



**HEADQUARTERS  
HAWAII WING, CIVIL AIR PATROL  
UNITED STATES AIR FORCE AUXILIARY  
419 Lele Street  
Honolulu, HI 96819**



**HAWAII WING PUBLIC AFFAIRS PLAN  
2011-2012**

**Background**

Hawaii Wing (HIWG) has a current membership of approximately 500 (300 senior members and 200 cadets) dispersed throughout seven squadrons, one flight and wing headquarters. Our units are located geographically distant on different islands, making wing-wide training and activities a coordination challenge. HIWG has an assigned Wing Public Affairs Officer. Most squadrons also have a PAO assigned. Currently, there are no active qualified Mission Information Officers.

**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 MIOs.
- Establishment of a recruiting plan.

**Special Events**

- Wing Conference: Typically held in January each year.
- SAREX /GTEs
- Orientation Flights: provided by squadrons throughout the year.
- Encampments: Usually held in June or July each year. (HIWG Encampment will be held in June 2011).
- Air Shows: Held at various times throughout the state.
- Other: HIWG units participate in a number of special events throughout the year, such as parades, colour guard, Wreaths across America, etc.

**Plan Objectives**

**Objective 1** (Staffing)

**Have a designated Public Affairs Officer in each Squadron.**

Goal: Each unit will have an assigned PAO.

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 August 2011.

**Objective 2** (Training)

**Increase the number of qualified Squadron PAOs.**

Goal: Each PAO will achieve at least a PAO technician rating by Dec 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 PAO will have at least a Technician rating reflected in e-services by Dec 2011.

**Objective 3** (Emergency Services)

**Develop a cadre of trained and active Mission Information Officers.**

Goal: Nine MIOs (one per unit and HIWG HQ) by Dec 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 MIO candidates.

Evaluation: Each Sq PAO will have a MIO rating reflected in e-services by Dec 2011.

Objective 4 (National Recognition)

**Submit more articles to the CAP website online “CAP NEWS” and “Volunteer” magazine to better highlight the activities of HIWG.**

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

Strategy: Wing PAO to coordinate with HIWG staff, squadron commanders and squadron PAOs to identify newsworthy items and to submit news releases to CAP NEWS and the “Volunteer” magazine.

Evaluation: Between July 2011 and June 2012, there will be at least four articles in “CAP NEWS” and one article in the “Volunteer” magazine.

Objective 5 (Local Media Efforts)

**Wing PAO will coordinate efforts of squadron PAOs and MIOs to gain greater publicity for HIWG events and activities.**

Goal: Each Unit submits at least one news release each quarter to local papers.

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

Evaluation: Between July 2010 and June 2012, there will be at least ten articles in local papers.

Objective 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 HIWG accomplishments.

Evaluation: Keep a written record of all visits to organizations including who-when-where-response, and evaluate success for future visits.

Point of Contact

Wing Public Affairs Officer, Lt. Col. Kelly Barnes, Email [barnesk007@gmail.com](mailto:barnesk007@gmail.com) Phone (808) 255-9705 (cell).

Accountability

Responsibility for monitoring plan execution is delegated to Wing Chief of Staff, Lt Colonel Melvin E. Souza.

OFFICIAL:

/s/

**ROGER M. CAIRES**

Colonel, CAP

Wing Commander

Approved 20 January 2011