

THE NAVY LEAGUE OF CANADA

NL(34)

PUBLIC RELATIONS MANUAL

for use by

The Navy League of Canada

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## PURPOSES AND OBJECTIVES OF THE LEAGUE

To promote an interest in maritime affairs generally throughout Canada.

To prepare, publish and disseminate information and encourage debate relating to the role and importance of maritime matters in the interests of Canada.

To promote, organize, sponsor, support and encourage the education and training of the youth of the country through Cadet movements and other youth groups with a maritime orientation, and through the provision of recreational opportunities and training, to promote the physical and mental fitness of the boys and girls participating in the Cadet Programmes.

To hold conferences, symposiums, and meetings for the discussion and exchange of views in matters relating to the objects of The League.

To assist and aid by the establishment of foundations, scholarships or bursaries those who take part in the youth activities of The League for their education and advancement as may be deemed necessary by the National Council of The League.

To collect, receive, invest and hold funds and property from voluntary contributions subscriptions, gifts and legacies for the objects of The League, or such of them as the donors may direct.

To raise funds as may be deemed necessary, for the welfare and benefit of seamen, for their dependents and for Seamen's Homes, Hostels and other institutions in Canada, including the establishment, operation and maintenance thereof.

To co-operate, as directed by National Council, with any kindred society having either in whole or in part, comparable objects to The League.

To do all such other lawful things as are incidental or conducive to the attainment of the above objects; provided always that it shall be a fundamental principle of The League that its objects, membership, management and conduct shall be absolutely unconnected with and free from all party politics.

## INTRODUCTION

1. The Public Information and Media Relations Handbook is designed to assist Divisions, Branches and National Office as well as sponsoring committees in meeting the challenge of effectively reaching the public with the story of Cadets.
2. Everyone in the Cadet organization shares in the responsibility for public relations and information; the Canadian Forces, the Leagues, local sponsors and the Cadets themselves.
3. This handbook has been presented in an easy to follow format for the individual who has little or no public relations experience. It is designed to facilitate the responsibilities associated with operating a successful Cadet Corps.
4. While administration for the public relations and information program can and should be delegated to a capable individual, it is ultimately a command responsibility. Therefore, the Commanding Officer of the Corps must be kept fully informed of all activities.
5. You are encouraged to use your initiative and imagination in creating a successful public information and relations environment for your Corps.



## SECTION 1

### GETTING STARTED

1. All Navy League Cadet/Wrenette and Royal Canadian Sea Cadet Corps should appoint one person to coordinate all Corps publicity. Where possible the appointed person should become acquainted with members of the press, radio and television within the area of influence for their Corps.

2. All RCSC Corps should establish a working relationship with the appropriate DND Public Affairs Office and their support Base Information Officer.

3. All Branches should appoint one person to coordinate all RCSC and NLC/W Corps publicity. In the case of NLC/W Corps this person would be the contact for authority to release information.

4. Contact with the media should be personal, whenever possible. It is only too easy to discard impersonal news material. Larger media outlets receive dozens of unsolicited news releases that get discarded because the receiver had no personal contact with the contributor.

5. The public relations person may be a Corps staff member or a member of the Branch. He or she should **always** keep both the Corps Commanding Officer and the Branch President informed of all activity. Copies of all news releases and newspaper clippings or scripts should be sent to both the respective Area of Regional Cadet Detachment and the League Division office.

6. Now that you have a public information person, let's start.

#### What Do We Publicize

7. Remember that the media is in the business of supplying news. What is cadet news?

- a) Annual Inspections
- b) Election of Branch Officers
- c) Cadet Promotions
- d) Corps Officer Promotions
- e) Awards
- f) Community Service Projects
- g) Training Events
- h) Summer Camp Selections
- i) Summer Camp Achievements (Shooting Awards, Top Cadet

Awards)

1-1

- j) Special Guests (Speakers, Inspecting Officers)
- k) Fund Raising Events
- l) Citizenship Tours
- m) Corps Accomplishments (Divisional, Regional, National, Local)
- n) Corps Social Events
- o) Sports Events and Contests

#### Know Your Story

8. Whoever is assigned to the public relations function should know the product. The public relations person should know the history and accomplishments of the Navy League, the Corps (RCSC and NLC/W applicable) and Cadet organization and they should have a clear understanding of the aims and objectives of both the RCSC and NLC/W programs. As well, know how the Navy League/Canadian Forces partnership works in relation to Sea Cadets. They should be able to answer questions regarding all aspects of both the NLC/W and RCSC organizations and their Corps.

#### Know Your Market

9. The market for your Corps may be an entire city or it may be a "neighbourhood".

10. Define your market as the geographical area where most of your cadets reside. It is in this area that your publicity efforts should be centred.

