

**Newsletters: Design Is Important**  
**But Good Content is Key**  
**-- A Guide For PAOs/Editors**

**Presenter:**

*Capt. Jerry Porter*  
**Public Affairs Officer**  
**Deer Valley Composite**  
**Squadron 302**  
**Arizona Wing**



# Presentation Objectives

- ✦ **Introduce complementary content and design techniques to create a newsletter that informs, educates and motivates your membership**



# Presentation Objectives

✦ Share practical, easy-to-apply tips to help:

- identify relevant and timely newsletter stories
- develop basic writing style
- 'create' rather than 'take' photographs

- 
- Story content
  - Writing style
  - Photographs

# Presentation Objectives

✦ Share practical, easy-to-apply tips to help:

- apply fundamentals of newsletter design to create an attractive publication with impact

- 
- Story content
  - Writing style
  - Photographs
  - Design

# Presentation Objectives

- ✦ Audience interaction is welcome and appreciated



# Newsletter development

Tell me again  
exactly why I  
need to produce  
a newsletter?



# Newsletter development

- ✧ **What is the purpose of publishing the newsletter?**
- ✧ **How often will the newsletter be published?**
- ✧ **How will it be distributed?**
- ✧ **To whom will it be distributed, e.g., members plus special recipients (legislators, media, prospects, etc.)**

# Newsletter development

✦ How will you measure if your newsletter is 'successful?'



versus

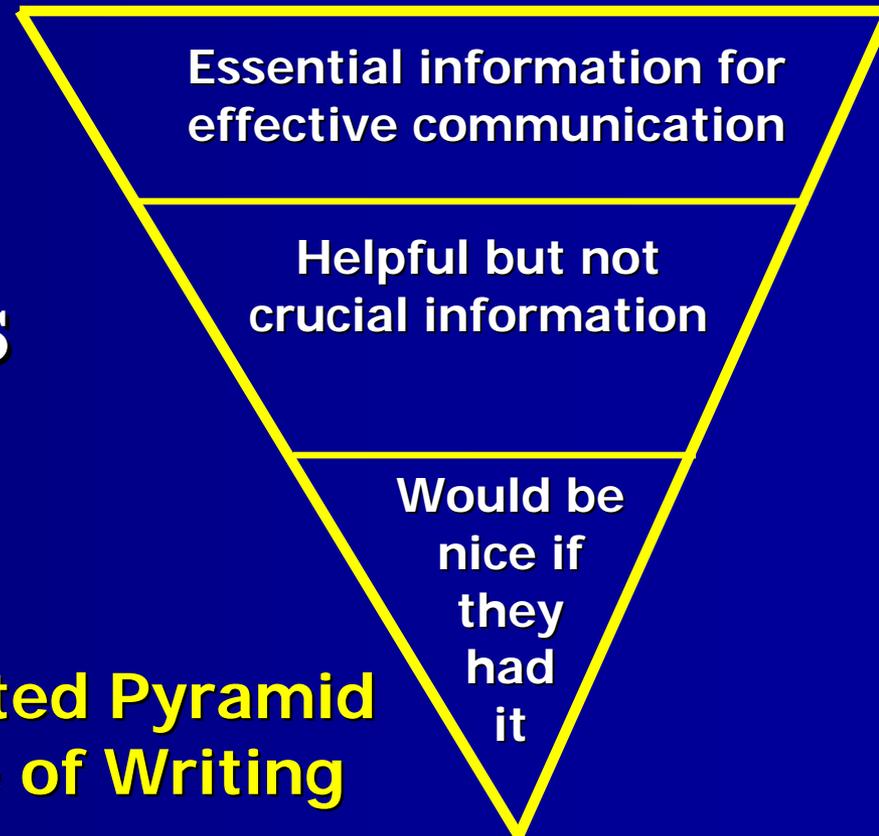


# Developing newsletter content

✦ A few content suggestions:

- Make it a newsletter

- Write in news style (inverted pyramid, 5 Ws and 1H, third person, etc.)



**Inverted Pyramid  
Style of Writing**

# Color Guard takes 2nd in Wing

Ten items  
of critical  
info in  
the lead  
paragraph

With a corps of new personnel assembled only five weeks earlier, the Deer Valley Composite Squadron 302 Cadet Color Guard took second place overall, captured first place in three categories and was only a single point behind the winning team at the 2008 Arizona Wing Cadet Competition staged in early December at Luke Air Force Base.

Color guard members are commander C/MSgt. Michael Padrick, C/SSgt. Kyle Corales, C/SrA Kegan Edmundson and C/Amn Steven Cothran. Non-competition members are C/SSgt. Daniel Vogt, C/A1C David Matteson and C/Amn Ciaran Babcock.

The color guard's competitive results included first place-honors in the following

## Inside Full Throttle

- Wing command change 2
- Holiday cheer 4
- Getting to know 5
- An academy experience 6
- Promotions 8

See the *Quarterly Training Schedule (QTS)* for upcoming events and contact information. Also, go to <http://azvsg.us> for the calendar of activities within the Civil Air Patrol's Arizona Wing.

categories:

- **Written exam** – In addition to the team logging the highest

score overall, C/MSgt. Padrick recorded the highest individual marks in the competition.

- **Mile run** – The color guard won this category, paced by C/Amn Cothran winning the Fleet Foot Award.

*(Continued on page 3)*



*C/SSgt. Daniel Vogt (center) honors his late grandfather during December's Wreaths Across America at the National Memorial Cemetery of Arizona to honor veterans. He is joined by fellow Deer Valley Composite Squadron 302 Cadet Color Guard members (from left) C/Amn Steven Cothran, C/MSgt. Michael Padrick, C/SrA Kegan Edmundson and C/A1C David Matteson. See story on page 3. (Photo by SMSgt. Del Rubi.)*

# Developing newsletter content

✦ A few content suggestions:

- Write well

• Adopt the attitude good writing

*makes sense*

• Take a copy of handout titled

*Watch Your Language!!*

# Developing newsletter content

- ✦ A few content suggestions:
  - Don't communicate news through columns



# PHOENIX ELKS TRACKS

Phoenix Elks Lodge #535 14424 North 32nd Street Phoenix, Arizona 85062 Phone (602) 482-2455



**Exalted Ruler**  
Kevin Mulvey

I would like to thank all of the Members and Officers for all of their hard work and devotion to Phoenix 335 during the past 3 months. The programs and social events at the Lodge have been so well attended in both participation and the amount of volunteers that have stepped up to help it shows what a great Lodge we have. As I walk around and talk to different Members the enthusiasm and dedication is just so overwhelming that it is no surprise that Phoenix 335 has been awarded All-American Lodge for the fraternal year 2007/2008. Yes, you hear me right, we did it again. Your Lodge has now won that honor 3 out of the last 4 years and it is only due to the fact of the Membership and of the Officers, so give yourself a big pat on the back for a job well done.

I will be receiving our recognition at Anaheim, July 6-10 along with first place in the Americanism Committee Brochure Contest and hopefully a few others. Kelley and I are very proud to be representing our Lodge during the

(continued on page 3, Exalted Ruler)

### Esteemed Leading Knight Greg Nieciecki

As I begin the standard mantra for this time of year, "but it's a DRY heat," I want to again mention that many seek a cooler activity for themselves, their families, and friends. There are many activities happening in our Lodge as well as the great pool and picnic areas for all to enjoy. Come on out and say hello to friends and make good use of our facilities.

This also brings up the subject of water safety. Please watch your kids and grandkids around water. Designate an adult to place full attention on watching for fifteen minutes at a time, so as not to lose interest or focus. Keep a charged cell phone at hand. Review your CPR skills. Know where the safety ring and rescue hook are stored. Make sure that everyone knows and follows all pool rules.

Regarding our pool, patio, and other common areas, I've been asked to broach a sensitive topic. Please make sure that all smoking materials are completely extinguished and

(continued on page 3, Esteemed Leading Knight)

### Esteemed Loyal Knight Jackie Hartman

This 4th of July, we will celebrate with swimming, eating BBQ and dancing. We will have a great time. But, will we stop to give thanks for our country and our freedom?

What if we couldn't choose our path? What if we couldn't make our own decisions? What if we couldn't vote for our leaders? What if everyday was filled with fear and gun fire? We are so blessed for our independence, our country and our freedoms. Please take time on the 4th to give thanks. Hope to see you at the picnic which will be ribs served from 5:00 to 7:00 p.m., swimming anytime, hot dogs for the kids and a country band in the evening.

Thanks to all my wonderful volunteers for helping with the Parking Lot Sale and Memorial Day Picnic. Both were very successful, thanks to you. Thanks to the Veterans Committee for setting up the flags, which looked so impressive, and for doing the grilling. Thanks to Tim and his crew for doing the delicious com.

Have a safe and happy summer!

### CALENDAR OF EVENTS

ALL MEMBERS ARE WELCOME TO ATTEND ALL MEETINGS -

#### Lodge Meetings

Thurs, July 17th @ 7:00 pm

**NO LODGE MEETING - Thurs, July 3rd**

#### Officers' Meetings

Thurs, July 17th @ 6:00 pm

**NO OFFICERS MEETING - Thurs, July 3rd**

#### House Committee

Mon, July 7th & 21st @ 5:30 pm

#### Trustees' Meeting

Tues, July 1st & 15th @ 7:00 pm

#### P.E.R. Meeting

Thurs, July 24th @ 7:00 pm

#### Steak Fry

Wednesdays @ 5:00-7:45 pm

#### Texas Hold'em

Sat, July 26th @ 7:00 pm @ A&E

#### 8-Ball/9-Ball Shoot-Around

Sat, July 12th & 26th @ 9:00 am-Now

#### Bowling

Mondays, July 7th, 14th, 21st, 28th

6:45 pm - 7:00 pm | 7:00 pm - Bowling

#### Thursday 8-Ball Pool League

Thurs, July 10th & 24th @ 6:00-9:00 pm

#### 4th of July Picnic

Fri, July 4th @ 5:00 pm

#### Dive-In Movie

Sat, July 26th @ 6:00 pm

Multiple first-/second-person references that overemphasize leaders and detract from membership



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This also brings up the subject of water safety. Please watch your kids and grandkids around water. Designate an adult to place full attention on watching for fifteen minutes at a time, so as not to lose interest or focus. Keep a charged cell phone at hand. Review your CPR skills. Know where the safety ring and rescue hook are stored. Make sure that everyone knows and follows all pool rules.

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Jackie Hartman**

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Wednesdays @ 5:00-7:45 pm

► **Texas Hold'em**

Sat, July 26th @ 7:00 pm @ A&A

► **8-Ball/9-Ball Shoot-Around**

Sat, July 12th & 26th @ 9:00 am - Noon

► **Bowling**

Mondays, July 7th, 14th, 21st, 28th

6:45 pm - 7:00 pm | 7:00 pm - Bowling

► **Thursday 8-Ball Pool League**

Thurs, July 10th & 24th @ 6:00-9:00 pm

► **4th of July Picnic**

Fri, July 4th @ 6:50 pm

► **Dive-In Movie**

Sat, July 26th @ 6:00 pm

This is the news!! Should be at top with major headline!!



# Developing newsletter content

- ✦ A few content suggestions:
  - Don't communicate news through columns
  - Use columns for the expression of opinions (probably rare) or for specialized information (e.g., safety briefings, etc.)

# Developing newsletter content

- ✦ **A few content suggestions:**
  - **Content should be applicable/  
balanced to all members  
(officers/cadets/functions)**

# Developing newsletter content

- ✦ **A few content suggestions:**
  - **What do readers want to know?**
    - **Missions**
    - **Training opportunities**
    - **Upcoming events/calendar**
    - **Promotions/achievements**
    - **Information about individuals/  
teams**

# **Developing newsletter content**

- ✦ **A few content suggestions:**
  - **What do readers need to know?**
    - **Direction of the organization/  
impact on unit, group, wing, etc.**
    - **Safety updates/issues/concerns**
    - **Changes in regulations/  
requirements/leadership**
    - **New opportunities to serve**

# Developing newsletter content

- ✦ A few content suggestions:
  - Audience input: What else do readers want or need to know?

# Developing newsletter content

✦ A few content suggestions:

- Some stories appear regularly:
  - Changes in command (officers/cadets)
  - Appointments to staff positions
  - Events (open houses, air shows, Wreaths Across America, etc. )
  - OPEX, FTX, special missions

# Developing newsletter content

- ✦ **A few content suggestions:**
  - **Some stories appear regularly:**
  - **Promotions/awards**
  - **Specialized content (safety, etc.) or short-term series (professional development, emergency services, etc.)**

# Developing newsletter content

- ✦ **A few content suggestions:**
  - **Other stories are opportunities:**
    - **Special meeting presentations**
    - **Localized response to larger issues (VSAF/linkage to group, wing or national topics)**

# Developing newsletter content

- ✦ A few content suggestions:
  - But most of all:
    - Communicate about people

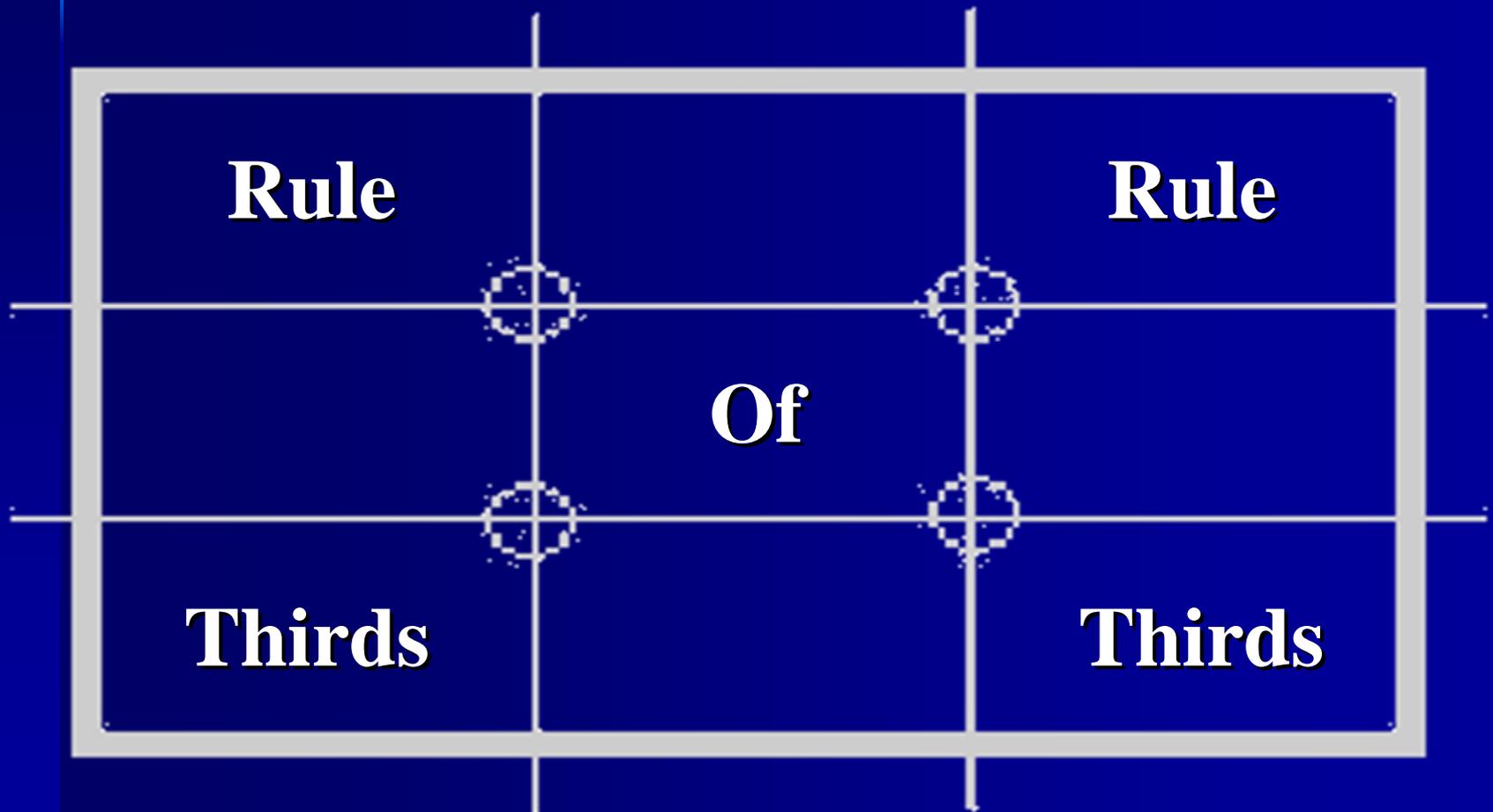


# Developing newsletter content

- ✦ **A few content suggestions:**
  - **Make it visual (photos, graphic elements, use of color, etc.)**
  - **‘Create’ rather than ‘take’ photos by using Rule of Thirds for composition**

