



WYOMING WING CIVIL AIR PATROL

United States Air Force Auxiliary
P.O. Box 9507
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Wyoming Wing Public Affairs Plan

I. Purpose. This annual plan encompasses the routine public relations, media relations, government relations and marketing activities for the Wyoming Wing of the Civil Air Patrol. The purpose is to guide Wyoming Wing and subordinate unit staff in routine public affairs activities that advance the overall mission of the Civil Air Patrol. All Public Affairs Officers within the Wyoming Wing should familiarize themselves with CAPR 190-1 *Civil Air Patrol Public Affairs Program*. Additionally, any member serving as a qualified Mission Information Officer should refer to CAPR 60-3 *CAP Emergency Services Training and Operational Missions* for additional guidance regarding public relations and media relations during CAP exercises, mission training and/or AFRCC-directed activities. This Public Affairs Plan neither supersedes nor replaces existing regulations and directives.

II. Background. The Wyoming Wing of the Civil Air Patrol is uniquely challenged because of the State of Wyoming's extensive geographic territory, sparse population, harsh terrain and frequent inclement weather hampering flying. To overcome these challenges and assist the Wing and its subordinate units with developing and maintaining robust organizations, the Wyoming Wing has developed this annual Public Affairs Plan to promote CAP throughout Wyoming.

III. Objectives. The objectives of the Wyoming Wing Public Affairs Plan are to:

1. Communicate to the public and to key constituencies the Wyoming Wing's role in CAP's congressionally-mandated missions of Emergency Services, Aerospace Education and Cadet Programs.
2. Disseminate timely information to local and state media to promote the value of CAP throughout Wyoming.
3. Assist in statewide promotion of national CAP initiatives.
4. Educate local, state and national authorities about the value of CAP throughout Wyoming.
5. Enhance CAP's relationship with the Wyoming Military Department and military units throughout the State of Wyoming.
6. Promote the accomplishments of CAP's volunteer membership.
7. Assist with member recruitment, retention and professional development.

IV. Strategies. The Wyoming Wing and its subordinate units will accomplish the objectives in this Public Affairs Plan through four key strategies:

1. Public Relations
 - a. The Wyoming Wing will produce and distribute a periodic *Wyoming Wings* magazine for members and friends of CAP throughout Wyoming. The purpose of the magazine is to showcase the Wyoming Wing's statewide participation in CAP's missions of Emergency Services, Aerospace Education and Cadet Programs. Subordinate unit Commanders and Public Affairs Officers are strongly encouraged to submit news articles and properly

captioned photographs for each issue. Photography should illustrate proper conduct, a professional image and the proper wear of the CAP or USAF-style uniform.

- b. The Wyoming Wing will produce and disseminate a quarterly electronic newsletter to all members of the Wyoming Wing, members of its subordinate units and to a larger distribution list of email addresses of non-members, government officials and friends. In addition to including feature articles from the *Wyoming Wings* magazine and quarterly recognition of member milestones and achievements, the electronic newsletter will serve as a quarterly calendar to promote upcoming CAP exercises, events, training courses and activities statewide. Subordinate unit Commanders and Public Affairs Officers are strongly encouraged to submit news articles and CAP events of local and statewide interest
- c. Subordinate unit Commanders and Public Affairs Officers will serve as local public affairs contacts and should implement local strategies to promote CAP.

2. Media Relations

- a. The Wyoming Wing will maintain a comprehensive media contact list for timely and regular news releases to local, statewide and national media outlets to communicate the following:
 - i. National CAP initiatives
 - ii. Statewide CAP exercises, activities and events
 - iii. Newsworthy items of statewide and national interest
 - iv. Significant members milestones and achievements
- b. Subordinate units of the Wyoming Wing will maintain a local media contact list and will serve as a local contact to promote CAP activities, events and news of local interest.
- c. The Wyoming Wing will train subordinate unit Public Affairs Officers annually and will provide routine training as needed.
- d. The Wyoming Wing will disseminate all news releases to the CAP Rocky Mountain Region Headquarters and the CAP National Headquarters.

3. Government Relations

- a. The Wyoming Wing Public Affairs staff will maintain strong and proactive working relationships with relevant public affairs contacts with the Wyoming Military Department, F.E. Warren AFB and other military units around the State of Wyoming. The Wyoming Wing Public Affairs Officer will ensure that timely news about CAP is regularly communicated to a list of key military public affairs contacts throughout the State of Wyoming including installation and unit newspapers.
- b. The Wyoming Wing will proactively communicate with government officials at all levels in order to educate local, state and national authorities about the value of CAP throughout Wyoming. This includes local and statewide elected officials, key government officials including sheriffs, Homeland Security officials, members of the Wyoming Legislature and members of Wyoming's congressional delegation.

4. Marketing

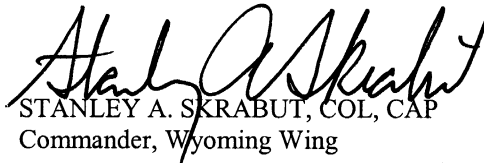
- a. The Wyoming Wing will manage a professional and functional website that provides timely news and information about local, statewide and national CAP initiatives. Subordinate unit

Commanders and Public Affairs Officers are strongly encouraged to submit feature stories, news articles and photographs for publication on the Wing website. Photography should illustrate proper conduct, a professional image and the proper wear of the CAP or USAF-style uniform. The Wyoming Wing Public Affairs staff will manage all website content to ensure that content reflects positively on the Wyoming Wing and CAP.

- b. The Wyoming Wing encourages all subordinate unit Commanders and Public Affairs Officers to explore local radio public service announcements, free local newspaper calendaring and free print advertising to promote local CAP events to the general public and to foster local membership recruitment.
- c. The Wyoming Wing Public Affairs staff will advise subordinate unit Public Affairs Officers on all radio and television public service announcements (PSAs) and advertisements to ensure that all content reflects positively on the Wyoming Wing and CAP.
- d. The Wyoming Wing Public Affairs staff will assist with Wing recruiting and retention efforts.
- e. The Wyoming Wing will promote conferences, training activities, educational opportunities and professional development courses to CAP members.
- f. The Wyoming Wing encourages subordinate units to explore local marketing opportunities to promote CAP. These opportunities may include local open houses, school events and assemblies, local community activities, local radio and print advertising, public service announcements, and speaking opportunities with service clubs, i.e., Kiwanis, Rotary, etc.

APPROVED:

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DISTRIBUTION

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