11. Identify the media in the area:

- a) Community Newspapers;
- b) Community Flyers (shoppers);
- c) Cable Television System;
- d) Radio Stations;
- e) Television Stations; and
- f) Major Newspapers.

12. Corps in metropolitan areas have a different and perhaps more difficult time in getting news releases published or broadcasted. However, there are often community media that serve portions of the entire area.

13. Basics for publicity:

- a) assign one person from your Corps or Branch to act as media contact;
- b) make a media contact list of the media you are interested in using with proper names, address,

telephone number, facsimile number and contact person. Make sure this is updated annually!;

1-2

- c) contact the media to learn their policies in accepting news releases (i.e. deadlines). Some media have "community service" hand-outs describing the service available.
- d) be prompt in meeting deadlines;
- e) be neat and correct in your news releases. Type, erase and correct errors. Do not use carbons, except perhaps as your own file copy, and double space the text;
- f) be accurate. Check dates, names and correct spelling before you submit copy;
- g) be innovative. Don't be afraid to make suggestions if you honestly believe you have a workable idea. Media people welcome original ideas;
- h) be appreciative of all space and time given to your Corps. Write "Thank You" letters to reporters, editors and managers who have helped;
- i) treat all media of importance to you fairly, and give them the same material at the same time; and
- j) trust your news contacts. If they don't use your story this time, that's their prerogative. Don't argue or be concerned. Keep providing good news releases and you will get your job done.

#### Who To See

14. *Large City Dailies* - get the name of the Editor who can best use news of the Cadet programs. It may be the "Youth Editor" for instance.

15. *Small City Dailies* - your initial contact is likely the City Editor. You may continue to deal with this person unless directed otherwise.

16. The competition for space in daily newspapers is so great that you will probably never get all the news that you want in print. The weekly newspapers and advertising flyers that serve suburban areas and smaller communities are more likely to run your releases and give you more space for photos and news features.

17. *Weekly Newspapers* - again your initial contact may be the City Editor who, depending upon the size of the enterprise, may be the primary contact.

18. *Radio Stations* - like newspapers, they vary in size in relation to the community they serve. The average radio

station has staff divided into three areas: programming; news; and sales. It may be necessary for you to have more than one contact person at the radio station. The people you should be aware of are the Manager, the Program Manager or Program Director and the News Director. Large stations might have Public Service Directors or perhaps a Promotion Manager.

1-3

19. *Television* - generally the same as for radio.

20. *Cable Television* - the Community Program Manager.

21. Your materials may be delivered in person, by mail, courier, or "FAX" machine. Most media use facsimile. Get the media's "FAX" number if you have access to a machine.

SECTION 2

THE NEWS RELEASE

1. News releases should be typewritten.
2. Use 8 1/2" x 11" paper. Never use onion skin. When possible use letterhead for the first page.
3. Be sure to keep a copy of every release you send out.
4. Leave larger than normal margins on each side of the paper, or two inches on the left of the story.
5. Indicate whether the item is for immediate release or a specific release date.
6. Write a heading for your story that will catch the Editor's attention.
7. Always try to use present or future tense.
8. Double space the text, use one side of the paper only and indent paragraphs seven spaces. (Double spacing is important as it leaves room for Editor's notes to the typesetter.)
9. If your story runs more than a page (and it shouldn't), write "**MORE**" at the bottom.
10. When writing your story try to answer what news people call the five "W"s (sometimes this will not be possible or even necessary):
  - a) WHO is involved;
  - b) WHAT is happening;
  - c) WHERE is it happening;
  - d) WHEN is it happening;
  - e) WHY is it happening; and
  - f) HOW, if it applies.
11. It is important to get all these "W"s in the first sentence or two. The first paragraph is the "lead" of your story.
12. Each succeeding paragraph of your story should be of decreasing importance. This way, if print space is limited

and your news release edited, your main points will still be included.

13. Use short words. Write short sentences and short paragraphs.

14. Be brief. Try to do your story on one page.

2-1

15. Include the name and telephone number of your publicity person or names of persons who can give further information at the bottom of the page.

16. Your news release **does** need to be a work of art. It should be neat, logical and legible. If you are uncomfortable writing prose, provide the story in point form, allowing the reporter to ask questions that will flesh out the story.

17. Regardless of how elaborate or simple your news release is, make a follow up telephone call. Ask if the release has been received and determine if further information is required.

18. In areas that are under the regulations of the Official Languages Act, news releases must be bilingual. (This may not be practical but, if possible, do it.)

