

DISTRIBUTION: 1 Each (Electronic)

NH Wing Commander

NH Wing Staff

Unit PAO's

CAP NHQ/PA

CAP/PA

RECORD OF REVIEW:

| Review Date | Commander's Initials |
|--------------------|--------------------------------|
| Initial Plan | Approved by CC on |
| 3/31/11 | <i>[Handwritten Signature]</i> |

outstanding wing and unit PAO's in the region.

Description: The Region PAO will establish a process to implement the PAO Recognition program as outlined in CAPR 190-1. This process will be published at www.ner.cap.gov. The Region PAO will submit the name(s) of a Wing PAO who based upon their performance during the previous year, will be designated as the Region PAO of the Year. This award will be presented at the Region Conference that year.

The Region PAO will also promote the Balsem awards in the Region and make the maximum number of nominations allowed.

Measure of Success: Each wing submits a nomination for the Wing and Unit PAO of the Year Award. NER/PA promotes nominations for the Balsem Awards.

Supports PA Objectives A, B

GOAL# 11 Ensure 2 way communications between the Region PAO and Wing/Unit PAO's and National HQ

Description: Good communications is very important between NER, the wings and their squadrons. The Wing PA will communicate with the unit PAOs frequently and encourage their attendance at unit meetings, events and the wing conference. Wing PAO will continue to encourage unit PAOs to contact them with any concerns or questions. The Wing PAO will communicate with the NER/PA on a frequent basis.

Measure of Success: Having more PAOs involved in the unit day to day activities and having contact with the wing on a monthly basis.

Supports PA Objectives A, B

VIII. Annual Review

This plan will be reviewed each year in the month of January. This review will consist of a comprehensive review of the PA program as outlined in this plan. This review will go over successes, failures, areas for improvement and update goals/objectives for the next year.

Wing Commanders and PAO's will be asked for input prior to implementation of the revised plan of action.

VII. Promulgation

This plan upon approval of the wing commander will be communicated to every commander and PAO in the wing via email to all squadron commanders and unit PAOs.

APPROVED:



//////Signed//////

William J. Moran, Jr., Colonel, CAP
Commander

APPENDIXES:

- A. the PAO's Flight Plan
- B. PA Training Plan

Description: By order of the Wing Commander, every event and activity sponsored or staged by the wing or respective wing staff members on behalf of the wing shall have an appointed Public Affairs Officer who shall:

- Coordinate in advance with the Wing Public Affairs staff.
- Prepare one or more advance news releases to be delivered to the local media where the event (if appropriate) is to be held not later than one week prior to the event.
- Collect information and photographs to "tell the story" of the event.
- Prepare a timely news release (with one or more photographs) about the event reporting its results and successes, delivered to local media where the event is held (if appropriate) and also to the Abenaki News and CAP News Online.

If no separate PAO is appointed for the activity, the event project officer shall perform these functions.

Measure of Success: Releases, news stories, photos and related media are generated and submitted to NH/PA for release and archiving for "Value Added" use later.

Supports PA Objectives A, B, C, D

GOAL# 7 Mentoring and training of wing and unit Public Affairs staff and others interested members by implementing the PA Training Plan

Description: Because training, mentoring and professional development is vital for wing and local PAO's, the wing PA staff will search out resources and training materials that are available via Internet/distance technology.

These materials will include practical resources for daily use by PAOs, as well as professional development materials geared to the Public Affairs specialty training track and the Mission Information Officer function.

The primary communication conduit between the wing PA staff and subordinate units is through email

Measure of Success: Plan, organize and execute PAO Workshops around the wing, the number of participants will be the measure of success.

Supports PA Objectives A, B, F

GOAL# 8 Promote and support the "Flight Plan" (Appendix A) as the basic unit Public Affairs strategy in North East Region.

Description: The Wing PAO uses the "Flight Plan" to guide PAO's and helps Unit PAO's establish a direction for their programs. The Flight Plan outlines the Wing PAO's goals for each squadron within the wing. It is the measure that is used to measure PA program effectiveness for the Wing PAO Recognition Program. It is also the cornerstone for developing support and training for unit PAOs.

Measure of Success: Buy-in is measured by the effectiveness of wing/unit programs.

