

# Cadet Staff Duty Analysis Program

## Sample Media Package

### 1,000 and Counting: N. Carolina Cadet Receives Landmark Glider Flight

Headline grabs attention.  
Here, they use a subhead, too.

#### Program's National Director: 'It's Just Pure Flying'

Jennifer Gerhardt  
September 29, 2017

Author's name and date. Here, the writer is a civilian. Cadet authors should use, "Cadet John Curry, CAP"

The lede. The first sentence tries to grab readers' attention and draw them into the story.

Have you ever wondered what it would be like to soar through the air like a bird, floating quietly and peacefully through the sky? One lucky North Carolina Wing cadet won the chance to do just that through Civil Air Patrol's glider program.

Cadet Airman 1st Class Sarah Haynes of the Iredell Composite Squadron was the chosen passenger on the 1,000th flight for the North Carolina Wing's glider program "I chose Cadet Haynes because it was her first glider flight, as well as the first glider flight for the squadron," said Capt. David Stange, the North Carolina Wing glider program coordinator. "She has demonstrated a great attitude and passion for aviation."

Who?  
What?  
When?  
Where?  
How?  
Why?

CAP uses gliders not only to introduce cadets to flight but also as a building block for developing a solid base of skills and knowledge needed to move on to airplanes. For example, the glider and pilot are reliant on atmospheric conditions like thermals, ridge lift and wave lift for sustained flight. Knowing this, the pilot becomes very adept at energy management and situational awareness.

"The glider makes the best platform to introduce our cadets, or anyone else for that matter, to flight since it is a much simpler system to operate," said Col. John Buschmann, national glider program manager.

"Glider flight is focused on stick-and-rudder skills, the basic building block of pilot competence," he said. "There is not a distraction by engine noise or controls and instruments in a glider. It's just pure flying."

Flight training is conducted around the country during the summer at several glider flight academies as part of the CAP cadet program's National Cadet Special Activities. Glider flight training for cadets and cadet orientation flights can also be conducted at the local level at wings with gliders assigned.

No jargon, only everyday words that most readers will understand . . . notice they don't say "NCSAs" and "NFAs."

For Haynes, the glider flight took place at Triangle North Executive Airport in Raleigh.

"I was very excited and looking forward to my first glider flight," said Haynes, whose brother introduced her to CAP this past spring. "The pilot asked if I wanted to have some fun. I gave an enthusiastic 'yes.' "

With 45 operational gliders, CAP owns and operates the largest fleet of gliders in the U.S. Gliders, however, are assigned to only about half of the 52 wings. This makes the summer academies so important and gives more cadets an opportunity to experience glider flight.

"Glider orientation flights make a big impression on our cadets," Buschmann said. "They will usually get out of the glider with a great big smile on their face."

Perfect grammar and spelling. Here, a long quote is broken up by the speaker's name, and the who paragraph is properly punctuated.

The glider program definitely made an impression on the Haynes family.

"As far as Sarah's brother, Richard, was concerned, he was sortie 999 and Sarah was 1,000," said Sarah's dad, Christian Haynes. "On the way home, both of them made commitments to go to one of the glider academies next summer. However, I knew what they would ultimately decide long before we arrived that morning."

Civil Air Patrol, the longtime all-volunteer U.S. Air Force auxiliary, is the newest member of the Air Force's Total Force. In this role, CAP operates a fleet of 560 aircraft, 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 80 lives annually. CAP's 57,000 members also perform homeland security, disaster relief and drug interdiction missions at the request of federal, state and local agencies. CAP also plays a leading role in aerospace/STEM education, and its members serve as mentors to 24,000 young people participating in CAP's Cadet Programs. Visit [www.GoCivilAirPatrol.com](http://www.GoCivilAirPatrol.com) for more information.

Boilerplate. NHQ provides this generic paragraph for media releases. Nobody is likely to run the whole paragraph, but it may be useful to editors.

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Always provide your contact information.

A good story has the answers, and is factually accurate



Going up  
This is Cadet Sarah Haynes' view of Lt Col Richard Netherby towing her glider with a Civil Air Patrol plane. Photo by Senior Member Christian Haynes, North Carolina Wing

Includes at least 2 high-resolution photos, provided as individual files, not embedded in Word documents.

Cutlines explain photos and correctly identify people depicted.



Ready to go  
Haynes gives a thumbs-up before her first glider orientation flight -- the North Carolina Wing's 1,000th such sortie. Photo by Senior Member Christian Haynes, North Carolina Wing



No. 999

Cadet Richard Haynes, also a member of the Iredell Composite Squadron, introduced his sister, Sarah, to CAP in the spring. His flight was the North Carolina Wing's 999th glider flight; Sarah followed as a passenger on the 1,000th sortie. Photo by Senior Member Christian Haynes, North Carolina Wing



Taking off

Gliders are towed skyward by a rope connecting the glider to the tow plane. The glider pilot will release the rope once both craft reach the right altitude, at which point the glider will change direction away from the powered plane and fly on its own. Photo by Senior Member Christian Haynes, North Carolina Wing

#### Tweet

What's it like to soar, silently through the air? Ask a 12-yr old Civil Air Patrol cadet. <link>

← Tweet is ready for the squadron's Twitter feed. Even better, add a hashtag like #CadetsCanFly to get people talking.