



HEADQUARTERS

Civil Air Patrol Ohio Wing
United States Air Force Auxiliary
Public Affairs Directorate

PUBLIC AFFAIRS PLAN
15 July 2011



Purpose: The Ohio Wing Public Affairs Plan is designed to represent the plans for the wing and improve the Public Affairs Program by defining annual goals, provide guidance; and establish benchmarks. It was prepared by Lt Col Gregory Mathews, Major Clyde Bowman, and Captain Marie Haberstroh.

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

1. Ohio Wing Strength

- i. Wing Headquarters = 1
- ii. Group Headquarters = 6
- iii. Squadrons = 41
- iv. Legislative Squadron = 1

2. Ohio Wing Membership

- i. Cadets = 737
- ii. Senior Members = 838
- iii. Total = 1565

3. Ohio Wing Special Events

- i. Wing Conference – held every other year
- ii. Encampment – held in June annually
- iii. PDO Weekend semi-annually
 1. it is the only class open to cadets;
 2. open to members from other wings
- iv. IACE
- v. Wright Patterson Air Show
- vi. Cleveland Air Show
- vii. Local unit support of various air shows and fly-ins
- viii. Several ES exercises across the state

4. Identify Ohio Wing Strengths
 - a. Received Excellent rating for SAR/DR Inspection
 - b. Wing maintains broadcasts email list of all cadets and senior members that is constantly used
 - c. Facebook following has increased dramatically
 - d. PA received excellent rating on last SAR/DR inspection
 - e. Website was re-accomplished
 - f. Public Affairs Training is provided bi-annually at the PDO weekend
 - g. Very strong IT support

5. Targets for improvement
 - a. Increase the number of group and squadron PA's
 - b. In the process of increasing Mission Information Officers
 - c. Increase external media coverage of Wing events
 - d. Increase communications with Wing PA's

Step 2: Establish Objectives

1. Objectives:
 - a. Increase percentages of units with named PA's
 - b. Encourage PA's to train for qualification as MIO
 - c. Build stronger relationships through conference calls and emails;
 - d. Encourage PA'S to submit to newsletter
 - e. Notify PA's of major events in their area that they may not be aware of
 - f. Be sure media coverage is offered for all wing events

Step 3: Establish Benchmarks for Each Objective

1. Benchmarks:
 - a. Work with Group Commanders at Wing Monthly meetings to encourage assignment of PA's to each squadron; goal of 70%
 - b. Work with PA's to help them become qualified as MIO
 - c. Set up monthly conference calls on Sunday evenings
 - d. Send out links for events in Ohio (ex: county fairs, air shows, etc)
 - e. Establish suspense lists for events and prepare press releases

Step 4: Determine Effectiveness (Evaluation)

1. Prior to updating 2012 plan, meet with the Wing Commander, Vice Commander and Chief of Staff to demonstrate status of reaching goals established above.

This plan will be updated and approved on an annual basis.

APPROVED:



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