Supports PA Objectives A, B

GOAL# 9 Ensure each wing has a plan of action that supports this plan & CAPR 190-1.

Description: As per CAPR 190-1 each wing will develop a PA and Crisis Communication Plan. This plan will be submitted to the Region PAO (delegated region approval authority) for region level review and approval. Approved plans will be posted to www.nhwgcap.org

Measure of Success: Each Wing has an approved plan posted to their websites and on the NER website: www.ner.cap.gov

Supports PA Objectives A, B

GOAL# 10 Promote the recognition of PAO's by wings and recognizes

Measure of Success: A Newsletter is produced and distributed electronically via the web.

Supports PA Objectives A, B, C, D, E

GOAL # 2 Insure that every squadron has an active, engaged and trained unit Public Affairs Officer.

Description: The success of the CAP Public Affairs program in the wing rests with each squadron having an active and engaged PAO.

NH/PA will work with the Squadron Commanders to identify candidates for this position and assist where desired by the wing in finding a PAO for each squadron. This will include the establishment of PAO workshops and MIO classes.

Measure of Success. The number of unit PAOs that attend these workshops and the wing conference will be one of the measuring sticks of its success.

Supports PA Objectives A, B, C, D, E, F

GOAL# 3 Insure that each wing has a cadre of trained and active Mission Information Officers

Description: Brig Gen Courter in her March 2008 letter to the wing commanders stated the importance of having only qualified spokespeople speaking for CAP during operational missions. Having qualified members working this function can mean success or failure during a mission.

Measure of Success

The Wing PAO is currently working to complete new qualifications for MIOs that will be implemented by 2011 and complete FEMA courses on the Mission IO/PIO. NH Wing needs to find more qualified MIOs as it only has four at present, with three in training.

Supports PA Objectives A, B, C, D, E

GOAL# 4 Promote and create regular submissions to the CAP News Online news service.

Description: Most news releases will originate from the wing or local levels, however, appropriate news articles and other releases will be adapted and delivered to the Civil Air Patrol News Online. NH/PA will promote the distribution of news stories and releases to CAP Online News and the Abenaki News newsletter. This will be included in appropriate training and conference updates.

Measure of Success: NH/PA will continue to encourage the unit PAOs to submit their own articles to local media and assist in writing same by requiring the unit PA to submit the news release to the wing PA prior to publication.

Supports PA Objectives A, B, C, D, E, F

GOAL# 5 Insure the NH Website is a valued source of information for CAP Members

Description: The wing Public Affairs staff will collaborate, as needed, with the wing webmaster/IT Staff to ensure that the website's direct and subconscious messages for the general public all reflect positively on the unit and the organization

Measure of Success: The website is regularly updated with current content (such as the NH Wing Newsletter) and meets the needs of the wing staff and commander.

Supports PA Objectives A, C, D

GOAL# 6 Provide PA support for Wing and Squadron-sponsored events and activities.

had several SAR training weekends in all types of weather from snow to sun. The NH Wing has entered into its second year of service to the NH Fire Service flying patrols to check for forest fires. These patrols are ready to go seven days a week if requested. There are two routes that are covered at this time.

- **,Threats:** CAP units in the wing vary in their health, from active dynamic teams to small units that struggle to survive. In fact its former northern most unit has recently failed to survive. The need for further training and professional development is constant. Many local unit PAO's are relatively new members some of whom are cadets who are inexperienced in the functions of the program and its importance to the wing's success.
- **Major Events:** The Wing holds an annual Wing Conference each year with many training opportunities during that time. It also holds monthly SAREX training, SAR school ground team training weekends, pilot training dates, and other events as needed.
- **III. Wing Goals**

New Hampshire Wing has established the following goals for 2011:

- A. Good management and accountability of funding and resources.
- B. Coordination of training to ensure interoperability.
- C. Retention and the professional development of members.
- D. Compliance with CAP regulations, directives, and requirements of higher headquarters.

