



United States Naval Sea Cadet Corps

2300 WILSON BOULEVARD • ARLINGTON, VIRGINIA 22201 • TELEPHONE (703) 243-6910
FAX (703) 243-3985

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NSCC INFORMATION LETTER 13-90

From: Executive Director
To: Distribution

Subj: PUBLIC RELATIONS

Ref: (a) NSCC Information Letter 5-89

Encl: (1) NSCC Public Relations Planning Guide

1. Development of a public relations program is essentially a unit responsibility. To assist in the endeavor, a public relations guide is forwarded as enclosure (1). Your comments on the utility of these releases will assist in improving our public relations efforts.

2. Public relations is an "all hands" evolution which should be a consideration in every unit activity/function. You can make it happen.

3. Reference (a) is cancelled. This Information Letter will remain in effect until cancelled by separate correspondence.

K. T. Weaver

Distribution:

NSCC/NLCC Unit Commanding Officers
NSCC Regional/Associate Regional Directors
NSCC National Directors
NSCC Field Representatives

U. S. NAVAL SEA CADET CORPS PUBLIC RELATIONS PLANNING GUIDE

PUBLIC RELATIONS PLAN

A well-planned public relations campaign in support of the Naval Sea Cadet Corps (NSCC) will help ensure a successful program. Planning should include the utilization of all available internal and external communication resources.

Your public relations plan should accomplish three goals: (1) create local awareness of the NSCC; (2) motivate the public to participate; and (3) inform the public. Some methods that can help achieve these goals follow.

CREATE LOCAL AWARENESS OF THE NSCC. It is necessary to educate people about the problem of teenage achievement in their community, to help create public knowledge and acceptance of the NSCC's efforts to support the youth of their community.

- Place articles in the Navy League council newsletter. Monthly articles for leaders and parents, beginning in the summer, can educate, promote participation, and enhance council communications about the NSCC. Each month additional information and details can be presented.
- Develop a media kit. The kit should include details about the NSCC, such as background information and brief facts about the Division (how NSCC works, types of training, etc.). The kit should be distributed to the media when the recruiting campaign is announced.
- Display posters. Conduct a NSCC poster contest among the youth membership. Have Cadets distribute copies of the winning poster to local businesses or distribute them through civic clubs and veteran organizations, recruiting stations and military bases.
- Announce the selection of honorary chairmen, If you have several well-known community figures as honorary chairmen, separate news releases over a two- or three-week period announcing each may be appropriate. Otherwise, use one release to announce all honorary chairmen.
- Send letters to community and government leaders. The NSCC commanding officer should send letters to corporate, government, and military leaders explaining the NSCC, asking for their support, and asking them to share information with their co-workers.
- Develop and place feature stories. Research information about the problems of teenagers in your community and present a series of feature stories to your local news media during the month before your recruiting campaign.

MOTIVATE THE PUBLIC TO PARTICIPATE. Once awareness is generated, a public relations campaign should motivate the public to participate in the NSCC. It helps to explain the logistics of NSCC training.

- Arrange for a mayoral proclamation. The local mayor could sign a proclamation at a city council meeting or other public occasion proclaiming the period of _____ as the NSCC Recruiting Week.
- Announce your NSCC recruiting goal to the news media. The media might be interested in the amount of new members you expect to recruit. Keep it realistic - meeting your goal can be a news event, too! Announce the goal a week before recruiting begins.
- Have a well-known personality give instructions to the general public. You will get better media coverage if an honorary chairperson, television personality, or other prominent local figure gives the instructions.
- Contact television weather broadcasters. Provide each weather broadcaster with a poster and general information about the NSCC. In this personal contact, ask them to remind their audiences about NSCC recruiting.
- Have a local celebrity inspect the ceremonial honor guard. The local mayor or another prominent figure inspecting the first new recruits is a good opportunity for media coverage.

INFORM THE PUBLIC. Use news coverage to show the scope and magnitude of the recruiting campaign visually, to show the Sea Cadets and leaders actively participating in a program in support of their community, and to inform the public of the results of NSCC recruiting and activities.

- Arrange for news media coverage of recruiting sites. Assist the media by arranging interviews and providing photo opportunities.
- Announce preliminary results. Make an announcement as soon as you can get an accurate estimate. The local media expect your accountability to the goal you established.
- Have a wrap-up news release. A release that gives final results, or at least accurate final estimates, should be distributed to the media.

Use all of the available media resources to communicate effectively with your membership and the community. A well-planned public relations program to support the NSCC will contribute greatly to achieving total public support of the program and will generate enthusiasm among members and in the community.

