

# NVWG PUBLIC AFFAIRS DIRECTORATE

2011 Public Affairs Plan  
Revision 1

03/26/2011  
Civil Air Patrol  
USAF Auxiliary

## NVWG PUBLIC AFFAIRS OFFICE

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2011

### **Background:**

Currently the NVWG has a total of 918 members of all types; 356 Cadet Members, and 562 Senior Members within 17 active squadrons. Wing assets include ten aircraft. (*See Continuity Binder for a complete listing of Squadrons and member number breakdowns.*)

The Wing/PAO program will have a shortage of PAO's in 2011. Having one in the East and West is needed to decrease the effect of geography. There are good candidates for up and coming PAO's. The wing PAO has a very strong Emergency Services backgrounds and are active in getting trained. Currently the technician level of the PAO program remains under review at National and unavailable so this is a hindrance. The former Wing/PAO and MIO, Lt Col Cynthia Ryan (the '*face of the search for Steve Fossett*') is as a resource person and National has been readily available.

Geography has a large impact on NV wing. Population centers in the Las Vegas Valley and Reno are far apart. A large center part of the state is federally controlled and restricted. This leaves the Eastern and Northeastern part of the state somewhat isolated. While the state is large geographically, it is to small membership and population wise to initiate group structures. Placing PAO's and Vice Commanders in the population centers addresses this.

### **Opportunity Assessments**

Key areas;

1. Promotion of major events and community activities.
2. Beginning and growing social media presence.
3. Use of wing journal growing.
4. SEP Squadrons growing.
5. Smaller government leads to opportunity for access.

### **Challenge Assessments**

Key areas;

1. Geography separates Nevada into different centers.
2. Rural resistance to the idea of Public affairs and marketing.

3. Difficulties getting large press outlets to use our materials.
4. Training and achievements for PAO's

### **Special Events**

1. Reno Air Races
2. Nellis AFB Air show
3. Wreaths Across America
4. Wing Conference every year the week before Halloween. The Conference rotates each year either Reno or Las Vegas – this year is Las Vegas.
5. SAREXes
6. Various activities such as parades, Take Back the Night, Cadet Trainings.
7. Encampments.

### **Objectives**

Objective 1 (Staffing)

#### **Have a PAO in both zones of the Wing**

Goal – recruit an assistant Wing PAO for the Eastern area.

Strategy – advertise on social media and email list for assistant.

Evaluation – appointment by 1 Sept 2011.

#### **Increase the number of Squadron Level PAO's**

Goal – recruit PAO's at the squadron level.

Strategy – educate squadrons and commanders on the role of PAO's by distribution of the PAO handbook and an article in the Summer *Silver Wings*

Evaluation – create current list of squadrons with PAOs. Add at least one PAO in the East and West by 1 Sept 2011.

Objective 2 (Training)

#### **Rating for PAO Leadership**

Goal – Rating for wing PAO.

Strategy - complete a self evaluation of needs and complete them

Evaluation – Technician rating by 1 July 2011

Objective 3 (Wing Journal)

#### **Increase participation in Wing Journal**

Goal – more effective use of *Silver Wings Over Nevada*

Strategy – write a guide for submissions and publish it on the Wing Website, Wing Facebook Page and send out over wing email list.

Evaluation – Submission Guide published by 1 May 2011

Objective 4 (reporting)

**Increased compliance with reporting.**

Goal – Quarterly reports done by each unit.

Strategy – reminders via Lettermelater.com. Temperate is on wing web page.

Evaluation – reports received by from all units by 1 Sept 2011

Objective 5 (Media efforts)

**Increased media presence.**

Goal – get Civil Air Patrol into a media presence.

Strategy – if larger outlets aren't interested use smaller ones to build a presence.

Evaluation – copies of media efforts saved.

### **Point of Contact**

Wing Public Affairs Officer Maj Thomas J Cooper, [flyerthom@gmail.com](mailto:flyerthom@gmail.com) ,  
702-523-8471

### **Accountability**

Monitoring of plan execution is delegated to Wing Chief of Staff Lt Col Tim Hahn

Official:

/s/

**RALPH MILLER**

Colonel CAP

Wing Commander

Approved: date