



HEADQUARTERS
Civil Air Patrol South Carolina Wing
United States Air Force Auxiliary
P. O. Box 280065
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South Carolina Wing Public Affairs Plan

FY 2009

I. Introduction

This annual plan, required to be prepared annually by CAPR 190-1, represents the plans of the South Carolina Wing for its Public Affairs Program, including regular marketing communications, mission communications, and crisis communications. It was prepared by Lt Col Nancy Z. Gleaton, Public Affairs Officer. This plan represents the South Carolina Wing Public Affairs Plan for Fiscal Year 2009 (1 Oct 08 through 30 Sep 09).

II. Situation Analysis

The South Carolina Wing of the Civil Air Patrol (CAP) encompasses four groups and 20 squadrons. The Wing is diverse, geographically, ranging from the eastern shore beaches to the western Appalachian foothills. Within the Wing are cities of all sizes, from small, rural towns, to the metropolitan areas of Columbia, Charleston, and Greenville/Spartanburg.

The Wing consists of four Groups and 20 squadrons with 997 members (418 cadets and 579 officers). Four of the squadrons are part of the school program. Approximately 50% of the units have a PAO assigned through the Duty Assignments module.

The Wing headquarters squadron is centrally located in Columbia, SC, and is responsible for program management in the groups and coordination among the groups and units.

- **Strengths:** The Wing 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, but still has the ability to meet as a body at the monthly Wing and Group Commander's Calls. The Wing is an acknowledged leader in all of its missions and is serving the local communities and the nation and plans to not only be a leader but *the* leader in these areas.
- **Weaknesses:** The Wing has five Master, one Senior, and four Technician-rated members with Public Affairs as a Specialty Track. An additional six members have indicated they have begun training. Additionally, seven members are rated as Mission Information Officers (MIO); none actively participates in missions, training or otherwise, in the MIO capacity.
- **Areas for Improvement:** Areas for improvement include increasing the effectiveness of the local members, furthering interoperability within the Wing and inter-Wing communication. 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:** The South Carolina Wing is very much involved in Emergency Services, Aerospace Education, and Cadet Programs and has been involved in many missions and activities in the last year that reflect well on the organization. The Wing has made strides in putting mutual support, interoperability and joint training into effect; in fact the Wing holds timely SAREXs, including those for specialty training such as Communications and Ground Team.
- **Threats:** CAP units in the Wing vary in their health, from active dynamic teams to small units that struggle to survive. The need for further training and professional development is constant.

Many unit PAO's are relatively new members who are inexperienced in the functions of the program.

- **Major Events:** Each year the Wing conducts a Wing Conference, a Cadet Encampment, Squadron Leadership School, Corporate Learning Courses Training Leaders of Cadets, and a Unit Commanders Course.

III. Wing Goals

South Carolina Wing goals are established by the Wing Commander. The following goals are established for FY 2009:

- 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 FY 2009

South Carolina Wing has established the following Public Affairs Objectives for FY 2009:

- A. Ensure each unit in South Carolina Wing has an active, trained PAO that is progressing in the PAO specialty track and complying with CAPR 190-1 through active recruitment and training.
- B. Ensure that the Wing has a trained corps of Mission Information Officers, ready and able to perform during a mission through recruitment and training.
- C. Ensure that the Wing website lead story is fresh, updating on a regular basis. In order to accomplish this, unit PAOs need to submit articles on a regular basis.
- D. Regularly submit articles for posting on CAP Online News and the *Volunteer*. In addition, regular submissions to local media need to start.
- E. Recruit a Wing Historian to catalogue the historical items and develop a display system, both physically and virtually.
- F. Prepare others to represent the Wing at community events by creating easy-to-use displays to be loaned to local units for community events, air shows, and other activities, thus increasing public awareness of Civil Air Patrol and its missions on a local, state, and national level. This will help promote cooperation between Civil Air Patrol and outside groups.
- G. Plan and execute a statewide Legislative Day to promote CAP with the state and local legislatures.

V. Public Affairs Goals and Strategies

The South Carolina Wing Public Affairs effort rests primarily in the role of program management and support.

