

Alaska Wing Public Affairs Plan



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25 January, 2011

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28 January, 2011

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PUBLIC AFFAIRS PLAN 2011

Background

Alaska Wing (AKWG) has a current membership of approximately 1000 (750 senior members and 250 cadets) dispersed throughout twenty squadrons and wing headquarters. Our units are geographically distant, making wing-wide training and activities a coordination challenge. AKWG has an assigned Wing Public Affairs Officer. Twelve squadrons have PAO staff assigned, other than Squadron Commanders. Currently, there are three active qualified Public Information Officers (PIO).

Opportunity Assessment

Key areas of opportunity are summarized below:

- Promotion and communication of major events, activities, community service and member accomplishments.

- Specialty track and ES training for PAOs and PIOs.

- Establishment of a recruiting plan.

Special Events

- SAREX / GTEs : AKWG completed a graded SAREX in July 2010, Wing PAO participated and the Wing received an Excellent.

- Wing Conference: Typically held in October each year.

- PAO Workshop: One is provided at AKWG conference.

- Orientation Flights: provided by squadrons throughout the year.

- Encampments: Usually held in June or July each year.

- Air Shows: Held at various times throughout the state.

- Other: AKWG units participate in a number of special events throughout the year, such as parades, color guard, Wreaths Across America, etc.

Plan Goals

Goal 1 (Staffing)

Increase the number of assigned Squadron PAOs.

Goal: Each unit will have an assigned PAO's by December 2011.

Strategy: The wing PAO will individually contact each squadron commander and offer one-on-one mentoring to any PAO candidates selected.

Evaluation: Each Sq CC will have appointed a PAO in writing by December 2011.

Goal 2 (Training)

Increase the number of qualified Squadron PAOs.

Goal: Ten PAO will achieve at least a PAO technician rating by July 2011.

Strategy: The wing PAO will individually contact each squadron commander and offer one-on-one mentoring to any PAO candidates selected.

Evaluation: Ten PAO will have at least a technician rating reflected in e-services by July 2011

Goal 3 (Emergency Services)

Develop a cadre of trained and active Public Information Officers.

Goal: Ten PIOs by June 2011.

Strategy: Wing PAO will coordinate with the Wing Director of Emergency Services and each squadron commander to initiate a process to identify and train PIO candidates.

Evaluation: Ten Sq PAO will have a PIO rating reflected in e-services by July 2011.

Goal 4 (National Recognition)

Submit more articles to "Volunteer" magazine to better highlight the activities of AKWG.

Goal: Submit at least one item each quarter to CAP NHQ for publication consideration.

Strategy: Wing PAO to coordinate with AKWG staff, squadron commanders and squadron PAOs to identify newsworthy items and to news releases to the "Volunteer" magazine.

Evaluation: Between July 2011 and June 2012, there will be at least four articles in the "Volunteer" magazine. AKWG publishes Wing Tips magazine newsletter three times a year. This publication is used to educate the wing on changes in policy.

Goal 5 (Local Media Efforts)

Wing PAO will coordinate efforts of squadron PAOs and PIOs to gain greater publicity for AKWG events and activities.

Goal: Submit at least one news release each month to local media.

Strategy: Dedicate time to establish rapport with local media and prepare news releases to highlight AKWG accomplishments.

Evaluation: Between July 2011 and June 2012, there will be at least twelve stories in local media. 1-190 Quarterly report will be required by Wing.

Goal 6 (Community Engagement)

Develop relationships with other aviation organizations, military, business, and like-minded civic groups.

Goal: Tell the CAP "Story" to other groups.

Strategy: Dedicate time to establish rapport with identified organizations to highlight AKWG accomplishments.

Evaluation: Not possible given the subjective nature of this objective.

Point of Contact

Wing Public Affairs Officer, Jennifer Sherwin, 2Lt, CAP.

Accountability

Responsibility for monitoring plan execution is delegated to Wing Commander, Col Charles Palmer

OFFICIAL:

// Charles R. Palmer//

Col Charles R. Palmer, CAP
Commander

Approved 25 January 2011.

