

## **2006/7 Wing PR RETURN RULES - UPDATED Sept 2006**

1. As a result of the overall Regional PR method of scoring Squadrons in the amount of PR they have generated each month, the following additional points will now be awarded to Squadrons as part of their monthly submission at a Wing level.
  - a. Squadron news articles produced on a Squadron Web Site will gain 1 point per separate news item.
  - b. Copies of Squadron Web site news, sent to the Wing Webmaster and included on the Wing Web site will gain 2 points
2. The ongoing Regional PR league table for Squadron PR can be seen on the Regional Web site: [www.centraleast-atc.org.uk/](http://www.centraleast-atc.org.uk/) Region's report runs from the 22<sup>nd</sup> of the month to 22<sup>nd</sup> of the following month. Late submissions incur a 5-point penalty. My report, which is a consolidation of what I have been sent by the 19<sup>th</sup> of the month and goes to Region on the 21<sup>st</sup> of the month
3. The rules regarding articles and copies provided in the July Memo, still apply however the new point system shown below will be effective from Sept 06 .
4. Squadron MCO's are reminded to use the new monthly PR returns form (see attached)
5. Copies of your Squadron or Wing web site articles need not be sent in with your monthly returns. However a note on the Monthly Return form, to the effect that you have a new article published on your Squadron site or the Wing Web site, will suffice.
6. If you publish on your Squadron web site, then its web address should also be given on the form. Random checks will take place to ensure authenticity. In the case of Wing site articles, both the Webmaster and myself automatically check these.
7. All Web site Articles MUST conform to ACP50. In the case of the Wing Web site, the Wing Webmaster will bring to my attention any Squadron submitted articles that breach clothing, sensibilities or ATC standards/rules. This includes photographs. Articles that breach these will not be published.
8. Copy Wing MCO on articles sent into the Wing Web site.
9. Ideally, if you can scan the copies of your articles then electronic monthly returns to my e-mail ID are preferred. (A copy of 121 Sqn's electronic return can be sent, on request, to interested Squadrons).

D Martin  
Sqn Ldr  
Wing MCO.

Information:  
Flt Lt P Hincks (Webmaster)  
WSOs  
WHQ

## Warwickshire & Birmingham Wing Monthly Media Report 2006/7 Returns Proforma

Wing MCO: 07739 333009(M) – Sqn Ldr Doug Martin  
Email: wingcco@hotmail.com

Month: .....2006/7.

From .....Squadron

Sqn MCO: ..... Sqn Web Site: .....

**RETURNS TO WING MCO by 19<sup>th</sup> day of the month. NIL returns requested.**

Event / Subject	Date of Publication	Name of the Media Articles were Published or Broadcast	Number of Column inches printed (if applicable)

**Notes:** Send copies of articles Published. (To verify column inches printed).  
Radio/TV interviews assumed to be 'live' or broadcasted.  
Ensure you provided the name of the newspaper, web site or broadcaster who published the article .

**Do not send copies of your Press Releases, only those articles published**

**Point System:**

- 1 point for a Nil return
- 1 point for articles published on your Sqn Web-site
- 2 points for articles published on the Wing Web-site
- 5 points for articles shown on TV or broadcast.
- 5 points per column inch or part thereof published (this includes External, Regional & HQAC Websites).
- 5 points for approved Public Events via WHQ and/or use of the Wing Trailer .

**Copies of the external Published articles or your Wing Approvals for Public Events must be attached to your Return or no points**