# Developing newsletter content

✧ A few content suggestions:



# Developing newsletter content

✦ A few content suggestions:

*Sunset silhouette*



# Developing newsletter content

✦ A few content suggestions:

*Sunset silhouette*



# Developing newsletter content

✦ A few content suggestions:

- Be wary of automatic focus on cameras, especially when applying the Rule of Thirds



# Developing newsletter content

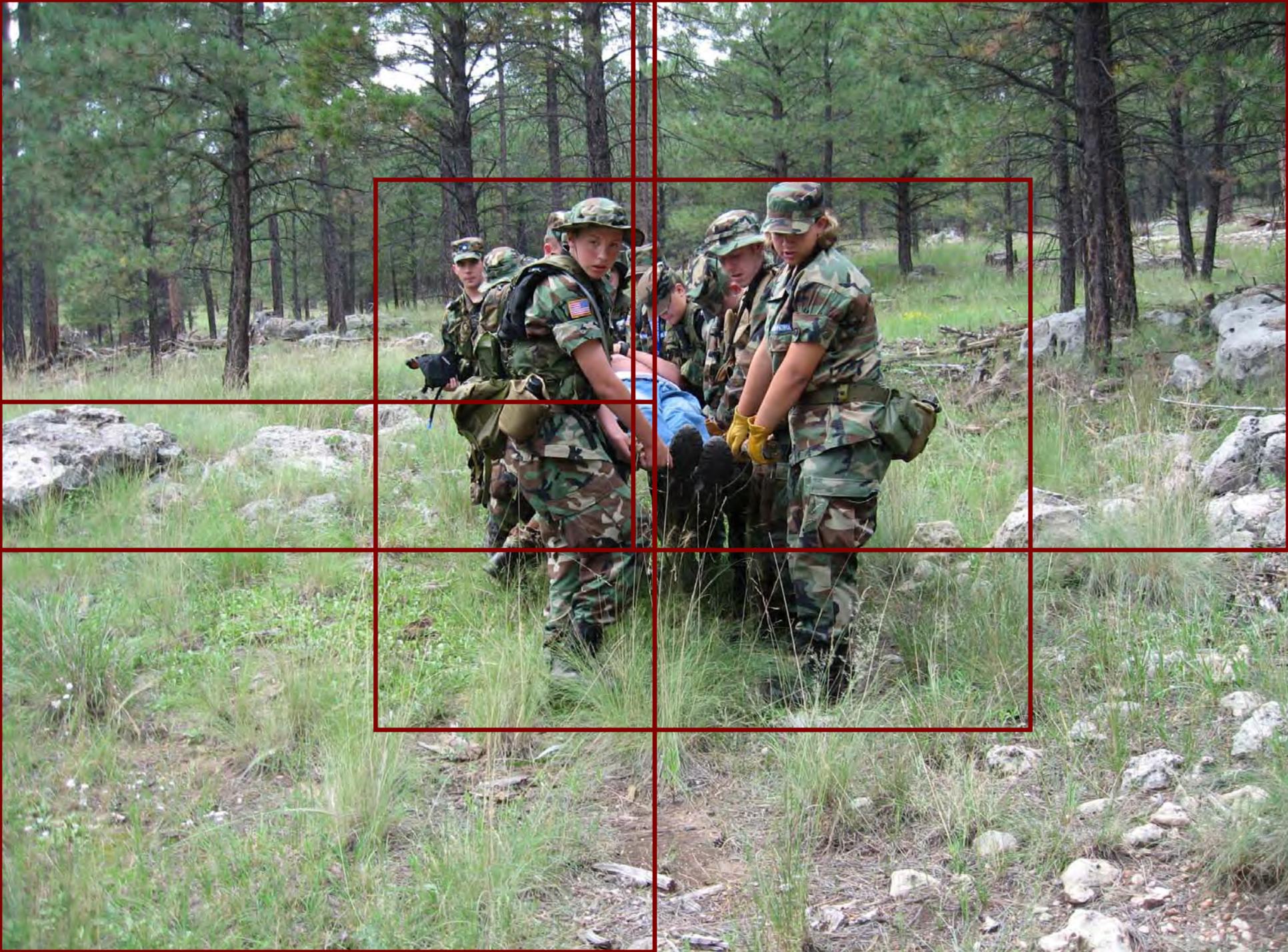
- ✦ **A few content suggestions:**
  - **Other photographic principles:**
    - **‘Fill the frame’ when composing photos for better resolution**

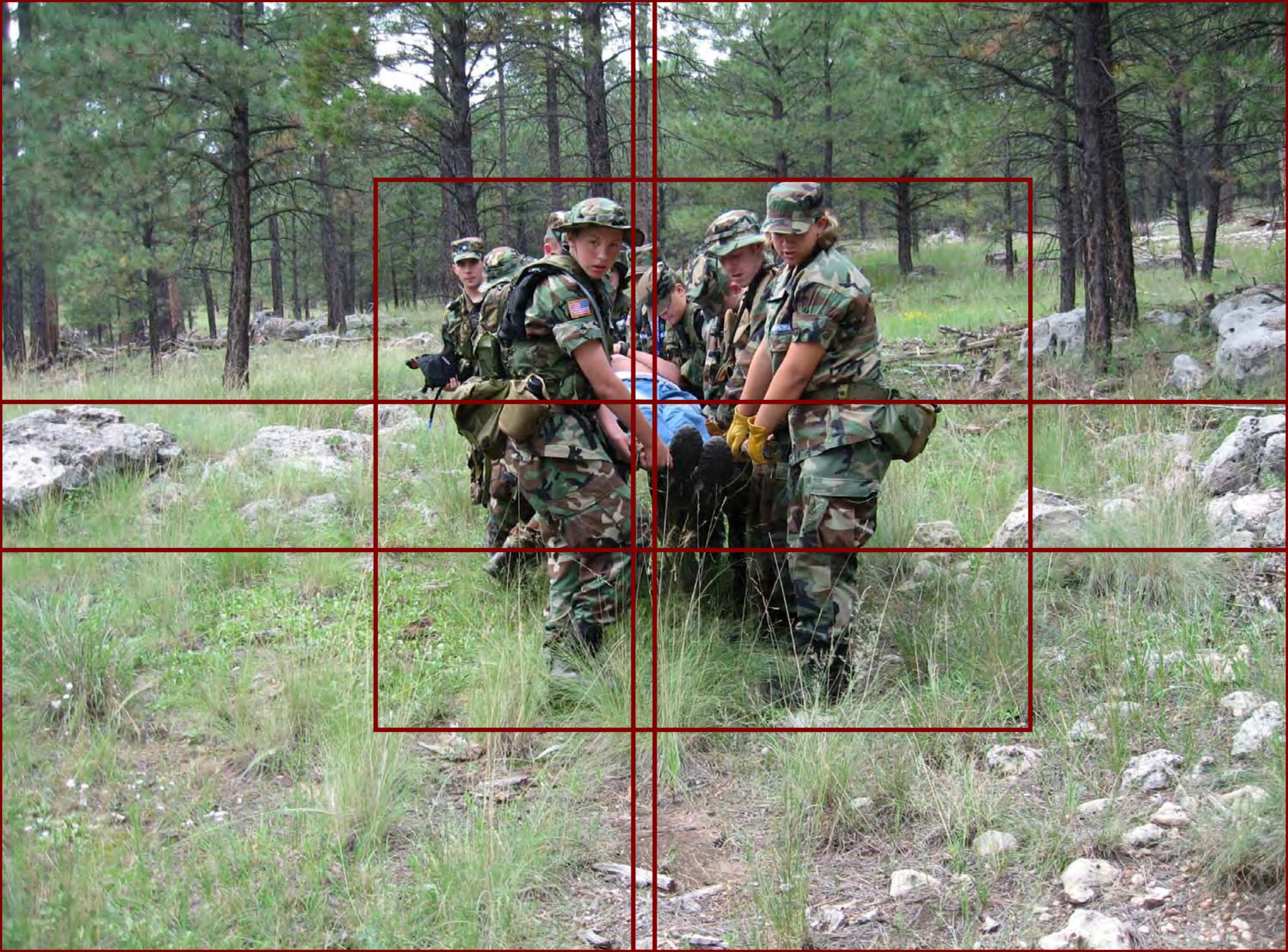


**Actual desired area of photo constitutes only about one-fourth of the entire frame**













# Developing newsletter content

- ✦ **A few content suggestions:**
  - **Other photographic principles:**
    - **Consider higher or lower angles when composing frame**



**‘Standard’ angle**



**‘Higher’ angle**



**'Lower' angle**

# Developing newsletter content

- ✦ **A few content suggestions:**
  - **Other photographic principles:**
    - **Use photos from ‘the scene of the action,’ i.e., become a scanner, observer and/or ground-team member**
    - **At least develop a network to provide those images to you**

*Deer Valley Composite Squadron 302  
Celebrating 50 years of service in 2007*



# Full Throttle



Monthly e-newsletter of Deer Valley Composite Squadron 302, Arizona Wing, U.S. Civil Air Patrol  
Deer Valley Airport, Phoenix, Arizona

*50 years of service to Arizona and America — 1957-2007*

Capt. Paula Ramage, Squadron Commander

Vol. 1, No. 11 — August 2007

## Squadron continues support of ADOT weekend missions

Aircrews from Deer Valley Composite Squadron 302 are accumulating an average of five or more flight hours each week in support of the Arizona Department of Transportation's (ADOT's) summer program to monitor weekend afternoon traffic conditions and safety concerns along Interstate 17 and State Route 87 (Beeline Highway).

*(Continued on page 2)*



Locating accidents such as the one shown circled (above right) and from a closer view (above) on State Route 87 is one of the key missions of summer flights conducted by the U.S. Civil Air Patrol's Arizona Wing for the Arizona Department of Transportation.



### Inside *Full Throttle*

- |                        |   |                   |   |
|------------------------|---|-------------------|---|
| • "Glass cockpit"      | 3 | • Back from IACE  | 7 |
| • Cadets in magazine   | 3 | • Group 4 opening | 7 |
| • "Hey, Man ..."       | 4 | • Dues reminder   | 8 |
| • Wirth retires        | 5 | • Promotions      | 8 |
| • Rich is IC-qualified | 6 | • In remembrance  | 9 |

See the *Quarterly Training Schedule (QTS)* for upcoming events and contact information. Also, go to <http://azwg.us> for the calendar of activities within the Civil Air Patrol's Arizona Wing.

Performing Missions For America

Semper Vigilans (Always Vigilant)

*Deer Valley Composite Squadron 302  
Celebrating 50 years of service in 2007*



# Full Throttle

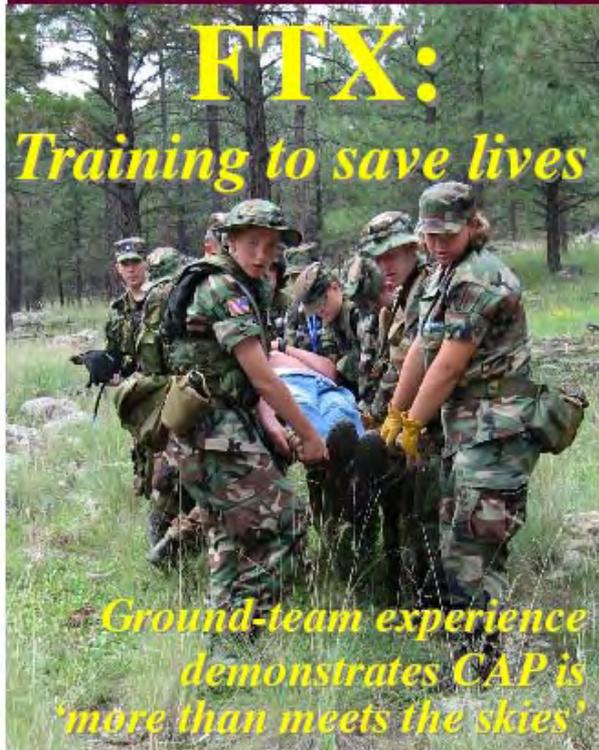


Monthly e-newsletter of Deer Valley Composite Squadron 302, Arizona Wing, U.S. Civil Air Patrol  
Deer Valley Airport, Phoenix, Arizona

**50 years of service to Arizona and America — 1957-2007**

Capt. Paula Ramage, Squadron Commander

Vol. 2, No. 2 — October 2007



## FTX: Training to save lives

*Ground-team experience  
demonstrates CAP is  
'more than meets the skies'*

Cadets from Deer Valley Composite Squadron 302 gained valuable ground-team experience and certifications as part of the squadron's field-training exercise (FTX) conducted in September near Strawberry.

"Among the activities were basic survival skills, map-and-compass class, fire building, Elper training for pinpointing emergency locator transponders, and shelter building," says C/Lt. Col. Matt Ramage, squadron  
*(continued on page 2)*

### Inside Full Throttle

- Cadet leader stepping down 3
- Getting to know 4
- Wing SAREX follow up 5
- Mayoral congratulations 6
- Group IV "Dining Out" 6
- Sound barrier anniversary 7

See the Quarterly Training Schedule (QTS) for upcoming events and contact information. Also, go to <http://azwg.us> for the calendar of activities within the Civil Air Patrol's Arizona Wing.

Performing Missions For America

Semper Vigilans (Always Vigilant)

# Developing newsletter content

- ✦ **A few content suggestions:**
  - **Other photographic principles:**
    - **Avoid the ‘fig leaf’ pose**



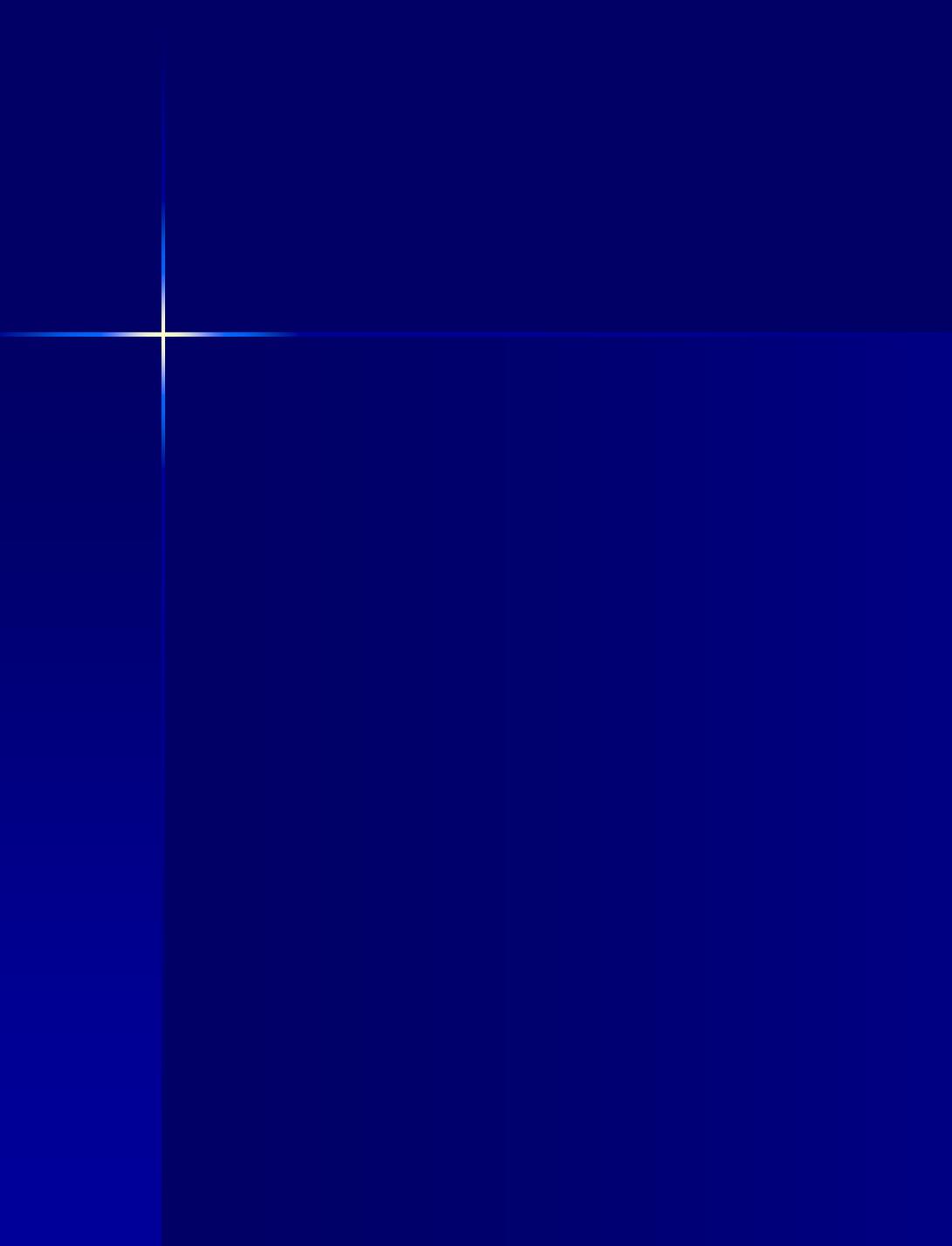
# Developing newsletter content

- ✦ **A few content suggestions:**
  - **Other photographic principles:**
    - **Avoid ‘execution-style’ photos (line ‘em up and shoot ‘em)**



# Developing newsletter content

- ✦ **A few content suggestions:**
  - **Other photographic principles:**
    - **Avoid ‘grip and grin’ poses and direct attention away from camera**





# Developing newsletter content

✦ A few content suggestions:

- Try to consider newsletter design when shooting photography:
  - The reader's eye should be made to 'look' into the page rather than off the page

# *UP YONDER*

---

## *Officer is recognized*



# *UP YONDER*

---

## *Officer is recognized*





# A most 'simulating' experience

2nd Lt. Susan Porter had a most "simulating" experience when she recently collected her grand prize from May's 50th anniversary celebration of Deer Valley Composite Squadron 302 — an opportunity to pilot a 737 full-motion simulator at the US Airways Training Center in Phoenix. She completed two successful takeoffs and landings, including one under conditions of low visibility.

