



# **CAP 75th Anniversary Planning Guide**

Revised January 2016  
National PA Team

# CAP 75th Anniversary Planning Guide

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*Special thanks to the contributions of CAP members Col Frank Blazich,  
Lt Col David Hartin and Lt Col Doug Jessmer*

# CAP 75th Anniversary Planning Guide

## Introduction

CAP will kick off a yearlong celebration of its 75th anniversary on Feb. 25 during our annual Legislative Day in Washington. The 75th anniversary theme is “Civil Air Patrol ... Always Vigilant for America, 1941-2016.” The anniversary logos come in two shapes – rectangular and circular. Both have been optimized in grayscale for black and white printing. Both logos may be found here:

[http://members.gocivilairpatrol.com/cap\\_national\\_hq/public\\_affairs/branding\\_resource\\_guide/75th-anniversary-logo/](http://members.gocivilairpatrol.com/cap_national_hq/public_affairs/branding_resource_guide/75th-anniversary-logo/).

A digital media kit is under development and will be posted no later than Feb. 25. It will feature key accomplishments for each wing during our 75 years of service, as well as vintage photos and videos. A Presidential Proclamation is in the works, and an anniversary poster will be available.

All regions, wings and squadrons are asked to establish a plan now for celebrating the anniversary throughout 2016. The actual anniversary date is Dec. 1, 2016.

Everyone is asked to focus all special events throughout 2016 on the 75th anniversary, including each region and wing conference.

[This updated anniversary guide provides everything needed for a successful anniversary celebration: a calendar detailing national plans and observances, a calendar for proposed wing and squadron events, templates for implementing your anniversary plan and an updated basic anniversary guide.](#)

As part of the upcoming celebration, pilots and observers are allowed to wear the World War II version of their aviation badge. All members are authorized to wear the World War II pin on the CAP blazer or civilian clothing: [http://www.capvolunteernow.com/todays-features/?pilots\\_observers\\_approved\\_to\\_wear\\_wwiiera\\_badge\\_during\\_75th\\_anniversary\\_year&show=news&newsID=21040](http://www.capvolunteernow.com/todays-features/?pilots_observers_approved_to_wear_wwiiera_badge_during_75th_anniversary_year&show=news&newsID=21040)

Two trifold pamphlets were created by the National History Program that provide an overview of CAP's 75 years of service and 75 years of the Cadet Program. Both can be downloaded with printing instructions here:

[http://www.capmembers.com/cap\\_national\\_hq/recruiting\\_and\\_retention/recruiting-material/](http://www.capmembers.com/cap_national_hq/recruiting_and_retention/recruiting-material/)

Additionally, a set of six, 80” by 33” popup graphic display panels (see page 14 for printing specifications) have been produced as a portable museum display highlighting 75 years of CAP history. These panels are not specifically 75th anniversary branded to allow for multiple years of use. (9[http://www.capmembers.com/cap\\_national\\_hq/public\\_affairs/cap\\_pao\\_toolkit/](http://www.capmembers.com/cap_national_hq/public_affairs/cap_pao_toolkit/) (bottom of page)).

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A poster set of these panels has been developed and is available for download and display in a variety of settings (Note printing specifications on page 13).

[http://www.capmembers.com/cap\\_national\\_hq/public\\_affairs/cap\\_pao\\_toolkit/](http://www.capmembers.com/cap_national_hq/public_affairs/cap_pao_toolkit/) (bottom of page)

Click here for other **CAP posters**:

[http://members.gocivilairpatrol.com/cap\\_national\\_hq/public\\_affairs/cap\\_pao\\_toolkit/posters.cfm](http://members.gocivilairpatrol.com/cap_national_hq/public_affairs/cap_pao_toolkit/posters.cfm)

PAOs should consider adding historic facts about CAP and how to join to the posters and give them away at events held throughout the year.

and here for **PSAs**:

[http://www.capmembers.com/cap\\_national\\_hq/public\\_affairs/public\\_service\\_announcements/.http://www.capmembers.com/media/cms/Template\\_Sample\\_Radio\\_PSA\\_s\\_v2\\_328038F51A2D3.pdf](http://www.capmembers.com/cap_national_hq/public_affairs/public_service_announcements/.http://www.capmembers.com/media/cms/Template_Sample_Radio_PSA_s_v2_328038F51A2D3.pdf)

## Before You Start Planning

### Enlist the help of other local CAP units

If other CAP squadrons are nearby, **plan a combined 75th anniversary observance** so all squadrons can share in the responsibility and benefit from the visibility. A duplication of efforts by neighboring squadrons may make CAP appear disorganized and lessen the impact of events. A squadron in another county may not seem local, but it is when you are part of the same media market.

