

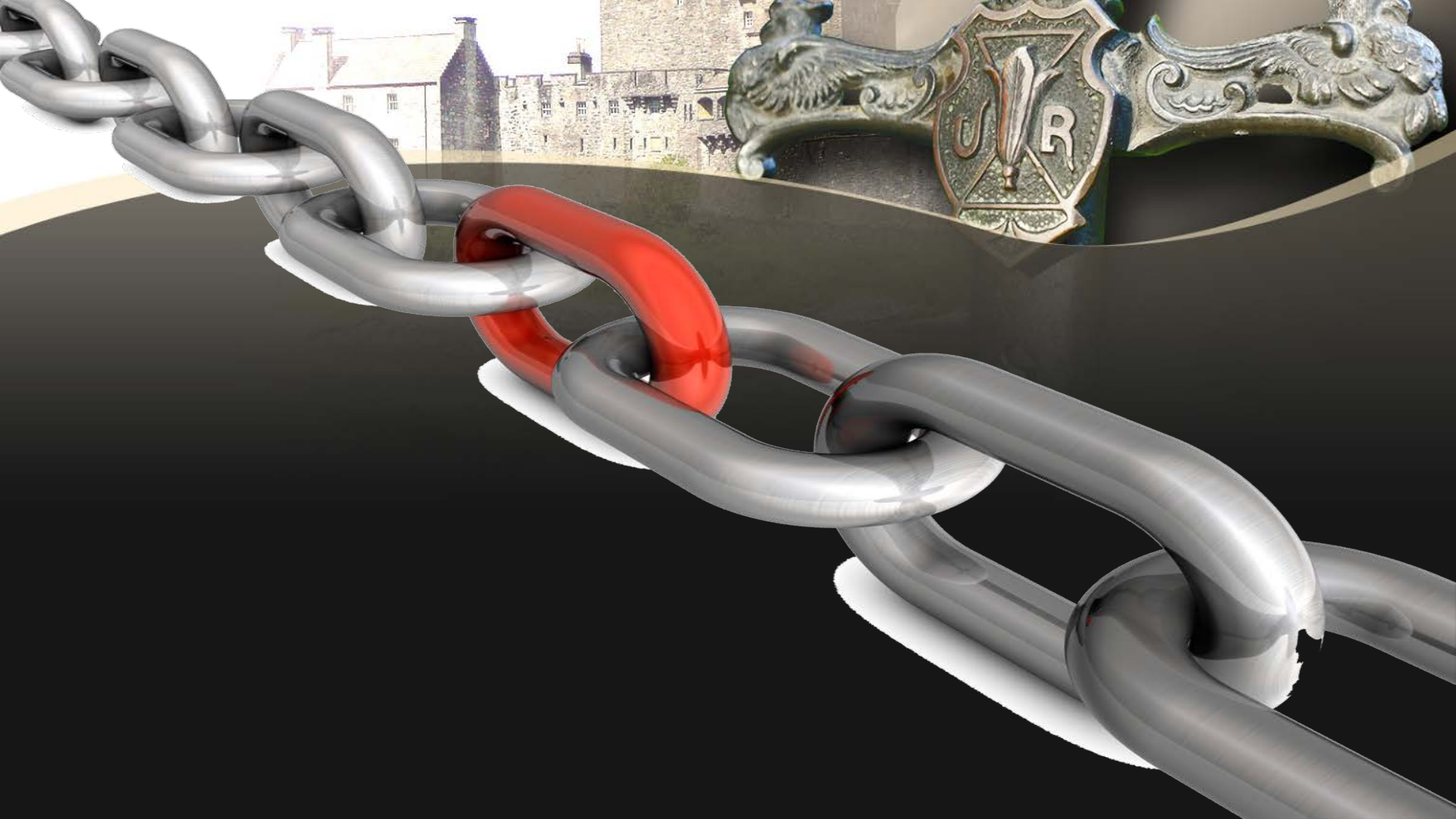
Think like a Historian

Something else for
the PAO toolbox

Lt Col Brenda A. Reed, CAP

Chief of Staff, Maryland Wing
National e-Learning Coordinator





Do you remember?

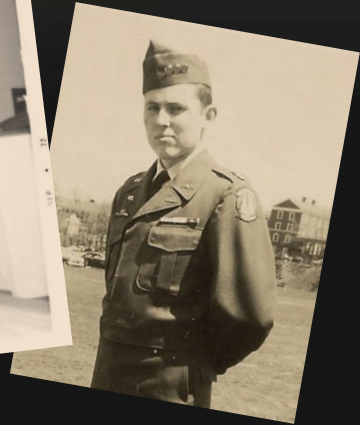
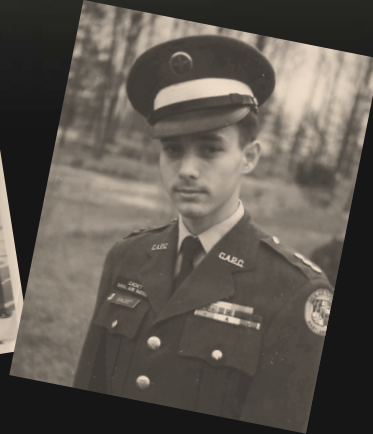
- 2014 – CAP Gold Medal Ceremonies
- 2016 – CAP 75th Anniversary



Last year?