South Carolina Wing has set the following goals for its Public Affairs program. Each goal is described, the measures of success are provided, and each goal lists which objective it supports. These goals will be tracked by the Wing PAO and reported to the Wing Commander.

GOAL # 1 Ensure that every unit has an active, trained Public Affairs Officer that is progressing in the PAO specialty track.

Description: The success of the CAP Public Affairs program rests with each unit having an active and trained PAO.

South Carolina Wing PA will conduct a training session at the annual Wing Conference while mentoring unit PAOs individually on an as-needed basis. South Carolina Wing PA will work with the unit and group commanders to ensure that each unit has a PAO assigned within the unit.

Measure of Success: The successful completion of the training session, along with all 20 squadrons having a PAO assigned and working towards the PAO specialty track will be considered successful.

Supports PA Objectives: A, C, D

GOAL# 2 Insure that the Wing has a trained corps of Mission Information Officers, ready and able to perform during a mission.

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: An increase in the number of MIO's. The Wing PAO is currently working towards obtaining her MIO Rating. Success for this goal will include having two additional MIOs fully trained by the end of FY 09.

Supports PA Objectives A, B

GOAL # 3 Keep the website fresh, with a new lead story on a regular basis.

Description: The Wing PAO is responsible for updating the lead story and PA pages on the site and is under the guidance of Maj Bob Chambers, the Wing webmaster. The website is one format for telling about CAP success stories and role models across the Wing and previewing upcoming activities, communication of significant missions, esprit de corps, and professional development.

The lead story will change on a regular basis. In order to accomplish this, the Wing PAO will need to work with the unit PAOs to keep new stories flowing. As training increases, the hope is to change the lead story at least once a week.

The website is not only an internal communications and retention tool, but is a major recruitment tool to those prospective members and other interested parties outside of CAP.

Measure of Success: The lead story will be changed on a regular basis.

Supports PA Objectives A, C

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

Description: While most news releases within the Wing will originate from the wing or local levels, appropriate South Carolina Wing articles and other releases will be adapted and delivered to the CAP News Online for consideration in either the online version or the Volunteer. These same articles will be sent to local media for consideration.

Measure of Success: SCWG/PA will track the number of releases/stories published in the Online News, Volunteer, and local media through the Wing Scorecard.

Supports PA Objectives A, C, D

GOAL# 5 Recruit a Wing Historian to catalogue the historical items and develop a display system, both physically and virtually.

Description: The Wing Public Affairs officer will recruit a member that will breathe life back into the historical documents and items so that our membership may enjoy and learn from them.

Measure of Success: The goal will be achieved by 1) recruitment of a Wing Historian, 2) a display system of memorabilia is created both at Wing headquarters and on the website.

Supports PA Objectives E

GOAL# 6 Prepare others to represent the Wing at community events by creating easy-to-use displays, thus increasing public awareness.

Description: The Wing PAO will work with unit PAOs to create easy-to-use displays that can travel to various events within the Wing, either by unit PAOs or other members attending those events. This will create public awareness and cooperation between other organizations as CAP becomes more recognizable by outside groups.

Measure of Success: Success will be the creation of one complete display to be used on loan by local units.

Supports PA Objectives A, E, F

GOAL# 7 Plan and execute a statewide Legislative Day to promote CAP with the state and local legislatures.

Description: Working with the Wing Commander, the Wing PAO will plan and execute a Wing Legislative Day. Unit PAOs will be involved at the local level with the goals of: 1) increasing awareness about CAP; 2) garnering support for Civil Air Patrol missions; and 3) increasing the number of Legislative squadron members within the South Carolina Wing.

Measure of Success: Plan, organize, and execute a Legislative Day; increase legislative squadron members.

Supports PA Objectives G

VIII. Annual Review

This plan will be reviewed each year in the month of July. This review will consist of a comprehensive review of the PA program as outlined in this plan. This review will cover successes, failures, and areas for improvement. Goals and objectives will be updated throughout the year as circumstances change.

VII. Promulgation

This plan upon approval of the Wing commander will be communicated to every commander and PAO in the Wing via email and posting to the Public Affairs section of the South Carolina Wing website.

Submitted (14 Jul 08):

Approved (14 Jul 08):

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Commander