



CYBERPATRIOT

AFA's National Youth Cyber Education Program

MEDIA GUIDELINES

CyberPatriot is a highly visible program that addresses an issue of national concern. Because of its widespread success, CyberPatriot has become a great opportunity for your high school, middle school, or other organization (such as JROTC, Civil Air Patrol, and U.S. Naval Sea Cadet Corps) to attract local, state or even national media coverage.

CyberPatriot places significance on media inquiries and views them as opportunities to increase public awareness and understanding of the program. Print (newspaper and magazines), electronic (online sites and blogs), and broadcast (radio and TV) outlets are some of the best ways to disseminate information to those not familiar with the program, and they are generally interested in good stories of youth doing positive and productive things. CyberPatriot is a terrific example of that.

Every CyberPatriot participant has an opportunity to be a CyberPatriot spokesperson. You can send in tips to your local media or submit press releases about your team's participation. We encourage you to work through your school administration or organization public affairs representative. In an effort to minimize misrepresentation, the CyberPatriot Program Office has compiled a list of do's and don'ts provided here:

DO:

- Remember to write CyberPatriot as one word, with a capital "C" and a capital "P"
- Note that the official name of CyberPatriot has changed. Use the new complete title of the program at its first mention: "The CyberPatriot National Youth Cyber Education Program"
- Remember to ensure the following is communicated in every release or interview:
- CyberPatriot was established by the Air Force Association.
- The Northrop Grumman Foundation is the Presenting Sponsor for CyberPatriot.
- Point out that CyberPatriot is designed to attract students to careers in science, technology, engineering, and mathematics (STEM)—including cybersecurity-specific fields.
- Only present your team's standing and scores to media as published in the CyberPatriot Program Office's official scores, awards, and advancement documents. During online rounds, all scores and standings on the CyberPatriot Competition System live scoreboard are unofficial and subject to review and adjustments.

DON'T

- Do not refer to CyberPatriot as a hacking event. CyberPatriot teaches defensive techniques in cyber security. We do not teach "hacking" tools or techniques, and "hacking" in competition is strictly forbidden.
- Do not refer to CyberPatriot as a U.S. Air Force program. CyberPatriot was created and is administered by the Air Force Association – a 501(c)(3) non-profit organization.
- Do not imply that CyberPatriot is a recruiting tool for the Air Force, the Department of Defense, or the federal government. The competition and the skills developed through it are about building a strong foundation for cyber skills for all enterprises in our nation (commerce, industry, government, etc.).

If an issue that is particularly controversial or sensitive arises, please notify us. Questions or concerns may be directed to LaDonna Orleans of the Air Force Association at LOrleans@afa.org or 703-247-5850.