COVERAGE POSSIBILITIES

Start with planning sessions, appointment of the chairman, announcement of the event, and pledges of cooperation by agencies. Other announcement possibilities are recruiting dates, and cooperating groups such as the local fire departments. Tell some success stories from the previous years and what the Naval Sea Cadet Corps means locally. Coverage of a family who directly participated in previous recruiting efforts will help motivate people to participate.

After an event, remember to announce results: You owe the media this courtesy, and your future publicity campaigns will benefit.

Beyond the news columns there are other routes into print: letters to the editor, an opinion column discussing teenagers, editorial support, an article by a local columnist, and regular Naval Sea Cadet Corps news (if it is carried locally). Use your imagination!

DEVELOPING ELECTRONIC MEDIA STORY ANGLES

While Sea Cadet training is a massive project with direct results felt in local communities everywhere, it must still compete with the "hard news" stories of the day. Audio and visual opportunities should be created to make local radio and television coverage as easy and convenient as possible.

Here are some key points to remember:

- Determine specific times and locations where the media can obtain video footage.
- Provide interview time for the media with the council chairman and honorary chairmen.
- Ensure that all video opportunities show Sea Cadets or Navy League Cadets in action and in uniform.
- Action opportunities are best.
- Be prompt. If you make a promise to provide certain information or to provide Sea Cadets in action at a particular location at a particular time, be sure that it is done and that you are ready when the media arrives.

These are just a few points to remember. Use your imagination to create visuals and stories that will attract your local media.

NEWS COVERAGE

CREATING MEDIA PHOTO OPPORTUNITIES

Every community is different, and every news media outlet is different. You must know your community situation and your media outlets. The Navy League council media contact must not only understand community interests and subjects of media focus, but also be able to think creatively and graphically - must be able to judge what will make a good picture.

Unless you are dealing with newspapers so small they cannot provide photographers, do not do your own photography. Let the professional newspaper photographers do their job. The newspaper may solicit photo opportunities from you, or you can suggest photo possibilities to them in person, in writing, or with a telephone call - whichever works best in your situation.

Among possibilities for photo opportunities is a posed planning session. In setting up the sessions, remember all the types of organizations we represent, and include all the types of people who are involved with the NSCC. We are not only a youth organization, we also serve a varied ethnic mix of people. Let the media know when your group is available for a pre-event photo.

Other photo opportunities might be at the announcement of the local chairman, or when promotional material is displayed in the community. Remember - every community is different, and if you can discover a photo opportunity unique to your community, the photo will have more impact on local residents.

An excellent time for action photos to be taken would be while the units are marching or during inspections. Be sure to contact the media several days in advance and plan a follow up. Don't "play it be ear." Line up a specific unit (or units) in a specific location. Make sure the cadets are in uniform and looking sharp. An informed adult should be present when the media are scheduled to arrive.

DEVELOPING PRINT STORY ANGLES

Much of what was said regarding photos can be applied here. Every community is different. Know your media. Do advance planning. Don't inundate the editor with marginal copy. Think advance coverage for promotional purposes; think prior to an event; think post-event coverage to announce results.

You'll find sample news releases enclosed. You may use these at your discretion, but it is best to write your own. Excite the media about the topic, and get them involved. Contact your local editor or reporter by mail, by phone, or (better yet) in person to let them know about the Naval Sea Cadet Corps and its importance to the community. High achieving youth is a natural coverage item. Let them know you need their help in your projects.

CONTACT PERSON: (FULL NAME: DAY PHONE)
(NIGHT PHONE)

FOR IMMEDIATE RELEASE

SEA CADET

(CITY NAME), (DATE) - (NAME OF SEA CADET) of the (NAME) Division of the Naval Sea Cadet Corps recently completed two weeks of advanced training with the U.S. Navy SEALs. SEALs are the Navy's elite special forces. This training is recognized world-wide as the most physically and mentally demanding of any military service.

While (LAST NAME) received a compressed training program, the results were impressive. "I really learned a lot. (HE/SHE) said, "It was tough, especially the obstacle course."

(LAST NAME) is a (NUMBER) year-old Freshman/Sophomore/Senior at (NAME) High School. He/She is the son/daughter of Mr. and Mrs. (FULL NAME) residing at (ADDRESS).

(LAST NAME's) Commanding Officer, (FULL NAME), said there are several openings for the Sea Cadet Corps this year. Interested young men and women between the ages of 14-17 who desire more information may contact LCDR (LAST NAME) at (TELEPHONE) His address is (STREET, CITY).

