

To all CAP PAOs:

It's time for another PAO Update:

Motorcycle Ride Across America – In a nice twist on yearend Wreaths Across America ceremonies, the Reno (Nev.) Composite Squadron and its PAO, 2nd Lt. Janice McElhaney, are participating in the 2009 Road to Thunder-The Journey Home MCC ride across America in May, which is National Military Appreciation Month. Beginning Saturday, May 16, in Grass Valley, Calif., the 16-day motorcycle ride in support and dedication of the U.S. military and America's freedom will come through Nevada and make at least a dozen more stops along the way to Washington, D.C. The riders will arrive in the nation's capital during the Memorial Day weekend and will host honor ceremonies at VA hospitals, including Walter Reed Army Medical Center in Washington; the Vietnam Veterans Memorial Wall; and Arlington National Cemetery. Civil Air Patrol cadets and senior members will participate in the ceremonies and place wreaths at the Wall and at Arlington to call attention to CAP's ongoing partnership with Wreaths Across America.

Last year nearly 240 Civil Air Patrol squadrons sold 15,300 wreaths and participated in about 400 Wreaths Across America ceremonies nationwide and abroad. With efforts like those planned this month by Lt. McElhaney and the Reno squadron, those numbers will continue to grow. Congratulations to all!

Contact 2nd Lt. Janice McElhaney at 775-741-1547 or shandak33@gmail.com for more information.

Amendment to CAPR190-1 – The following amendment to CAPR 190-1 (in blue) was approved by the National Executive Committee in November. It was recently published for 30-day comment:

7. Functions of Public Affairs Officers.

a. Planning. PAOs shall develop an annual public relations plan to promote CAP, its goals and missions for internal and external audiences, and a crisis communications plan to deal rapidly and effectively with crisis situations. *The plan will follow the four-step planning process for public affairs: Step 1- Determine PA needs and opportunities; Step 2- Establish objectives designed to fulfill needs and opportunities identified in Step 1; Step 3- Establish goals and action strategies for each objective; and Step 4- State the desired impact envisioned for each goal provided in Step 3.*

The comment period has closed; member input is currently in the process of being addressed and the regulation is pending publication.

Contact Julie DeBardelaben, deputy director of NHQ/PA, at jdebardelaben@capnhq.gov for more information.

Rewrite of AFIADL CAP PAO 02010 – CAP public affairs officers have been complaining for years that the outdated ECI and AFIADL CAP Public Affairs Officer 02010 correspondence course talks about mimeograph machines, typewriter ribbons and gluepots, but makes no mention of the Internet, Web sites or e-mail. A PAO committee is developing a new training program for CAP PAOs based on a new manual specifically designed to complement CAPR 190-1, so that every requirement spelled out in the regulation has a corresponding how-to-do-it section in the new manual. Also, an online test to measure knowledge of the material will be produced to complement the manual. It is the intention of the committee that the manual be reviewed and revised as needed annually to ensure it does not become outdated. In the meantime, a waiver application process has been developed, so CAP PAOs able to demonstrate mastery of the specialty through educational background, training and experience do not have to

complete the outdated AFIADL CAP Public Affairs Officer correspondence course to satisfy the CAPP 201 Technician Rating (3d) requirement.

Contact Maj. Steven Solomon at steven.solomon1@verizon.net for more information.

New Promotional Posters/Videos – NHQ/PA has reprinted the 16-page coverage of Sr. Mbr. Eric Boe's recent NASA mission as pilot of the STS-126 Space Shuttle Endeavour that appeared in the March-April issue of the *Volunteer*. A poster for download is currently nearing completion and a promotional video on Boe will soon be available as well. Other posters and videos on high-profile members that will be generated in the near future will be designed to help PAOs effectively market and promote the CAP brand. Stay tuned

Contact Julie DeBardelaben at jdebardelaben@capnhq.gov to obtain copies of the 16-page Eric Boe reprint or for more information.

Initiatives On The Horizon – NHQ/PA and CAP's region PAOs are hard at work developing an array of resources designed to provide the PAO the tools required to succeed in today's marketplace. Here's what is currently being developed:

- A new online "ezine," which will replace CAP News Online. (There is an anticipated live date of June and will include resumption of the RSS feed.)
- National Speaker's Bureau.
- Media training program for high-profile event spokespersons.
- Continuity book template.
- Orientation kit for PAOs and commanders at all levels.
- Resource store created from existing resources in the field.
- Recruitment materials in Spanish.
- Official social media pages.
- PSAs.