19. Include background information in the final paragraph of your news release. State how many years your Corps have been part of the community. Close by saying that over 10,000 Sea Cadets and 3,000 Navy League Cadets/Wrenettes are at present experiencing the challenge and values of the Cadet movement whose aims are:

in the case of Sea Cadets -

- a) develop in youth the attributes of good citizenship and leadership
- b) promote physical fitness, and
- c) stimulate an interest in the activities of the Canadian Forces, and

in the case of Navy League Cadets/Wrenettes -

- a) to give young girls and boys mental, naval and physical training, and
- b) to develop patriotism, good citizenship and a sense of duty, self respect and respect for others, combined with
- c) discipline in a Naval environment.

20. At the end of your text use **-30-**. This assures the

receiver that this is the end of your news release and that no pages are missing.

2-2

## SECTION 3

### THE MEDIA

#### **Radio**

1. Private radio stations in Canada make their income from the selling of advertising inventory. How a radio station meets its public service commitment varies from station to station. Stations are not obligated to give away free advertising.

#### **Community Calendar**

2. Many radio stations have some kind of community calendar or "bulletin" board. As the name implies this feature is designed to promote events that are to take place in the community. Announcements may be up to 20 seconds in length. Items are usually broadcast throughout each day and used in rotation with all items.

#### **News Broadcasts**

3. All radio stations have newscasts. The newsroom should be on your media list for news releases. Get to know the News Director (at least by telephone) at each radio station you are interested in. News, in its simplest form, is an occurrence or event of interest to the general community. The announcement of an event to come may not be considered news until the day it is occurring, but the result of the event should be followed up for coverage as well as issuing the initial news release.

4. Consistency is the key to maintaining good relationships with your radio stations. If your Corps is actively involved in the community, keep all its news in front of the community. Do not just report when someone feels like calling.

## **Interviews**

5. Radio stations offer interview programs. Interviews may be three minutes, five minutes, 10 minutes, 15 minutes or perhaps one-half hour or an hour on an open line show. Do not shy away from the opportunity to be interviewed. An interview on radio is like any other conversation. Just answer the questions and tell your story. You should, of course, be well prepared and know your material before you arrive at the station. No one expects you to be a professional broadcaster, but you should be a good source of information. And smile; it will make your voice warmer and more interesting.

3-1

## **Television**

6. When you distribute a news release to newspapers and radio stations, always include the television station that serves your community.

7. Unless there are television commercial messages on the Cadet programs available from your League, your involvement with television will likely involve an interview, or short news item. Be prepared and be yourself.

8. Don't forget your cable television system. The community programming channel can be very useful in telling the story of the Cadet programs. Most cable companies have a "Message Board" service which can be used for promotion of special events.

9. The television station may wish to video tape some cadet activities that can be used as part of an interview program. Welcome their assistance.

## **Photographs**

10. An interesting picture will add immeasurably to a story's impact. Photo space in a newspaper is at a premium, so submit only clear and simple photos:

- a) move in close and focus on the subject, focusing the picture on the smallest space without clutter;
- b) action shots where people are doing things are the best and ingenuity is necessary to not produce just another "grip and grin" photo. It is possible to "pose" good action shots;
- c) film is quite inexpensive. Shoot as many pictures as you can so you have some choice;
- d) don't waste money on large prints. In most cases a

- 4" x 5" print is adequate;
- e) photographs should be well focused and contain lots of contrast. Colour prints are okay, but black and white are better;
- f) don't forget, photographs may be sent to television stations; and
- g) the Department of National Defence Public Affairs office is available to provide expert advice on photographic composition. Do not hesitate to ask for this advice.

### **The Caption or Caption Story**

11. The caption gives the reader additional information about the story told by the picture.

3-2

12. Identify all persons from left to right who are pertinent to the picture. If your photograph is supported by a news release, the "lead" of the release should caption the picture answering the five "W"s and continue with the detail of the story. Whether or not your photograph is used, do not expect it to be returned.

13. If you are mailing photographs, do not use paper clips or staples and provide protection with a good cardboard stiffener.

SECTION 4

OVERCOMING THE MYTH

1. Branches and Corps staff should use every opportunity available to dispel the too common misunderstanding that the goal of the Cadet Movement is to train young people for future combat activity in the Canadian Forces.

2. The best way to answer this criticism is to quote the aim of both Navy League Cadet/Wrenette and Sea Cadet programs:

- a) develop in youth the attributes of good citizenship and leadership;
- b) promote physical fitness;
- c) stimulate an interest in the activities of the Canadian Forces;
- d) to give young girls and boys mental and naval training
- e) develop patriotism, good citizenship and a sense of duty, self respect and respect for others, combined with discipline in a naval environment

4-1  
SECTION 5

THE LEAGUE/CANADIAN FORCES PARTNERSHIP

1. Always include reference to the League and the Canadian Forces/Department of National Defence.
2. You may do this by stating:
  - a) "Sea Cadets are sponsored by The Navy League of Canada and supported in partnership with the Canadian Forces (or Department of National Defence)";
  - b) "NLC/W Cadets are totally sponsored by The Navy League of Canada";
  - c) "Sea Cadets are a national youth organization for 12 to 18 year olds, run in partnership by The Navy League of Canada and the Department of National Defence (or Canadian Forces)";
  - d) "Navy League Cadets/Wrenettes are a national youth organization for 10 to 12 year olds run and supported entirely by The Navy League of Canada".

