



North Central Region Public Affairs Academy 26-28 June 2009, Camp Ashland, NE

Training Schedule

Friday June 26th

8:00	Academy Welcome
8:30	Planning for Success
9:30	Break
9:45	Practical Activity 1 - PA Planning
10:45	Press Releases
11:45	Lunch
12:45	Practical Activity 2 - Squadron Press Releases
13:45	The Squadron Newsletter
14:30	Break
14:45	Practical Activity 3 - The Squadron Newsletter
15:45	Review of Practical Work
16:45	Dinner Break (Change into Civvies)
18:00	PAO Leadership Discussions

Saturday June 27th

8:00	MIO - What is an MIO
8:20	Q and A - recent Mission and Ideas/Tech
9:10	Getting Ready for the Mission & Arriving at the Mission Base
9:30	Break
9:45	Initial Mission Briefing
10:00	Prepare the Initial Release Includes 30 min of activity time)
10:55	Working with the Media
12:00	Lunch
13:00	Mission Update
13:10	Practical Activity - Media Interviews and Critique
14:30	Break
14:45	Mission Update
14:50	Follow-Up and Closing Releases
15:10	Practical Activity - Write the Closing Release
16:25	Close the Mission
16:40	Dinner Break (Change into Civvies)
18:00	MIO Leadership Discussions

Sunday June 28th

8:00	Community Outreach
8:45	Create your Own Media (web, Web 2.0 Blog etc)
9:45	Break
10:00	Cadets and Public Affairs
10:15	How Can I Learn More about Being a Better CAP PAO?
10:45	Updates from CAP National HQ
11:00	Professional Development - Next Steps
11:15	Things to think About - The SUI & Communicating in a Crisis
11:30	Prepare for Lunch and Graduation Pictures
12:00	Luncheon
12:30	Closing Program



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Public Affairs Officer Basic Course

The Public Affairs Officer Basic Course is a 2 day course that is designed to present to new PAO's the basic information and tools needed to succeed as a Squadron Level PAO.

Academy Welcome Major Al Pabon

This is the official welcome to the Academy. Here the Director will:

- Introduces Staff and leads the introduction of participants
- Explain the role/functions of a Squadron PAO
- Brief the presentations to be made at the Academy
- Conduct a safety, scheduling and logistics briefing

Planning for Success Major Pabon / Ms. Julie DeBardelaben

This session focuses on the need for a PAO to "Plan for Success." Here the PAO will be briefed on the 4 step planning process and how to create a effective PA Plan for their organization and then importance of working as part of the "Squadron team" as they use good Public Affairs to help the squadron succeed.

This session includes a practical activity that has Teams of PAO's review a sample PAO plan to determine if it is following the 4 step process and has measurable goals. The team will critique the plan and offer suggestions for improvement.

Press Releases Major Pabon

This session goes over the basis techniques of writing and distributing effective press releases. Key items to be presented include "Why issue a release", "When to issue a release", "When not to issue a release" The Reverse Pyramid Technique", the importance of a good picture to a release and "Where do I send my release"

This session includes a practical exercise that has a team of PAO's taking supplied information and images and creating a release. The release will be critiqued by the whole class.

The Squadron Newsletter Major Pabon

This session reviews the concept of a CAP Newsletter and shares tools and ideas on content, editing and delivery of the squadron newsletter by using effective & simple methods of editing and distribution including web based tools.

Students will as a practical exercise organize the content for a unit newsletter from supplied information.

Community Outreach Major Pabon

This session discusses the importance of CAP squadrons reaching out and becoming part of their communities. Techniques to be discussed include open houses, speakers bureaus, Cadet Color Guards and parades, and how releases, newsletters and websites help the squadron be recognized in the community.

Potential benefits of good community outreach will also be discussed as well as resources shared.

Create your Own Media Lt Col Mike Marek

This presentation focuses on how squadrons can use electronic media such as the Internet, video, podcasts and other web 2.0 technologies to tell its story. Guidelines for squadron websites will also be discussed as well as the technical means of getting a squadron on the Internet will be reviewed.

Cadets and Public Affairs

Major David Miller

This discussion talks about how a PAO can harness the power and knowledge of cadets to tell the CAP Story. Discussion items will include Cadets at Encampments, Cadets and New Media, the Cadet PAO SDA, and Social Networking

Updates from CAP National HQ

Ms. DeBardelaben

Julie DeBardelaben updates on projects and products from NHQ as well as currently available resources including the National HQ Public Affairs Webpage.