- 2017 – CAP 75th Anniversary of Cadet Program



Fast forward to...



- 2021 – CAP's 80th - 3 years from now
- 2031 – CAP's 90th - 13 years from now
- 2041 – CAP's 100th Anniversary



Objectives

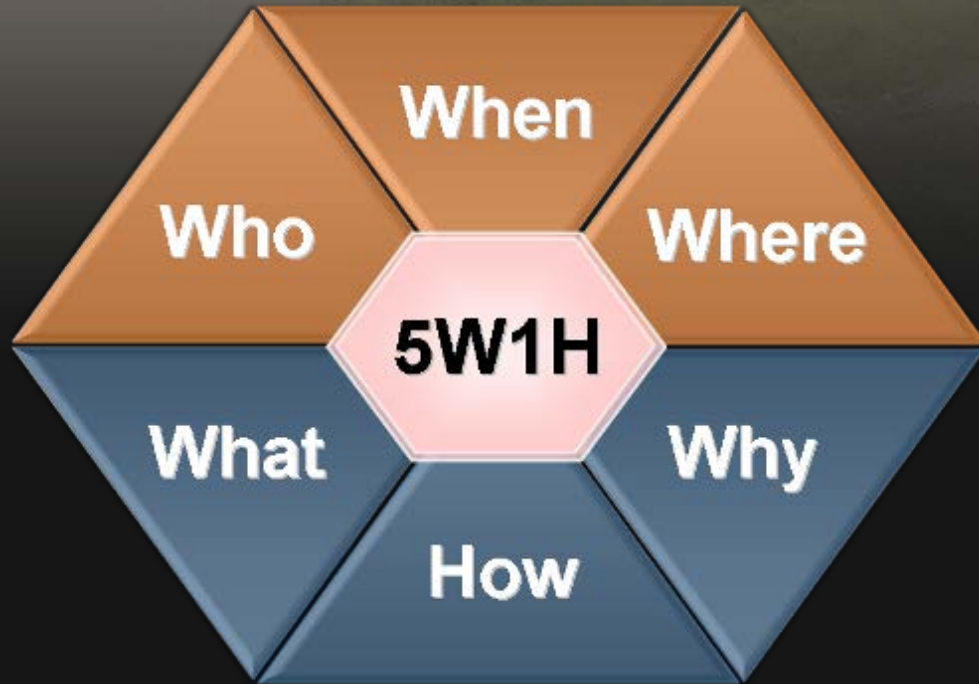
- Think like a historian
- Write like a historian
- Post like a historian
- Collaborate with a historian
- Become a historian



Think like a historian



- What details do I capture?
- How will I record this?
- Where will I store photos?



What details
do I capture?



website article

media release


internal newsletter

social media post

photo essay

video interview

How will I
record this?



Cloud

Flickr

~~Facebook~~

Smug Mug

~~cell phones~~

website photo albums

~~laptop~~

Where's your backup?

Where will I
store photos?

Write like a historian



- Capture the specifics of the story
- Consider both written and audio-visual formats
- Know your audience



Follow your
PAO guidelines
and practices

Post like a historian

- Social media is a supplement!
- Does not replace media releases and other record keeping
- Don't use for photo storage







Maryland Wing, Civil Air Patrol shared a photo. ...

Published by Brenda Reed [?] · July 15 at 4:52 AM ·

Congratulations to Cadet Capt. Jordan Regalado of the Col. Mary Feik Composite Squadron as he completes his first solo flight this week during Maryland Wing's Solo School in Hagerstown, Md., and is congratulated by his flight instructor, Lt. Col. Pete Loewenheim, MDWG's Stan/Eval officer. Check out their Facebook page for more photos of our newest solo pilots.



Robert Ayres Memorial Flight Scholarship Program

July 13 at 9:03 PM ·

Like Page





London Bridge Composite Squadron 501 added 8 new photos — at [Embry-Riddle Aeronautical University - Prescott Campus](#).

Yesterday at 7:23am · Prescott, AZ · 🌐

Several squadrons from Arizona attended the tour





Racine Composite Squadron, Civil Air Patrol added 3 new photos.

May 6 at 1:54pm · 🌐

Leadership at Wednesday's meeting.



Collaborate with a historian

- Oral histories
- Can someone look back on your work and create a unit history from your releases?
- Wing/unit histories



Oral histories can make great stories

YouTube

Interview with Elizabeth Wallace, Civil Air Patrol veteran from World War II

Maryland Wing, Civil Air Patrol

199 views

Published on Nov 7, 2014

In June 2014, the U.S. Congress voted to recognize the civilian service of Civil Air Patrol members who served during World War II. Elizabeth Wallace of Maryland Wing is interviewed by Maryland Wing Public Affairs about her service to the nation. (Video credits: Maj. Guilford Queen, Md Wing Group I Public Affairs Officer, Capt. Kristen Santos, commander of Bethesda-Chevy Chase Composite

HISTORY
OF
MARYLAND WING (MD-001)
CIVIL AIR PATROL

Auxiliary of the United States Air Force



January 2016 – December 2016

Could a unit
history be
created by
your work as
PAO?

