



## **COWG ANNUAL PUBLIC RELATIONS PLAN**

- 1) Continue to ensure each subordinate unit has an assigned Public Affairs Officer  
Work with subordinate units to produce monthly newsletters available to members and the public. COWG PAO visits to units to help mentor PAOs and develop their newsletters, encourage article submissions to the COWG Peaks & Planes magazine and CAPNHQ Volunteer magazine and local papers. Emphasize the importance of PAOs covering unit events and photographing members in uniform participating at community events.
- 2) Work with unit PAOs to get as many as possible properly trained to be qualified Mission PIOs. Inform unit PAOs when various required ICS classes are available and create incentives to encourage PAOs to participate in ICS classes.
- 3) Continue to develop relationships with Denver and Colorado Springs area television stations to help give regular television exposure to the Colorado Civil Air Patrol and inform the public on our roles and service to Colorado and our communities. In addition have unit PAO develop relationships with their local newspapers and submit articles regularly to help educate our communities about the missions of CAP.
- 4) Create a COWG PAO speakers Bureau and regularly schedule unit PAOs to speak to their local civic organizations like Chambers of Commerce, Rotary Clubs, Kiwanis

Clubs, Boys & Girls Clubs, Boy and Girl Scout Troops, etc. to inform and educate our communities about the missions of the Civil Air Patrol.

- 5) Schedule Annual Group and Wing PAO Seminars to help recruit, retain and train as many Colorado Wing Public Affairs Officers as possible.
- 6) Annual recognition of outstanding contributions of COWG PAO's via the COWG PAO of the Year Award, National CAP HQ Balsem Award Nominations of COWG PAOs, and regular recommendations for awards via CAPF 120 for Commander's Commendations and Achievement Medals for PAOs whose contributions warrant recognition to help encourage and inspire COWG PAOs to actively promote CAP internally and externally.