



OFFICE OF THE NATIONAL COMMANDER
NATIONAL HEADQUARTERS
CIVIL AIR PATROL
UNITED STATES AIR FORCE AUXILIARY
MAXWELL AIR FORCE BASE, ALABAMA 36112-5937

28 June 2023

MEMORANDUM FOR COMMAND COUNCIL

FROM: CAP/CC

SUBJECT: Core Values in Imagery

1. The encampment and summer cadet activities season is upon us, and I want to share my thoughts about the way we portray to members, parents, donors, partners, and the public, the exciting opportunities our cadets are engaged in. In addition to the fun of Civil Air Patrol programming, we want to be sure we convey safety and respect at all times, and in all circumstances.
2. I ask for your particular attention to photographs that feature firearms. Firearm safety and career familiarization opportunities that feature firearms are great offerings for our cadets. But we must also acknowledge that mass shootings are in the news cycle frequently, and parents who have been called to pick up their children from school because of a threatened or actual firearm incident may have visceral reactions to images of cadets with firearms. Sensitivity to those members and parents is not a political stance, it is an imperative of our core value of respect.
3. Because of today's environment, I have asked our Marketing and Communications team to develop the attached pamphlet (CAPP150-15) on best practices for depicting CAP activities that include firearms. Similar steps were taken during the COVID-19 pandemic to help shape our public imagery and messaging during CAP's remobilization effort.
4. For firearms-related activities, the context of a safe environment with professionally trained instructors should be clear. In addition, assault-style weapons should be avoided, targets should be disc- or bullseye-style (not silhouettes), and cadets should be clearly learning rather than adopting intimidating stances.
5. I believe our ability to apply CAP's core values in positive ways, meaning adhering to the attached guidelines for best practices, will be a helpful reference rather than a limiting factor. We honor the hard work of our cadets to learn how to safely use firearms—including possibly to protect others one day as service members or first responders—when we show them being serious, safe, and respectful.
6. Another valuable new resource for promoting special activities, the Encampment and NCSA Marketing Playbook ([CAPP150-12](#)), was recently published in collaboration with Cadet Programs and Marketing and Strategic Communications. This tool can also help guide people through the best ways to promote other activities that help make Civil Air Patrol unique and exciting.

7. Please share the attached pamphlet with everyone associated with encampments and special activities. Thank you for your help sharing this priority and for taking ownership of this important guidance.



EDWARD D. PHELKA
Major General, CAP

Attachment:

CAP Pamphlet 150-15 Marksmanship & Shooting Sports Activities
Brand Guidance and Marketing Best-Practices

cc:

CAP/AE/CP/DO/DP/DEV/DIV/FM/GC/GVR/HR/IT/LG/MAC/PA/SE/WAs/WFAs

CAP-USAF/CC/CV/DO/DT/JA/LG/SE

All CAP Region and Wing CV/CS/AE/CP/DO/DP/JA/LG/PA/SE