

# Are you a Civil Air Patrol Public Awareness Ambassador?



# PAOs at the Forefront

PAOs are CAP's best and most prolific storytellers.



## SECOND FRONT

PAGE 2A | To contact the News Department, call (803) 774-1200, or e-mail News@cs-lycom.com | WEDNESDAY, FEBRUARY 25, 2009

### Local / State briefs

#### WAGE HUNTERS' SUSPECT TAKES HIMSELF IN

One of Sumter County's most wanted men turned himself in Monday morning without incident, the sheriff's office said.

Devon Jevon Dwyer, whose last address was listed at 418 Sanders St., was wanted on charges of first-degree burglary and criminal domestic violence of a high and aggravated nature.

A report said he had kicked in the door of a home, causing \$200 damage, and was armed with a black-and-silver handgun. He was considered armed and dangerous when he was placed on the sheriff's office's Most Wanted List last month.

Dwyer is being held in Sumter-Lee Regional Detention Center.

#### BAKE NUMBER FACES 32 YEARS IN PRISON

The U.S. Attorney's office announced Tuesday that a 29-year-old Sumter man pleaded guilty to armed bank robbery and a related firearms charge during the middle of his second year in prison.

### Air Patrol trains at Lee natural area

By RANDY BURNS

REDSBOROVILLE — An important training exercise was carried out on Saturday at the Lee State Natural Area with little fanfare.

No advance publicity was wanted because the 60 or so members of the South Carolina Wing of the Civil Air Patrol were not there to show off for the public; instead they were all about developing knowledge and skills needed in case they are ever deployed in emergency missions, ranging from search and rescue, disaster relief, humanitarian services, Air Force support and homeland security.

La. Burch Groff, spokesman for the Florence Squadron of the CAP, said the annual Winter Advanced Field Training Exercise was designed to provide field training in a natural environment.



Capt. Daniel Groff of the South Carolina Civil Air Patrol, right, served as commander of the patrol's weekend field training exercise at the Lee State Natural Area. Here he provides some training to cadets. He is a member of the Florence squadron.

"The purpose of this exercise is to give members of the South Carolina Wing field training that cannot be obtained very often to make the members search-and-rescue qualified, and to train both ground teams and aircrews with a wide variety of simulated missions," Groff said.

Cadet Capt. Daniel Groff, event coordinator and cadet commander, said the Civil Air Patrol is responsible for providing a variety of emergency services. The Civil Air Patrol performs 90 percent of this region's inland search and rescue missions, he said. On average, 75 teams are sent each year. Air crews also provide transport for time-sensitive medical materials such as transporting organs for transplant patients.

Loop Road, said Park interpreter Laura Kirk.

"They've been coming here for several years," she said. "We don't clone any part of the park at all. We always have

handback riders, picnickers and campers."

The field training exercise included a cadet class composed of 140 cadets from the park, at all. The always here

ing person scenario, Lt. Groff said. Aircraft flew over the park and ground teams and air crews responded in a variety of simulated missions. Scenarios were simulated during the training, and instruction was provided in a wide range of areas including first aid, mental leadership and recovery, he said.

The United Way is one of the sponsors of the Florence squadron.

Contact Staff Writer Randy Burns at rburns@timesandherald.com or (803) 684-6332.



COVER STORY | Charles Reiche (left) and Douglas Thoma stand on the wings of a B747 around 1953.

STORY BY DOUG DONNELLY • PHOTOS BY MARVIN HALELAMJEN

### Doug Thoma lives out his childhood passion as a member of the Air Force's Civil Air Patrol

As a kid, Doug Thoma would spend hours lying on the grass in his backyard and looking up at the skies.

He and his brother, Gary, would watch as airplanes out of a base in Grosville would practice "dogfighting."

"We used to camp every night just watching their practice dogfighting each other down right above us," Mr. Thoma said. "There wasn't a lot to do in those days."

Mr. Thoma probably could have had a lot of things to do and he would have taken the time to watch the skies as a kid, however his love for flying and hanging around airplanes and those who flew them started as a teenager and continues to this day.

Last month Mr. Thoma, 71, was promoted to the rank of lieutenant colonel in the Air Force's Civil Air Patrol (CAP) at the Monroe Squadron Headquarters at Monroe Center Airport. It's his third stint with the CAP over the past five years.