*(Upper left inset):* Lt. Porter is assisted by Maj. Attila Szokol, squadron deputy commander and a first officer/simulator instructor for the airline.

*(Below left inset):* Phoenix Sky Harbor International Airport runways are seen through the simulator window.



# Developing newsletter content

✦ **A few content suggestions:**

- **Note these other design elements in the pages that follow:**
  - **Use color appropriately but not fearfully**
  - **Balance items on the page vertically, horizontally and diagonally**

# Developing newsletter content

✦ **A few content suggestions:**

- **Note these other design elements in the pages that follow:**
  - **Avoid a ‘gutter’ (space between columns) that runs the vertical length of the page; block it with a masthead, headline, photo, text, etc.)**

# Developing newsletter content

- ✦ **A few content suggestions:**
  - **Note these other design elements in the pages that follow:**
    - **Size photos appropriately for visual appeal**
    - **Be consistent in text font/size (e.g., stories vs. captions) but vary the column width**

# Developing newsletter content

✦ **A few content suggestions:**

- **Note these other design elements in the pages that follow:**
  - **Minimize use of text copy spanning width of the page (difficult for eyes to track)**
  - **Add visual appeal with support graphics (logos, symbols, etc.)**

# Developing newsletter content

- ✦ **A few content suggestions:**
  - **Note these other design elements in the pages that follow:**
    - **Give some items (masthead, staff box, promotions, etc.) consistent placement from issue to issue for familiarity**

# Developing newsletter content

✦ **A few content suggestions:**

- **Note these other design elements in the pages that follow:**
  - **Writing headlines is an art**
  - **Generally fill the space**
  - **Make the point size appropriate to the placement and layout**
  - **Include a verb**

# Developing newsletter content

✦ A few content suggestions:

- Note these other design elements in the pages that follow:
  - Headlines written in present tense actually convey past tense, e.g., ‘Commander meets officers’

# Developing newsletter content

- ✦ A few content suggestions:
  - Note these other design elements in the pages that follow:
    - Present tense generally conveyed with ‘-ing,’ e.g., ‘Commander meeting officers’

# Developing newsletter content

- ✦ A few content suggestions:
  - Note these other design elements in the pages that follow:
    - Future tense usually conveyed with ‘to ...,’ e.g., ‘Commander to meet officers’

# Developing newsletter content

✦ **A few content suggestions:**

**- Note these other design elements in the pages that follow:**

- Avoid ‘splitting’ headlines, e.g., adjective, preposition, adverb at end of one line and noun or verb at the beginning of the next line**

Commander to attend **major presentation** regarding safety

Squadron membership **rapidly growing** through recruitment

Decorated cadet commander **to attend** presentation at Capitol



# Full Throttle



Monthly e-newsletter of **Deer Valley Composite Squadron 302**, Arizona Wing, Civil Air Patrol  
Deer Valley Airport, Phoenix, Arizona  
Lt. Col. Chas Buchanan, Squadron Commander Vol. 2, No. 10 — June 2008

## Squadron shares in accolade



Arizona Wing Commander Col. John Eggen ties a Unit Citation Award banner to the Group IV guidon to acknowledge all five Group IV squadrons and headquarters staff share the commendation.

### Unit Citation Award goes to all Group IV squadrons

All officers and cadets who were members of Deer Valley Composite Squadron 302 from July 2006 to July 2007 have been honored along with other Arizona Wing Group IV squadrons and Group Headquarters staff with a nationally authorized Unit Citation Award.

The surprise recognition was announced May 10 at the Arizona Wing Conference banquet at Luke Air Force Base. In addition to Deer Valley Composite Squadron 302, Group IV includes Glendale Composite Squadron 308, Goodyear Squadron 313, Luke Squadron 356, Yuma Composite Squadron 508 and Group IV Headquarters.

In announcing the award, Maj. James Nova, Arizona Wing chief of public affairs and master of *(Continued on page 3)*

#### Inside Full Throttle

- Porter is PAO of Year 2
- Experiencing flight 6
- 6 earn Yeager Award 3
- Safety first 7
- The Training Sheet 4
- ADOT flight photo 8
- Open house June 2 5
- Getting to know 9
- Note these activities 5
- Promotions 10

See the Quarterly Training Schedule (QTS) for upcoming events and contact information plus <http://azwg.us> for the Civil Air Patrol's Arizona Wing calendar.

## Porter named Wing PAO of the Year



*Capt. Jerry Porter (center) receives the 2008 Arizona Wing Public Affairs Officer of the Year Award from Arizona Wing Commander Col. John Eggen (left) and Col. Joseph Jensen, M.D., CAP Southwest Region commander. (Photo by 1<sup>st</sup> Lt. Rob Davidson.)*

Capt. Jerry Porter of Deer Valley Composite Squadron 302 was presented the 2008 Arizona Wing Public Affairs Officer (PAO) of the Year Award during the Arizona Wing Conference banquet on May 10 at Luke Air Force Base.

Presenting the award to Capt. Porter were Col. John Eggen, commander of the Arizona Wing, and Col. Joseph Jensen, M.D., of Little Rock, Ark., commander of the six-state Southwest Region of the Civil Air Patrol (CAP).

The award was given in recognition of "tremendous

contribution of bringing CAP into the public eye as well as providing training and publications."

Capt. Porter is the founding editor of the squadron's monthly e-newsletter, *Full Throttle*, which shared the national first-place honor for CAP newsletters in 2007's inaugural Maj. Howell Balsem CAP Public Affairs Exceptional Achievement Awards. His PAO duties also include media relations and other communication support for the squadron and its leadership.

He served as faculty for the inaugural Arizona Wing PAO Academy earlier this year and has been invited to lead a workshop in publication design and content at CAP's national PAO Academy in August in Kissimmee, Fla.

Capt. Porter has worked for more than three decades in media and corporate communication and is director of communication services for Sun Health in Sun City. He also has the rank of master professor, teaches undergraduate and graduate marketing classes, and chairs the undergraduate departments of Business, Public Administration, Health & Human Services, and Supply Chain Management for Western International University in Phoenix.

### *Full Throttle*

*Full Throttle* is the monthly e-newsletter for officers, cadets and friends of Deer Valley Composite Squadron 302, Arizona Wing, Civil Air Patrol. Its mission is to bolster communication with and among officers and cadets, enhance awareness of squadron activities, and share news and information about the squadron and its personnel. The newsletter also can be viewed under "News" on the squadron's Web site at [www.squadron302.org](http://www.squadron302.org).

Story ideas and submissions can be forwarded by the 15<sup>th</sup> of the month preceding publication to **Capt. Jerry Porter**, squadron public-affairs officer, at [civilairpatrolsq302pao@cox.net](mailto:civilairpatrolsq302pao@cox.net).

To guarantee receipt of the newsletter, readers should ensure their e-mail addresses and other contact information remain current with the squadron and on e-services at [www.capnhq.gov](http://www.capnhq.gov).

Vol. 2, No. 10

June 2008

*National First-Place Co-Winner—Newsletters  
2007 Maj. Howell Balsem CAP Public Affairs  
Exceptional Achievement Awards*

## ... Squadron members share citation

*(Continued from page 1)*

ceremonies for the banquet, explained the Unit Citation Award is presented to a unit for outstanding performance when compared to other units within each region. The citation must be approved by the region commander, passed by the Civil Air Patrol (CAP) National Awards Review Committee and approved by the CAP national commander.

"For outstanding performance for the period of July 2006 through July 2007, the Unit Citation Award is presented to not just one squadron but an entire group — Group IV," Maj. Nova said. "All five units and the group headquarters receive the award."

CAP members who were part of Group IV during the specified time period (July 2006-July 2007) are eligible to wear the green Unit Citation ribbon and medal.

Group IV's commander, **Maj. Adam Such**, accepted the award on behalf of the group, and

**Col. John Eggen**, Arizona Wing commander, affixed a Unit Citation Award banner to the Group IV guidon.

**Maj. Such** also received the Arizona Wing Group Commander of the Year Award as well as an Exceptional Service Award in recognition for leading the group to its status as the most active and productive in the wing and serving as an example for other groups and squadrons.

He achieved goals that resulted in increases of 15 percent in group membership and 30 percent in the number of emergency-service-qualified personnel plus recording the highest number of flight hours in the wing for the Cadet Orientation Flight Program.



### Responding to challenge

## 6 more officers earn Yeager Award

In response to a challenge from Group IV Headquarters, six more officers of Deer Valley Composite Squadron 302 have completed the Civil Air Patrol's Aerospace Education Program for Senior Members (AEPsM) and earned the Gen. Charles E. "Chuck" Yeager Aerospace Education Achievement Award.

Congratulations are extended to **Cpts. Michael Rich and Ken Young**, 1<sup>st</sup> **Lts. Christopher Culligan and Casey Young**, and 2<sup>nd</sup> **Lts. Ruben Kafenbaum and Mike Matteson**. A total of 10

squadron members have completed AEPsM thus far in 2008 compared to three who did so in 2007.

Completion of AEPsM by adult officers is a 2008 priority of the squadron and Group IV, which earlier this year challenged all adult officers to complete the program promptly.

Log on to [http://www.cap.gov/visitors/members/professional\\_development](http://www.cap.gov/visitors/members/professional_development), select "Online Exams" and "Aerospace Education," and follow the directions to take Yeager Test No. 1 (only one test is required, not both). Upon passing the tests, squadron officers should send a notifying e-mail to squadron commander **Lt. Col. Chas Buchanan** at [cbuchanan@cox.net](mailto:cbuchanan@cox.net) and copy the Group IV aerospace-education officer at [gp4aero@yahoo.com](mailto:gp4aero@yahoo.com) so certificates of completion can be prepared.



## The Training Sheet

# ES testing, training key to CAP mission

*(Editor's Note: This issue continues a four-part series intended to assist Civil Air Patrol members in advancing their professional-development studies in one or more selected specialty tracks.)*

by 2<sup>nd</sup> Lt. Ruben Kafenbaum  
Squadron/Group IV Professional Development  
Officer

Emergency services (ES), one of Civil Air Patrol's (CAP's) three primary functions, includes missions that encompass air and ground search and rescue (SAR), disaster relief (DR), counterdrug and an increasing role in homeland security.

Under the direction of the U.S. Air Force Rescue and Coordination Center at Langley Air Force Base, Va., CAP members fly more than 90 percent of the nation's inland search-and-rescue missions. In 2007 alone, CAP members flew a total of 108,200 hours, saved 103 lives and conducted 300 SARs for downed aircraft, including the longest search in modern history for famed aviator Steve Fossett.

CAP requires only trained personnel be permitted to participate in exercises and missions as part of the professional development of its members. ES preparedness begins with completion of Operational Security



2<sup>nd</sup> Lt. Ruben Kafenbaum

(OPSEC) training during Level 1. Once Level 1 has been completed, the next step is to take CAP Test 116, parts 1 and 2, plus CAP Test 117, part 1. CAPT 117 actually has three parts:

- Part 1 is required for all ground-team members, ground-team leaders, urban-direction-finding team members and those qualified for critical-incident-stress teams.
- Part 2 is required for all SAR/DR mission pilots, transport mission pilots, mission scanners, mission observers, and flight-line marshals and supervisors.
- Part 3 is required for all incident commanders, agency liaisons, planning-section chiefs, logistics-section chiefs, finance-/administration-section chiefs, air-operations branch directors, information officers, communications-unit leaders, mission radio operators, mission safety officers, liaison officers, mission chaplains and mission staff assistants.

Various CAP wings around the United States have developed excellent guides to prepare for these tests. One example can be found at [http://www.cawg.cap.gov/html/operations/other/ES\\_1.pdf](http://www.cawg.cap.gov/html/operations/other/ES_1.pdf) and [http://level2.cap.gov/documents/GES\\_Quick\\_Start\\_Guide.doc](http://level2.cap.gov/documents/GES_Quick_Start_Guide.doc).

CAP National Headquarters offers the test online at <https://tests.cap.af.mil/newtests/test.cfm?grp=dos>.

Recently, CAP has required members to become knowledgeable in the National Incident Management System (NIMS). This system allows various government agencies to work with the same structure and organization. These courses, which must be completed by year's end are located at <http://training.fema.gov/IS/NIMS.asp>. For CAP purposes, IS-100, IS-200, IS-700 and IS-800 are the required courses while IS-300 and IS-400 are additional requirements

*(Continued on page 5)*



# Squadron open house slated June 2

All adult and cadet members of Deer Valley Composite Squadron 302 are invited to bring family, friends and potential members to the squadron's open house at 7 p.m. Monday, June 2.

The event will include award presentations and promotions for eligible squadron members. In addition, members and guests can tour various information stations to learn more about Civil Air Patrol missions as well as membership opportunities in the organization and the squadron.

"We encourage all squadron members to support this important activity," says 1<sup>st</sup> Lt. Casey Young, deputy commander for cadets. "Bring a friend, co-worker, neighbor or family member with you, and let's make this open house an educational, informative and motivational experience for all who attend. Your support is appreciated."



## ... Options available for ES training

*(Continued from page 4)*

for advanced-level training. Additional ES links can be found at <http://level2.cap.gov/index.dfm?nodeID=5491>.

There are many ways to take part in exercises and missions including involvement as part of an aircrew, ground team and mission base. Each specialty has its own set of prerequisites and requirements. A complete list of specialties as well as specialty guides can be found at <http://www.ndcap.org/dept/es.htm> and <http://www.cawg.cap.gov/html/operations/es.htm>.

Although this training might sound overwhelming, it can be accomplished fairly easily and be fun. After some initial preparation, most of the training is done while you take part in exercises.

Many CAP members join CAP to take part in various ES missions. With staffing needed at many positions during a mission, there is a place for all members to take part and feel comfortable.

## Note these activities

- June 2 - Squadron open house
- June 9 - Cadet meeting/orientation begins (BDUs)
- June 11 - Senior meeting
- June 13-20 - Cadet Encampment (Arizona Wing)
- June 16 - Cadet meeting (BDUs)
- June 18 - Senior staff
- June 23 - Cadet meeting (PT)
- June 25 - Senior meeting
- June 30 - Cadet meeting (blues)

JUNE 2008						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

Cadets meet at 7 p.m.; seniors meet at 7:30 p.m.

- BDUs - Battle dress uniform
- PT - Physical training
- Blues - Air Force dress uniform



## Thanks offered to participants in readership survey

Thanks are extended to those officers, cadets, parents and others who participated in the recent first readership survey for *Full Throttle*, Deer Valley Composite Squadron 302's monthly e-newsletter.

Results are being compiled and will be shared at cadet and officer meetings. The feedback and suggestions received will be used to enhance further this valuable information tool.

Cadet orientation flights are valuable investments in the hands-on aerospace education of young Civil Air Patrol members.

Deer Valley Composite Squadron 302 cadets complete a prescribed program under the leadership of Capt. Les Manser, aerospace education officer for cadets, that introduces them to pre-flight inspection, flight principles, review of flight controls, normal flight maneuvers, use of instruments, weather issues and more.

Cadets earn the opportunity to take the controls and practice flight principles with a certified squadron orientation pilot upon completion of various sections of aerospace training.

C/AB Anthony Wijatyk recently took his first flight with pilot Maj. Tim Beckwith and demonstrated proficiency in all his flight studies.

## Experiencing flight



C/AB Anthony Wijatyk flies the squadron's Cessna 206 aircraft. (Photos above and below by Maj. Tim Beckwith.)