## SECTION 6

### MANAGING A CRISIS

1. If you have a cadet seriously injured or killed, there is usually no choice about whether or not you speak to the media. News people will get the story anyway (with or without your help), so give it to them yourself, correctly. The following are points to remember:

- a) designate one spokesperson to deal with media. The Commanding Officer should probably take personal charge;
- b) inform your higher headquarters immediately and update them regularly;
- c) inform your support base Information Officer and/or the Department of National Defence Public Affairs Office and/or your Navy League Branch and Division;
- d) prepare a simple factual news release including only factual information. Never speculate as to cause or details. Content of releases must be reviewed by the support base Information Officer or Department of National Defence Public Affairs office/Navy League Division prior to release;
- e) do not release names of victims until next of kin are informed. Respect personal privacy. Do not release personal information like home addresses or phone numbers;
- f) keep a log of information that has been released;
- g) never speculate about the cause, the amount of damage, or the effect on your Corps. These facts

- will be established by the summary investigation, the police, and/or other officials and should only be released after the investigations are complete;
- h) the media will check all their own sources - hospitals, fire department, police, witnesses, neighbours, and any others who can give impressions. You can forestall hearsay information from being reported by providing ample and clearly accurate information as quickly as possible; and
  - i) provide for regular updates and follow-up coverage to build trust and confidence.

6-1

## SECTION 7

### RECRUITING

1. Public activities to recruit cadets are the responsibility of the League and the local Branch.
2. However, recruiting and retaining cadets is the positive result of the team-work and co-operation of the League, local Branch and Corps staff, along with the enthusiasm of the cadets.
3. Success in recruiting cadets is a result of a combination of public relations and public information.
4. To recruit cadets you must **"SELL"** the program in the same manner as any marketer sells a product. When cadets come in your door, you must reinforce the "sales pitch" and the "price" of participation (regular attendance, dress, deportment). Then you **MUST** deliver the product to those who enrol.
5. Recruiting cadets is a marketing program.

### **Reaching the Market**

6. When advertising the Cadet programs to attract young people, your methods should be efficient and direct. You can waste considerable time and effort if you don't target your message:

- a) young people are users of the electronic media, television and radio;
- b) young people read newspapers very selectively: movie listing; comics; television schedules; sports pages; youth pages; and help wanted ads;
- c) young people go to school and spend time in shopping malls, recreation centres and arcades; and
- d) visible minorities may be reached through ethnic community organizations, native band offices, or religious groups.

### **Radio Commercials**

7. Most radio stations are interested in assisting community organizations. Included in this book are samples of 30 second radio commercials and shorter material to be used as announcer "ad lib" comments or as "community bulletin board" items. This material should be used if possible from mid August to mid September at least. If you can have it used longer, great.

7-1

8. Corps in metropolitan areas should first contact the "popular music" or "rock" stations. Teenagers listen to radio at breakfast, after four in the afternoon, and on weekends. Corps in smaller communities with four or fewer local radio stations should contact all of them.

9. You might also be invited to participate on the air by way of interviews and news stories. Accept all the help you can get.

10. Generally, a cadet Corps will be eligible for public service time if it is policy at the station. You may be asked to pay or you may offer a small honorarium for service. Remember, if you pay for advertising in one medium you should be prepared to pay in another.

### **Print**

11. If you propose to use "display advertising" in newspapers, request to have the ads placed where teenage readership is most likely.

12. School yearbooks are also a great place to advertise and solicit enrolment in Cadets.

### **Television**

13. Much the same as for radio. Contact your League representative to determine if there are any prepared television announcements that can be tagged with local information of time and place of parades.

14. Some television stations have community service features that will provide short announcements of events and activities.

15. You may be invited to participate in interview programs or news stories.

### **Cable Television Community Channel**

16. The "message board" service of your Cable TV system is free and a good method to broadcast news of recruiting or Cadet community service activities. The cable system will provide you with a form to submit your message. You are limited to about seven lines of 31 characters, including spaces.

17. The Cable Television Channel in your community may be interested in attending one of your weekend exercises or weekly parade nights. Contact the Program Manager to see if they would consider any of your upcoming activities newsworthy.

