

North Central Region, Civil Air Patrol

Citizen's Serving Communities: Above & Beyond



**Welcome
Briefing**

Public Affairs Academy, June 27th 2009

Integrity - Volunteer Service - Excellence - Respect



PAOA Streaming

- Daytime Presentations to be streamed
- Online Participants can Tweet questions 😊
- Recorded for future on-line use

www.ncrpa.org



Why We Are Here

- Learning
- Growth
- Fun

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Who are We?

- Please introduce yourself
Name, Wing, Unit, Duty Assignment
- What do you want to get out of the Academy?
- What is your most recent Public Affairs Activity/Accomplishment

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Staff Introductions

- Julie Debardelaben, Deputy Director/PA
CAP National Headquarters
- Lt Col Mike Marek, CAP/PA
National Communications Team Leader
- Major David Miller, MD
Missouri Wing/PA & Group 2/CC
- Major Al Pabon, NCR/PA
Director of Public Affairs, NCR



Joining us Tomorrow

- Col Regena Aye, KSWG/CC
- Col Steve Kuddes, NCR/CC

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Goals for the Academy

- Give you the tools to perform as a Squadron PAO at the Technician Level
- Expose you to the Mission Information Officer ES Specialty and learn the importance of information to Emergency Services Operations
- Expose you to ideas, concepts and best practices
- Meet your peers and learn from one another
- Meet senior leadership and learn from them

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The 2009 NCR PAO Academy



PAOBC



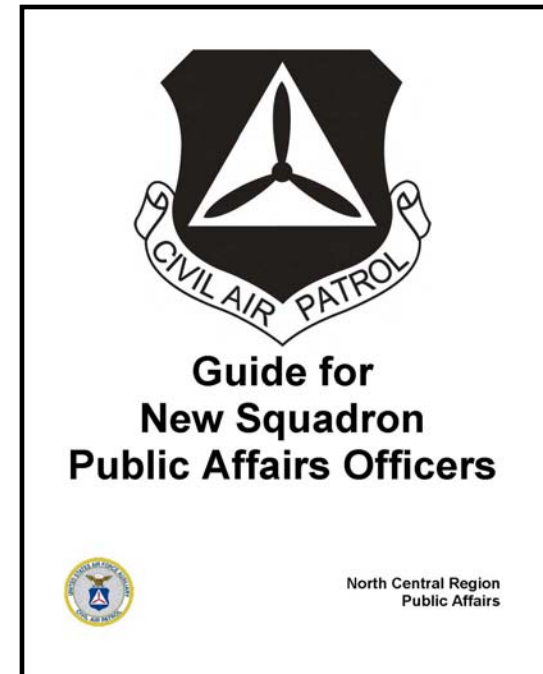
MIO Workshop

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Learning Model – PAO’s Flight Plan

- Planning
- Press Releases
- Newsletters
- Websites and Evolving Technology
- Community Outreach





Learning Model – PAO Teams

- Colored card in your folder designates your team (Team A or Team B)
- Team Leaders
Major Miller & Ms. Debardelaben
- Teams will work together on Practical Exercises



Additional Topics

- Emerging Media
- Cadets and Public Affairs
- Being a Better PAO
- NHQ/PA Updates
- PAO Professional Development
- Crisis Communications
- Preparing for Inspection



PAO Leadership Discussions

- The PAO as a CAP Member
- The PAO as a Staff Officer
- What you need to succeed
- The Future of CAP Public Affairs



The Mission Information Officer

- Simulated Mission
- Topics to Include
 - What is an MIO
 - Recent Missions and Mission IO Ops
 - Preparing for the Mission
 - Preparing Initial and Follow-up Releases
 - Working with the Media
 - The Closing Release
 - Closing the Mission



MIO Leadership Discussions

- Review of Recent Major Missions and Lessons Learned
- The Future of CAP Mission Information Operations
- The Future of the PIO Function



Administrative Info

- Packets and Resource DVD's
- Breaks & Meals
- Dinner at about 1645 each day
- Civvies for Evening Sessions
- Day ends by about 2000
- Sunday Luncheon starts @ 1200
- Admin Questions to Major Pabon



Safety Briefing

- Weather (IT's HOT!!!!)
- Situational Awareness
- Military Base
- Be careful and look out for each other
- Report issues to Major Pabon



Questions?

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What is a PAO?

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Public Affairs is

“a term for the formal offices of the Civil Air Patrol whose purpose is to deal with internal and external communications issues.

The term is also used for numerous media relations offices that are created by for more specific limited purposes.

Public affairs offices are staffed by a combination of officers, NCO's, cadets and corporate employees.”



The Public Affairs Mission

- To inform internal and external audiences of Civil Air Patrol's national importance
- Enable the organization to grow
- Protect the image and assets of the corporation
- Strengthen relationships with key audiences and customers.

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The PAO is not





The Public Affairs Officer is

- Commander's Public Spokesman
- Public Information and Community Relations
- Internal Information Programs
- Publisher of Record (Newsletters, Magazines, Websites)
- Fund Raising/Grant Writing
- Program Support (For Subordinate Units)



A Good PA Program is Important Because

**The public will formulate
their opinions
of an organization quickly
-- as much on how
it responds to a crisis
as on
the cause itself.**



PAO's are

- Commanded by our Commanders
- Supervised by Higher Echelon PAO's
- The Region PAO is Field Representative of CAP National Headquarters
- PAO's serve all members of CAP
- PAO's Tell The CAP Story
- PAO's Follow the PAO's Flight Plan



Questions?