**Enlist the help of the Wing Government Relations Adviser who can help gain support from the governor, state legislature and other local governmental units for proclamations and other events/activities.**

### Share responsibility

Even if your squadron is the only one in your area, **an anniversary celebration should not be a one-person affair**. If you attempt to perform too many jobs, details will be overlooked and tasks may not be performed as well as they could be. **Form a committee of active, enthusiastic members to plan and implement the events** to ensure the observance is a success. If possible, appoint some cadets to the committee. CAP cadets can make a strong, positive impression at public events and will help make them more memorable.

### Don't overdo it

There are many things you can do to gain publicity for CAP; however, it is not practical to attempt all of them. **Decide what ideas or venues will gain the most positive results for your wing or squadron**. It is preferable to plan a few meaningful events rather than attempt too many and risk failure.

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### **Plan early**

The best time to start planning your 75th anniversary observances is now. Form your committee early, make your plans early and assign tasks to committee members early. Ensure everyone has time to complete their tasks in order to produce the best possible results. Contact targeted VIPs early because the schedules of people in demand are usually quick to fill. Have regular meetings to discuss progress and possible issues.

### **Involve cadets**

When visiting civic officials, business leaders or members of the media, take along a couple of cadets. Remember to wear your uniform when participating in anniversary activities and photo opportunities. Ensure uniforms are in compliance with CAPAM 39-1.

### **Enlist help from the Air Force**

Ask nearby U.S. Air Force units to run a congratulatory notice on their website, in their newsletter, etc.

### **Use Social Media**

Units with proactive social media accounts can be a force multiplier in informing their internal and external audiences of CAP activities. Social media is covered in detail in the CAP social media guide. [http://www.capmembers.com/media/cms/SocialMediaGuidelines\\_CAE169A56801E.pdf](http://www.capmembers.com/media/cms/SocialMediaGuidelines_CAE169A56801E.pdf).

## National Events Calendar

### **January**

- Distribution of 75th Anniversary Planning Guide to CAP PAOs

### **February**

- 25 – 75th Anniversary kickoff reception in Washington in concert with Legislative Day
- Launch of 75th anniversary digital media kit

### **June**

- 5/6 – Display at Reading World War II Weekend
- 18/19 – Display at the Vectren Air Show, Dayton, OH

### **July**

- 25/31 – Display at EAA's AirVenture, Oshkosh, WI

### **August**

- 10/13 – 75th celebration at National Conference, Nashville, TN

### **September**

- 19/21 – 75th celebration and historical display at AFA Air & Space Conference, Washington, D.C.

### **December**

- TBD – 75th anniversary celebration/dinner in D.C./VA on December 1

## [CAP 75th Anniversary Planning Guide](#)

### **2016 Wing/Squadron Events Calendar**

PAOs across America are encouraged to focus on the following events and proposed news pegs (makes the story timely or newsworthy now) during these designated months for maximum impact:

#### **January**

- Commanders and PAOs finalize plans for 75th anniversary

#### **February**

- Monitor Congressional Legislative Day kickoff reception, Washington, D.C., on February 25; share, like and re-tweet national social media posts
- Update wing/squadron website based on digital media kit

#### **March**

- National Severe Weather Awareness Week on March 1-7
- Flood Safety Awareness Week on March 15-21
- Possible display at local air show
- PAOs focus on emergency services activities
- PAOs focus social media on origins of CAP (1936-1941)

#### **April**

- Possible display at local air show
- PAOs focus on emergency services activities
- PAOs focus social media on CAP during World War II and postwar (1942-1949)