7-2

18. A Cadet video can also be aired on Community Cable stations. However, most stations prefer to have footage from the local community whereas the video was probably filmed in locations across Canada.

### **Posters**

19. Posters should be displayed where teenagers will see them: shopping malls, arcades, libraries, community centres, and schools (with permission). Be sure to add the information of where, when and Corps name to the area provided. Posters should be left up year-round, if possible, and replaced if damaged or removed.

### **Cadets**

20. Many Corps have devised programs that involve the cadets themselves, i.e. "Bring a Friend" parades, school presentations, new recruit nights, recruiting displays at shopping malls, and other activities that allow cadets to talk to their non-cadet friends about the program.

21. Just as you expect a consumer product to perform as

advertised, your Cadet Corps must meet the expectations of those who are attracted to it and "buy" the product through enrolment.

**22. NO AMOUNT OF ADVERTISING OR PUBLIC RELATIONS WILL MAKE UP FOR A PRODUCT THAT DOESN'T DELIVER.**

### **League Materials and Specialty Items**

23. The Navy League has materials to assist you with publicity. These include League Handbooks, Public Relations Guidelines, Background Information (History), Brochures and Posters. Work with your local Branch or contact your League Division Headquarters directly.

24. Specialty items like pins, T-shirts, hats, jackets, ties and decals will also raise the profile of the Cadet organization when worn by Cadets, sponsors, and those interested.

25. Corps T-Shirts, golf shirts, sweatshirt, sweaters and wind breakers are also great travelling billboards for your Corps and the program.

26. A sign on the building you meet in displaying the time and day of your parade is valuable.

27. Bold print for your white pages telephone listing isn't expensive and will create interest.

7-3

## **SECTION 8**

### **SPEECHES**

1. Speeches are one of the most widely used means of publicizing the aims and objectives of the cadet movement. Service clubs, home and school associations, Cadet and parent banquets, and similar gatherings provide almost unlimited opportunities to speak about cadets.

2. For the guidance of speakers, League National Headquarters has prepared background material regarding history and accomplishments which can be obtained for the asking.

3. You may find that senior cadets will prove to be your most effective speakers, and this applies particularly to those who have completed Exchange Visits, Senior Courses, etc.

Offer your speaker's services early, for many program chairpersons make up a whole year's schedule before the season starts.

4. Remember to keep in mind the Ten Commandments of Public Speaking:

- I Do not commence your speech with apologies
- II Do not fill your speech with statistics
- III Do not be overly sentimental
- IV Do not exaggerate
- V Do not be sarcastic or unfair
- VI Do not be dull
- VII Do not murder the English language
- VIII Do not steal the time of your audience
- IX Do not be long-winded
- X Do match your speech to your audience.

5. Take the time to write a proper speech. An impromptu, ill-prepared speech will reflect on the professionalism and credibility of your Corps.

6. It may be easier to write the **close** of your speech first. Sometimes if you know what you want the audience to remember at the **end** of your speech, it is easier to fill the gaps of what to say up to that point.

7. Remember to take a deep breath before you start, pronounce and enunciate your words correctly and make eye contact with the audience. Lastly, relax and try to look as if you are enjoying yourself!

8-1

## SECTION 9

### LETTERS TO THE EDITOR

1. The best use you can make of the "letters to the editor" section in a newspaper is to thank the media or community at large for coverage or support of cadet activities.

2. Opinions on the usefulness or effectiveness of letters to the editor vary and one should be prudent before putting pen to paper.

3. So far as DND/CF is concerned letters to the editor from members of the Forces fall into two broad categories:

- a) those which deal with the Forces, Department and

- Government policies and matters concerning or affecting DND/CF (Cadets); and
- b) those which deal with topics not related to the military or the Government and express individual opinions, attitudes or philosophies **but are identified as emanating from a military or departmental source through use of rank or position.**

4. If as a member of the Canadian Forces, you are contemplating writing a letter to the editor on a subject that touches service, department or government policy or activity, you should be cognisant of the relevant QR&O's (19.36, 19.37, 19.375). Your Area Cadet Officer can provide guidance. If the subject matter you wish to comment on is outside the realm of Forces or general government interest, the regulations do not apply.