Douglas Thoma was recently promoted to lieutenant colonel at the Air Force's Civil Air Patrol at the Monroe Squadron Headquarters at Monroe Center Airport. He first joined as a cadet in 1954 and then served in the Air Force. He is currently the squadron's historian.

retired even more after he joined the Air Force in 1965. He chose the Air Force still dreaming of becoming a pilot, but couldn't because of his hearing. He had four children: a son, two daughters and a grandchild.

He got back into the CAP when his son joined in 1984. He returned to CAP and has been a member since. "It was my son's idea that said I was going to be a cadet. He wrote me back and said 'There must be a mistake, you said you were going to be a cadet' I wrote her back and said 'It's no mistake. I am going to be a COPI. I wrote it in all capitals. ... I think she was disappointed, but I wasn't I got 41 flights all over the world."

"I'm a young artist. Mr. Thoma would paint various things around the Air Force and others would take him with them he could paint for them. He didn't spend much time making, he said.

"All of that experience pays off," he said. After the Air Force, Mr. Thoma returned to Monroe, but he has with Kay and eventually went to work at Ford Motor Co.'s Woodburne manufacturing plant, where he retired after 30 years.

He said he will enjoy traveling. This is the first winter they didn't go to Florida in decades and have made that month to drive like Alaska, a Caribbean cruise and up and down the east coast. Once the two get into their car, with no reservations or plans, they drive to New Zealand for a vacation. The couple took a family vacation with their children in the Pacific Islands a couple of years ago - the first family vacation in 37 years.

"We are living again like kids," he said. "When she looks good, that's when we go."

He got back into the CAP when his son joined in 1984. He returned to CAP and has been a member since. "It's a great way to give back to the community to help out some of the younger ones," he said.

As the squadron historian, he maintains information about the CAP's old photographs and maintains the local history of the group. It's a good way for him to stay involved, he said.

"We're not a great group out there," he said. "Capt. Groff is the deputy commander of the Monroe Squadron. He's a very nice person. Mr. Thoma is a historian for the group."

"Lt. Thoma's years of service includes everything out of emergency services for me," he said. "While not as active in emergency services, his abundance of energy has been put to maintaining our historical records and the Cadet Program."

Volunteering, Mr. Thoma maintains, is great for everyone.

"There are a lot of wonderful people with the CAP," he said. "We are all with volunteers like you, who want to be there. Whenever you are with a bunch of people volunteering for a good thing you like to do, you're going to have a good time."

— Douglas Thoma  
Civil Air Patrol historian

"We didn't have a lot of things going on. There wasn't a lot to do. Times were simple if you weren't interested in flying. I happened to like those into flying."

# PAOs at the Forefront

They help ensure CAP's image is shaped and reinforced at the grassroots level every day through a variety of techniques:

- **Print Media:** Magazines, newsletters, photojournalism
- **Electronic Media:** Web sites, videos, blogs
- **Broadcast Media:** TV, radio
- **Special Events:** Wreaths Across America, SAR training, promotions, open houses, public appearances, anniversaries, competitions, charter ceremonies, air show participation...
- **Media Relations:** Establishing personal relationships with the media before news breaks ... news releases, PSAs, TV and radio talk shows, blogs
- **Civic and Community Involvement:** Fostering relationships with groups that have a natural interest in patriotism, civic duty, aerospace education, leadership development and service to the community ... speeches at local civic clubs, schools and association meetings and partnering with other groups, such as churches, Habitat for Humanity Red Cross, VFW, VA hospitals, nursing homes and American Legion to meet community needs.
- **Consistent Use of Tagline, Slogan, Logo, Seal**
- **Target Marketing:** Military, Congress, retired military groups, emergency service providers, parents, vendors, donors, chaplains, teachers, home school associations, Boy and Girl Scouts, AARP, ham radio operators, local pilots, VFW