#### **May**

- Hurricane Preparedness Week on May 15-21
- National Safe Boating Week on May 21-27
- Armed Forces Day events on May 21
- National Volunteer Organizations Active in Disaster (VOAD) Conference on May 22-26, Minneapolis [www.nvoad.org/](http://www.nvoad.org/)
- Display at local Memorial Day event on May 30
- PAOs focus on cadet programs
- PAOs focus social media on the Cold War (1950-1975)

#### **June**

- Lightning Awareness Week
- Amateur Radio Field Day on June 24-26
- PAOs focus on cadet programs
- Possible display at local air show
- PAOs focus social media on evolving missions (1975-2000)

#### **July**

- Display related to local July 4th events
- Leverage 75th anniversary with cadet encampments
- PAOs focus on cadet programs
- PAOs focus social media on the New Millennium

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### August

- Leverage information from the 75th celebration at CAP's national conference, on August 11-13, Nashville, Tennessee, for local use
- PAOs focus on cadet programs

### September

- National Preparedness Month
- National Safety Month
- National POW-MIA Day on September 16
- Take part in community Be Ready Day event on September 20
- Be Ready Sunday on September 24
- PAOs focus on aerospace education

### October

- National Teen Drivers Safety Month
- National Cyber Security Month
- National Red Ribbon Week
- Amateur Radio Simulated Emergency Test – <http://www.arrl.org/news/arrl-simulated-emergency-test-set-for-october-4-5-weekend> on October 4-5
- PAOs focus on aerospace education

### November

- Leverage 75th Anniversary with local Veterans Day event on November 11
- Winter Weather Awareness Week (i.e. November 14-18 in Minnesota)
- PAOs focus on aerospace education
- PAOs install displays at local library/government buildings
- Wing/squadrons receive proclamation from local/state governments

### December

- Wing/squadron 75th anniversary celebration/dinner
- PAOs focus on aerospace education
- Historic displays at local museum/library/government buildings

## Ideas for Celebrations

Plan events throughout the year to acquaint your community with CAP prior to the actual anniversary. Consider including Congressional Gold Medal recipients in your events.

### **Birthday celebration/open house**

Hosting an anniversary birthday celebration is an excellent way to make people in the community aware of CAP, its missions and your squadron's support of the community. Here are some ideas:

- Provide state/local legislators with a save-the-date notice; follow up with an invitation to the event.
- Attendees could dress up in 1940s attire and the reception area could carry out the theme. You could also have a live band or a CD playing big band music.
- Play a recruiting video on a continuous loop, set up a display with literature and/or put a CAP airplane on display.

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- Serve a [cake decorated with CAP heraldry](#) or scenes from CAP's past and have the newest and longest-serving CAP members cut the cake.
- [Hold a banquet](#) and present awards to commemorate the anniversary.

A sample press release for a 75th anniversary open house is available at [http://www.capmembers.com/media/cms/Template\\_Sample\\_News\\_Release\\_CAP\\_O\\_48D167CC98F49.pdf](http://www.capmembers.com/media/cms/Template_Sample_News_Release_CAP_O_48D167CC98F49.pdf).

### **Proclamations**

[Sample proclamations are provided in this guide](#). PAOs should work with their Government Relations Adviser to get a proclamation from either the governor or state legislature. Since many state legislatures meet in the first half of the year, now is the best time to make a request.

If the proclamation is presented during a meeting of the governing body, arrange for CAP seniors and cadets to attend. If given an opportunity for comments, prepare brief remarks for the commander.

Long proclamation

[http://members.gocivilairpatrol.com/media/cms/Template\\_Long\\_Proclamation\\_D049577CECDBF.pdf](http://members.gocivilairpatrol.com/media/cms/Template_Long_Proclamation_D049577CECDBF.pdf)

Short proclamation

[http://members.gocivilairpatrol.com/media/cms/Template\\_Short\\_Proclamation\\_B3AB2A04C8E2A.pdf](http://members.gocivilairpatrol.com/media/cms/Template_Short_Proclamation_B3AB2A04C8E2A.pdf)

If media is covering the event, introduce yourself and give them a business card.