As a civilian, the regulations do not apply in either case but you should take into account the following when considering going public officially or unofficially:

- a) letters and their contents are the responsibility of their authors;
- b) there is no guarantee the letter will be published;
- c) the editorial page editor has the right to edit letters, delete, change or rewrite;
- d) through the editing process statements may be taken out of context. What you write may not be what you eventually see in print;
- e) an author should have all the facts and be aware of any sensitivities to avoid subsequent criticism or embarrassment;

9-1

- f) use of rank or position title is the prerogative of the individual; he/she has earned that right. However, its use may add to or detract from the credibility of the item or the source. If the author uses rank or position in signing off a letter, he/she *should clearly indicate that the content is an expression of personal opinion and does not imply endorsement by the Crown, the Government or its Departments, the Canadian Forces or the League.*
- g) letters may initiate debate but quite often prolong discussion of a subject better laid to rest;
- h) the importance of seeking corrections in the media (press) is highly overrated;
- i) once misquoted in a major article, the initial damage is done. The original item may not have been read by those who see a letter or vice-versa and may

- have an adverse effect by reopening debate;
- j) a letter from a misquoted person is normally only published if it is rational;
- k) if members of the Forces or Department are concerned about a particular subject, there are methods of expressing concern built into the DND/CF system and avenues of redress;
- l) the use of common sense and judgement should be the bottom line;
- m) there is value in seeking comments from peers, colleagues and supervisors; and
- n) regardless of the topic, it may be wise to follow prescribed staffing procedures outlined in QR&O's.

5. The foregoing is not meant to discourage your continued interest in the ongoing defence debate nor your involvement in community and related affairs. In fact such participation is encouraged. Since accountability, personal and professional, could be at stake through the process of letters to the editor, these observations are offered as guidelines.

#### **Letters to your Member of Parliament**

6. Many of the same cautions apply to letters written to Members of Parliament if the correspondence is related to the Government, DND or CF and the author is identified by rank or title. There are adequate and proven methods of expressing concern about conditions of service built into the CF system.

7. As a member of the Canadian Forces you are a servant of the crown and are obliged to act within the "chain of command". Like your superiors you do not defend or make Government or Forces policy. You may, if you are authorized or have direct knowledge, explain policy; but more than anything else it is your professional duty to respond in a manner that supports policy and causes it to be effected.

9-2

8. The common sense rule when speaking or writing as a member of the CF or the League is to **stay within your own area of expertise, do not comment on government/League policy, and never speculate.**

9-3  
SECTION 10

BEGINNING A NEWSLETTER

1. A newsletter is an excellent way to keep cadets, parents and sponsors informed of upcoming events happening at the Corps and in the community. A Corps publication is relatively easy, fast and inexpensive to produce. It can help you implement a successful internal public relations program by:

- a) inspiring 2-way communication by inviting input from cadets, sponsors, parents' committees and League representatives;

- b) help shape attitudes that cadets reflect outside the Corps; and
- c) create a favourable working/training environment.

### **Content**

2. The Commanding Officer (or editor as appointed by the C.O.) should prepare a list of specific objectives for the newsletter. These could include informing readers of important internal news (upcoming exercises and promotions) and/or developing and maintaining Corps morale (competition or fundraising results).

### **Source of Material**

3. The editor can receive or write stories, columns, and/or information from the following sources:

- a) cadets;
- b) Corps staff;
- c) League news or articles;
- d) Regional Headquarters information;
- e) Branches; and
- f) external organizations.

### **Gathering News**

4. The editor should keep an accurate, up-to-date list of key names and phone numbers. A few days prior to publication, the editor gets in touch with regular contributors and reminds them of the deadline date.

5. In each issue, readers are given specific details on how they can contribute to the newsletter. They are reminded of where they can deliver material, the editor's phone number, deadlines, etc.

10-1

### **Presenting News**

6. The newsletter can contain the following information:

- a) personal news such as birthdays, award recipients, cadet profiles;
- b) list of upcoming training weekends, practises for band, drill or shooting teams, special events such as movie nights or dances;
- c) how to information on such topics as shining boots, packing for weekend exercises; and
- d) articles on past training weekends or competitions, guest speakers, editorials, advice columns.

7. The newsletter also can include regular features such as:
- a) reports from the Commanding Officer, Administration Officer, Supply Officer or Training Officer;
  - b) events calendar
  - c) phone lists; an
  - d) quote/joke of the month.

### **Image**

8. Although a newsletter is primarily for the eyes of your cadets and their parents, others outside the Corps will undoubtedly see it. It is important that the format as well as the content reflects favourably on your Corps. A Corps logo could be used in your "masthead" at the top of the newsletter or your Corps crest somewhere on the front page.

9. You may even want to hold a contest for your Cadets and have them design the cover sheet or masthead including a name for the newsletter. You may just uncover a wealth of artistic ability!

### **Publication Size**

10. Newsletters are produced in various sizes from tabloid to magazine size. Cadet Corps already producing a Corps publication use either a four-page magazine size (11 1/2 by 17 paper folded in half) or 8 1/2 x 11 paper stapled in the left corner.

11. Either type is easy to use and offers a look of permanence. Cadets tend to keep these publications for some time.

### **Format**

12. Today many Cadet Corps have access to personal computers with newsletter programs. However, copy that is neatly typed will be just as effective!