# Despite Our Best Efforts

CAP does not have a brand identity



Citizens Serving Communities

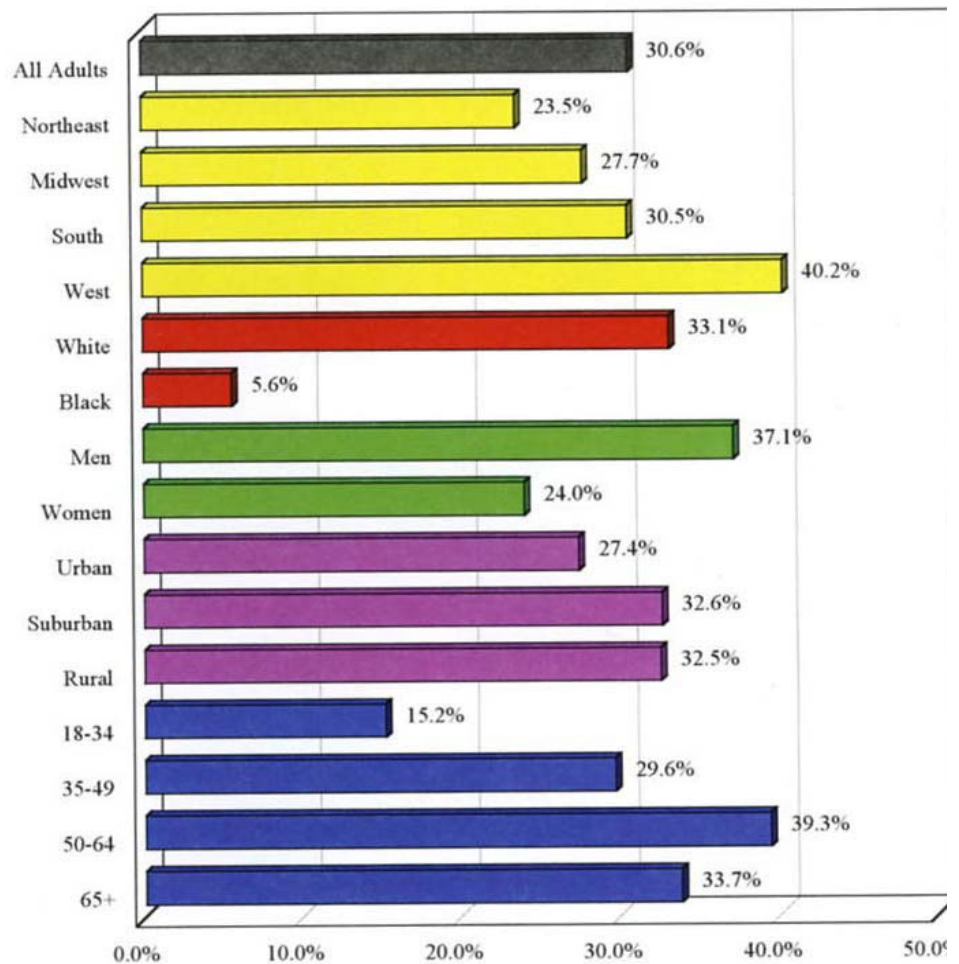
*Above and Beyond*



# CAP Who???

A general public survey conducted in 2007 revealed a lack of awareness of CAP.

**Chart A**  
Level of Familiarity with CAP

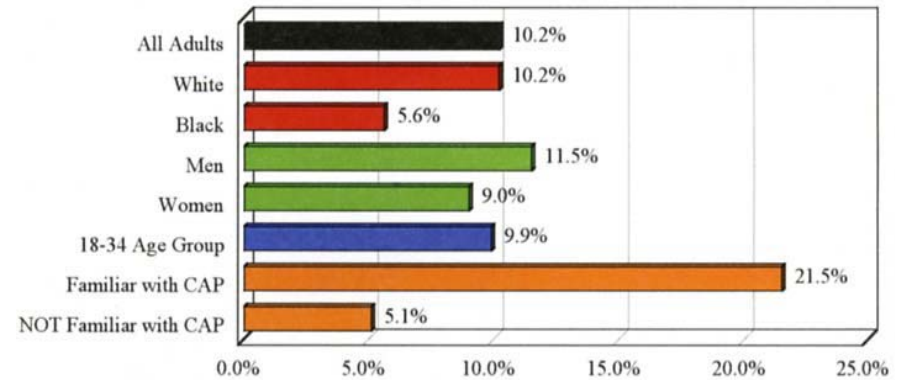


# CAP Who???

There is a lack of awareness of CAP's mission and service contributions to communities throughout the country.