Reviewing pre-flight procedures with Maj. Tim Beckwith.



Receiving a Certificate of First Flight (left) and spreading the news. (above).



The flight passed over an accident on Interstate 17 north of Phoenix.

## Safety first

# DVT flying: Be aware of situations



*Maj. Tim Beckwith*

by Maj. Tim Beckwith,  
Squadron Safety  
Officer

Let's review some on the more sensitive, safety-oriented operational practices for flying at Deer Valley Airport (DVT). This will be a good review for all who fly into and out of DVT, especially those who are not based there but visit for prac-

tice or actual missions. These pilots might not be aware of the importance of these practices:

- Pay particular attention to situational awareness of the other aircraft operating in the pattern. Not only is DVT the first- or sometime second-busiest general-aviation airport in the nation but also the training activity is accentuated by the fact Pan Am often has students whose native language is not English. This makes it more challenging to listen carefully and often requires a bit of patience.

- DVT's parallel runways create the need for even more of the same situational awareness. It is not unusual for the controller to move you to the traffic pattern of the other runway. Have this visualized in your mind every time you fly at DVT. Expecting it, especially for

touch and goes, helps a lot if it happens. The dual-runway environment also creates the need for even *more* increased attentiveness to opposing traffic from the other pattern. Keep an eye out for those on base leg in the other pattern. If the other pilot, or you, don't stay on top of the positioning, you can have two aircraft making for the same runway – not good (see representation in photo)! I've seen it several times in several decades flying at DVT. I don't recall having been one of the offenders, but being alert to the possible problem no doubt helps. The controllers are watching for this situation, but the ultimate responsibility belongs to the pilot in command.

- Cross winds are hazardous with dual runways



*Deer Valley Airport's parallel runways create the need for situational awareness of other aircraft operating within the traffic pattern. An aircraft could cross over during the base leg, resulting in both airplanes approaching the same runway.*

as they breed base to final turns that drift over to the other pattern if there is not compensation for that drift.

- Establish contact with the tower well outside the five-mile limit of the Class Delta airspace. The controllers appreciate this, and it eliminates the call you intend to make at five miles but could not because of radio congestion. Then what do you do? Failure to make that

*(Continued on page 8)*



*Aircrews from Deer Valley Composite Squadron 302 and other Arizona Wing squadrons overflew Interstate 17 and State Route 87 to locate accidents, disabled vehicles and other public-safety concerns as holiday travelers escaped the Valley for the Memorial Day weekend. The flights were made on behalf of the Arizona Department of Transportation.*

## ... DVT flying: Be aware of situations

*(Continued from page 7)*

contact breaks regulations, ticks off controllers and gives Civil Air Patrol pilots a bad name (and not safe, of course). The call should be at least seven miles out and even further, if possible.

- Know and use checkpoints. It is not unusual for the controllers to have six or eight planes in the pattern or approaching to enter the pattern for the one runway they are controlling. Help them out by using the reporting points so they know where to look to see you or to spot you on their remote radar in the tower.
- When departing east or west, while in the Class Delta airspace, do not drift or otherwise fly into the airspace of the other controller without calling for approval to do so. Departing 7R going to Payson or 25L going to Wickenburg is the set up for this to happen. Making northerly turns too early and without controller approval makes for unsafe conditions and unhappy controllers. CFI/Check pilot **Capt. Bill Rogers**, the standards-and-evaluation officer for Deer Valley Composite

Squadron 302 and the Arizona Wing, points out there is no problem with this subject if pilots stay on their own runway centerline/extended centerline.

- Capt. Rogers has seen some pilots slowing to 80 knots at mid-down leg, which is not good practice because it messes up the traffic flow. On a regular, no-extended pattern, do not slow below 100 knots until abeam the touchdown point. Stay with the flow. This also helps to minimize downwind legs you sometimes think are cross-country flights!
- Here are some runway ops reminders: When clearance to take off is issued, turn on the wig wags, or otherwise get the lights on. Also, remember when taxiing to clear the active runway, get your tail across the solid line that denotes the runway. If you fail to do so, the runway still is considered occupied by you, meaning the plane behind you on final will have to go around.

Enjoy and fly safely at DVT. We have the best airport around and the nicest controllers who want to work with us – and do.

## Getting to know

# Medical officer sought CAP to learn

An instrument-rated pilot and graduate of Albert Einstein College of Medicine in the Bronx, N.Y., Capt. Joshua Bloomstone is a practicing board-certified anesthesiologist who serves as medical officer of Deer Valley Composite Squadron 302. He was recognized in 2005 by *Phoenix Magazine* as one of the Top 12 anesthesiologists in Phoenix.

In recent months, Dr. Bloomstone has presented important information to squadron members on post-crash survival medicine, hot-land and cold-land survival and basic first aid.

Following are questions and answers to help squadron members become better acquainted with this valuable officer:

**Q: When did you join CAP and the squadron?**

• I joined CAP approximately two years ago.

**Q: What led you to join the organization?**

• My airplane lives in the southwest shades at Deer Valley Airport. As such, I would drive by Squadron 302 on an almost-every-other-day basis. One day, about two years ago, I passed by and thought three things: 1) I bet I could learn a lot from them, 2) not knowing the volunteer nature of CAP, I wondered if I could be of help in some way as a volunteer and 3) at that time, a plane from Scottsdale had gone down on route to Sedona. I saw the action at the squadron and stopped in to offer the use of my airplane. It was then I was invited to attend the next meeting. I am pleased to say I have learned a great deal from the members of the squadron.

**Q: What is your current position within the squadron?**

• I am a captain and serve as medical officer.

**Q: In which community do you reside?**

• I live in Paradise Valley.

**Q: What is your occupation and education?**

• I'm an anesthesiologist with Valley Anesthesiology Consultants where I'm director of con-

tinuing medical education (CME). In addition, I'm a member of the CME Executive Committee for Banner Health and serve as vice chairman of the Anesthesiology Department at Banner Thunderbird

Hospital. After earning my medical degree, I completed my internship at Beth Israel Hospital in Boston and was chief resident in the Department of Anesthesiology and Critical Care at Massachusetts General Hospital. Also, I was an instructor and fellow in anesthesiology at Harvard University.

**Q: What keeps you interested in CAP?**

• I have made friends at CAP and learned a great deal about ground and air operations. The safety briefs continue to be a wonderful learning experience for me. Meeting and listening to individuals with vast more experience than I, getting to fly with them — either for real or in the hanger — and being able to pick their brains has sustained my interest in CAP. In addition, though I have yet to complete all requirements for the various flying positions, I

am honored to work with individuals who carry pagers for no compensation, who volunteer in this organization and whose prime goal is the rescue of someone just like me.



**Capt. Joshua Bloomstone, M.D.**



# 11 squadron members are promoted

Congratulations are extended to these nine Deer Valley Composite Squadron cadets and two senior members who recently earned promotions in grade:



To Cadet Senior Master Sergeant: Leanne Albillar, Kyle Corales and Matthew Karnes



To Cadet Master Sergeant: Blaine Esgar



To Cadet Staff Sergeant: Kenny Baker



To Cadet Senior Airman: Steven Cothran



To Cadet Airman First Class: Ciaran Babcock and Tanner Matheny



To Cadet Airman: Lauren Brightman

In addition, the following senior members have been promoted:



To Second Lieutenant: Lisa Albillar and Roland "Mike" Matteson

Congratulations also are extended to Maj. Attila Szokol, squadron deputy commander for adults, who in May formally was presented the Grover Loening Aerospace Education Award, indicating his successful completion of Level III training requirements.

*"If your actions inspire others to dream more, learn more, do more and become more, you are a leader."*  
— John Quincy Adams (1767-1848)  
Sixth president of the United States



# Measuring newsletter effectiveness

✦ How do you measure the effectiveness of your newsletter?



*Ask your readers!*

# Measuring newsletter effectiveness

- ✦ **How do you measure the effectiveness of your newsletter?**
  - **Conduct a readership survey**
    - **Determine what you want to know and from whom**
    - **Develop 'neutral' questions to obtain that information**

# Measuring newsletter effectiveness

- ✧ How do you measure the effectiveness of your newsletter?
  - Conduct a readership survey
    - Decide on a means of distribution
    - Determine how you will measure/use results

# Measuring newsletter effectiveness

- ✦ How do you measure the effectiveness of your newsletter?
  - Conduct a readership survey
    - Be prepared for ‘negative’ comments
    - Purpose is to determine areas for improvement, not to ‘fish’ for compliments/strokes

# Full Throttle

## READERSHIP SURVEY

This five-minute readership survey is designed to help assess and enhance the effectiveness of *Full Throttle*, the monthly e-newsletter for Deer Valley Composite Squadron 302 of the Civil Air Patrol. Your feedback and suggestions regarding story content, design and other related issues are appreciated greatly.

To participate in the survey, please save this document to your computer, enter your responses and e-mail the completed document by Thursday, May 15, to [civilairpatrolsq302pao@cox.net](mailto:civilairpatrolsq302pao@cox.net).

Your assistance and cooperation are appreciated greatly!

\* \* \* \* \*

### About Your Reading Of FULL THROTTLE

- 1) Do you recall receiving previous issues of *FULL THROTTLE*?    \_\_\_ Yes    \_\_\_ No  
(If no, check space and skip to question 10.)
- 2) How thoroughly do you read or look through a typical issue of *FULL THROTTLE*?  
\_\_\_ Read all    \_\_\_ About 1/4    \_\_\_ About 1/2    \_\_\_ About 3/4    \_\_\_ Skim only    \_\_\_ Do not read
- 3) About how much time do you spend reading or looking through a typical issue of *FULL THROTTLE*?  
\_\_\_ Less than 5 minutes    \_\_\_ 5 minutes to 10 minutes    \_\_\_ More than 10 minutes    \_\_\_ Do not read
- 4) How interested are you in reading about these types of articles in *FULL THROTTLE*?  
(Please indicate your response by boldfacing one number only per category.)

	Interest Level						Interest Level				
	High		Low				High		Low		
Squadron missions	5	4	3	2	1	Cadet activities	5	4	3	2	1
Squadron-personnel features	5	4	3	2	1	Safety advisories	5	4	3	2	1
Achievements by the squadron or its personnel	5	4	3	2	1	Training opportunities	5	4	3	2	1
						Other: _____	5	4	3	2	1

- 5) How do you rate *FULL THROTTLE* in each of these areas?  
(Please indicate your response by boldfacing only one number per category.)

Useful	5	4	3	2	1	Not useful	Informative	5	4	3	2	1	Uninformative
Reliable	5	4	3	2	1	Not Reliable	Easy to read	5	4	3	2	1	Difficult to read
Interesting	5	4	3	2	1	Not Interesting	Attractive	5	4	3	2	1	Unattractive
Timely	5	4	3	2	1	Dated	Well Written	5	4	3	2	1	Poorly Written
- 6) Are the articles in *FULL THROTTLE* generally too long, about the right length or too short?  
\_\_\_ Too long    \_\_\_ About the right length    \_\_\_ Too short

(Continued)

# ***Full Throttle***

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 Read all     About 1/4     About 1/2     About 3/4     Skim only     Do not read

3) About how much time do you spend reading or looking through a typical issue of *FULL THROTTLE*?  
 \_\_\_ Less than 5 minutes    \_\_\_ 5 minutes to 10 minutes    \_\_\_ More than 10 minutes    \_\_\_ Do not read

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	<u>Interest Level</u>						<u>Interest Level</u>				
	High			Low			High			Low	
Squadron missions	5	4	3	2	1	Cadet activities	5	4	3	2	1
Squadron-personnel features	5	4	3	2	1	Safety advisories	5	4	3	2	1
Achievements by the squadron or its personnel	5	4	3	2	1	Training opportunities	5	4	3	2	1
						Other: _____	5	4	3	2	1

5) How do you rate *FULL THROTTLE* in each of these areas?  
 (Please indicate your response by boldfacing only one number per category.)

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Reliable	5	4	3	2	1	Not Reliable	Easy to read	5	4	3	2	1	Difficult to read
Interesting	5	4	3	2	1	Not Interesting	Attractive	5	4	3	2	1	Unattractive
Timely	5	4	3	2	1	Dated	Well Written	5	4	3	2	1	Poorly Written

6) Are the articles in *FULL THROTTLE* generally too long, about the right length or too short?  
 \_\_\_ Too long    \_\_\_ About the right length    \_\_\_ Too short

(Continued)

7) *FULL THROTTLE* is e-mailed to you monthly. How often would you like *FULL THROTTLE* to be published in the future?  Monthly  Bi-monthly (every two months)  Quarterly  
 Not at all  No opinion  Other (\_\_\_\_\_)

8) The aspect of *FULL THROTTLE* I'd most like to see changed is:

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9) Do you agree or disagree with the following statements about *FULL THROTTLE*?  
(Please indicate your response by boldfacing only one number per category.)

	Strongly Agree			Strongly Disagree	
I learn something new about the squadron and its services	+2	+1	0	-1	-2
The content encourages me to be more involved in the organization	+2	+1	0	-1	-2
I feel greater pride in the squadron	+2	+1	0	-1	-2
I want to encourage others to join the squadron/Civil Air Patrol	+2	+1	0	-1	-2

**Other Comments**

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**If you desire a personal response, please list your e-mail address here:**

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**About You**

**10) Which one of the following most closely matches your affiliation with Deer Valley Composite Squadron 302 and/or Civil Air Patrol?**

**(Please check only one)**

Adult member

Arizona CAP member other than Squadron 302

Cadet member

National CAP member other than Squadron 302

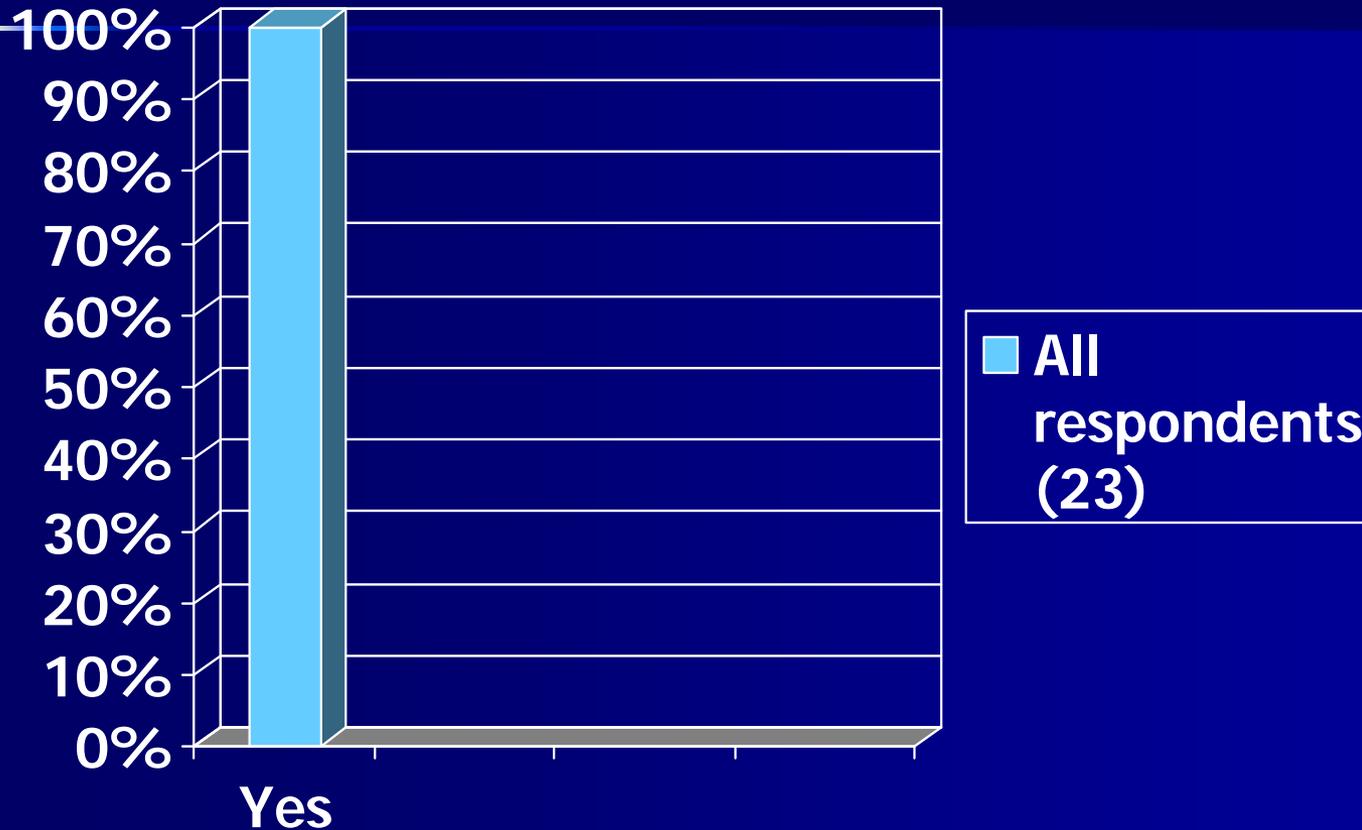
Cadet parent

Other: \_\_\_\_\_  
(Please specify)