Take pictures and promote the event on social media.

### **Weekend religious services**

[The first Sunday in December](#) is [CAP Sunday/Sabbath](#); the Saturday before is celebrated for those whose day of worship is Saturday. Ask members to [attend church in uniform](#) and the CAP chaplain to encourage local clergy to recognize the members present and CAP's anniversary celebration. Pursue mention in the church bulletin.

[http://www.capmembers.com/media/cms/Template\\_Sample\\_News\\_Release\\_CAP\\_S\\_C8EC0508B56A3.pdf](http://www.capmembers.com/media/cms/Template_Sample_News_Release_CAP_S_C8EC0508B56A3.pdf).

### **Lunches/dinner with elected officials**

Acquaint local officials with Civil Air Patrol and the squadron by [hosting a luncheon/dinner and/or inviting them as honored guests/speakers](#) for your annual banquet/awards program.

[http://www.capmembers.com/media/cms/Template\\_Sample\\_News\\_Release\\_Upcom\\_CA0EF52BC79AB.pdf](http://www.capmembers.com/media/cms/Template_Sample_News_Release_Upcom_CA0EF52BC79AB.pdf).

### **Exhibits**

Consider the following venues for displays:

- [Malls, community centers, state or regional fairs, large sporting events, school or career fairs](#)
- [Local library, historic society and/or museum](#)
- [Airports could feature current or vintage CAP planes and search and rescue equipment](#)
- [State's emergency managers training conference](#)

Ask the wing or squadron historian to help. Consult [history.cap.gov](http://history.cap.gov) for information related to your unit and contact Col Frank Blazich ([fblazich@cap.gov](mailto:fblazich@cap.gov)) regarding museum displays. Also, reference the National Events Calendar on page 5 for a listing of museum displays already in the works for the 75th anniversary.

The exhibit booth or display should be staffed by senior members and cadets who should hand out literature and answer questions about CAP. A video loop about CAP may be included.

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Displays should be professional, educational and of interest to all age groups. If time and space permit, conduct a demonstration such as a cadet drill exercise, first aid, mission planning or an aerospace activity such as the construction of a rocket.

### **Guest speaker at civic club meetings**

Most local civic clubs are in the market for someone to conduct a 20-minute program for their meetings. Well known civic clubs include Kiwanis International, Lions Club International, Optimist International, Rotary International and Civitan International. Contact the chamber of commerce for a list of local civic clubs and their point of contact.

[http://www.capmembers.com/media/cms/Template\\_Sample\\_News\\_Release\\_CAP\\_V\\_8A73EA92C45FF.pdf](http://www.capmembers.com/media/cms/Template_Sample_News_Release_CAP_V_8A73EA92C45FF.pdf).

[These events can help you recruit new members and in some cases assist in generating financial support for your squadron.](#) PowerPoint presentations are available on the CAP retention and recruitment link: [http://www.capmembers.com/cap\\_national\\_hq/recruiting\\_and\\_retention/recruiting-material](http://www.capmembers.com/cap_national_hq/recruiting_and_retention/recruiting-material)

### **Electronic signs**

[Many motels, banks and car dealerships will be receptive to posting a message congratulating CAP for its 75th year of service](#) to the nation. Make your request several weeks in advance, so the business can place you on the schedule.

If your community has electronic billboards, check with the advertising company. It may have a program for posting public service announcements for community organizations.

### **Holiday parades/events**

[Include a CAP honor guard or color guard in a holiday parade](#) and participate in festivals and carnivals whenever possible.

### **Sporting events**

Arrange for [your unit's color guard to present the colors](#) before the start of the game and if the event features an electronic scoreboard, arrange for a "Happy 75th Anniversary, Civil Air Patrol" message during a timeout or lull in the game.

Get an [ad or announcement placed in the printed program](#).

Check with [local college or university athletic departments to see if they honor individuals or organizations during the game](#). You may have a CAP member who could be recognized for years of service to the nation.

### **Community service events**

You may want to publicize your involvement in a cleanup initiative, recycling day and/or drive to send packages to American service members.

