



HEADQUARTERS  
IOWA WING, CIVIL AIR PATROL  
United States Air Force Auxiliary

February 28, 2009

**Wing Public Affairs Plan 2009**

**I. Purpose**

The purpose of this plan is to define the squadron's annual goals to implement and improve a Public Affairs program for regular marketing communications, mission communications, and crisis communications. This plan must be prepared annually as defined in CAPR 190-1. This plan was prepared by 2d Lt Francisco Molina, Wing Public Affairs Officer, in consultation with Col Ronald Scheitzach, Wing Commander; Lt Col Eric Schneider, Vice Commander; and Major Al Pabon, Director of Public Affairs, North Central Region.

**II. Scope**

This plan covers the Iowa Wing PAO activities. This plan is also part of the Civil Air Patrol North Central Region PAO program. The North Central Region of the Civil Air Patrol (CAP) encompasses seven states including Iowa, North and South Dakota, Minnesota, Nebraska, Missouri and Kansas.

**III. Situational awareness**

The Iowa Wing is committed to improve the process of interacting with the community by formalizing the role of Public Affairs Officers and maintaining a Public Affairs Program within our squadrons, developing motivated PAOs and implementing new tools and processes.

- a. Formalization of the PAO role within our wing and squadron's
- b. Develop and improve our current technological tools via internet
- c. Develop new processes such as communication plans, crisis plans, and sustainability.
- d. Develop communication tools such as newsletters.
- e. Increase the overall community awareness about the Civil Air Patrol.
- f. Improve squadron's compliance to CAPR 190-1

**IV. Wing Public Affairs Goals**

The Public Affairs Operating Plan shall define goals to:

- a. Increase public awareness of CAP, its local, state, and national missions and its contributions to our nation.
- b. Promote cooperation between CAP and other aviation organizations, the military, business, industry, and civic groups within the territory of the region.
- c. Comply with CAP regulations, directives, and requirements of National Headquarters, and North Central Region.

**V. Public Affairs Objectives**

- a. Support the PA/Marketing Plan, Strategies and Goals of CAP National Headquarters and North Central Region.
- b. Support and mentor squadron's PAOs.
- c. Increase public awareness of CAP, its local, state, and national missions and its contributions to our nation.
- d. Promote cooperation between CAP and other aviation organizations, the military, business, industry, and civic groups within the territory of the region.

## VI. 2009 Goals

### **GOAL # 1 Insure that every wing has an active, engaged and trained Wing Public Affairs Officer.**

**Description:** Wing and Squadrons assign accountability for the development and implementation for this plan to a designated PAO. PAO duty is assigned in eServices.

**Measure of Success:** Wing and Squadrons PAOs duty assignment in eServices. PAO receive training to perform their duties.

### **GOAL # 2 PAO training**

**Description:** PAOs follow the public affairs specialty track training as listed in CAPP 201, obtaining public affairs study guide for the squadrons PAO including AFIADL PAO course 02010 and Wing/Region PAO training.

**Measure of Success:** The "Wing PAO's Orientation" is published as per the schedule on the training plan.

### **GOAL # 3 Develop and communicate a public affairs operational plan for the wing in compliance with CAPR 190-1 para 7a, 7a(1), 7a(2), and 7a(3)**

**Description:** Develop an annual public relations plan to promote CAP, its goals and missions.

**Measure of Success:** Plan documented and approved

### **GOAL # 4 Develop and communicate a crisis communication plan for the wing in compliance with CAPR 190-1 para 7a, 7a(1), 7a(2), and 7a(3)**

**Description:** Develop a crisis communications plan relations plan to promote CAP, its goals and missions and a plan for crisis communications.

**Measure of Success:** Plan documented, published, and approved during the 1<sup>st</sup> quarter, 2009

### **GOAL # 5 Maintain an On-line Wing News Website**

**Description:** Maintain the Wing's website as a critical tool support our internal and external communication efforts.

**Measure of Success:** Website PAOs participation.

### **GOAL # 6 Publish a Quarterly Wing Newsletter – CAP Iowa News**

**Description:** The squadron Public Affairs Officer and an editorial committee will produce a quarterly newsletter telling about CAP success stories and role models and previewing upcoming activities, communication of significant missions, esprit de corps, and professional development. Link to newsletter shall be available at the wing website and link will be included in the Wing/NHQ newsletters websites.

**Measure of Success:** A Newsletter is produced and distributed monthly via the web effective summer 2009. Link will be available at the Wing/NHQ websites.

### **GOAL # 7 Assemble current media contact information to foster working relationships**

**Description:** Wing PAO will identify, in collaboration with squadron PAOs, current contact information and outreach to representatives of key media to improve media awareness of CAP and to establish an understanding on the part of the PAO of the information needs and preferences of each media outlet.

**Measure of Success:** Inventory of current media contacts.

### **GOAL # 8 Assemble standard communication materials**

**Description:** Create or assemble standard materials presenting the background of CAP that can be given to the media, prospective members, partner agency officials, and others as needed.

**Measure of Success:** Materials Available On-line.

### **GOAL # 9 Develop a mission information program for the wing in compliance to CAPR 190-1 para 11**

**Description:** PAO will document a Mission Information Officer program in compliance with CAPR 190-1 para 11. This document will serve as baseline for squadron's to develop their MIO program.

**Measure of Success:** MIO program documented and published.

### **GOAL # 10 Maintain two-way communication with NCR PAO and squadrons PAOs**

**Description:** Maintain communication in the development of protocols, news and activities to the Wing PAO

**Measure of Success:** Communications log, activity reports.

### **GOAL # 11 Increase public awareness of CAP, its local, state, and national missions, and its contributions to the nation and our community.**

**Description:** The Iowa Wing PAO will promote the distribution of news stories and releases to CAP Online News, Iowa Wing online news and newsletter and the NCR News Newsletter. This will be included in appropriate training and conference updates.

**Measure of Success:** Number of releases/stories published in Internal and External News

### **GOAL# 12 Promote the recognition of PAO's by wings and recognize outstanding wing and unit PAO's in the region.**

**Description:** The wing PAO will follow the Region process to implement a PAO Recognition program as outlined in CAPR 190-1. This process will be published at [www.ncrpao.org](http://www.ncrpao.org) Criteria for these awards will use the "PAO's Flight Plan" as its basis. The wing PAO will also promote the Balsem awards in the Region and make the maximum number of nominations allowed.

**Measure of Success:** Wing will submit nominations for the Unit PAO of the Year Award.

## **VII . Promulgation**

This plan upon approval of the region commander will be communicated to every commander and PAO in the wing.

**APPROVED:**

//////Signed//////  
Lt Col Ronald Scheitzach  
Commander

### **DISTRIBUTION: 1 Each (Electronic)**

NCR Wing Commanders  
NCR Staff  
NCR PAO and Unit PAO's