## Chart G

Proportion Who Are Aware That the Civil Air Patrol Has Done Things to Benefit Their Community



## Chart G-1

Ways the Civil Air Patrol Has Benefited Communities

	Those who indicated that CAP has benefited their community	All Adults
Search & Rescue	28.9%	3%
Educate Youth	10.8%	1.2%
Help Patrol Community	11.2%	1.2%
Protect the environment	4.8%	0.5%
Not Sure	36.2%	NA
Not aware that CAP has done things which have benefited community	NA	89.8%

# CAP Who???

This basic awareness problem affects membership.

- Total membership has been declining at a steady rate for years, even before the recession.

<b>Year</b>	<b>Cadets</b>	<b>Seniors</b>	<b>Total Membership</b>
2004	24,356	34,100	58,456
2005	22,721	33,492	56,213
2006	21,892	33,697	55,580
2007	22,009	34,455	56,464

# CAP Who???

Why is CAP  
still America's  
best kept secret?



# Answer: The Process

There is a process for everything associated with CAP:

- Missions
- SARs
- Regulations
- Promotions
- Awards
- Finances



# The Process

There is also a process for effective public awareness:

Public affairs and crisis communications planning, which is now required in 190-1.



# The Process

The nationally-accepted standard used by all public and nonprofit organizations:

1. **Situation Analysis** to determine PA needs and opportunities
2. Based on the needs and opportunities, establish **goals** and **objectives**
3. Identify **action strategies** for implementing goals
4. Envision what you hope to **achieve** once implementation takes place



# The Process



For more than 60 years, CAP has relied heavily on the “**seat-of-your-pants**” approach to public awareness.

**Our research shows this has not worked!**

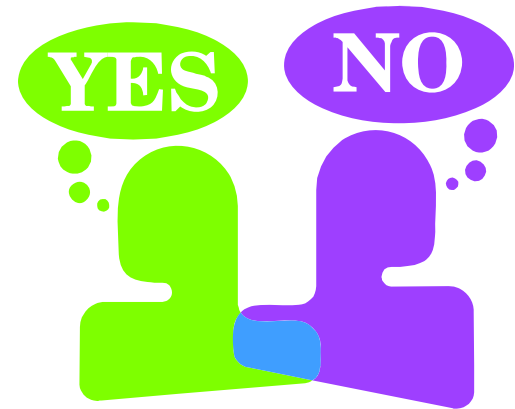
# The Process

Reacting to situations and events as they unfold, with no proactive plan for the future usually means a lot of public awareness opportunities are never addressed.



# The Process

## Excuses for not planning:

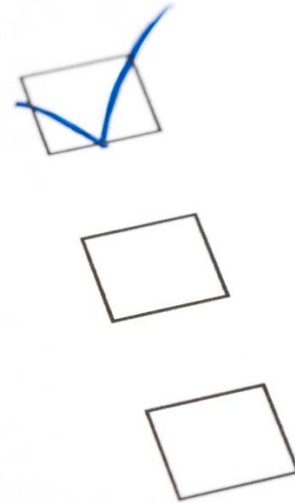


- I don't have time.
- Why plan when things are changing so fast?
- Results are what's important, not plans.
- We're doing OK without a plan.

# The Process

PA planning is a proactive approach to public awareness that ensures maximum impact because:

1. Your goals address **identified needs**.
2. You have **thought through all the ways** you can succeed in achieving your goals.
3. You know the **desired change** you hope to achieve by implementing your goals.



# The Process

## Typical seat-of-your-pants approach in creating public awareness:

- Send out a news release
- Send to CAP News Online
- Post on Website



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Feb. 5, 2008

### Obama congratulates CAP Spaatz cadet

**WASHINGTON, D.C.** – One week after he took the oath of office, newly-elected U.S. President Barack Obama was on Capitol Hill congratulating one of the Civil Air Patrol's most accomplished cadets.

Much to the delight and total surprise of Cadet Col. David F. Hill IV and 14 members of West Virginia Wing's Martinsburg Composite Squadron accompanying him, Obama left a Jan. 27 luncheon and meeting with Republican senators in the U.S. Capitol to personally meet and greet each of the cadets and senior members gathered for Hill's official Gen. Carl A. Spaatz Award presentation.

Named for a former Air Force general, the Spaatz award is Civil Air Patrol's highest cadet honor.

