

2010 North Central Region PAO Academy - Planned Schedule

Public Affairs Officer Basic Course - Friday 23 July 2010

Start Time	Subject	Presenter
7:30 AM	Continental Breakfast	
8:00 AM	Welcome	
8:10 AM	The Role and Function of the Squadron PAO	
8:30 AM	Planning for Success (Includes a Practical Exercise)	
10:00 AM	Break	
10:15 AM	Press Releases	
11:15 AM	Newsletters	
12:00 PM	Lunch	
1:00 PM	Practical Exercise - Press Releases	
2:00 PM	Websites and Social Media	
2:45 PM	Community Outreach	
2:45 PM	Break	
3:00 PM	Photography Workshop	
Evening	Open Forum and PAO Town Hall (All Students)	

Wing PAOs Workshop - Friday 23 July 2010

Start Time	Subject	Presenter
7:30 AM	Continental Breakfast	
8:00 AM	Welcome	
8:15 AM	Role and Function of Wing and Region PAO's	
8:45 AM	Role and Function of NHQ PA Staff and the National PA Team Leader	
9:00 AM	PA Planning for Higher Headquarters PAO's	
10:00 AM	Break	
10:15 AM	Mentoring and Managing your Squadron PAOs	
10:45 AM	Training your PAOs	
11:00 AM	Train the Trainer Session	
12:00 PM	Lunch	
1:00 PM	The CAP PIO	
2:00 PM	Supporting Your Commander	
3:00 PM	PAO Recognition Programs	
3:30 PM	Best Practices and Resources for Wing and Region PAO's	
Evening	Open Forum and PAO Town Hall (All Students)	

PIO Awareness Course (G289) Saturday 24 July 2010

Start Time	Subject	Presenter
7:30 AM	Continental Breakfast	
8:00 a.m.	Unit 1: Welcome and Overview	
8:45 a.m.	BREAK	
8:55 a.m.	Unit 2: Emergency Public Information and the Role of the PIO	
10:25 a.m.	BREAK	
10:35 a.m.	Unit 3: Tools of the Trade – Communicating Effectively in Writing	
11:50 a.m.	LUNCH	
12:50 p.m.	Unit 4: Working With the News Media	
1:55 p.m.	BREAK	
2:10 p.m.	Unit 4: Working With the News Media (Continued)	
3:00 p.m.	Unit 5: Creating Public Awareness Campaigns	
3:20 p.m.	BREAK	
3:30 p.m.	Unit 5: Creating Public Awareness Campaigns (Continued)	
4:40 p.m.	Unit 6: Course Summary	
Evening	CAP PIO Policies and Recent Major Mission Review	

2010 North Central Region PAO Academy - Planned Schedule

PAO Professional Development Sunday 25 July 2010		
Start Time	Subject	Presenter
7:30 AM	Continental Breakfast	
8:00 AM	Working With Cadets	
8:45 AM	PAO/PIO Professional Development	
9:00 AM	Resources for the PAO	
9:15 AM	Break	
9:30 AM	Preparing for the SUI	
10:00 AM	Crisis Communications Primer	
11:00 AM	The PAO as a Squadron Staff Officer and a CAP Member	
11:15 AM	Course Critiques	
11:30 AM	Graduation	
12:30 PM	Building Clean-up and Release	

Notes:

1. This year's PIO training is the FEMA's G-289 PIO Awareness Course. This course will be a requirement for the new PIO ES Specialty. All Academy students will participate in the PIO Workshop.
2. The PAO Basic Course is the same as last year's with the addition of the photography workshop. For this course to work we need at least 10 students.
3. The Wing PAO's Workshop is a new offering that is designed to prepare senior PAOs for service as wing and Region PAOs. For this course to work we need at least 5 students.
4. Sunday's training is designed to share important information and get new PAO's to think about issues of importance to all CAP PAOs. It is part of the PAO Basic Course.

Staffing

Academy Director - Major Al Pabon
 PAOBC Director - Major David Miller
 Presenter - Lt Col Mike Marek
 Presenter - 1st Lt George Supan