### **Veterans affairs**

Obtain permission to deliver a CAP 75th birthday cake to the foyer or patient lounge at a local VA hospital. Or arrange to have your color guard or drill team at the VA hospital at certain times during CAP 75th anniversary year. Consider events on Memorial Day, July 4th, Sept. 11th and Nov 11th.

### **Sponsor a contest**

Hold a contest for elementary and/or middle school students to [design a CAP 75th birthday card](#). Offer the winner(s) a free membership and an orientation ride. Publicize the winner(s).

Use information on [history.cap.gov](http://history.cap.gov) to have middle school or high school students write essays about some aspect of CAP history. Publicize the winner(s) and publish the essays online and submit to the *CAP National Historical Journal*.

### **News pegs**

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Promote CAP by tying into prevailing themes, making a “news peg” out of the occasion. For example, you can tie CAP’s cadet physical fitness program into summer activities – using the concern about children’s learning loss and a lack of physical activity during the summer. As children are going back to school, you can promote CAP’s educational opportunities, including flight scholarships and other educational advancement opportunities.

## Publicity

News is not just limited to newspapers, radio and TV anymore. Today there is a host of social media channels, such as Facebook, YouTube, Twitter, Instagram and LinkedIn.

You might email a news release to a reporter but imbed a photo or two, include a link to your unit’s website and attach a CAP fact sheet. You could then take the same news release and post it to your unit’s website and/or Facebook page and link to it on your Twitter page.

### **Anniversary ad**

Ask your newspaper editor to run an ad congratulating your squadron on CAP’s anniversary as a [public service announcement](#). Or [sell small ads](#) consisting of a congratulatory message or a listing of the names of sponsors. Or approach a larger business or corporation and [request a donation](#) to cover the cost of the ad. The contributor would benefit by receiving recognition in the newspaper, i.e., “ABC Corporation congratulates Civil Air Patrol on 75 years of humanitarian service to [name of your community or city].” The remainder of the ad would contain information about CAP. Also, seek publication of anniversary information and/or ads for inclusion in airshow programs.

### **Publications/websites**

[Promote the anniversary in region, wing and squadron publications, websites and newsletters](#). Include a brief history of CAP and publicize anniversary-related events here. Information on the history of CAP is here: [http://www.capmembers.com/media/cms/Fact\\_sheet\\_2014\\_0EC578AC75DC0.pdf](http://www.capmembers.com/media/cms/Fact_sheet_2014_0EC578AC75DC0.pdf)

### **News releases**

Try to schedule your anniversary news to appear in the local newspaper a week or two before the actual events, on the anniversary date and/or at the beginning of Civil Air Patrol Week. Sample news releases are here: [http://www.capmembers.com/cap\\_national\\_hq/public\\_affairs/cap\\_pao\\_toolkit/](http://www.capmembers.com/cap_national_hq/public_affairs/cap_pao_toolkit/)

[Seek feature story coverage of all anniversary activities](#). All releases should explain what CAP is as well as upcoming plans to celebrate the anniversary. Include a very brief overview on how CAP began. Refer to the sample news releases.

[http://www.capmembers.com/media/cms/Fact\\_sheet\\_2014\\_0EC578AC75DC0.pdf](http://www.capmembers.com/media/cms/Fact_sheet_2014_0EC578AC75DC0.pdf).

If you live in a large, metropolitan area, partner with other CAP squadrons to provide a single release to the media.

Get to know your newspaper editor and his/her staff in advance of 75th anniversary initiatives, so they are familiar with you when the event occurs. When your squadron receives favorable press, send a personal thank you note to the editor and/or reporter responsible.

### **News release format**

[Refer to the examples in this guide for proper news release format](#). Photos should always be included whenever possible. Make sure the photos are saved as a JPEG file (.jpg extension) and were taken and saved as a high-resolution file, with little or no compression.

### **Newspaper editorials**

[Visit the editorial editor](#), explain the history and mission of CAP and request that a brief editorial be written on CAP’s anniversary. Provide background information, such as the 75th anniversary history

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pamphlets and a link to the digital media kit. Some small papers will publish submitted editorials.