IV. Public Affairs Objectives

New Hampshire Wing has established the following PA Objectives for 2011:

- A. Support the PA/Marketing Plan, Strategies and Goals of CAP National Headquarters.
- B. Recruit more talented members to the PAO ranks.
- C. Support and mentor the PAO's of the wing, especially new PAOs and MIOs.
- D. Increase public awareness of CAP, its local, state, and national missions and its contributions to our nation.
- E. Promote cooperation between CAP and other aviation organizations, the military, business, industry, and civic groups within the territory of the state.
- F. Conduct an annual Wing-Wide PAO Workshop

V. Public Affairs Goals and Strategies

The NH Wing Public Affairs effort rests primarily in the role of program management and support. The NH Wing Chief of Staff has been adamant in having the unit PAOs participate in the PA activities.

Most external media and public contacts in CAP occur at the wing and local level. It is therefore necessary to mentor the subordinate unit PAOs to increase public awareness of CAP at the local level. As part of its routine reporting the Wing PAO will summarize these measures and report to the Wing Commander on progress and successes/failures to date.

GOAL # 1 Publish a Quarterly Newsletter –ABENAKI News

Description: The Wing Public Affairs staff under the guidance of Major Penny Hardy will produce a quarterly newsletter telling about CAP success stories and role models across the state and previewing upcoming activities, communication of significant missions, esprit de corps, and professional development.

The newsletter will be posted on the wing and region website where it can be viewed by both CAP and non-CAP members.

It will primarily be an internal communications and retention tool, however it will be available for distribution to community partners, prospective members, and other interested parties outside of CAP.

HEADQUARTERS
CIVIL AIR PATROL NEW HAMPSHIRE WING
United States Air Force Auxiliary
51 Airport Road
Concord, NH 03301-5322

12 Jan 2011

New Hampshire Public Affairs Plan

I. Introduction

This annual plan, required to be prepared annually by CAPR 190-1, represents the plans of New Hampshire Wing for its Public Affairs Program, including regular marketing communications, mission communications, and crisis communications. It was prepared by Maj. Penny H. Hardy, NH Wing Public Affairs Officer in consultation with Col. William J. Moran. and other staff officers.

II. Situation Analysis

The New Hampshire Wing is situated in the Northeast Region CAP's northeast area bounded by the States of Vermont, Maine and Massachusetts as well as Canada on the North. The state is diverse, geographically, ranging from major metropolitan areas to rural, low population counties in the Northern portion, and from mountainous areas such as the White Mountains to the Seacoast area bordering the Atlantic Ocean. The Wing was involved in sub-chasing and rescue operations during WWII.

The Wing has its headquarters in Concord, NH which is in the center of the most highly populated areas of the state. Within the wing there are nine squadrons with the northern most one located in Whitefield and the southern most one located in Nashua. It has a large group of dedicated seniors and cadets numbering about 500 throughout the eight squadrons.

- **Strengths:** The state has a diverse, experienced staff that is committed to the highest ideals of volunteer service. The staff makes excellent use of technology to promote collaboration at a distance such as the internet and teleconferencing. The state is an acknowledged leader in all of its missions and in serving the local communities and the nation. In Public Affairs, the state is in a building mode as the squadron unit PAOs have changed frequently over the last several years.
- **Weaknesses:** The staff is decentralized, with members in every squadron of the wing, seeing their counterparts only one or two times a year. Only six of the nine squadrons have a dedicated and effective PAO. The other squadrons have the commander doing the job. The wing needs to work towards certifying more Mission Information Officers (MIOs) through their E/S programs as there are only four qualified MIOs in the wing, but there are three in training status.
- **Areas for Improvement:** Areas for improvement include increasing the effective members of the wing, and furthering interoperability within the squadrons. The wing PAO needs to focus on the recruitment, training and retention of highly motivated members to serve as PAO's and MIO's.
- **Opportunities:** CAP in the region and NH Wing is very much involved in Emergency Services and has been involved in many missions in the last year that reflected well on the organization. The wing has made strides in putting mutual support, interoperability and joint training into effect, in fact the wing participated in a SAR Competition (SARCOM) in May 2009 in which it came in first in several categories. The accomplishments of these events were chronicled in local media as well as NBC, ABC, CAP Online News and *The Volunteer*. The wing holds SAREX training in many areas of the state with different squadrons hosting throughout the year. NH Wing has also