

## Public Relations Program

### 1. PURPOSE

The purpose of the Old Dominion Squadron's Public Relations Program is to:

- Publicize Squadron activities and events.
- Ensure media support for air shows and other major Unit events.
- Promote the Squadron's Flying Museum Complex.
- Generate interest in Squadron support by potential sponsors.
- Promote Squadron membership recruiting and retention.
- Publish *The Taildragger*, the Squadron newsletter.
- Establish and maintain the Old Dominion Squadron Web site.

### 2. GENERAL INFORMATION

Specific duties of the Squadron Public Relations Officer are shown in SOP 1.

The Old Dominion Squadron's Public Relations Program provides a consistent flow of news and information about the Unit's activities and events, maintaining a high level of public visibility and awareness which:

- Positions the Squadron as a community asset.
- Encourages membership recruitment and retention.
- Helps support sponsorship solicitation.

The Squadron employs three coordinated channels of news and information distribution:

- Direct local media contact.
- *The Taildragger*.
- The Squadron's Web site.

In addition, for air shows and other special events, the Squadron will prepare, distribute and display signs, posters and flyers.

### 3. SPECIFIC GUIDELINES

In order to assist the Squadron with the Public Relations Program, the following procedures are established:

### **3.1 Provide Publicity for Squadron Activities and Events**

In addition to air shows, the Old Dominion Squadron's Public Relations Program publicizes other Unit activities and events as they occur including, but not limited to:

- Officer elections.
- Membership honors and awards.
- Aircraft acquisitions.
- Flying museum complex news.
- Major sponsor news.
- Parent organization-generated news intended for local public consumption.
- Squadron social events.

#### **3.1.1 Procedures for News Distribution**

When distributing general news and information to local media:

- Keep the Squadron's media contact database up to date. Generally, news distribution will be limited to most media in the Tidewater area market, but is expanded to northeastern North Carolina and other Virginia markets for Unit air shows and other major events. However, when recognizing individual members, target their hometown newspapers, radio stations, etc.
- Maintain consistent appearance and content levels with all publicity materials.
- Always include the "Who We Are" tag with all publicity materials defining both the Old Dominion Squadron and the Commemorative Air Force (CAF) for the benefit of both the media and their public.
- Provide the Squadron's newsletter editor and the Squadron's Webmaster with all publicity materials, when generated, to maintain information consistency across all news distribution channels.

### **3.2 Generate Media Support for Squadron Air Shows**

To generate media coverage of Squadron air shows, the Public Relations Program manages and develops the following:

- Press Kit.
- Flyer/Poster.
- News Release (primary show publicity vehicle for public consumption).
- Media Advisory (primary show publicity vehicle for media consumption).
- Other publicity materials and support items such as gate handouts and crew/exhibitor welcome packets as required.

### **3.3 Promote the Squadron's Flying Museum Complex**

In addition to the three channels of news and information, it is important to design, produce and update an information and publicity kit as a sales aid for Squadron volunteers to help generate sponsorship and financial support for the Flying Museum Complex. The publicity kit may include 35mm slides or a video tape.

### **3.4 Generate Air Show Sponsor Financial Support**

In addition to the three channels of news and information, it is important to design, produce and update a sponsor book as a sales aid for Squadron volunteers to help generate air show sponsor financial support.

### **3.5 Promote Membership Recruiting and Retention**

In addition to the three channels of news and information, it is important to design, produce and update membership application kits and an information and publicity kit as a recruiting aid for Squadron volunteers to help generate Squadron membership.

It is also important to publicize the Squadron-related activities of members to improve retention.

Specific duties of the Squadron Recruiting Officer are shown in SOP 1.

### **3.6 Publish *The Taildragger***

*The Taildragger* should be published monthly. It typically includes the Squadron schedule, summary of meeting minutes, news, photos, and announcements, member news and other articles of historical interest.

A key element of distribution is keeping the address label file up-to-date (the file is on a separate 3 1/2 " floppy disk). The address file includes ODS members, Friends of the Squadron, air show and media contacts, key HQ staff members, and newsletter contacts at other units.

Especially important is the need for coordination with Squadron photographer, Squadron historian, Squadron Public Relations Officer, and Squadron Webmaster.

Specific duties of the newsletter editor are shown in SOP 1.

### **3.7 Establish and Maintain the Squadron Web Site**

Supplementing the monthly newsletter, the Squadron's Web Site provides the public

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at large a convenient means to access Squadron information and announcements as well as promoting events throughout the year. "Members Only" information, such as the membership roster and meeting minutes, is also provided.

The Web Site shall be developed and maintained as follows:

- The Web site will be written in HTML code.
- The Web site will be continuously updated.
- All copyrighted materials, such as photographs, images, or quoted text will be appropriately released for use on the Web site.
- Passwords will be maintained by at least two elected members of the Squadron Staff in addition to the Webmaster.

The Squadron's Web Site address will be included in all Squadron publicity materials.

Specific duties of the Squadron Webmaster editor are shown in SOP 1.

### **3.8 Production and Distribution of Signs, Posters and Flyers**

Signs, posters and flyers will be produced, distributed and displayed in support of air shows and other major Squadron events.

Signs.

Signs will be of four types:

- Banners.
- Identification, Restriction, Information, and Direction.
- Sponsor.
- Aircraft Identification.
- Miscellaneous ("No Smoking On The Flight Line," Soft Drinks, etc.).

Banners; identification, restriction, information, and direction; and sponsor signs will be professionally prepared for display on signboards.

Aircraft identification and miscellaneous signs will be computer generated and laminated for display on signboards, tabletops, or containers.

Direction signs posted on public roads and highways must have the permission of the Virginia Department of Transportation (VDOT).

Posters.

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Air show color poster will be professionally prepared in at least 11" x 17" size for display or distribution not later than 60 days prior to the Air Show. Posters for display inside Military Clubs, Hotels, Museums, and Visitors Centers will be mounted or framed and will be displayed on a tripod.

Flyers.

Air show colors flyer will be based on the equivalent color posters. The flyer will be color printed or copied in 8 1/2" x 11" size for display or distribution not later than 60 days prior to the event. Flyers for display inside Military Clubs, Hotels, Museums, and Visitors Centers will be dry mounted for display on a desktop signboard. Small 3" X 8" flyers will be reproduced in either color or black and white for bulk distribution.

Duties are contained in the air show or special Squadron Event Operations Plan.

#### **4. APPENDICES**

- A: Fax Cover Sheet
- B: ODS Press Release/Media Alert Banner
- C: PR Tag (Who We Are)
- D: News Release (Formatted Sample)
- E: Media Alert (Formatted Sample)
- F: Public Relations Timetable/Air Shows
- G: Press Kit Insert 1 (ODS)
- H: Press Kit Insert 2 (CAF)
- I: Press Kit Insert 3 (Air Show)
- J: Press Kit Insert 4 (Air Show Aircraft List)
- K: Press Kit Insert 5 (C-60)
- L: Press Kit Insert 6 (US-2)
- M: Press Kit Insert 7 (OY-1)
- N: Air Show Poster

##### **4.1 Other Support Files**

Sample publications all Microsoft Publisher 2002 (.pub) format:

- ODS Brochure (2/panel).
- ODS Brochure (4/panel).
- ODS Sponsor Brochure (3/panel).
- ODS Sponsor Brochure (4/panel).
- VJ Day 2005 Press Kit Insert.
- Wings & Wheels 2005 poster.

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Tidewater media spreadsheets all Microsoft Excel (.xls) format:

- Chesapeake/Portsmouth
- Hampton/Newport News
- Norfolk
- Peninsula
- Virginia Beach
- Small Markets