[http://www.capmembers.com/cap\\_national\\_hq/recruiting\\_and\\_retention/recruiting-material/](http://www.capmembers.com/cap_national_hq/recruiting_and_retention/recruiting-material/)

### **PSAs**

Radio stations are required by law to deliver public service. They put free commercials on the air in the public service category to fulfill this obligation. Hundreds of other worthy institutions are also seeking free airtime. [A visit with the station's program or public service director to inform them of CAP's volunteer role and how it ties to the community may be the key to getting CAP's message on the air.](#)

[http://www.capmembers.com/media/cms/Template\\_Sample\\_Radio\\_PSAs\\_v2\\_328038F51A2D3.pdf](http://www.capmembers.com/media/cms/Template_Sample_Radio_PSAs_v2_328038F51A2D3.pdf).

### **Television**

[Television stations and cable TV with community talk shows are always looking for guests. What unique story do you have to sell?](#) CAP units that border the ocean, for example, may generate interest in hurricane season to talk about CAP's role in documenting damage after a hurricane makes landfall. See wing/squadron events on page 7 for more ideas. Noteworthy anniversary celebrations may interest local media. They may also be interested in a practice mission, ground search and/or a communications, first aid or cadet drill team demonstration.

### **Social media**

Social media is the generic term for nontraditional forms of communication that typically use email or websites. Perhaps its best feature is how interactive it can be. For instance, you might use one type of social media to send someone to a website loaded with more information. Social media also often combines a variety of types of information — text, audio, video, animation, still photographs, etc.

[Detailed information on social media is available in the CAP social media guide.](#)

[http://www.capmembers.com/media/cms/SocialMediaGuidelines\\_CAE169A56801E.pdf](http://www.capmembers.com/media/cms/SocialMediaGuidelines_CAE169A56801E.pdf)

## **Samples and Templates**

This section includes samples of news releases and proclamations. These can be modified to suit the needs of your unit. Ensure that you substitute your unit's full name.

For news releases, include the following at the top of the sheet:

- CAP logo
- Unit name
- Words: FOR IMMEDIATE RELEASE
- Point of contact (PAO or commander)
- Contact information (phone and email)

End your news release with a stock boilerplate paragraph. This is the sentence or paragraph at the end of the news release that explains to the reader what the organization is and what it does. The following is a good example of a boilerplate paragraph that could be used for any news release. This boilerplate paragraph is updated as needed. Before use, check that you are using the current version by going to [http://capmembers.com/cap\\_national\\_hq/public\\_affairs/boilerplate.cfm](http://capmembers.com/cap_national_hq/public_affairs/boilerplate.cfm).

*Civil Air Patrol, the longtime all-volunteer U.S. Air Force auxiliary, is the newest member of the Air Force's Total Force, which consists of regular Air Force, Air National Guard and Air Force Reserve, along with Air Force retired military and civilian employees. CAP, in its Total Force role, operates a fleet of 550 aircraft and performs about 90 percent of continental U.S. inland search and rescue missions as tasked by the Air Force Rescue Coordination Center and is credited by the AFRCC with saving an average of 78 lives annually. Civil Air Patrol's 56,000 members nationwide also perform homeland security, disaster relief and drug interdiction missions at the request of federal, state and local agencies. Its members additionally play a leading role in aerospace education and serve as mentors to more than 24,000 young people currently participating in the CAP cadet program. Civil Air Patrol received the Congressional*

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*Gold Medal in 2014 in honor of the heroic efforts of its World War II veterans. Congressionally chartered 75 years ago, the nonprofit organization also participates in Wreaths Across America, an initiative to remember, honor and teach about the sacrifices of U.S. military veterans. Visit [www.capmembers.com](http://www.capmembers.com) for more information.*

If the media receiving your releases will be posting them on their own websites, provide them with your unit's web address and request they provide a link to it.

## Use Common CAP Hashtags to Strengthen the Brand.

CAP units or members will not create a separate or distinct hashtag to mark the 75th anniversary. Instead, everyone is encouraged to use the common hashtags as outlined in *Social Media Guidelines: Official How-To Guide for CAP Units* in order to create a consistent image of Civil Air Patrol and solidify awareness beyond anniversary events.

