

Best Practices Pamphlet for Marksmanship Activities to be Released

A new pamphlet, CAPP 150-15, *Marksmanship & Shooting Sports Activities Brand Guidance and Marketing Best Practices*, is ready to be published. Marketing and Strategic Communications developed the pamphlet in collaboration with Cadet Programs, Safety, and other relevant headquarters directorates.

Marksmanship activities, usually conducted with skilled professional instructors, are a frequent component of cadet encampments. To shape the public's perception of how using firearms reflects on Civil Air Patrol, the pamphlet recommendations focus on thoughtful use of imagery and word choice in public communications about these activities.

This marketing pamphlet provides high-level direction to advise members on the best way to approach the public communication of firearms-related activities. Its primary goal is to help avoid any negative perception that could tarnish the Civil Air Patrol brand image and potentially drive people away from CAP, underscoring the importance of its recommendations.

The pamphlet includes tips on presenting marksmanship activities in a positive light with examples of appropriate images, such as showing adult supervision and cadets wearing ear/eye protection when firing is in progress.

It also includes suggestions on what not to do, such as having cadets pose with assault-style weapons or using a human silhouette target.

The pamphlet also suggests words that reflect positively on CAP, such as target practice, marksmanship, safety training, and controlled environment. Weapons training, tactical training, and assault rifle are on the list of words not to use.

Using positive images and words can defuse a negative perception of cadet activities that include guns.