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MEMORANDUM FOR SQUADRON PUBLIC AFFAIRS OFFICERS

FROM: AAS HQ/PA

SUBJECT: Squadron Public Affairs Development Checklist

1. This memorandum is for general use for Squadron Public Affairs Officers. The following checklist organizes various tasks assigned to the Squadron PA position in order to develop squadron level operations and to meet professional standards of the society. Although this is only to be used as a guideline, it is highly encouraged to follow the tasks outlined.

a. General/Everyday

- ✓ Be ready to take pictures at most squadron events
  - Going along with the saying, “if it wasn’t documented, it never happened,” taking pictures may be the best way to record squadron history
  - Pictures, sometimes better than hand-written notes, are useful tools for recalling events and writing articles to describe them
  - A public affairs officer should bring his or her camera to all events and should not be timid whatsoever; they must be the ‘press’ and get those angles that would be perfect to show the rest of the squadron and the rest of the society
- ✓ Write articles
  - Squadron articles can be sent all over the place including into a squadron newsletter, local/school newspaper, area staff, and to national staff to be entered into a national publication such as the *Arnold Air Letter* or “Arnold Air Little Letter”
  - The best way to write an article is to keep it in third person (no I, we, you, me) so it can be easily adaptable into a larger publication outside of the squadron
  - Here is a brief checklist for writing articles:

**Format**

- Is the author, squadron, and respective university included?
- Is the date the article was written included?
- Is there a title?
- Do the pictures have captions?

**Content**

- Is it at least 250 words?
- Is it objective (excluding words like “I” and “we”)?
- Does it cover only **one** topic?

**HISTORY IN THE MAKING... THE ARNIE LEGACY.**

- ❑ Is spelling and grammar correct?
- ❑ Are there at least 2 pictures?

**Remember**

All articles are due by the **15<sup>th</sup> of every month!** These articles need to interest Arnies from Hawaii to Maine! **Be creative!**

- ✓ Disperse articles!
  - Let everyone know what your squadron is up to
  - Send articles all around your school, your community, and to your Area PA so they can put it in the Area newsletter and so they can send your article up to the National PA
  - The national level loves squadron articles and rarely turns them down, so get it up to that level- Your article could be in the same issue of the *Arnold Air Letter* as senior Air Force officials and other Arnold Air beneficiaries!
  
- b. Weekly
  - ✓ Plan to have someone take pictures at upcoming squadron events
  - ✓ Write articles covering recent squadron activities
  - ✓ Disperse articles
  - ✓ Uphold the motivation of the squadron during squadron meetings and other events by showing pictures and articles to active members
  - ✓ Record Arnold Air Society candidate trainings through video, pictures, and articles
  
- c. Monthly
  - ✓ Fill out Public Affairs section of the Squadron Monthly Report (SMR) and send to Squadron CC
  - ✓ *Good Idea:* Disperse monthly squadron newsletter
  
- d. Semesterly
  - ✓ Send best articles up the chain for the semester's Arnold Air Letter
  - ✓ In the spring semester, submit pictures up the chain so they can be put into the NATCON slideshow (shown at the final banquet at NATCON)
  - ✓ Vote for incoming squadron staff

If you have any suggestions or ideas, please do not hesitate to contact the National Director of Public Affairs at [public-affairs@arnold-air.org](mailto:public-affairs@arnold-air.org)

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National Director of Public Affairs (2009-10)