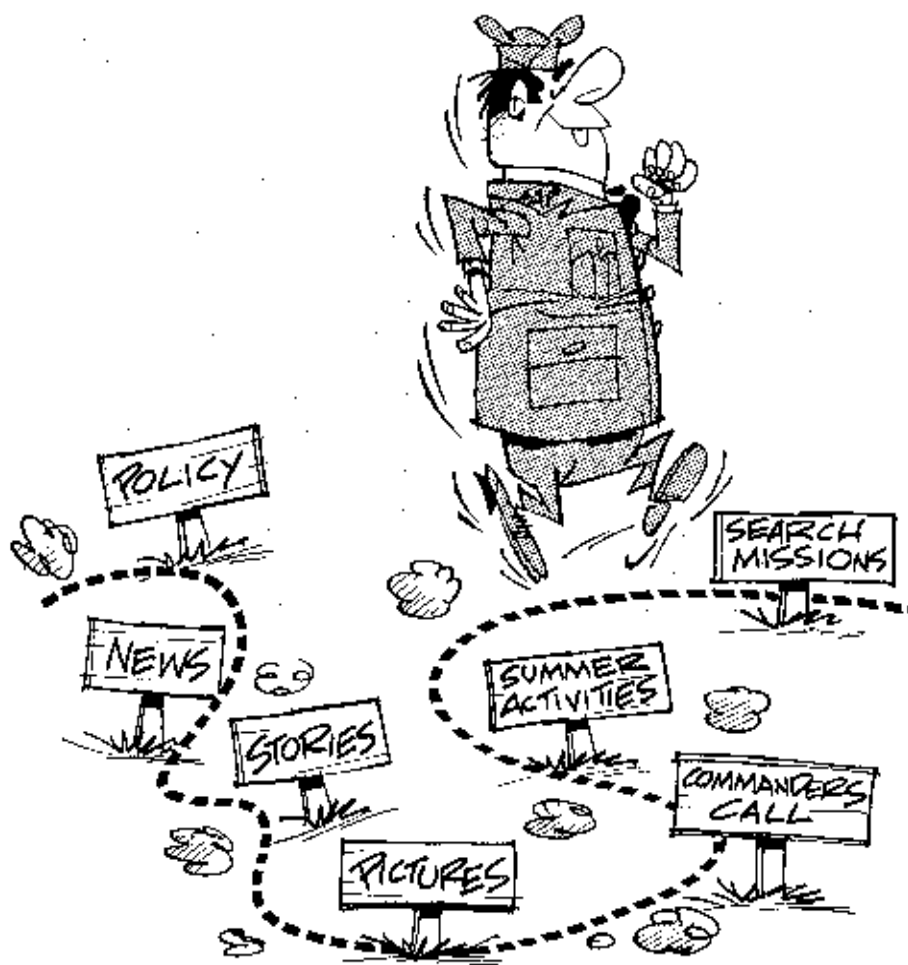
Then the association heard an address by E. Groganovich of Russia.
Mr. Groganovich said that he had to leave early because he was packing to leave
the country. The speaker added that he wanted to be out of the country before
Oct. 27. Mr. Groganovich continued that that is the day Russia has set for
425 atomic missiles to be fired at the United States. The title of his talk
was "Flora in Russia." He stressed that Russia wants peace.

Miss Amelia French served tea and cookies to the 12 persons present,
including the I.C.A. man.

--30--

*(Thanks to Bill Larkin of the Northeast Region.)

NOTE: This pamphlet is based principally on material from the "Reno Evening Gazette and Nevada State Journal PUBLICITY CHAIRMAN'S MANUAL," published by Reno Newspapers, Inc. The material is used with their permission. . . . Thanks, too, to "Jake" Schuffert for the cartoons, and to the Internal Information Division, Office of Public Affairs, Secretary of the Air Force, for ideas lifted from the old SAF/OI publication, "GUIDE FOR ADDITIONAL DUTY INFORMATION OFFICERS."



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