



**HEADQUARTERS NEBRASKA WING
CIVIL AIR PATROL
UNITED STATES AIR FORCE AUXILIARY
P.O. Box 155
Ashland, Nebraska 68003-0155**



**Nebraska Wing Public Affairs Plan
January 2012**

Step 1: Determine PA needs and opportunities (Situation Analysis)

- A. Nebraska Wing Unit Strength
 1. Wing Headquarters = 1
 2. Squadrons = 15
 3. Legislative Squadron = 1
- B. Nebraska Wing Membership
 1. Cadets = 259
 2. Senior Members = 272
 3. Total = 531
- C. Nebraska Wing Special Events
 1. Wing Conference ~ annual
 2. Cadet Encampment 23-30 July 2011
 - a. 62 cadets
 - b. 12 seniors
 - c. Wings represented: AZ, MO, NE
 3. SAR/DR Training ~ periodic throughout the year in different locations
 4. SAR/DR Evaluation ~ semi-annual
 - a. 30 Jul 2011 ~ rated Excellent
 5. Local unit support of various air shows and fly-ins
 - a. Offutt AFB Airshow 27-28 Aug
 - b. Lincoln Airshow 10-11 Sept
 6. Flight Clinic ~ Bi-annual
 7. AFRCC SAR Management Course 11-13 Feb
 8. NEWG Color Guard Competition
 - a. Sent Offutt Color Guard team to NCR Color Guard Competition ~ 1st place
 - b. Sent Offutt Color Guard team to National Color Guard Competition ~ 2nd place
 9. Supported Troop Homecoming Celebration ~ 456th Transportation Detachment
 10. SLS/CLC Course ~ semi-annual
 11. WIMRS course
 12. Supported Lincoln Marathon
 13. Training Leaders of Cadets Course
 14. ARGUS Training
 15. CAC meeting
 16. AEX Program Completed
 - a. NEWG HQ & Columbus
 17. Support National Flight Academy, powered ~ annual
 18. Support NCR Chaplain Staff College ~ annual
 19. Support NCR Staff College ~ annual
 20. Support IACE ~ annual

D. Identify Nebraska Wing Strengths

1. Rated Excellent in 2011 SAR/DR Evaluated mission
2. Rated Successful in 2011 Logistics Inspection
3. Wing Website created for public and member view
4. Completed 70 missions to include search of a missing aircraft, 5 non-distress ELT's, hours of flights and manpower for FEMA and State of NE for flooding of rivers.
5. Changed unit commander's within 3 units
6. New unit created in Gage County with 6 SM's & 12 Cadets
7. Headquarters and Columbus Unit completed AEX Program
8. Cadet Orientation Flights ~ 334

E. Targets for improvement

1. Low percentage of units with assigned PAs
2. Wing has very few qualified Mission Information Officers
3. Not enough external media coverage of Wing events
4. Unit PAs do not contribute enough material for Wing website
5. Remiss in contacting, training and motivating unit PAs
6. Need to establish working relationship with Recruiting & Retention
7. Not every Wing event has a named PA responsible for internal, external, PA and photographs
8. Wing has not selected nominees for annual PA awards
9. Little contact with PA counterparts in other agencies and organizations

Step 2: Establish Objectives

A. General Objectives

1. Increase public awareness of CAP, its local, state and national missions and its contributions to the nation
2. Develop and conduct a comprehensive internal and external public relations plan
3. Promote cooperation between CAP and other aviation organizations, the military, business, industry and civic groups

B. Specific Objectives

1. Increase percentage of units with named PAs
2. Increase percentage of units with required annual PA Plan and Crisis Communications Plan
3. Increase number of PAs obtaining their next PA specialty track rating
4. Work with all Wing PAs and those identified with PA specialty track in database to train for qualification as MIO
5. Identify and establish a relationship with PA counterparts at other aviation organizations, the military, business, industry and civic groups
6. Send advisory press releases to appropriate media at least two weeks prior to Wing event and follow up with secondary release five days before
7. Be sure that unit PAs know that their contributions to Wing news is welcome
8. Establish regular contact with every unit PA at least once per month. Schedule unit visits to meet with PAs and commanders
9. Meet regularly with the Wing Recruiting & Retention Officer to improve recruiting and retention
10. Increase PA coverage for all Wing events
11. Prepare nominations in a timely manner

Step 3: Establish Benchmarks for Each Objective

A. Benchmarks

1. By July 2012 establish named PAs in 70% of units
2. By July 2012 establish required annual PA Plan and Crisis Communications Plan in 70% of all units
3. Review each PA s training record. Counsel those without a specialty rating in PA on how to go about progressing through the program
 - a) Offer to help with the tracking paperwork needed for credit to achieve ratings
 - b) Goal is to reach 100% compliance of PAs either in training or having achieved their Master rating.
4. By July 2012 establish a 50% increase in qualified MIOs
5. Establish a regularly updated directory of PA counterparts in other agencies and organizations; by July 2012 establish contact with 100% of them
6. Prepare boilerplate press releases to be used by field PAs and PAs assigned to specific activities. Make sure all involved have accurate, up-to-date media email and phone rosters
7. Consider hosting a wing-wide PA Academy every year
8. Get to know unit PAs, gauge their experience, and tailor individual training to meet their needs.
9. By July 2012 meet with Wing Recruiting & Retention Officer and establish plan to improve recruiting and retention
10. Establish 100% coverage of all future wing events effective immediately
11. Nominations for Wing, Region and National PA awards will be submitted annually

Step 4: Determine Effectiveness (Evaluation)

- A. Prior to the 2013 update, meet with the Wing Commander, Vice Commander and Chief of Staff to review status of reaching goals established above.



DAVID E. PLUM, Colonel, CAP
Commander

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