NEWS Outlets	National, State wide, Local print mediums	Deadlines	distrib Day?
	Civil Air Patrol Magazine Volunteer, 4 issues per year		
1	NHQ Volunteer (January - March)	Done	
2	NHQ Volunteer (April-June)	15-Jan	
3	NHQ Volunteer (July-September)	17-May	
4	NHQ Volunteer (October - December)	10-Aug	
	NHQ Volunteer (January-March)	3-Nov	
	<i>*NHQ Volunteer (folding in Anniversary and WAA copy and photos)</i>	14-Dec	
	Alaska Wing Tips Magazine-Newsletter 3 Issues per year		
3	Alaska Wing Tips Winter 2010-2011	done	
1	Alaska Wing Tips Spring 2011	25-Mar	
2	Alaska Wing Tips Fall 2011	22-Jul	
3	Alaska Wing Tips Winter 2012	18-Nov	
	NON-Daily Alaska NEWSPAPERS	Deadlines	distrib Day?
1	Alaska Journal of Commerce (Day?) Morris		
2	Arctic Warrior- JBER		
3	Anchorage Press		
4	Arctic Star-Eagle River (Day?) Morris		
5	Girdwood Turnagain Times		
6	Petersburg Pilot		
7	Talkeetna Times		
8	The Arctic Sounder		
9	The Bristol Bay Times		
10	The Cordova Times		
11	The Dutch Harbor Fisherman		
12	The Seward Phoenix Log		
13	The Tundra Drums		
14	UAA Northern Light		
15	Valdez Star		
16	The Homer News (Thursdays) Morris		
	Alaska DAILY NEWSPAPERS	Deadlines	
1	<u>Anchorage Daily News</u>		
2	<u>Fairbanks Daily News Miner</u>		
3	<u>Juneau (Alaska) Empire Morris</u>		
4	<u>Peninsula Clarion, Kenai, Alaska. Morris</u>		
5	<u>Kodiak Daily Mirror</u>		
6	<u>Sitka Sentinel</u>		
7	<u>Wasilla Frontiersman</u>		

Dates Subject to change

Alaska Wing Public Affairs
 2011 Planning Calendar
 Staying "New" in News

JANUARY		
	26 Dec- 4-Jan	Emergency Services Snow Extravaganza ESSE
	17-Jan	Dr. Martin Luther King, Jr. Day
FEBRUARY		
		Juneau Legislative visit
	17-Feb	Jr. & Sr. Aviation Field Career Day at AK Aviation Museum
	25 FEB-27 Feb	Mission Pilot Mission Observer Ground School-Polaris
	25 FEB-5 MAR	Rondy
MARCH		
	5-Mar	Iditarod
	3-Mar	Legislative Day-Washington D.C.
		Alaska Wing State Color Guard Competition
APRIL		
	1-Apr	Form 31 Alaska Glider Academy Applications Due
	20-Apr	Good Friday
	30 APR -1 May	Alaska State Aviation Trade Show
MAY		
	1-May	Alaska State Aviation Trade Show
	8-May	Mothers Day
	21-May	Armed Forces Day
	30-May	Memorial Day
	27 May-4 Jun	Alaska Wing Glider Academy, Clear AK
JUNE		
	14-Jun	Flag Day
	19-Jun	Fathers Day
JULY		
	4-Jul	Independence Day
	15-Jul 17 JUL	PCR PAO Academy
AUGUST		
	17 Aug-20 Aug	CAP Summer Board
	26 Aug- 5 Sep	Alaska State Fair-Palmer
SEPTEMBER		
	5-Sep	Labor Day
	11-Sep	Patriot Day
	17-19 Sept	C.I. Compliance Inspection-Wing- 1 Aug reports Due
OCTOBER		
	14 Oct-16 Oct	Alaska Wing Annual Conference
NOVEMBER		
	8-Nov	Election Day
	11-Nov	Veterans Day
		Civil Air Patrol Week -AK Gov Proclamation
DECEMBER		
	1-Dec	CAP 70th Anniv. 12-1-1941
	10-Dec	Wreaths Across America