The primary hashtag #CivilAirPatrol should be used on Instagram, and the national CAP Twitter channel @CivilAirPatrol should be tagged on Twitter at a minimum. Other secondary hashtags include #GoFlyCAP when talking about aerospace and flight activities, #CAPCadet when talking about cadet-specific activities, #CAPMission when talking about or sharing content from real-world CAP missions, #CAPExercise when conducting practice ES missions and training, and #TotalForce when talking about acting as the Air Force Auxiliary in support of Air Force missions.

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### 75th Anniversary Links

CAP PAO Tool Kit:

[http://www.capmembers.com/cap\\_national\\_hq/public\\_affairs/cap\\_pao\\_toolkit/](http://www.capmembers.com/cap_national_hq/public_affairs/cap_pao_toolkit/)

Long proclamation -

[http://members.gocivilairpatrol.com/media/cms/Template\\_Long\\_Proclamation\\_D049577CECDBF.pdf](http://members.gocivilairpatrol.com/media/cms/Template_Long_Proclamation_D049577CECDBF.pdf)

Short proclamation

[http://members.gocivilairpatrol.com/media/cms/Template\\_Short\\_Proclamation\\_B3AB2A04C8E2A.pdf](http://members.gocivilairpatrol.com/media/cms/Template_Short_Proclamation_B3AB2A04C8E2A.pdf)

Sample news release (CAP open house)

[http://www.capmembers.com/media/cms/Template\\_Sample\\_News\\_Release\\_CAP\\_O\\_48D167CC98F49.pdf](http://www.capmembers.com/media/cms/Template_Sample_News_Release_CAP_O_48D167CC98F49.pdf)

Sample news release (CAP Sunday schedule)

[http://www.capmembers.com/media/cms/Template\\_Sample\\_News\\_Release\\_CAP\\_S\\_C8EC0508B56A3.pdf](http://www.capmembers.com/media/cms/Template_Sample_News_Release_CAP_S_C8EC0508B56A3.pdf)

Sample news release (CAP visit to local civic club)

[http://www.capmembers.com/media/cms/Template\\_Sample\\_News\\_Release\\_CAP\\_V\\_8A73EA92C45FF.pdf](http://www.capmembers.com/media/cms/Template_Sample_News_Release_CAP_V_8A73EA92C45FF.pdf)

Sample news release (upcoming event)

[http://www.capmembers.com/media/cms/Template\\_Sample\\_News\\_Release\\_Upcom\\_B2ED37D01B92F.pdf](http://www.capmembers.com/media/cms/Template_Sample_News_Release_Upcom_B2ED37D01B92F.pdf)

Sample news release (VIP luncheon or banquet)

[http://www.capmembers.com/media/cms/Template\\_Sample\\_News\\_Release\\_Upcom\\_CA0EF52BC79AB.pdf](http://www.capmembers.com/media/cms/Template_Sample_News_Release_Upcom_CA0EF52BC79AB.pdf)

Sample radio PSAs

[http://www.capmembers.com/media/cms/Template\\_Sample\\_Radio\\_PSAs\\_v2\\_328038F51A2D3.pdf](http://www.capmembers.com/media/cms/Template_Sample_Radio_PSAs_v2_328038F51A2D3.pdf)

75th Anniversary logos

[http://www.capmembers.com/cap\\_national\\_hq/public\\_affairs/branding\\_resource\\_guide/75th-anniversary-logo/](http://www.capmembers.com/cap_national_hq/public_affairs/branding_resource_guide/75th-anniversary-logo/)

\*75th Anniversary banners

<http://history.cap.gov/resources/>

\*\*75th Anniversary posters

<http://history.cap.gov/resources/>

\*The banners are optimized to be printed at 80" x 33 inches on pop-up display banner stands; best printed on dye-sub fabric. Vinyl is a cheaper option but not as durable.

\*\*The posters are sized to print at 36" x 24" and Vanguard should be selling printed sets of them at some point. Otherwise, the files can be taken a Kinkos or any printer for color reproduction.