**THANK YOU!** Please return your survey via e-mail by Thursday, May 15, to: [civilairpatrolsq302pao@cox.net](mailto:civilairpatrolsq302pao@cox.net)

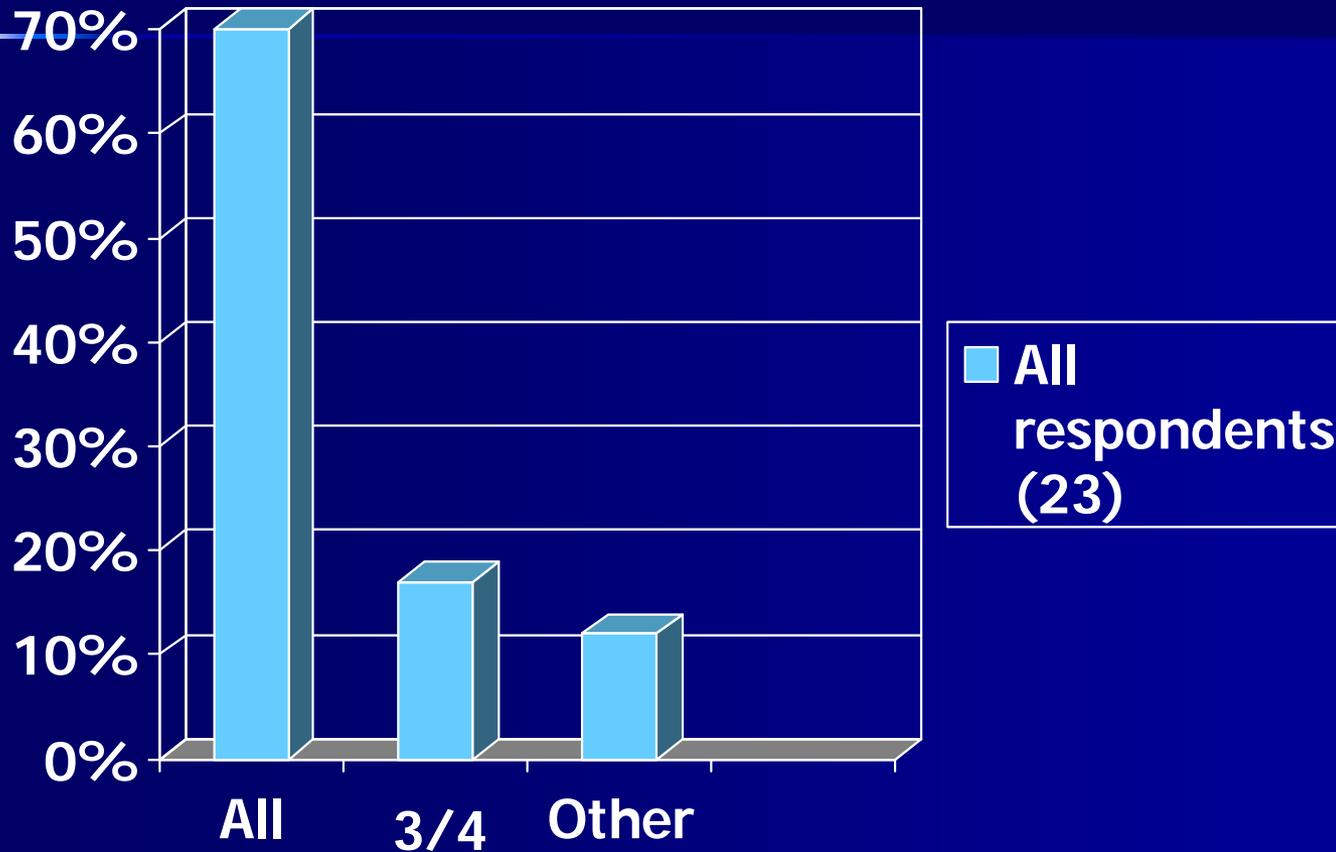
***END OF SURVEY***

# Readership-survey results



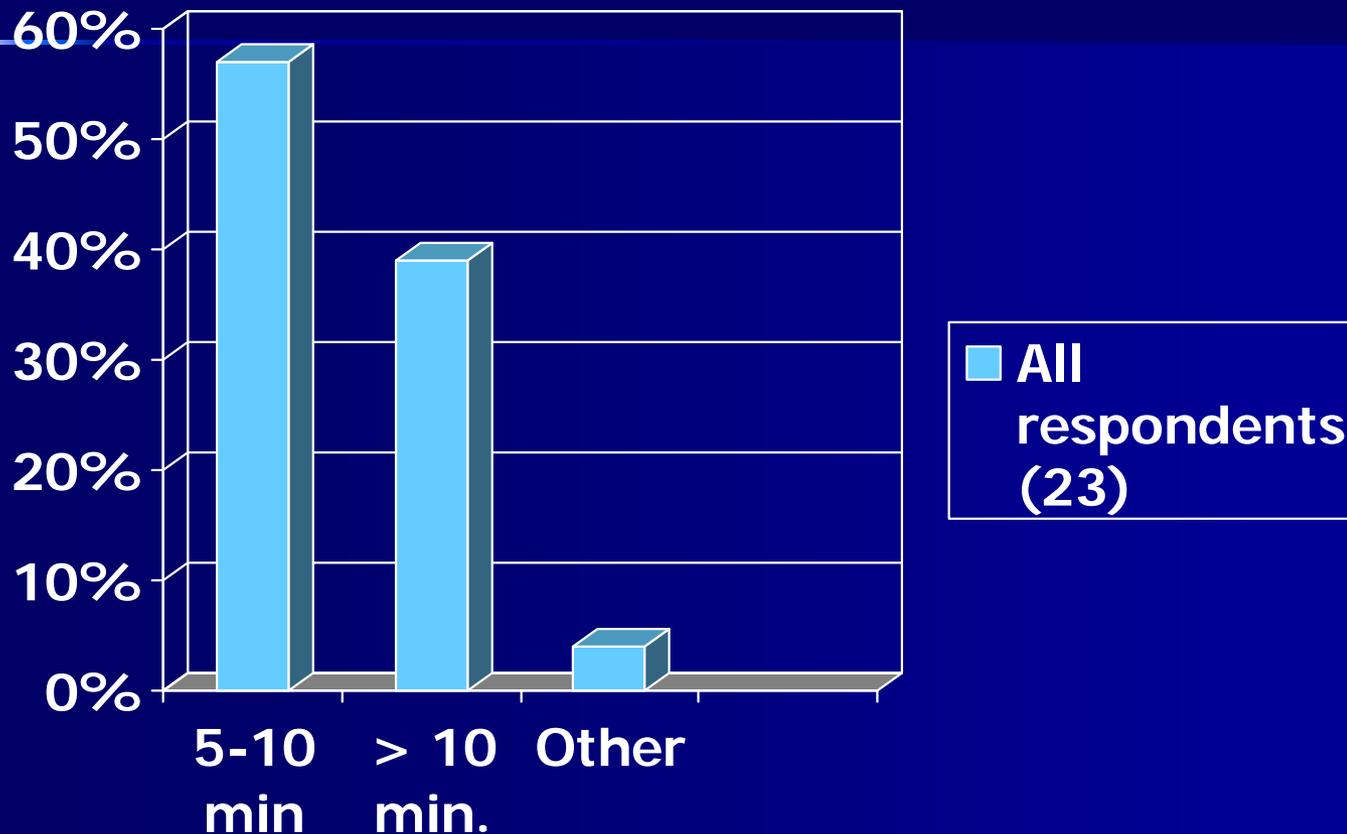
**Recall receiving issue?**

# Readership-survey results



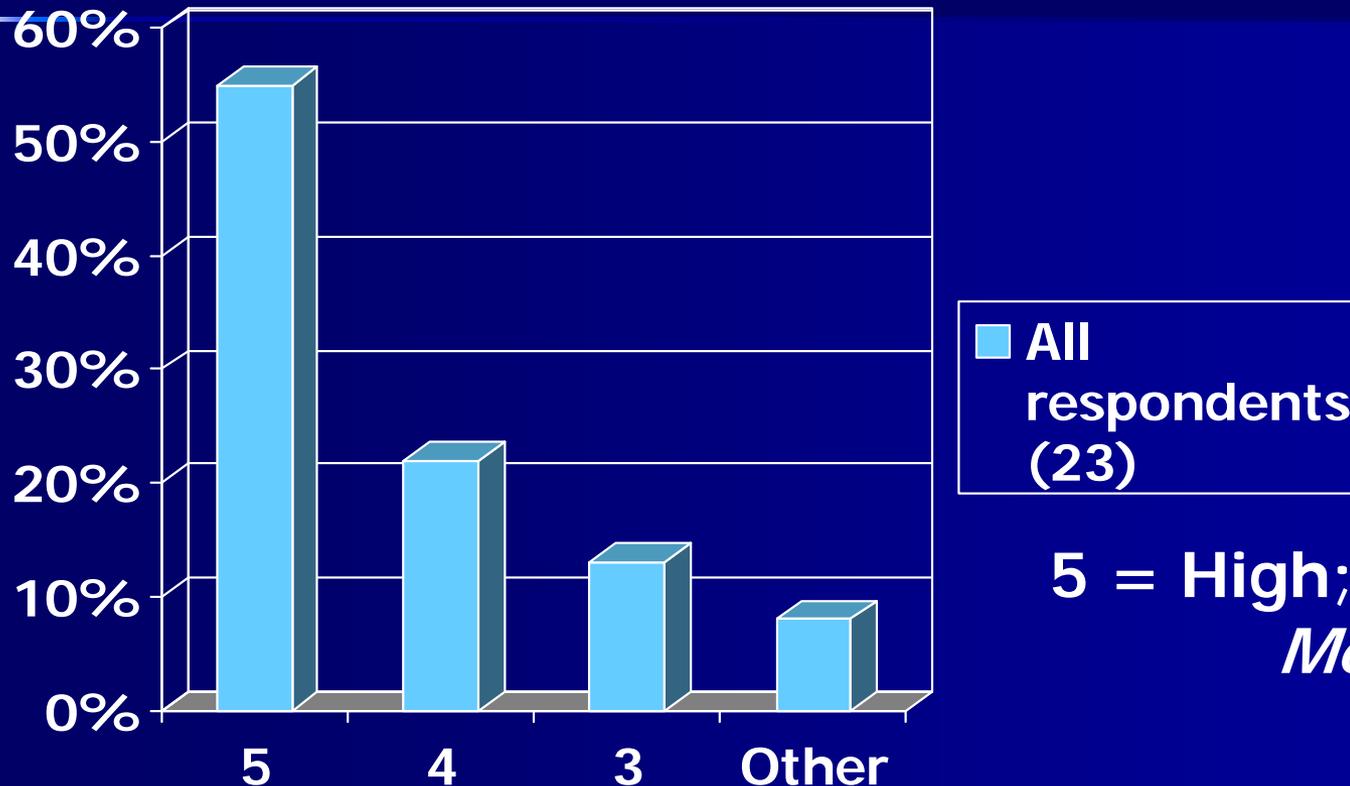
**How thoroughly read?**

# Readership-survey results



**How much time spent reading?**

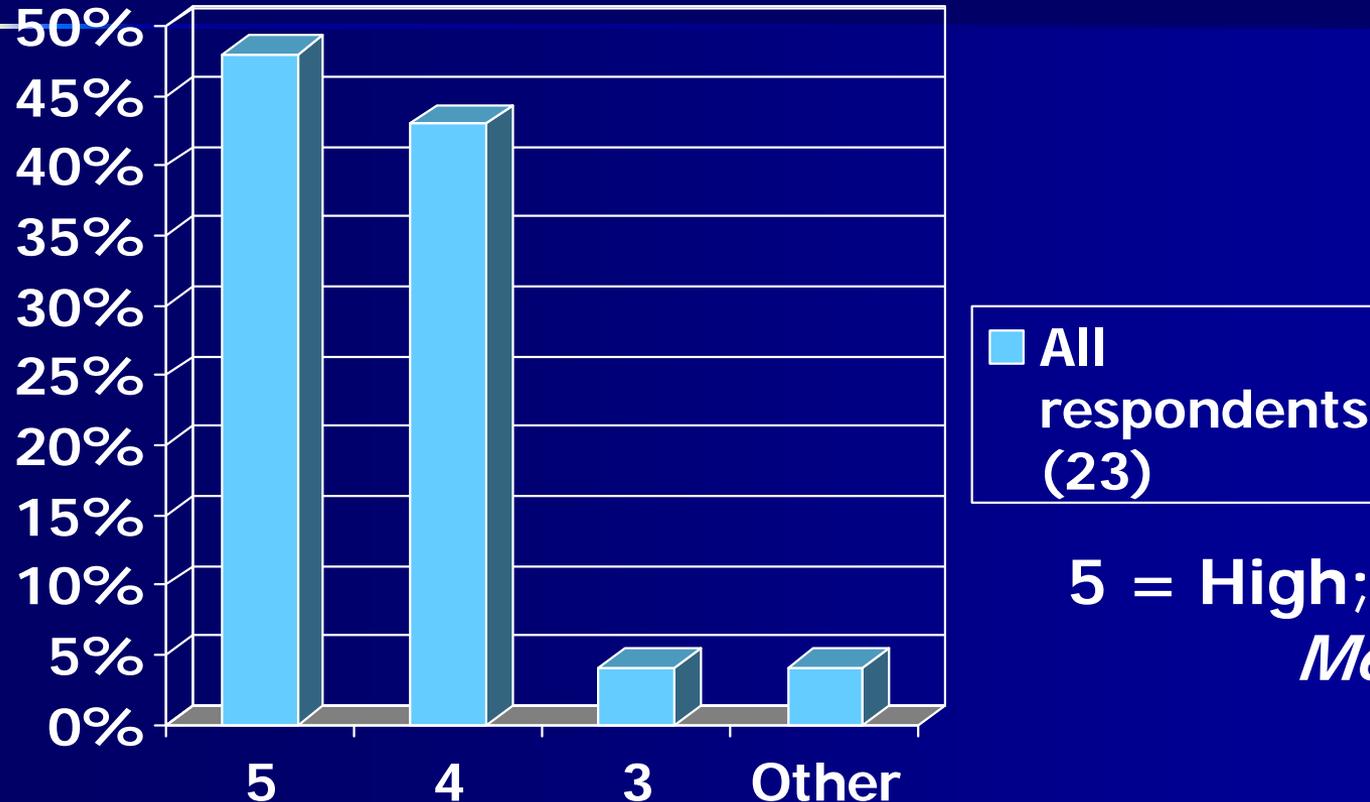
# Readership-survey results



**5 = High; 1 = Low**  
*Mean: 4.22*

