



## ***Wisconsin Wing Civil Air Patrol***

***United States Air Force Auxiliary***

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### **Wisconsin Wing Public Affairs Plan July 15, 2011**

#### **Step 1: Determine PA needs and opportunities (Situation Analysis)**

- A. Wisconsin Wing Unit Strength
  - a. Wing Headquarters = 1
  - b. Group Headquarters = 6
  - c. Squadrons = 26
  - d. Flights = 1
  - e. Legislative Squadron = 1
- B. Wisconsin Wing Membership
  - a. Cadets = 397 (90 days prior – 435 = 38 loss)
  - b. Senior Members = 645 (90 days prior – 681 = 36 loss)
  - c. Total = 1,042 (90 days prior – 1,116 = 74 loss)
- C. Wisconsin Wing Special Events
  - a. Presentation of Colors at Milwaukee Brewers Game; August 13, 2011
  - b. SAR/DR/PIO Training at Volk Field, Camp Douglas, WI; November 2011
  - c. Mission Base Staff Academy; January 2012
  - d. WIWG PA Training during PD weekend; planned for February 2012
  - e. Annual Wing Conference; scheduled for April 27-29, 2012
  - f. Recruiting booth at Wisconsin CHEA Home School Conference; May 2012
  - g. Orientation flights for local public school with Young Eagles; dates TBD
  - h. Support of annual NHQ NCSA Flight Academy, Oshkosh; June 2012
  - i. Support of annual NHQ Recruiting Booth at EAA AirVenture; July 2012
  - j. SAR/DR Training periodic throughout the year in different locations
  - k. SAR/DR Evaluation every two years; dates TBD - 2012
  - l. Actual SAR mission supporting EAA AirVenture, four bases; July 19-Aug. 1, 2012
  - m. Support EAA KidVenture for three days; July 23-25, 2012
  - n. Local unit support of various air shows and fly-ins.
  - o. Summer Cadet Encampment; TBD
  - p. Support National Guard Operation Patriot, Volk Field, Camp Douglas; TBD
- D. Identify Wisconsin Wing Strengths
  - a. The group has a diverse, experienced staff that is committed to the highest ideals of volunteer service.
  - b. The staff makes excellent use of technology to promote collaboration between itself and other groups within the wing.
  - c. Rated Highly Successful in 2010 CI nine findings which were all been closed.

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***A Wing of Excellence***

- d. Three units received Quality Cadet Unit Award.
  - e. Won National Aerospace Education Mission Award three times in a row.
  - f. 2010 Survey Audit - Outstanding rating
  - g. Articles being posted on Wing website written by various PAOs.
  - h. Use of Facebook to connect with public as well as members for up to date information with links to website when new articles are posted. Used to list coming events with details. OPSEC rules apply.
  - i. Maintain a wing Facebook page for encampment dedicating the site for posting of daily events and pictures of encampment.
  - j. Wing maintains email list (wing-info) of wing staff, including unit and group commanders, that is widely used by the Command Section, PA, Wing Staff, and special event project officers.
  - k. PA rated Highly Successful on 2010 CI
  - l. Rated Excellent in 2010 SAR/DR Evaluated Mission
  - m. PIO rated Outstanding on SAR/DR Evaluated mission
  - n. Assistant PAO obtained Senior Rating in PA and is PIO qualified
  - o. Interaction with unit PA staff by wing PA staff, increased training
- E. Targets for improvement
- a. Few PAOs are actively working on specialty track
  - b. Wing has very few qualified public information officers
  - c. Not enough external media coverage of Wing events
    - i. Not every Wing event has a named PA responsible for internal, external, PA and photographs.
  - d. Need improvement in contacting, training and motivating unit PAs
  - e. PA Directorate needs to establish work on Recruiting & Retention
  - f. Establish better relationships with local media in various parts of the wing

## Step 2: Establish Objectives

- A. Objectives
- a. Increase percentage of active PAOs working on specialty track
  - b. Work with those identified with a technician rating or higher in the PA specialty track to begin training for qualification as PIO
  - c. Pay close attention to the wing calendar and make sure that each event is covered. Coordinate efforts with the event project officer and send advisory press releases to appropriate media at least two weeks prior to Wing event and follow up with secondary release five days before.
  - d. Email, and /or phone every unit PA at least every other month. Schedule unit visits to meet with PAs and commanders to determine and meet their PA needs
  - e. Take advantage of existing recruiting opportunities and create new events. Help to find wing Recruiting and Retention Officer
    - i. Survey active cadet and senior members
    - ii. Have unit PAOs survey members who do not renew and report to wing
  - f. Help PAOs prepare media kit and give guidance. Map out a strategy and goals

**Step 3: Establish Benchmarks for Each Objective**

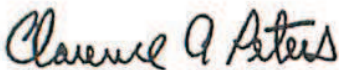
**A. Benchmarks**

- a. By July 2012, establish that 100% of PAs have progressed in specialty track
  - i. Review each PAOs training record. Counsel those without a specialty rating in PA on how to go about progressing through the program
  - ii. Offer to help with the tracking paperwork needed for credit to achieve ratings
  - iii. Goal is to reach 100% compliance of PAOs being active in training or having achieved their Master rating.
- b. Provide wing-wide PIO training. PAOs training as PIOs during missions.
- c. Establish 100% coverage of all future wing events effective immediately.
  - i. Direct PAOs to boilerplate press releases to be used in specific activities.
- d. Consider hosting a wing-wide PA Academy every year or training on group levels
  - i. Get to know unit PAs, gauge their experience, and tailor individual training to meet their needs via phone calls and in-person visits when feasible aiming to visit 50% of wing units by July 2012.
- e. Work with wing staff in setting goals for retention and seek qualified member to be Wing Recruiting and Retention Officer. By July 2012 have in place:
  - i. Member survey results
  - ii. Results of statistical sample of non-renewing members
  - iii. Have Wing Recruiting and Retention Officer.
- f. Media in major metropolitan areas met with by commander or PAO and given media kit.

**Step 4: Determine Effectiveness (Evaluation)**

- A. Prior to the 2012 update, meet with the Wing Commander, Vice Commander and Chief of Staff to demonstrate status of reaching goals established above.

APPROVED:



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ANNUAL COMMANDER'S REVIEW:

Date	Initials