(INITIALS AND DATE)

CONTACT PERSON: (FULL NAME: DAY PHONE)
(NIGHT PHONE)

FOR IMMEDIATE RELEASE

SUMMER CAMP
SEA CADET STYLE

(CITY NAME), (DATE) - (NAME OF SEA CADET) of the (NAME) Division of the Naval Sea Cadet Corps, recently completed a 14-day boot camp at Navy Recruit Training Command at (LOCATION). The Sea Cadet Corps boot camp was especially designed and conducted by Navy Drill instructors. (LAST NAME) and (NUMBER) other members of the (NAME) Division flew to (LOCATION) on a Navy transport aircraft.

During the 14-days, (LAST NAME's) activities included (LIST AS MANY IMPORTANT ONES AS POSSIBLE).

(LAST NAME) is a (NUMBER) year-old Freshman/Sophomore/Senior at (NAME) High School. He/She is the son/daughter of Mr. and Mrs. (FULL NAME) residing at (ADDRESS).

(LAST NAME's) Commanding Officer, (FULL NAME) said there are several openings for the Sea Cadet Corps this year. Interested young men and women between the ages of 14-17 who desire more information may contact LCDR (LAST NAME) at (TELEPHONE). His address is (STREET, CITY).

(INITIALS AND DATE)

CONTACT PERSON: (FULL NAME: DAY PHONE)
(NIGHT PHONE)

FOR IMMEDIATE RELEASE

SEA CADETS
SHINE ON NAVY CRUISE

(CITY NAME), (DATE) - (NAME OF SEA CADET) of the (NAME) Division of the Naval Sea Cadet Corps recently completed a (NUMBER) day training cruise aboard USS (NAME). (LAST NAME) was introduced to all aspects of shipboard life including engineering watches, radar operations and ship driving. He/She met the ship in (LOCATION). (LAST NAME) said, "This was one of the greatest experiences of my life."

(LAST NAME) is from (HOMETOWN) and is the son/daughter of Mr. and Mrs. (FULL NAME)

(FIRST NAME) Commanding Officer, (FULL NAME), said there are several openings for the Sea Cadet Corps this year. Interested young men and women between the ages of 14-17 who desire more information may contact LCDR (LAST NAME) at (TELEPHONE NUMBER). His address is (STREET, CITY).

(INITIALS AND DATE)

CONTACT PERSON. (FULL NAME: DAY PHONE)
(NIGHT PHONE)

FOR IMMEDIATE RELEASE

SEA CADETS
SUMMER CRUISE

(CITY NAME), (DATE) - (FULL NAME), Commanding Officer of the (NSCC) Division of Naval Sea Cadet Corps, has announced that the following named young men and women will participate in (type training) which will be held at (ON BOARD) the (LOCATION OR SHIP AND ADDRESS), (NAME), son/daughter of (Mr. and Mrs.)

The training is designed to acquaint the cadets with Navy life and discipline. While there, they will receive the same courses of instruction as are given regular Navy recruits. These courses will include fire-fighting, first aid, military drill, Navy history and traditions, drug/alcohol abuse lectures and guidance. Cadets successfully completing this training will be eligible for advancement within the Corps and to participate in hands-on training aboard Navy and Coast Guard ships and shore activities.

If you would like your son/daughter to enjoy the benefits of the training provided by this program, please contact:

(NAME)
(ADDRESS)
(TELEPHONE)

Notes:

1. This press release can also be used upon completion of training. Just put into the past tense.
2. Make your descriptions of training sound interesting and challenging.
3. Include comments from cadets who participated in the training and comments from the Navy men/women who instructed if available.

(INITIALS AND DATE)

CONTACT PERSON: (FULL NAME: DAY PHONE)
(NIGHT PHONE)

FOR IMMEDIATE RELEASE

SEA CADETS
HONOR (LAST NAME)

(CITY NAME), (DATE) - (FULL NAME), son/daughter of Mr. and Mrs. (FULL NAME) residing at (ADDRESS) has been awarded the (MEDAL) for (EVENT OR SERVICE). (LAST NAME) is a (GRADE LEVEL) at (NAME) High School.