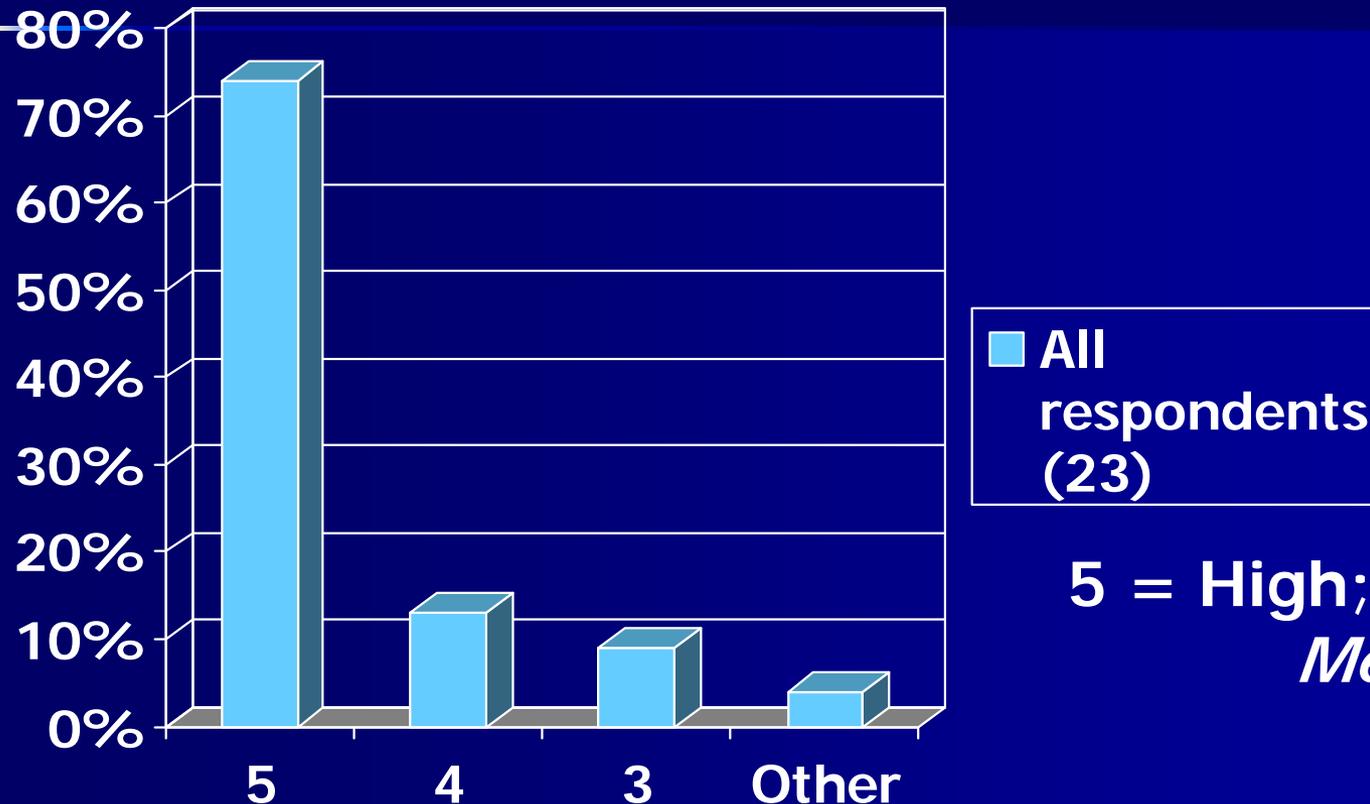
**Reading interest: Missions?**

# Readership-survey results



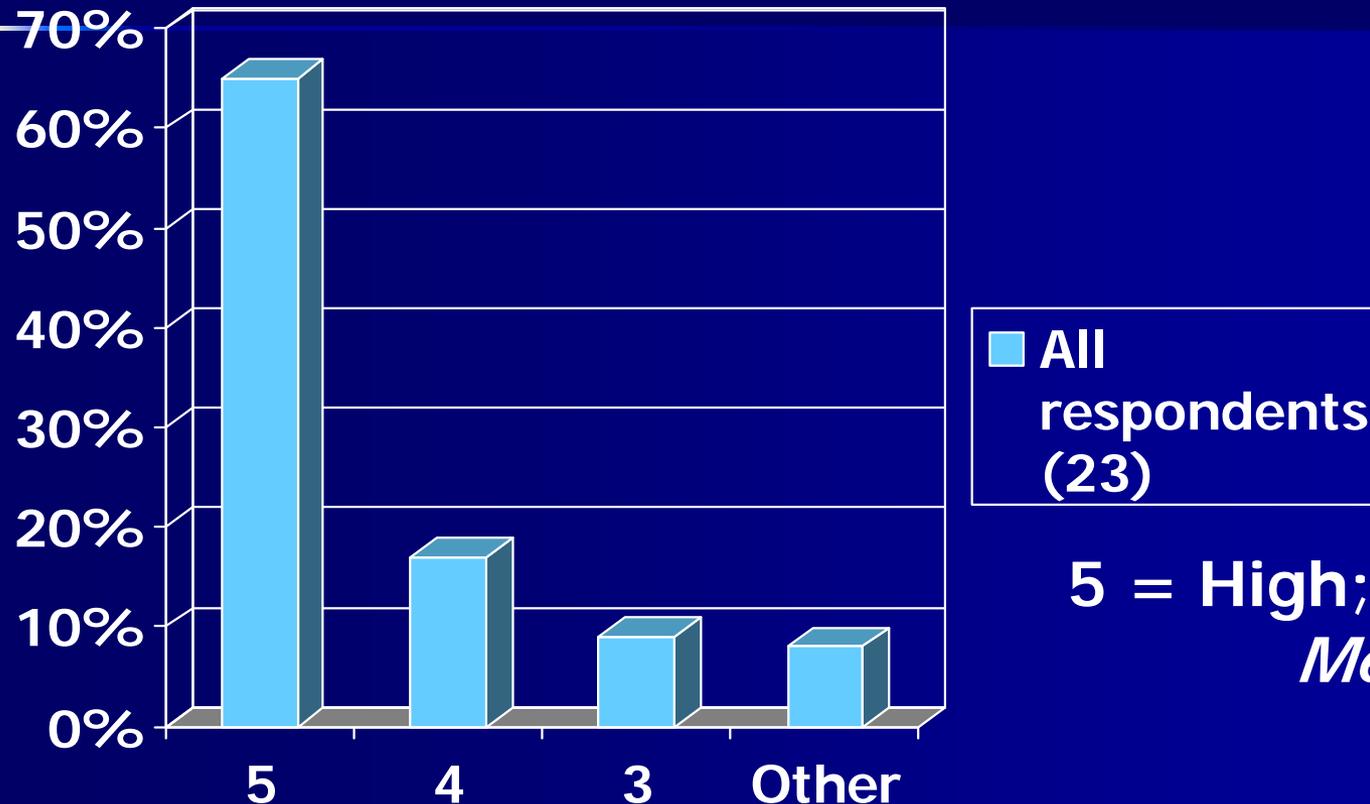
**Reading interest: Personnel features?**

# Readership-survey results



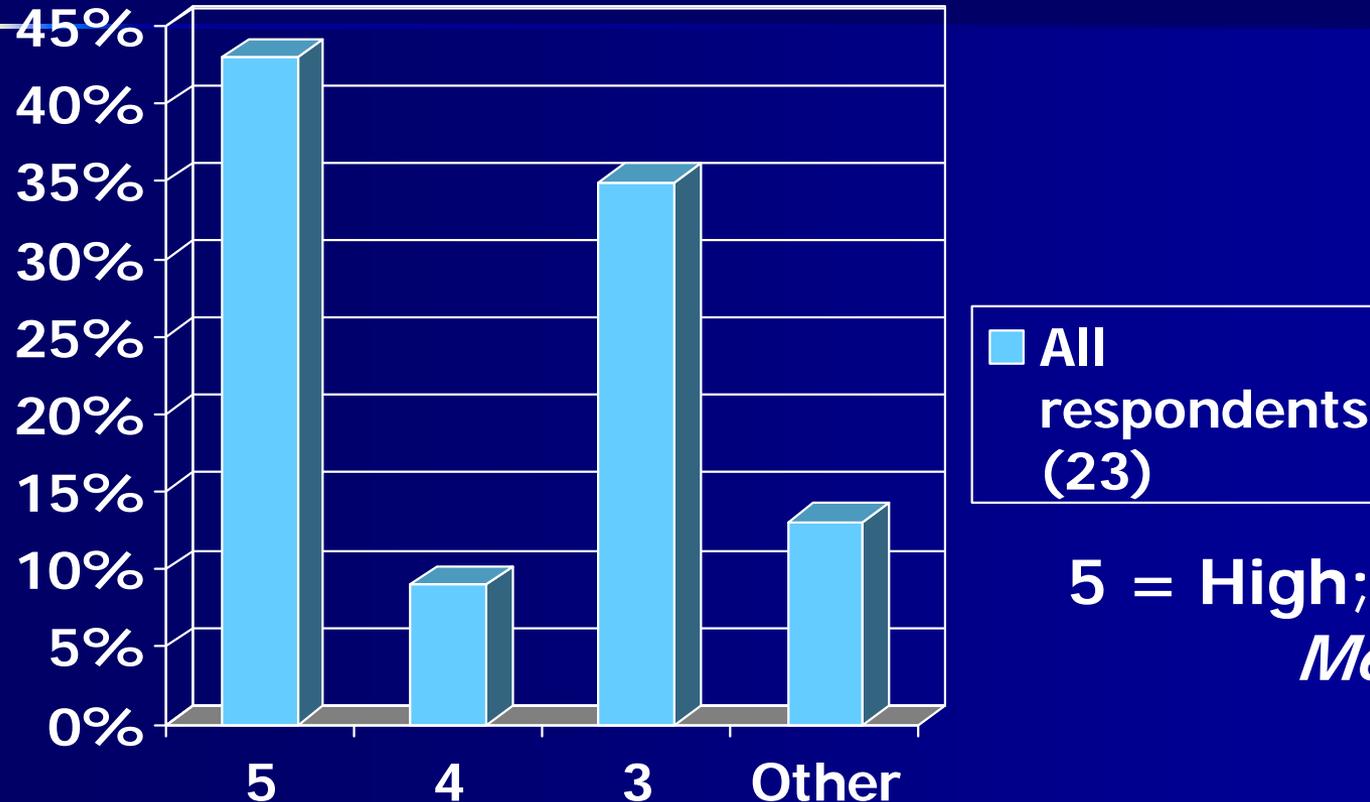
**Reading interest: Achievements?**

# Readership-survey results



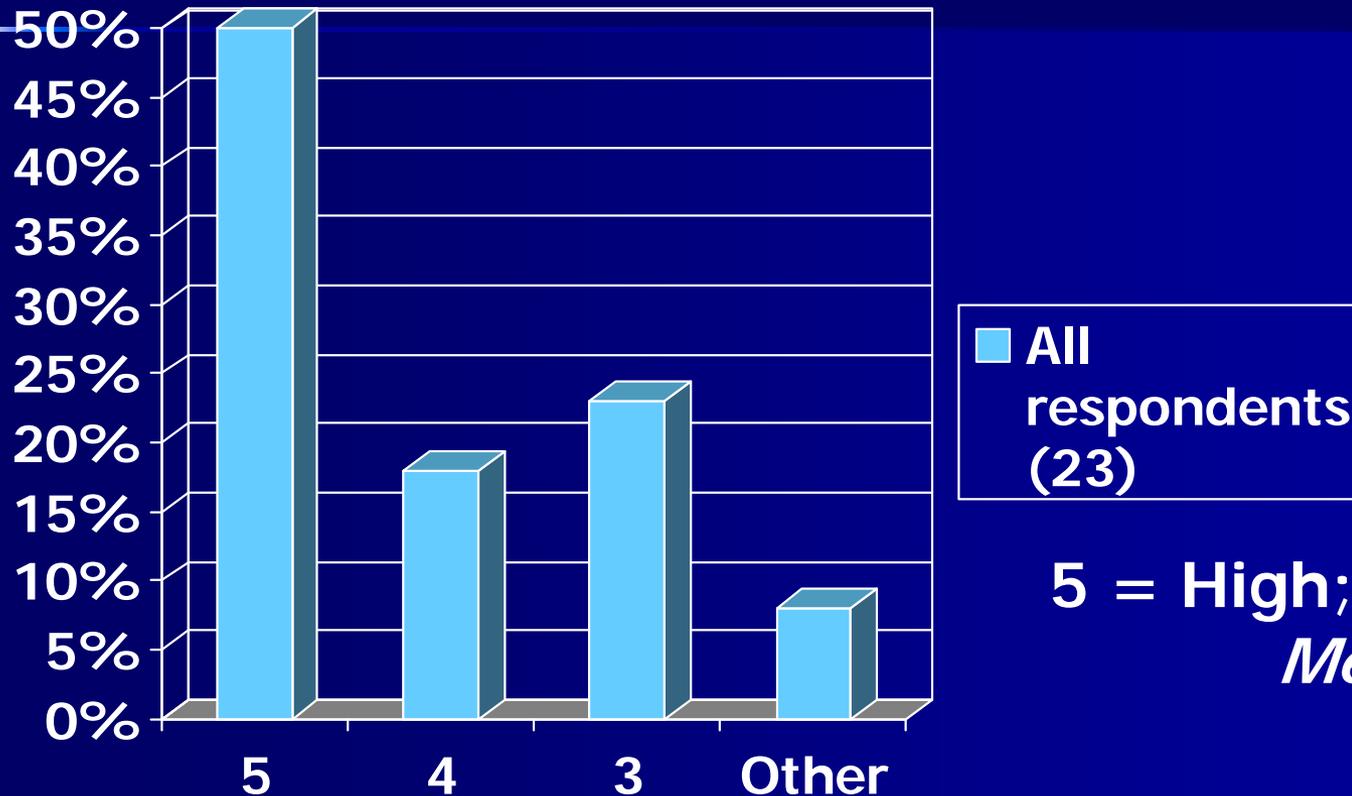
**Reading interest: Cadet activities?**

# Readership-survey results



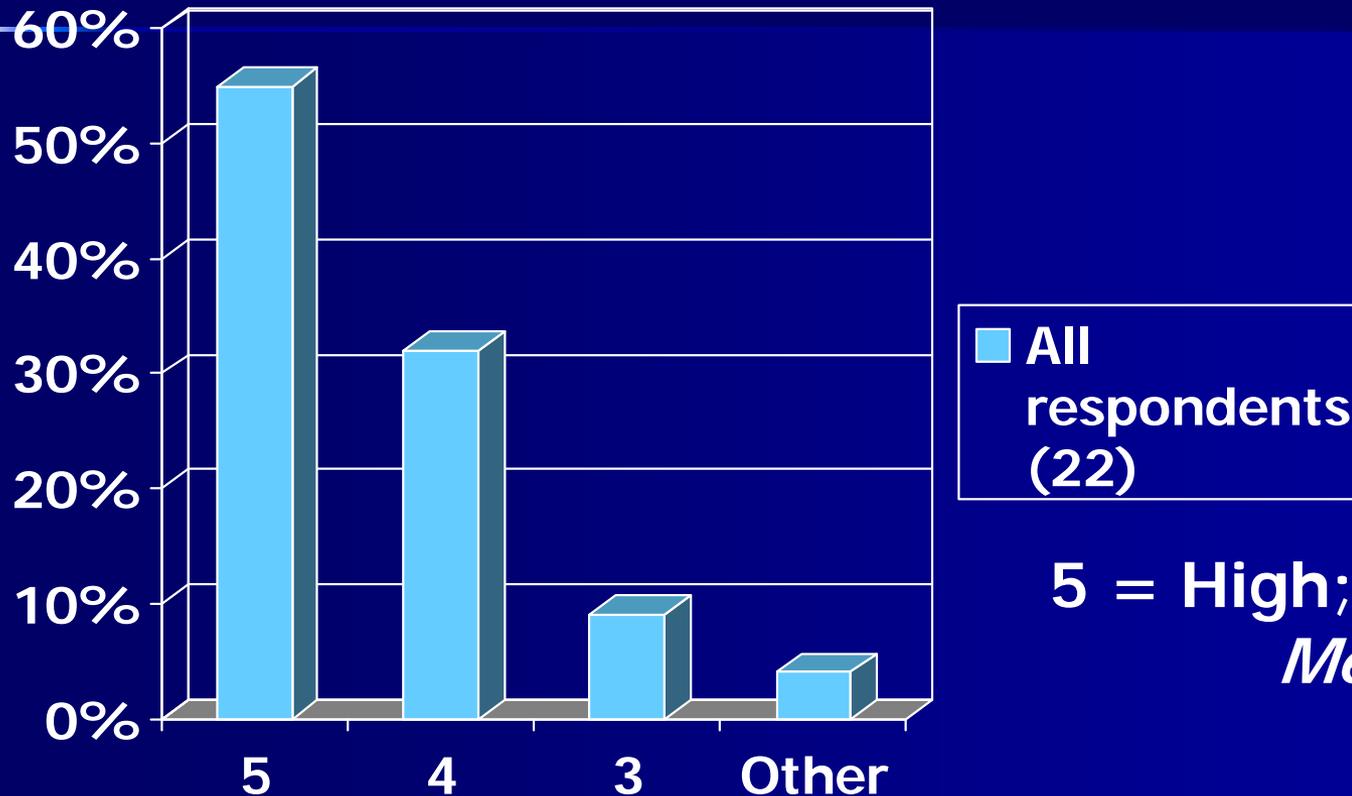
**Reading interest: Safety advisories?**