Contact Julie DeBardelaben at jdebardelaben@capnhq.gov or your region PAO if you have suggestions regarding these initiatives.

The Volunteer: Coming Soon – The May-July 2009 issue of the *Civil Air Patrol Volunteer* – featuring three stories ripped from America's headlines – will be off the press in a few weeks. The stories feature CAP's connection to Air National Guard fighter jet pilots in Wisconsin, who helped secure American airspace in early April when a Canadian flight student took an unlawful flight into the nation's heartland. CAP members also played a role in the high seas rescue of a U.S. ship captain kidnapped by pirates and the EMT response to the massacre of U.S. immigrants in Binghamton, N.Y.

Contact me at scox@capnhq.gov for extra copies of the May-July issue, or for other back issues.

Publication Changes – Keep in mind that NHQ/PA has previously announced a publication change for the *Volunteer* for the remainder of 2009. For the rest of this year, we will be publishing a May-June-July issue in May, an August-September-October issue in August and a November-December issue in November.

Removable Labels – I know you've heard this for months now, but it bears repeating. The cover of the *Volunteer* now sports removable mailing labels, which permits CAP members to recirculate their magazines in their communities.. NHQ/PA encourages PAOs to develop a plan to pull in members' magazines after they have read them for redistribution in doctors' offices, hospitals, restaurants, hotels, shopping centers, airports and other places where people congregate in your communities.

AP Style Preference – Please keep in mind that Associated Press (AP) style is preferred for CAP Online News and *Civil Air Patrol Volunteer* submissions. Both are oriented toward internal

(CAP) and external audiences. For that reason, we use the AP style for such things as military abbreviations. The AP style is the standard used for most newspapers and magazines. Official internal CAP communications should continue to use the U.S. Air Force rank abbreviations found in CAPR 35-5.

News Release Prototypes – Sample news releases written by CAP PAOs covering a wide variety of topics are now posted in the PAO Toolkit on the NHQ/PA page at http://members.gocivilairpatrol.com/cap_national_hq/public_affairs/cap_pao_toolkit/news_release_prototypes.cfm. PAOs are encouraged to rely upon these prototypes in developing news releases.

Contact Kimberly Wright, NHQ/PA's public relations specialist, at kwright@capnhq.gov for more information.

Hometown News Releases – The hometown news release page for the National Cadet Competition (NCC) scheduled for July 9-13 has been posted. The link is: http://members.gocivilairpatrol.com/media/cms/2009_NCC_htnr_03C3B669E0B2F.doc The NCC news site is now live as well. It includes a media kit: <http://members.gocivilairpatrol.com/news/ncc/index.cfm>

Contact Kimberly Wright at kwright@capnhq.gov for more information.

Disaster Response Link – Also, there is now an online disaster response news link: http://www.capmembers.com/news/disaster_response_missions/index.cfm which features disaster response-related stories from CAP News Online.

PAO Academy –The North Central Region and its director of public affairs, Capt. Al Pabon, invited every public affairs officer in CAP to attend a 2009 NCR Public Affairs Leadership Academy at Camp Ashland, Neb. June 26-28. The academy will provide training on the basic tasks of a squadron PAO. Tentative topics include: Planning for Success as a PAO; Creating and Publishing Effective Press Releases; Editing Informative and Entertaining Newsletters; Developing Effective and Informative Squadron Web Sites; and Letting the Community Know Who You Are With Effective Community Outreach. An entire day of the academy will be devoted to basic level Mission Information Officer training. The academy will count as the two PAO workshops required to earn the PAO Technician Rating and these can be carried over for the Senior and Master ratings. Go to www.ncrpa.org/paoa.htm for program information, curricula details and online registration. This is an excellent opportunity to network with other CAP PAOs who face the same challenges you face every day.

Regards,

Steve

Steve Cox

Public Affairs Manager
CAP National Headquarters
105 S. Hansell St., Bldg. 714
Maxwell AFB, AL 36112
Office: 877-227-9142, ext. 251
Office: 334-953-7748, ext. 251
Cell: 334-296-5881
scox@capnhq.gov

If you have questions or comments about this PAO Update, please contact me or NHQ/PA's deputy director, Julie DeBardelaben, at jdebardelaben@capnhq.gov or 877-227-9142, ext. 250.