U.S. Sen. Jay Rockefeller, D-W.Va., and U.S. Rep. Shelley Moore Capito, R-W.Va., made the official Spaatz presentation in the Capitol, but shortly afterwards it was announced that President Obama wanted to meet with the group.



*President Barack Obama stands next to Civil Air Patrol Cadet Col. David F. Hill IV (to the right of Obama) and members of the West Virginia Wing's Martinsburg Composite Squadron in the U.S. Capitol. The CAP members were attending a Gen. Carl A. Spaatz award presentation for Hill.*

West Virginia Wing Chief of Staff Lt. Col. Dennis Barron, who accompanied the CAP squadron to the Capitol, explained the significance of the Spaatz Award to Obama and introduced Hill and his father to the president. President Obama congratulated Hill on his achievement and praised him for his dedication and commitment to the cadet program. The president then shook hands and spoke with all the other members present. Afterwards, Obama posed for a group photo with the Martinsburg squadron members.

# The Process

## Public Awareness as part of a PA Plan: LOUISIANA WING PA PLAN 2008

Updated 26 Sep 2008

### I. Determine PA Needs and Opportunities (Situation Analysis)

#### A. Wing statistics

- There are 3 groups, 16 squadrons and 1 flight
- The Wing has 128 Cadets and 401 Senior Members
- The Wing has 19 PAOs, and 16 of them are MIO qualified.

#### B. The Wing conducts the following number of special events each year:

- 4 SAR/DR Training / quarterly
- 2 CD Training / spring and fall
- 4 Flight Clinics
- IACE Wing host
- 1 Wing conference
- 1 PAO workshop
- Cadet Summer Encampment at Barksdale AFB
- 2 Training Academies
- 2 Air shows – Barksdale AFB and New Orleans

#### C. Wing's Strengths

- 14 Finds and 2 saves for FY 2008

#### D. Areas for Improvement

- External funding

#### E. Current initiatives

- Promotion and communication of significant missions
- Member accomplishments
- Special events
- Community service

#### F. Areas needing improvement

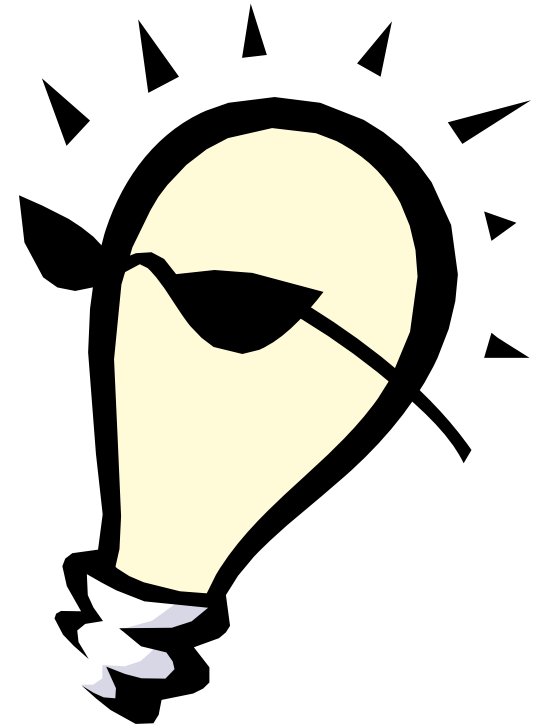
- Recruiting/retention
- Public Awareness
- Training

#### G. Improvement for the next year

- Create an awareness plan to sheriffs and other agencies
- Promote recruiting drives
- Offer MIO training at wing level