# Readership-survey results



**Reading interest: Training opportunities?**

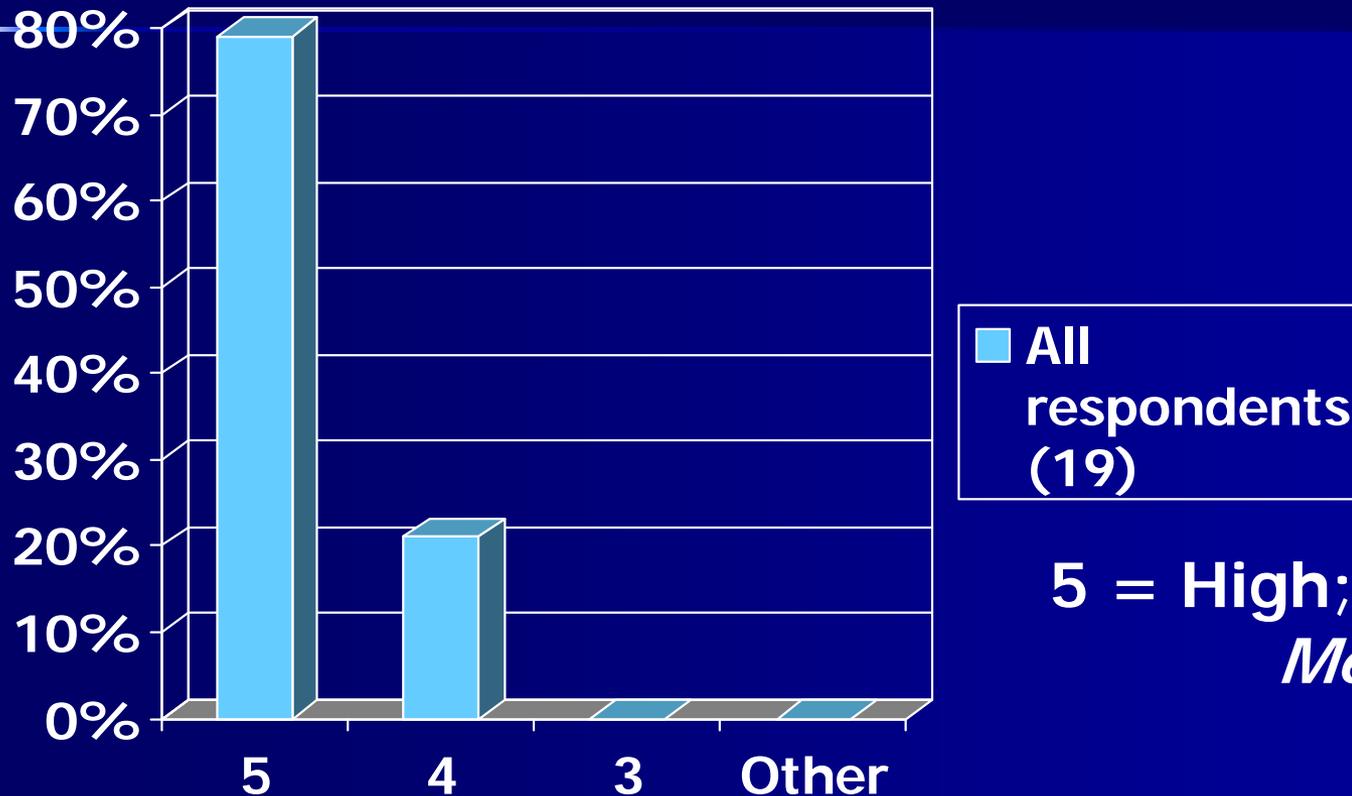
# Readership-survey results



**5 = High; 1 = Low**  
*Mean: 4.36*

***Full Throttle* rating: Useful?**

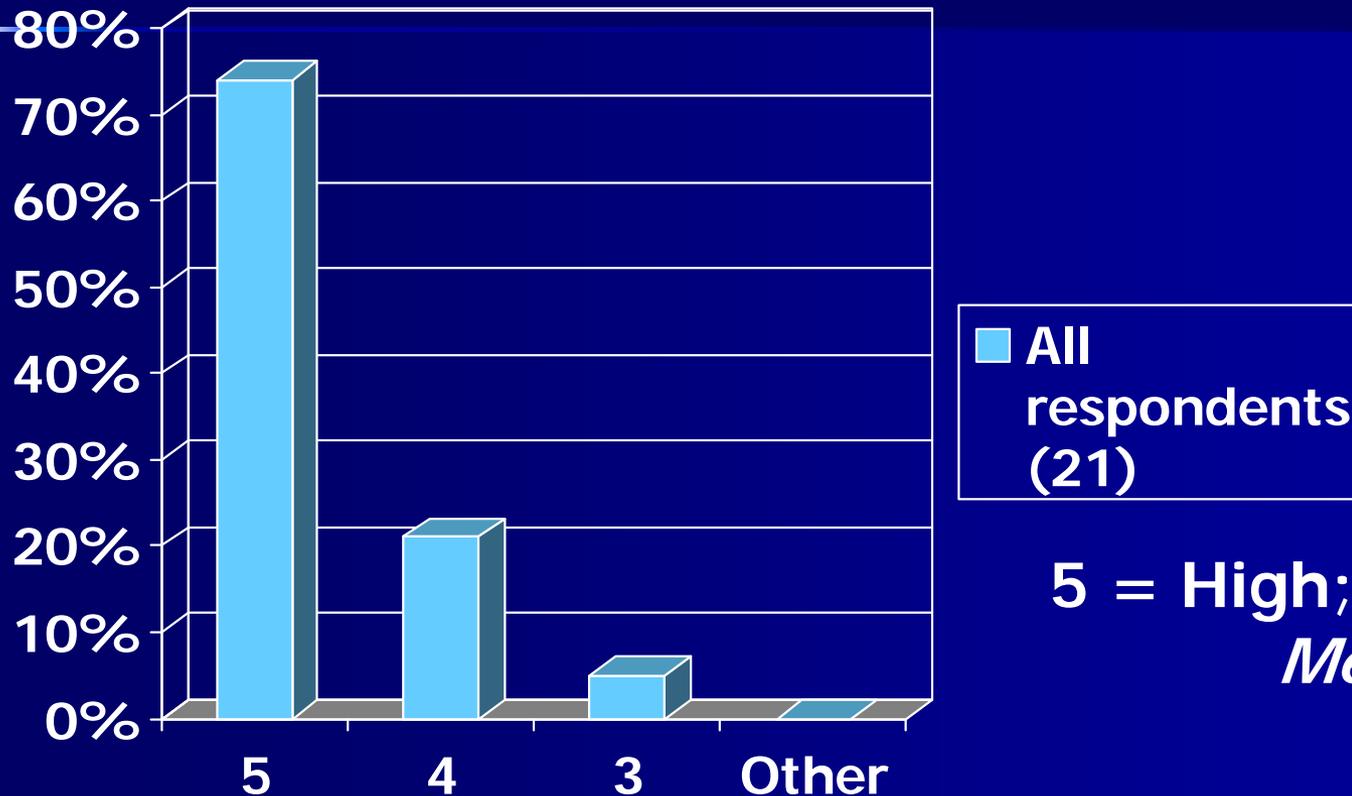
# Readership-survey results



**5 = High; 1 = Low**  
*Mean: 4.79*

***Full Throttle* rating: Reliable?**

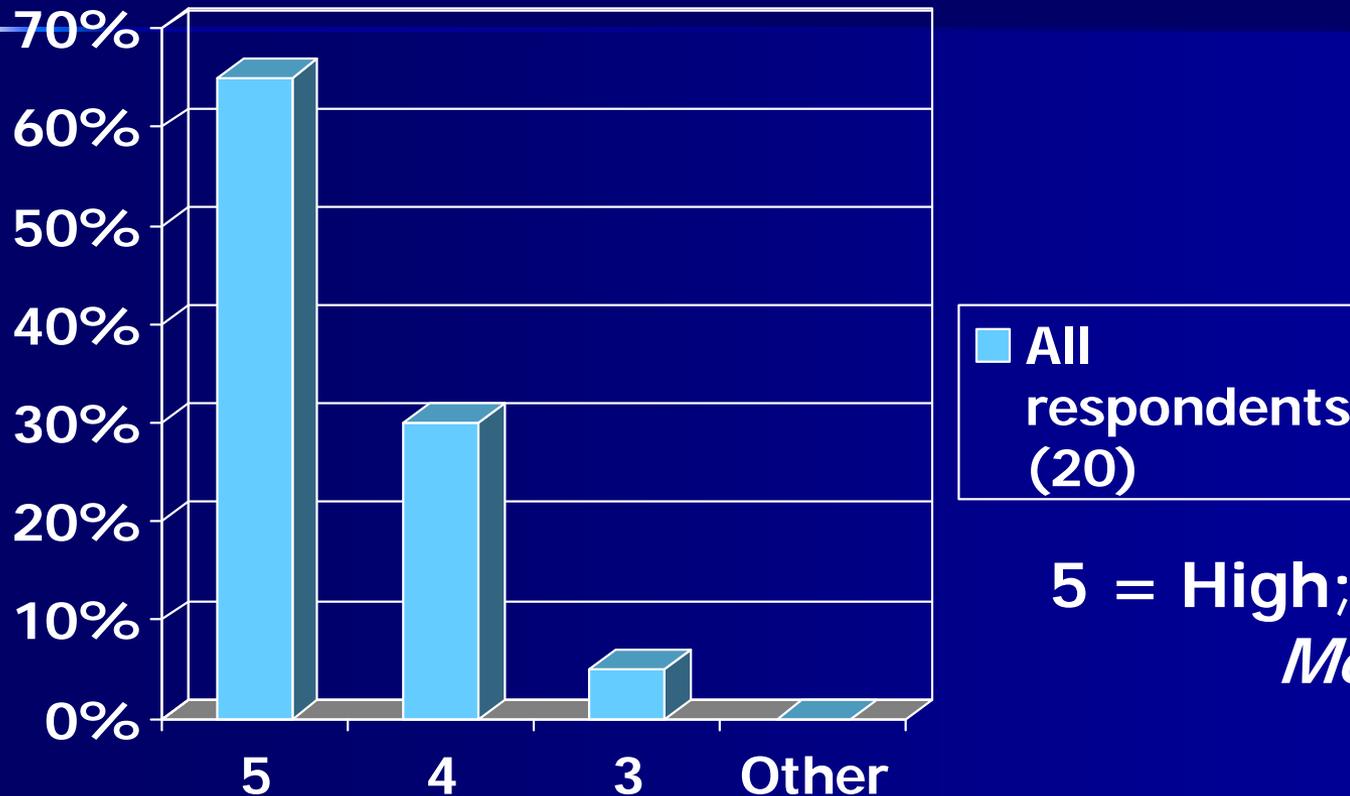
# Readership-survey results



**5 = High; 1 = Low**  
*Mean: 4.67*

***Full Throttle* rating: Interesting?**

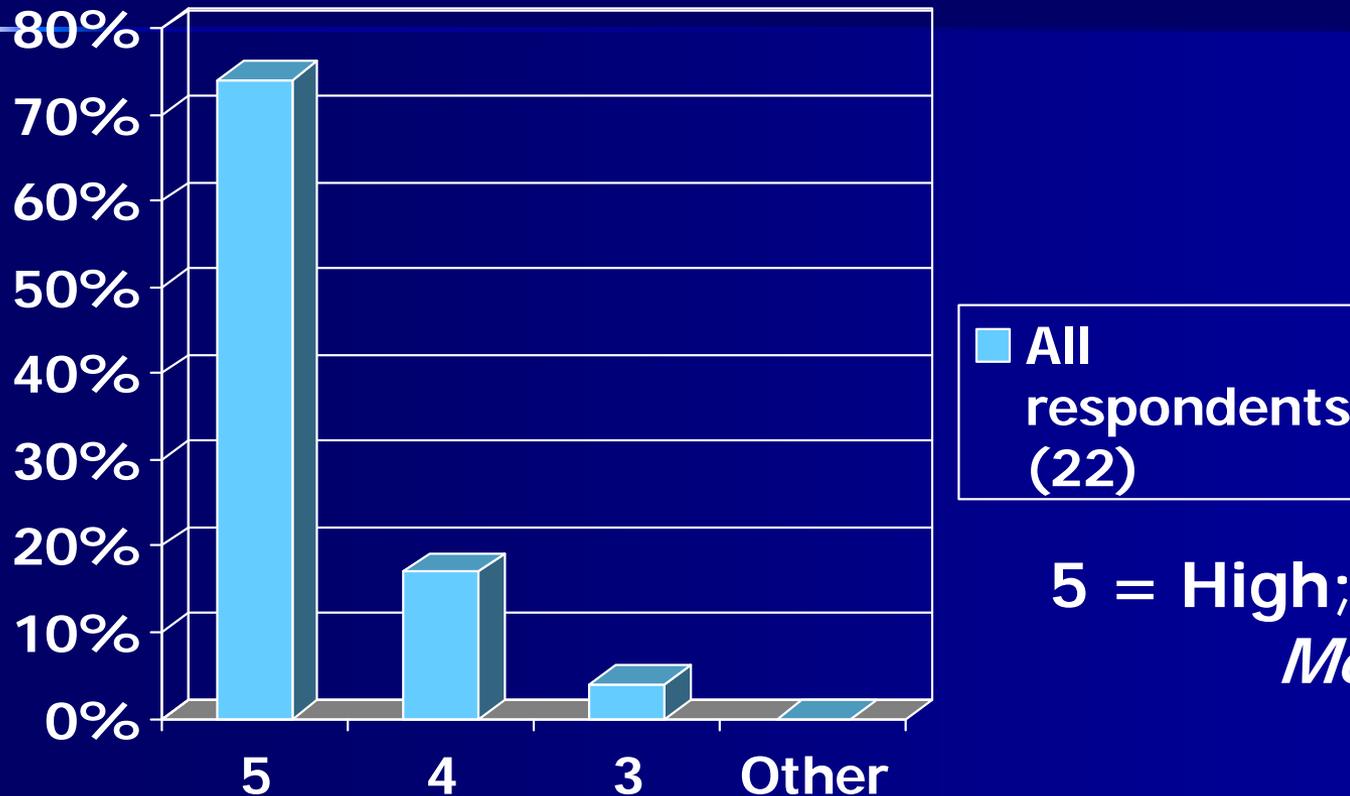
# Readership-survey results



**5 = High; 1 = Low**  
*Mean: 4.50*

*Full Throttle* rating: **Timely?**

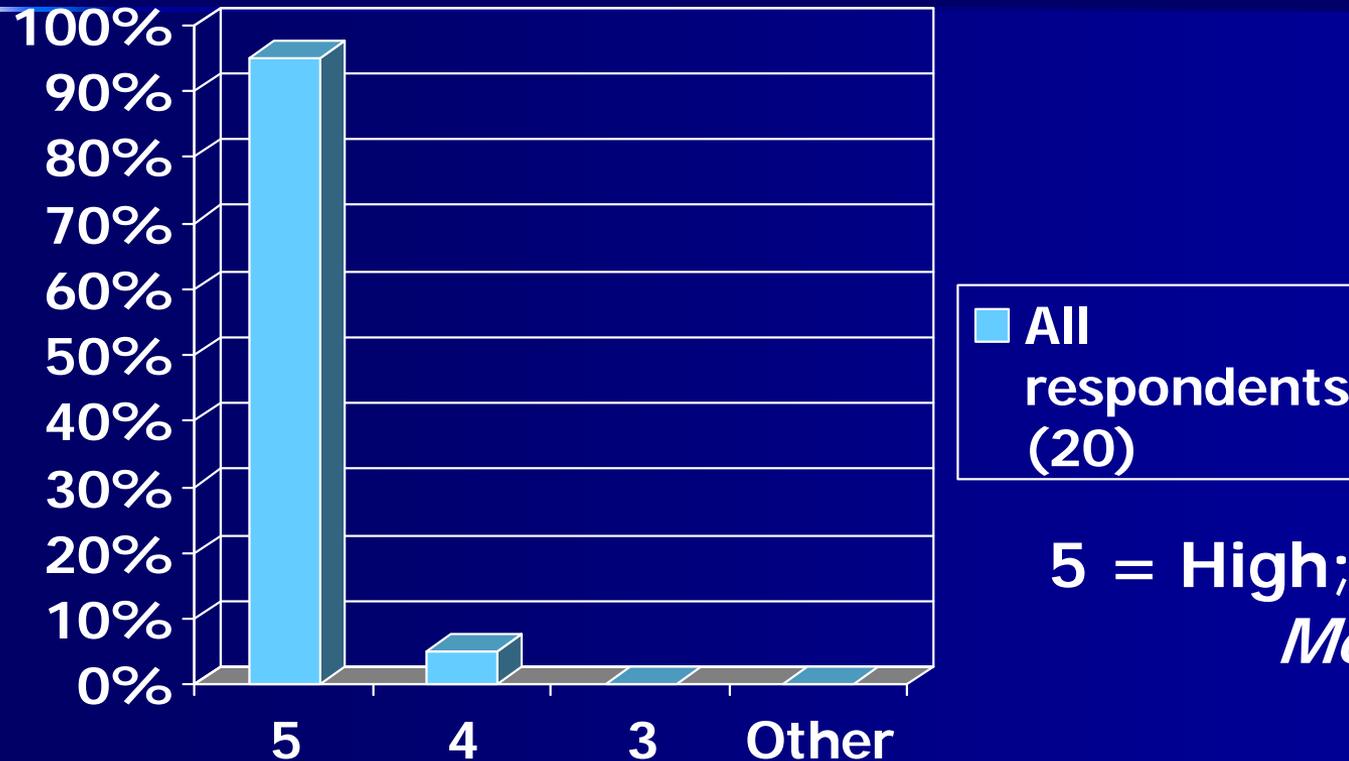
# Readership-survey results



**5 = High; 1 = Low**  
*Mean: 4.73*

***Full Throttle* rating: Informative?**

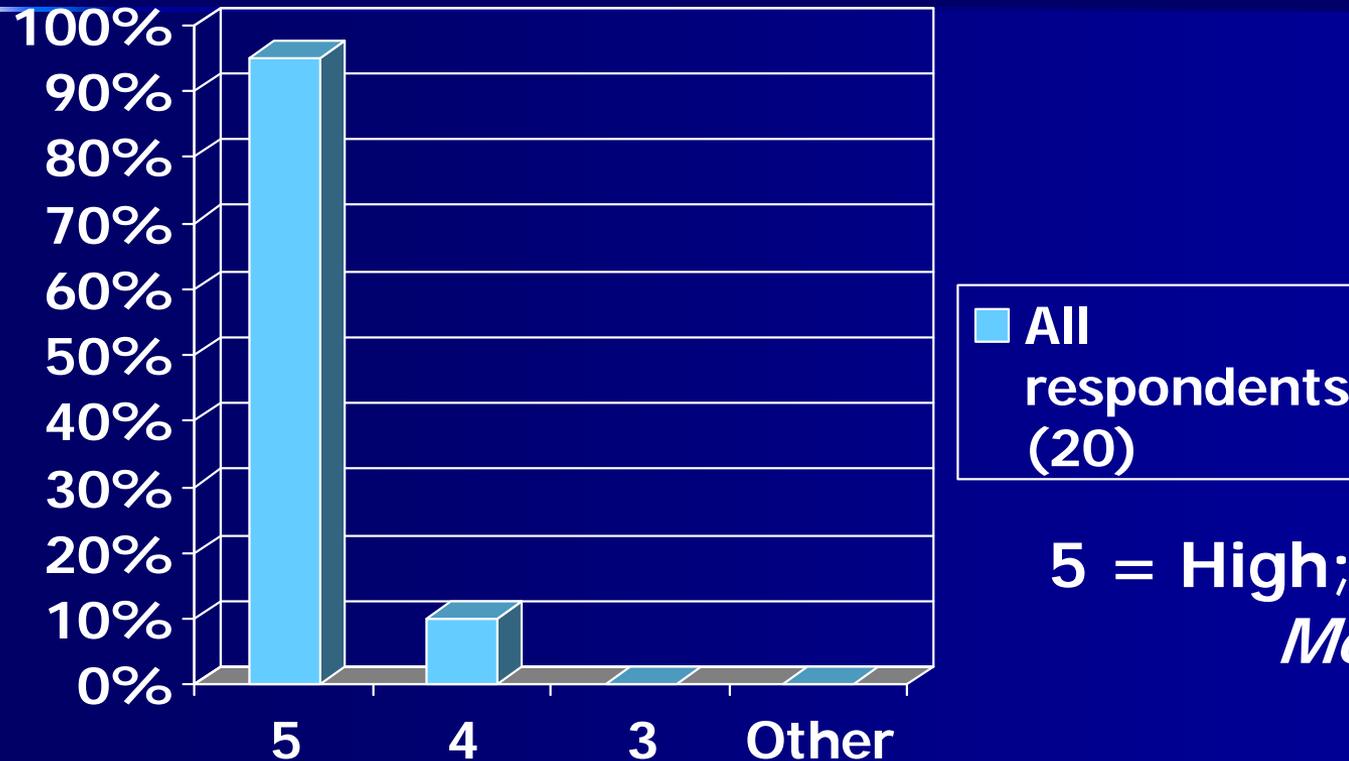
# Readership-survey results



**5 = High; 1 = Low**  
*Mean: 4.95*

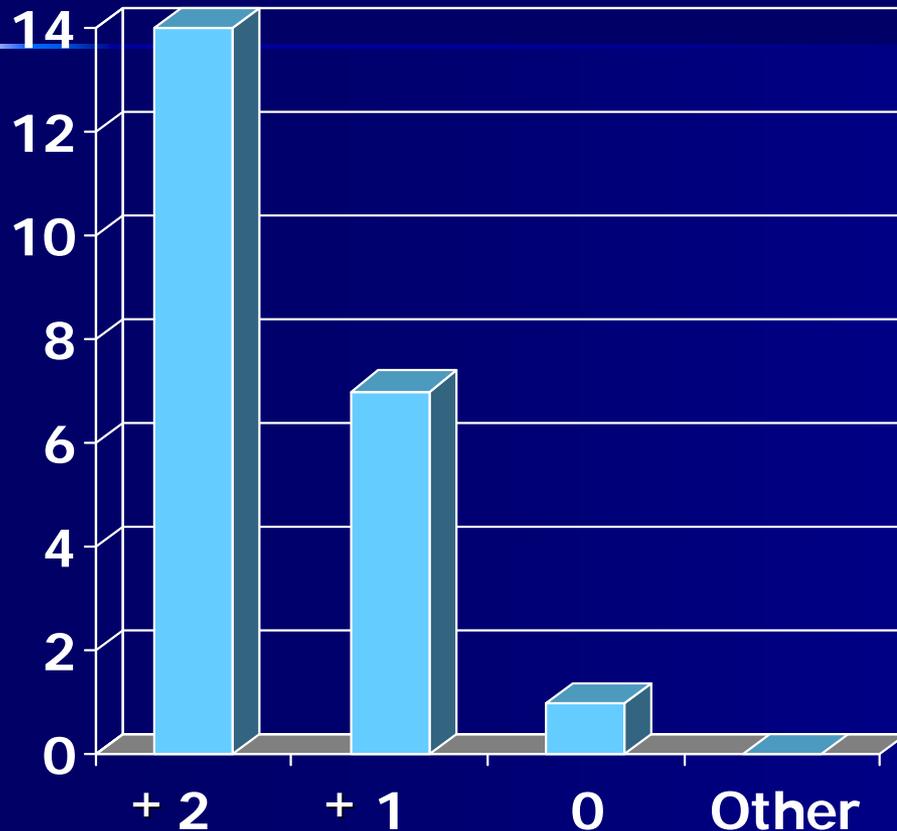
***Full Throttle* rating: Attractive?**

# Readership-survey results



*Full Throttle* rating: Well written?

# Readership-survey results

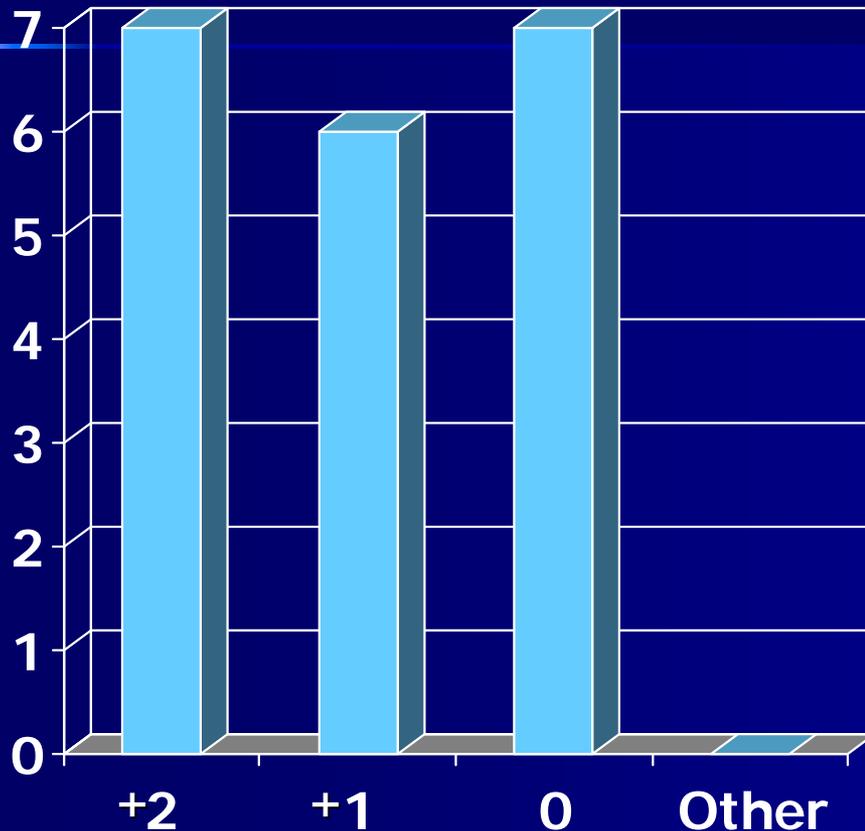


■ All  
respondents  
(22)

+2 = High; -2 = Low  
*Mean: 1.59*

*Full Throttle* rating: Learned something?

# Readership-survey results

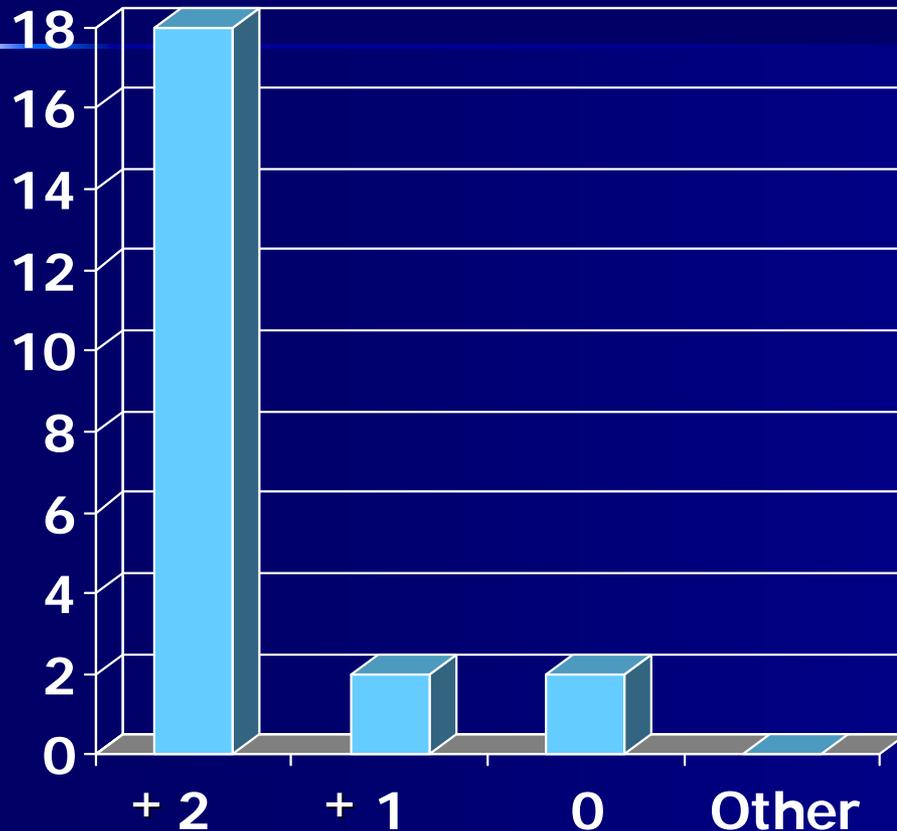


■ All  
respondents  
(20)

+2 = High; -2 = Low  
*Mean: 1.35*

*Full Throttle* rating: Be more involved?

# Readership-survey results

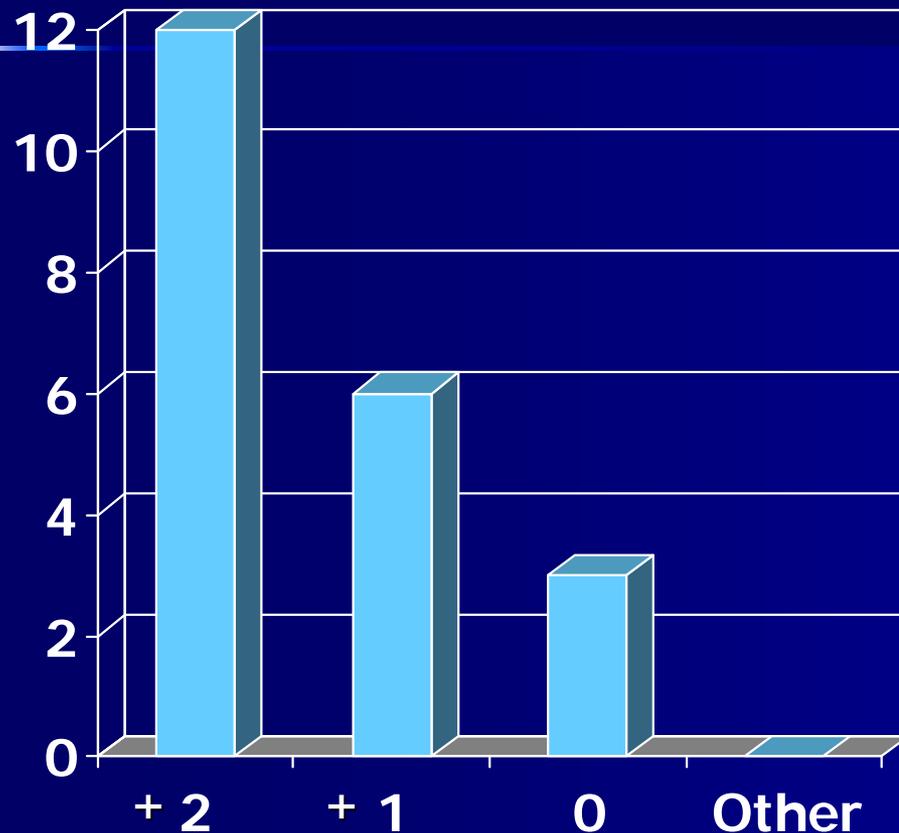


■ All respondents (22)

+2 = High; -2 = Low  
*Mean: 1.73*

*Full Throttle* rating: Increases pride?

# Readership-survey results



■ All respondents (21)

+2 = High; -2 = Low  
*Mean: 1.43*

***Full Throttle*** rating: Ask others to join?

# Readership-survey results

## \* Comments:

- 'Our family really enjoys the newsletter. I think you balance cadet and adult activities very well...

# Readership-survey results

## \* Comments:

- ‘... My favorite area is the Getting to Know column. We get a little insight on the cadets/SMs we spend time with. Outstanding job!!’ – SM

# Readership-survey results

## \* Comments:

- *'Full Throttle* is like any other periodical in that not everyone reads every article. Just because my interest is more in the area of missions doesn't mean cadet articles are any less important...

