

# Civil Air Patrol

**Telling Your Story:**

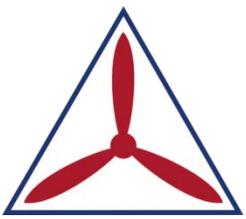
**One Photo | Two Sentences | Three Pages**

***Presented to***

**PAO Academy IX – August 22, 2018**

**Citizens Serving Communities**

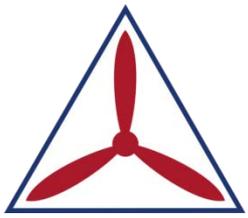
**[www.gocivilairpatrol.com](http://www.gocivilairpatrol.com)**



# The Value of a Good Story

- 2009 literary and anthropological experiment
- Bought \$129 worth of insignificant items
- 100 talented creative writers wrote descriptions of the items
- Posted for sale on eBay
- Net profit \$3.6 million

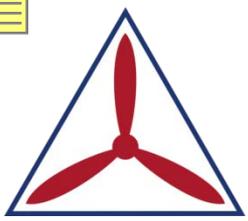
“Stories are a **driver of emotional value**, and can **transform insignificant objects into significant ones.**”



## Selling Ice to ...



- Simple globe paperweight was bought for \$1.49 and sold for \$197.50 when accompanied by a clever handwritten note.

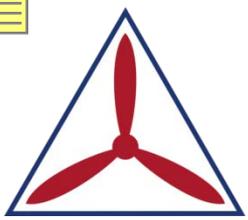


# The Value of a Good Story

- People are drawn to good stories
- Data and statistics? Not so much.
- We forget the data, remember the stories
- Take advantage of this by:
  - Not confusing your audience with data
  - Avoiding jargon
  - Telling your story

**We hear statistics.**

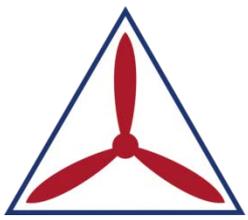
**We FEEL stories.**



# Tailoring Your Message

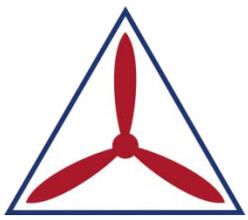
- ➔ Different audiences
  - ➔ Internal
  - ➔ External
- ➔ Different channels
  - ➔ Traditional
  - ➔ Social media





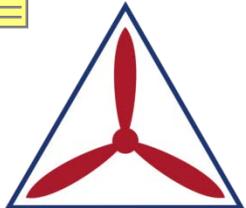
# Communications Plan Elements

- A simple communications plan helps manage the message
- Components:
  - Key messages (no more than three)
  - Target audiences
  - Communications tactics (channels)
  - Timing/frequency
  - Responsible person(s)



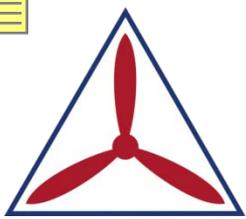
# Choose One Good Photo





# Are these more engaging?

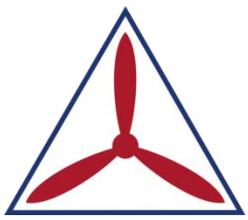




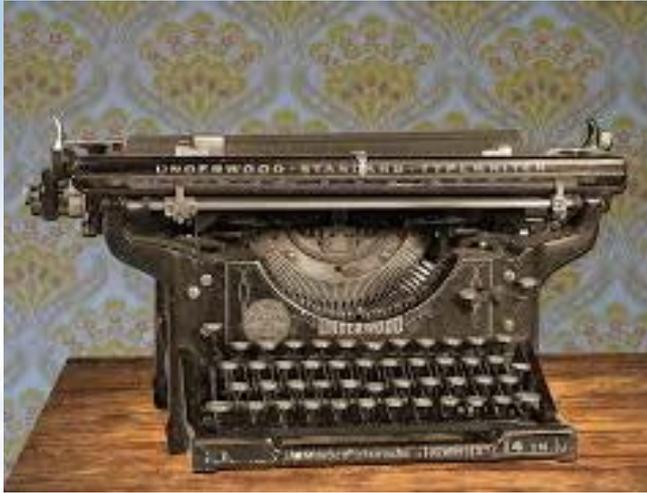
# Two Good Sentences

- ➔ Primarily for Twitter or Facebook
- ➔ The Yuma Composite Squadron will hold an open house on Saturday, August 25, from 1000 to 1400 at KYMA/MCAS. Come learn more about CAP.

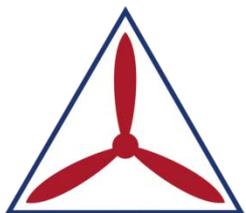
Build a rocket, fly a simulator, climb in our airplane during the #CivilAirPatrol #YumaSquadron508 Open House on August 25. Get the details [here](#).



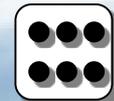
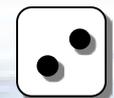
# Three Pages



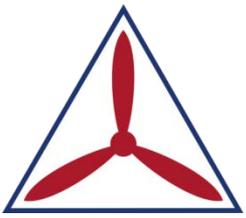
- Wing magazine
- Region magazine
- Article submitted to non-CAP publication



# Roll and Write A Story

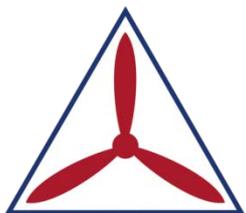


Roll a Setting	Roll a Character	Roll a Plot
Squadron building	Squadron commander	Plane missing/possible crash
Wing conference	New cadet	Open house
Veterans' Day parade	Ground team leader	Missing person
Beside a lake	Student pilot	Misappropriation of funds
Local airport	High school science teacher	Major flooding
State Emergency Ops. Center	Elderly person with dementia	Major award presentation



# Your Mission

- Define 1-3 key messages
- Determine target audiences
- Describe how you would tell your story and what channels you would use to send out:
  - One photo (What would it be?)
  - Two sentences (What would you say?)
  - Three pages (Where would you place the article?)



# Questions?

**Thank you!**

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**Citizens Serving Communities**