# The Process



## Goals:

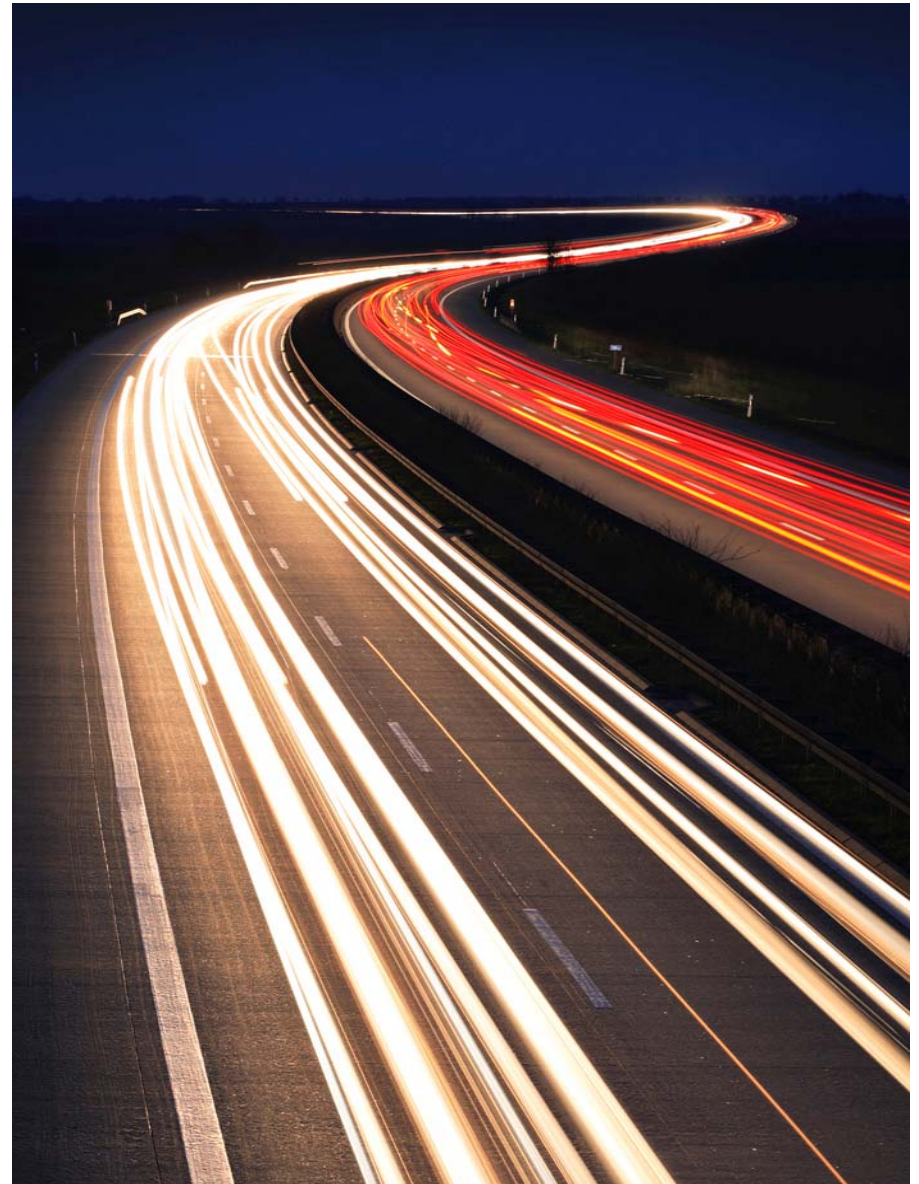
- Increase ES Training & MIO Training
- Recruiting initiatives
- Increase Retention
- Increase public awareness of CAP, its local, state, and national missions, and its contributions to the nation; and
- Promote cooperation between CAP and other aviation organizations, the military, business, industry and civic groups.

# The Process

## C. Public Awareness

### Implementation strategies:

- Corporate presentations
- Implement national media list into existing list
- Integrating online media list
- Re-submit PSA's
- VIP Program
  - Opinion leaders: education, minority /ethnic, cultural, religious, government and business.
  - Government leaders
  - Business community
  - General aviation leadership
  - Local military leadership
  - Airport managers and airport advisory committees
- VSAF (Volunteers in Service for the Air Force) programs
- Continuous contact with Barksdale AFB personnel and integration of CAP/AF public affairs actions/initiatives.
- Legislative programming
- Meetings with state legislators
- Meeting with city and parish leaders
- Meetings with the Louisiana sheriff departments
- Meetings with the EAA Chapters
- Continuous interaction with the Louisiana Departments of: Homeland Security; Emergency Management; Transportation; and the Louisiana Counterterrorism Information Center (LCTIC)
- VSAF Program
- PSAs for VSAF program on TV and radio and press releases (under development)
- National PSAs have been submitted to radio and TV outlets
- For networking initiatives :
  - Invite VIP's to meetings and as guest speakers
  - Legislative outreach
  - VIP's are on magazine mailing list (3x/year)
  - VIP's are on e-mail list (6x/year)



# The Process



## Evaluation:

- » Increase in new members over 12 month period
- » Increase in tear sheets (press)
- » Internet search references/published articles
- » Increased VIP awareness/friendliness towards LA CAP

# How to Begin

## Start by making a list of what you are already doing:

Numerous events conducted throughout the [California Wing](#) provide multiple opportunities to create and enhance public awareness and understanding of the Civil Air Patrol through local news media. The following examples of events provide opportunities for positive media exposure.