# Readership-survey results

## \* Comments:

- '... I hope you are also surveying the cadets. Keep up the good work.' – SM

# Readership-survey results

## \* Comments:

- *'Full Throttle* is an incredible resource for squadron members. It is the best newsletter in the Civil Air Patrol.' – SM

# Readership-survey results

## \* Comments:

- ‘I like how it is written and set up. I don’t always read through the safety area since I don’t fly.’  
– SM

# Readership-survey results

## \* Comments:

- 'I would like to see a calendar that outlines all upcoming squadron, group and wing events a minimum of three months, if not even six months, in advance in each issue...

# Readership-survey results

## \* Comments:

- '... This would greatly aide (sic) members like me who are not able to attend weekly meetings to plan for any weekend activities.'

# Readership-survey results

## \* Comments:

- 'I like it the way it is. Printed versions available at the squadron would be helpful.' – SM

# Readership-survey results

## \* Comments:

- 'Nothing – it's already top-notch!' – SM

# Readership-survey results

✦ **Comments:**

- **‘Ops section.’ – SM**

# Readership-survey results

## \* Comments:

- ‘I enjoy reading *Full Throttle* every month. I hope that it continues to come on the same schedule.’ – Cadet

# Readership-survey results

## \* Comments:

- ‘This is an incredible newsletter and I value each issue. As an employee (of CAP) , it keeps me in touch with what is really important in CAP – you, the volunteers...

# Readership-survey results

## ✦ Comments:

- '... Please continue to send this to me! – NHQ staff member

# Closing thoughts

Newsletters: Design Is Important

But Good Content is Key

-- A Guide For PAOs/Editors

## Closing thoughts

- ✦ Newsletters can be an incredibly effective tool for communication, motivation and recruitment – if done in a way that reflects credibly on the organization and yourself
- ✦ Should not be a chore; your membership is deserving of your best efforts

## Closing thoughts

✦ ‘There are no roadblocks along the extra mile.’

*Roger Staubach*

*Dallas Cowboys and*

*Hall of Fame quarterback*

## Closing thoughts

✦ ‘Shoot for the moon. Even if you miss, you’ll land among the stars.’

*Brian Littrell*

*American singer, member  
of the Backstreet Boys*



**Victor Borge**  
**(1909-2000)**  
**Danish**  
**humorist and**  
**musician**

