



HEADQUARTERS, PACIFIC COAST REGION, CIVIL AIR PATROL
UNITED STATES AIR FORCE AUXILIARY

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31 January 2011

PUBLIC AFFAIRS PLAN

Introduction

This plan is required and updated annually within the first quarter of each year IAW CAPR 190-1. It is the basis of Pacific Coast Region's (PCR) Public Affairs Program (PAP).

About Pacific Coast Region

It is the largest and most active Region in Civil Air Patrol. Pacific Coast Region's area is 1,398,728 square miles (includes Hawaii's over-water area of 100,000 square miles). This equates to the Region occupying over 50 million cubic miles of space. The Region consists of six Wings – Alaska, California, Hawaii, Nevada, Oregon and Washington. Pacific Coast Region has 161 Units, including Wings Headquarters. As of 5 January 2011, Pacific Coast Region's membership is 4,453 Seniors, 3,145 Cadets, 53 50 years, 96 Cadet Sponsors, 1 Life Member, 4 Indefinite Members, 155 Patrons, 66 State Legislators, 4 Legislative Congressionalist, and 1 at National Headquarters; for a total of 7,978.

Mission

The Mission of the Pacific Coast Region Civil Air Patrol Public Affairs Program is to support and assist subordinate Public Affairs Officers in developing and maintaining an active and efficient Public Affairs Program to accomplish National's Public Affairs missions and goals, and generate public awareness about Civil Air Patrol in communities throughout the Pacific Coast Region.

Function

Region's Director of Public Affairs (DPA) role is more of a management function. The DPA serves as a field representative for National Headquarters Public Affairs (NHQ/PA) and as a liaison among the Wing/Group/Squadron/Flight Public Affairs Officers (PAOs) and Public Information Officers (PIOs). The DPA also serves as an advisor and mentor to subordinate Region PAOs and PIOs, and provides guidance, assistance and support upon request. Also, keeps the PCR Commander (PCR/CC) informed on all public affairs matters within the PCR.

Note: *The PCR/DPA will provide subordinate unit PAOs whatever assistance necessary to develop, implement and manage its Public Affairs Program.*

Objectives

1. A PAO in each Wing to develop, implement and manage a Wing Public Affairs Program to achieve NHQ/PA missions and goals.
2. Advise, mentor and assist subordinate PAOs and PIOs.
3. Increase qualified PAOs and PIOs in each Wing.
4. A Training Program in each Wing for PAOs and PIOs to become qualified and proficient in their tasks.

Note: *NHQ/PA missions and goals apply to existing, pending and future.*

Goals

Objective 1: Achieved; a PAO is assigned to each Wing in the Region.

Objective 2: Encourage subordinates to ask for advice, mentorship and assistance if needed.

Objective 3: Encourage and assist Wing PAOs in increasing their PAOs and PIOs.

Objective 4: Encourage and assist Wing PAOs to establish a Training Program.

Methods

Objective/Goal 2: Inform all Region PAOs and PIOs via e-mail that help in all areas of the Public Affairs Program is available upon request.

Objective/Goal 3: Suggestion to Wing PAOs that they solicit or seek out interested members by personal contacts or advertising PAO and PIO openings throughout their Wing.

Objective/Goal 4: Suggestion to Wing PAOs that they provide training opportunities by conducting Workshops, Seminars, Mentoring, and On-the-Job.

Note: *A Region **Public Affairs Officer Academy (PAOA)** was held in 2009 and 2010 to provide Region PAOs and PIOs with basic and advanced training they need to perform their job. It is Region's intention to have a PAOA annually and it is not a substitute to meet the Wing's requirement IAW CAPR 190-1.*

Evaluation

Note: *Progress and accomplishment of Region's efforts towards NHQ/PA's missions, goals and objectives; filling PAO vacancies; increasing PAOs and PIOs; and conducting training opportunities; rests upon the Wings Public Affairs Program and the PAO's effort, performance and communications between the Wings PAOs and Region DPA; and the Wings PAOs and their subordinate PAOs.*

Miscellaneous

CONTACTS: A list of the following Public Affairs personnel and their contact information is maintained and kept up to date.

1. PCR Staff
2. NHQ/PA Staff
3. Region DPAs
4. PCR Wing PAOs and Assistants

WING PLANS: Maintain copies of the following plans to be familiar with the Wing's goals, objectives and means of achieving them.

1. Wing Public Affairs Plan
2. Wing Crisis Communications Plan

Updated by:

Lt Col Frederick R Mahadocon Jr
PCR/DPA

Original Date: 14 July 2008

Revised Date
22 March 2011

DISTRIBUTION: 1 Each (Electronic)

NHQ/PA
PCR Command Staff
PCR PA Deputy Director
Wing PAOs

Approved by:

Col Larry F Myrick
PCR/CC

CC's Approval: 14 July 2008

CC's Approval: 31 March 2011