(BRIEF DESCRIPTION OF THE SIGNIFICANCE OF THE AWARD AND EFFORT REQUIRED TO ACHIEVE IT)

The Naval Sea Cadet Corps is a federally chartered youth training organization which helps youths, ages 14 to 17, to explore careers in the Navy and Coast Guard ashore and afloat. Providing positive role models for young adults, the Naval Sea Cadet Corps objectives are to develop good citizenship, self-discipline, a greater sense of responsibility and leadership skills. The program is open to all young Americans regardless of race, color, creed, or sex.

If you believe your son or daughter would benefit from this exciting program or if you would like to help, please contact:

(NAME)
(ADDRESS)
(TELEPHONE)

(INITIALS AND DATE)

CONTACT PERSON: (FULL NAME: DAY PHONE)
(NIGHT PHONE)

FOR IMMEDIATE RELEASE

SEA CADET PROMOTIONS

(CITY NAME), (DATE) - (FULL NAME), Commanding Officer of the (NSCC) Division of the Naval Sea Cadet Corps, has announced the following promotions within the unit:

(FULL NAME), son/daughter of Mr. and Mrs. (FULL NAME) residing at (ADDRESS) was promoted from (RANK) to (RANK). (LAST NAME) is a (GRADE LEVEL) at (NAME) High School.

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(NAME)
(ADDRESS)
(TELEPHONE)

(INITIALS AND DATE)

CONTACT PERSON: (FULL NAME: DAY PHONE)
(NIGHT PHONE)

FOR IMMEDIATE RELEASE

(FULL NAME) JOINS THE
NAVAL SEA CADET CORPS

(CITY NAME), (DATE) - (FULL NAME), Commanding Officer of the (NSCC) Division of the Naval Sea Cadet Corps, has announced the acceptance of the following young men and women into the local program:

(FULL NAME), son/daughter of Mr. and Mrs. (FULL NAME), residing at (ADDRESS) and (NAME), son/daughter of (Mr. and Mrs.) residing at (ADDRESS).

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If you believe your son or daughter would benefit from this exciting program or if you would like to help, please contact:

(NAME)
(ADDRESS)
(TELEPHONE)

(INITIALS AND DATE)

CONTACT PERSON: (FULL NAME: DAY PHONE)
(NIGHT PHONE)

FOR RELEASE IN (MONTH, YEAR)

NAVAL SEA CADETS
"The Magic of Success"

(CITY NAME), (DATE) - The (NSCC) Division is sponsoring a
Flagship Competition which will take place at (LOCATION). Over
(NUMBER) units will compete in nautical skills such as knot
tying, line heaving, fire fighting, military drills semaphore,
and many mote. You are cordially invited to join us for the fun
and camaraderie.

(INITIALS AND DATE)

CONTACT PERSON: (FULL NAME: DAY PHONE)
(NIGHT PHONE)

FOR IMMEDIATE RELEASE

SEA CADET CORPS
A PART OF THE NAVY FAMILY

(CITY NAME), (DATE) - Last summer over 3,000 youth, ages 14-17, found adventure and training through the Naval Sea Cadet Corps, On shore and afloat, young male and female cadets explore careers in the Navy and Coast Guard through varied training programs and activities. Developing good citizenship, a greater sense of responsibility, leadership skills and self-discipline are other objectives of the program.

Sponsored by the U.S. Navy League, the Department of the Navy and Coast Guard, the Naval Sea Cadet Corps is a federally chartered youth training organization. The program is open to all young Americans regardless of race, color, creed or sex.

Sea Cadet training helps young people to make an intelligent decision about choosing a career and discover if they are suited for military service. Cadets advancing in the Naval Sea Cadet Corps can enlist in advanced pay grades in the Navy or Coast Guard. About 70 percent of all cadets completing the Naval Sea Cadet Corps program will enter the armed forces.

The Naval Sea Cadet Corps program needs qualified adults to be role models and provide guidance and leadership to these young people so the program can continue to grow. If you would like to help or if you have a son or daughter that you feel may benefit from the program, contact:

(COMMANDING OFFICER)
(ADDRESS)
(TELEPHONE)

(INITIALS AND DATE)

CONTACT PERSON: (FULL NAME: DAY PHONE)
(NIGHT PHONE)

FOR IMMEDIATE RELEASE

NAVAL SEA CADETS
ORGANIZING A NEW UNIT

(CITY NAME), (DATE) - The (NAVY LEAGUE) Council (or other organization) is sponsoring the formation of a Naval Sea Cadet Corps unit which will drill at the (LOCATION). If you would care to join us in this challenging and rewarding undertaking, please contact:

(COMMANDING OFFICER)
(ADDRESS)
(TELEPHONE)

(INITIALS AND DATE)