How Can I Learn More about Being a Better CAP PAO?

Major David Miller

Doc Miller presents his “Ten Rules for Being a Better CAP PAO” and in the process shares resources, tips and best practices for a CAP PAO.

Professional Development - Next Steps

Major Pabon

This discussion reviews the Senior and Master PAO Specialty Track ratings and how a PAO can move to the next level of their professional development and get ready for that next promotion. Other training opportunities will also be discussed.

Things to think About - The SUI & Communicating in a Crisis

Major Pabon

Eventually you find out that the IG will be paying your squadron a visit. This discussion will help you to get ready by sharing some best practices and resources.

You may also find yourself in a communications crisis. Find out how thru application of good basic Public Affairs techniques and prior planning you and your leadership can weather any crisis.

Leadership Discussions

These informal discussions are moderated by the Region PAO and are designed to get PAO's thinking about various areas of the PA Program and their own experience as a CAP Member.

The PAO as a CAP Member – This discussion focuses on the role of a PAO as a CAP Members. Here PAO's will be encouraged to learn the “business of CAP”, as well as broaden their horizons and participate in one of the core missions and how that helps the member become a better member and a better PAO.

The PAO as a Staff Officer – PAO's understand that they have a role as a broker of information but they also have a role as a manager and as a member of the commander's personal staff. This discussion will focus on the obligations the PAO has to the commander and the organization to not only do good work as a PAO but to be the best staff officer they can be.

What do you need to succeed as a PAO? -

This discussion takes us into the world of resources and how a PAO can deal with a lack of them. The focus here is on readily available tools and tricks to help a new PAO succeed.

The Future of CAP Public Affairs – This discussion with several senior CAP PAO's and National Staff members will focus on how PA can position CAP for the future, reverse membership trends and better tell our story.

Mission Information Officer (MIO) Workshop

The MIO Workshop is a day-long training event that is designed to familiarize PAO's with the role and function of the Mission Information officer and his role in CAP's Operational Missions. Using a simulated ELT/Missing Aircraft Mission as a scenario the PAO's will go thru each stage of a typical mission and gain an understanding of what an MIO does, how he does it and why he does it.

MIO - What is an MIO

Major Pabon

This presentation goes into the functions of an Information Officer in support of a CAP Mission. It also goes into why we use MIO's, their role, qualification and the importance of "Value Added" Public Affairs

Q and A - recent Mission and Ideas/Tech Lt Col Marek

This session is a discussion of using evolving technology in Mission Information operations as well as the changing nature of CAP Missions and how IO's need to be ready to respond.

Getting Ready for the Mission & Arriving at the Mission Base

Major Miller

This presentation goes over the importance of being ready prior to a mission. Featured items include the MIO's checklists,

Prepare the Initial Release

Major Pabon

Getting the word out about a CAP Mission can sometimes be the difference between life and death. One of the first tasks that an IC will ask an IO to do is get an initial release out. This presentation will go over the suggested format, what information should be published, not published, how to secure approvals and then get the word out.

Working with the Media

Ms. DeBardelaben

This presentation will go over basic media relations techniques and how they apply to your work as an Information Officer. Preparing for and participating in a media interview, resources and working in a crisis situation such as a CAP member fatality.

This presentation also has a practical activity where students will have practice interviews with

simulated media members and have these interviews critiqued.

Follow-Up and Closing Releases

Major Pabon

This session focuses on the need for regular updates and releases to the media on mission progress and to let the community know that we are "still out there" and how to write the closing release for external media and subsequent news story for our internal media.

This session also has a practical activity. Student groups will write a closing release and present it to the group for critique.

Close the Mission

Major Pabon

There is more to closing the mission than just going home. This presentation takes you thru the process of closing the mission or handing off to another MIO in the case of a long mission.

Leadership Discussions

These informal discussions are moderated by the Region PAO and are designed to get PAO's thinking about various areas of the PA Program and the role of an Information Officer on Missions.

Review of Recent Major Missions and Lessons Learned

– This session will talk about the lessons learned on major missions such as the recent hurricanes, the 2008 Floods in Iowa and Missouri, the 2009 Floods in North Dakota and Minnesota and the Steve Fossett search.

The Future of CAP Mission Information Operations

– Over the past few years CAP's mission continue to evolve and change. This discussion focuses on how PAO's can help communicate these changes and how PAO's can help our operations staff reach out to new customers.