10-2

13. You may inquire about the cost of having a newsletter produced through your local printing shop. Some merchants or community college graphic departments may agree to do it voluntarily or for a minimal fee. Research all your options. However you decide to produce your newsletter, you will first have to iron out some technical detail such as:

- a) will the newsletter be typed or typeset?
- b) will it be xeroxed or printed?
- c) will there be any photographs?

- d) what typeface (helvetica, gothic, etc) will be used?
- e) what type size will be used for the body copy? and
- f) what is the width for single, double and triple column?

### **Production Schedule**

14. During the production schedule process, you should:

- a) write and/or gather all news;
- b) select photographs for possible use and determine whether they would look best in single, double or triple column;
- c) edit all material to correspond with the newsletter's style and with the achievement of the newsletter's objectives;
- d) copy fit all stories (fit them into space available);
- e) do a rough dummy allowing space for photographs and headlines;
- f) if necessary, revise stories to fit existing space, making sure there is sufficient white space between everything;
- g) if necessary, write and copy fit any "fillers";
- h) if necessary do a second rough layout to accommodate new story lengths and fillers;
- i) choose point sizes for headlines and sub-headlines (how much larger than the body text will they be); and
- j) type the final copy and headlines.

### **Photo Cropping**

15. When should you crop a photo?

- a) when so much is going on in a photo that the main subject is just one item among many;
- b) when the entire shot is too large for the space you have allowed;
- c) when you want to remove unnecessary background and focus on one main subject;
- d) when you want to convey a certain mood through a close up;
- e) when you want to delete people who appear in the photo but not in the story; and

10-3

- f) when you want to eliminate any item that might cause embarrassment if it appeared in print.

Example: a cadet yawning on parade

16. How do you crop a photo?

- a) hold it up to a window or put it on a light table if you have access to one;
- b) use a ruler and felt-tipped pen to box in the area of the photo that you wish to use; and
- c) make sure you use a horizontally rectangular box for a vertical double column photo; a square box for a single column "mug shot" style photo; and a vertically rectangular box for a single column photo.

## Style

17. The type of story you write will affect your style to some extent. When the story is transmitting important news, you can use the straight news standard form. This involves:

- a) a lead that summarizes the principle fact;
- b) an "order of decreasing importance" construction where the most important facts come first with the least important last. This is called the "inverted pyramid" style of writing; and
- c) a story structure that allows the reader to leave a story when he/she has read enough.

18. Usually a straight news story lead is one sentence made up of no more than 35 words. In this lead are a combination of the following elements:

- a) the WHAT. This element appears in a straight news story more often than any other element. After all, readers want to know what is happening;
- b) the WHEN. This element is in almost every lead because readers find a story most meaningful if they can relate to the date right away. The WHEN is especially important in a current news story;
- c) the WHO. This element, whether it's the name of a person or group, provides the human element to which readers can relate;
- d) the WHERE. This element is included when the location of the story is necessary. The use of datelines ensures that readers can tell at a glance WHERE the story is taking place; and

10-4

- e) the WHY and the HOW. Most stories eliminate these two elements because the WHY is often too complicated and the HOW irrelevant. However, there may be occasions when the why IS the story. For example: "No. 123 Cadet Corps has been disbanded because it was parading under 30 cadets for more

than two years".

### **Layout**

19. When planning a layout, the editor should make sure that:
  - a) there is *balance*: no page should be top or bottom heavy with large headlines, photos and illustrations;
  - b) there is *contrast*; no page should appear too white or too black;
  - c) there is *unity*: the stories should relate visually as well as thematically;
  - d) there is *proportion*: single column photos should appear with single column stories and headlines; double column photos should use double column headlines with the story set in two columns of type; and
  - e) there is *consistency*: headlines should be set in either all upper case or in upper and lower case - not both in the same issue; all copy should be set in the same typeface unless there is an artistic reason for using another face.

ANNEX A

(Corps Name & Number)

News Release #1

Date

**FOR IMMEDIATE RELEASE**

(Corps name and number) .....**CADET  
DISTINGUISHES SELF**

A (location) resident and member of (Corps name and number) has been appointed Chief Petty Officer. New CPO (name of cadet) has been a Cadet for (time served).

(Cadet name) is a student at (name of school) and lives with parents (parents' names) on (name of street).

There are over (13,000 Sea Cadets/3,000 Navy League Cadets/Wrenettes) across Canada. Cadets are open to young people 10-12 NLC/W - 12-18 RCSC) year of age. The (name of Corps) meets (when and where).

For further information contact:

(Name, address and telephone number of contacts).