Become a historian



- Historical stories – people, events
- Then → Now
- Where are they now?
- History section on your unit's website



History-based
stories about
people and
events



Maryland Wing Memories...



Do you remember when...?

Then → Now

#tbt



1993



TODAY



COL JOE WINTER
MARYLAND WING COMMANDER

75
YEARS
OF INTEGRITY, EXCELLENCE,
VOLUNTEER SERVICE AND RESPECT
CIVIL AIR PATROL
CADET PROGRAM



Where are
former cadets
today?

#CAPCadets

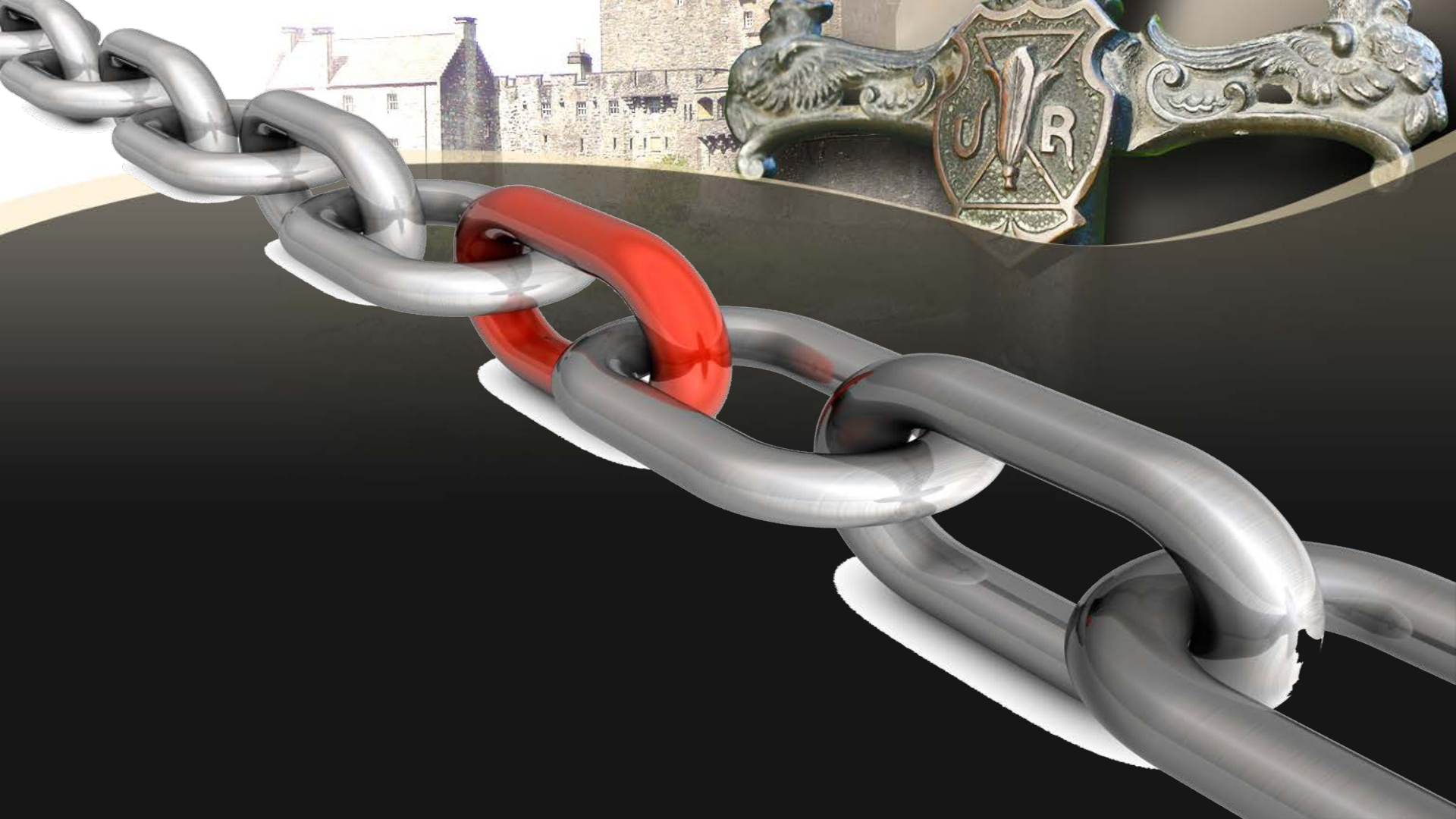


Historical
section on your
unit's website

Review

- Think like a historian
- Write like a historian
- Post like a historian
- Collaborate with a historian
- Become a historian







Questions?