NEWS RELEASE

ANNEX B

(Corps name & number)

Date

**FOR IMMEDIATE RELEASE**

**NEW COMMANDING OFFICER TAKES OVER** (name & number of Corps)

Members of (name of Corps) will have a change of command parade to welcome a new Commanding Officer next week.

The event will take place at (time, location) to mark the retirement of (rank, name) who has served as Commanding Officer since (date). The new Commanding Officer is (rank, name) who was recently the Corps' Training Officer.

The ceremony will see the cadets inspected by both the outgoing and incoming Commanding Officers, followed by a march past. Guests will include representatives of the (Navy League of Canada) and (rank, name) of (name and number of Corps).

Parents and friends of cadets will attend a reception following the parade.

**NOTE:** A biographical note on (rank, name of incoming C.O.) is enclosed.

For further information

(name, address, telephone)

NEWS RELEASE

ANNEX C

(Corps name & number)

Date

**FOR IMMEDIATE RELEASE**

(Corps name and number) **CADET KILLED**

A member of (Corps name and number) was killed in a rock climbing accident on the weekend.

The cadet was participating in a abseiling training session at (location), (#) miles from (name of town).

Abseiling is a very safe form of rock climbing that involves the use of safety ropes and harnesses. An investigation is under way by authorities as to the case of the mishap.

The cadet, identified as (**ONLY IF NEXT OF KIN NOTIFIED**) (age) year old cadet (rank, name) of (town) fell about 35 feet. First aid was administered at the scene but he was pronounced dead at (name) hospital.

He is the first fatality in the (#) years that (Corps name) has included the activity in its training program.

For further information

(name, address, telephone)

## RADIO COMMERCIAL

### ANNEX D

(30 seconds)

#### **SEA CADETS**

Seamanship, power and sail boatwork, pilotage, radio communication, first aid, instructional technique, marksmanship, survival training, leadership, map and compass work. Some of the things you will learn and do as a member of (Corps name). If you are 12 years of age, you can join. Sea Cadet activities are centred on seamanship and leadership. Uniforms are loaned at no charge and summer camp from two weeks to six weeks is included. (Corps name) meets (day) at (time) at (location) from September (first parade date).

#### **NAVY LEAGUE CADETS/WRENETTES**

Navy League Cadets/Wrenettes offer young people an opportunity to learn mental, naval and physical training and develop patriotism, good citizenship and a sense of duty, self respect and respect for others. Activities include camping, hiking, air rifle shooting, ropework, drill, and interacting in the community. Uniforms are loaned at no charge. (Corps name) meets (day) at (time) at (location) from September (first parade date).

COMMUNITY BULLETIN BOARD MATERIAL FOR

BROADCAST, PRINT OR DISPLAY

ANNEX E

**Sea Cadets**

Sea Cadet activities are centred on seamanship, citizenship and leadership. (Name of Corps) begins the new year September (first date) at (location). Uniforms are loaned at no charge and summer camp from two to six weeks is included. (Corps name) meets at (time) on (day) from September (first date) at (location). Boys and girls 12 years of age to 18 are welcome to enrol. For more information call (name, position) at (telephone number) or (alternate).

**Navy League Cadets/Wrenettes**

The Navy League Cadets/Wrenettes is an organization that meets the problems and needs of today's pre-teens. It provides the guidance of responsible adults to give youngsters new experiences and adventures. Cadets and Wrenettes have the opportunity to develop interests and relationships, make friends in enjoyable team situations and learn skills needed on the water and in boats and ships.

Complete uniforms (except shoes) are on loan to the Cadets/Wrenettes by the Navy League. The boys and girls are, of course expected to keep their uniforms clean and neat. (Name of Corps) meets at (time) on (day) from September (first date) at (location). Boys and girls 10 years of age to 12 are welcome to enrol. For more information call (name, position) at (telephone number) or (alternate).

COMMUNITY MESSAGES

ANNEX F

CABLE TELEVISION

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(FILL THIS IN AS YOU WANT IT TO BE SEEN ON TV)

Use only brief but important words. DO NOT use sentence structure. This should include:

- Name of organization
- Name of event
- Date and time of event or end of ticket sales
- Place
- Contact phone number(s)

Community group: (we must have  
Contact person: this info on  
Phone number: record  
before

DATES REQUESTED ON: \_\_\_\_\_ OFF \_\_\_\_\_ we broadcast your message)

THIS MESSAGE WILL ONLY AIR FOR A MAXIMUM OF ONE OR TWO WEEKS.  
AFTER THIS TIME, A NEW MESSAGE FORM IS REQUIRED!

This message service is available to non-commercial, community organizations without charge.

If you would like to present your event in greater detail, why not get involved in one of our community programs!

Drop in to our studio.