- **Evaluated SAREX/GTE:** CAWG participates in an alternating year Air Force evaluated Search and Rescue Exercise (SAREX) and Guided Training Exercise (GTE) cycle. The Public Information section (Capt. Chris Storey) for the 2007 Air Force Evaluated SAREX received a grade of EXCELLENT.
- **Wing Conference:** California Wing holds an annual conference each year in September or October. The location rotates throughout the state with different Groups organizing and hosting the wing conference.
- **Cadet Encampment:** California Wing holds an annual cadet encampment in August at the California National Guard Camp San Luis Obispo training facility.
- **Professional Development events:** Squadron Leadership School (SLS), Corporate Learning Course (CLS), Basic Cadet School (BCS), and Airman Training School (ATS) programs are typically conducted yearly in both Northern and Southern California.
- **Air Shows:** There are two to three large (multi-day) air shows and several smaller airport open houses/air shows each year in California. Local units regularly provide support to these events and maintain a Civil Air Patrol recruiting presence during the event.
- **Cadet Orientation Rides (O-Rides):** Powered and non-powered (glider) Cadet Orientation Rides are provided by various squadrons.
- **Group/Unit SAREX's:** Local SAREX's and training events are regularly conducted at Group and unit levels.
- **Other events:** Unit personnel throughout the wing participate in various local community events each year. These events include Wreaths Across America, color guard performances at local city council meetings and civic functions, community parades, and at other local events.



# Putting It All Together

Then, build from there, following the 4-step planning process.

Source: Effective Public Relations, Cutlip and Center

<b>EXHIBIT 12.2</b>	
<b>PUBLIC RELATIONS STRATEGIC PLANNING PROCESS</b>	
<b>Four-Step Process</b>	<b>Strategic Planning Steps and Program Outline</b>
<b>A. Defining the Problem</b> (Chapter 11)	<b>1. The Problem, Concern, or Opportunity</b> "What's happening now?" <b>2. Situation Analysis (Internal and External)</b> "What positive and negative forces are operating?" "Who is involved and/or affected?" "How are they involved and/or affected?"
<b>B. Planning and Programming</b> (Chapter 12)	<b>3. Program Goal</b> "What is the desired solution?" <b>4. Target Publics</b> "Who—internal and external—must the program respond to, reach, and affect?" <b>5. Objectives</b> "What must be achieved with each public to accomplish the program goal?"
<b>C. Taking Action and Communicating</b> (Chapter 13)	<b>6. Action Strategies</b> "What changes must be made to achieve the outcomes stated in the objectives?" <b>7. Communication Strategies</b> "What message content must be communicated to achieve the outcomes stated in the objectives?" "What media best deliver that content to the target publics?" <b>8. Program Implementation Plans</b> "Who will be responsible for implementing each of the action and communication tactics?" "What is the sequence of events and the schedule?" "How much will the program cost?"
<b>D. Evaluating the Program</b> (Chapter 14)	<b>9. Evaluation Plans</b> "How will the outcomes specified in the program goal and objectives be measured?" <b>10. Feedback and Program Adjustment</b> "How will the results of the evaluations be reported to program managers and used to make program changes?"

# Putting It All Together

- Review the **National Public Awareness Plan** for new ideas.
- Review the Marketing Guidebook for ideas.
- Review **other well-written plans**, including those generated by the Air Force.
- Rely on the **“Writing a Public Affairs Plan”** guide on the PA page for help.



# The Impact



## Desired Change:

- Increase in number of MIOs
- More wing members
- Increase in retention over 12 month
- Increase in new members over 12 month period
- Increase in tear sheets (press)
- Internet search references/published articles
- Increased VIP awareness/friendliness towards LA CAP

# The Impact

The desired change of seat-of-the-pants  
public awareness is **unknown.**



# The Impact

Effective crisis communications is also essential in order to protect CAP's image.

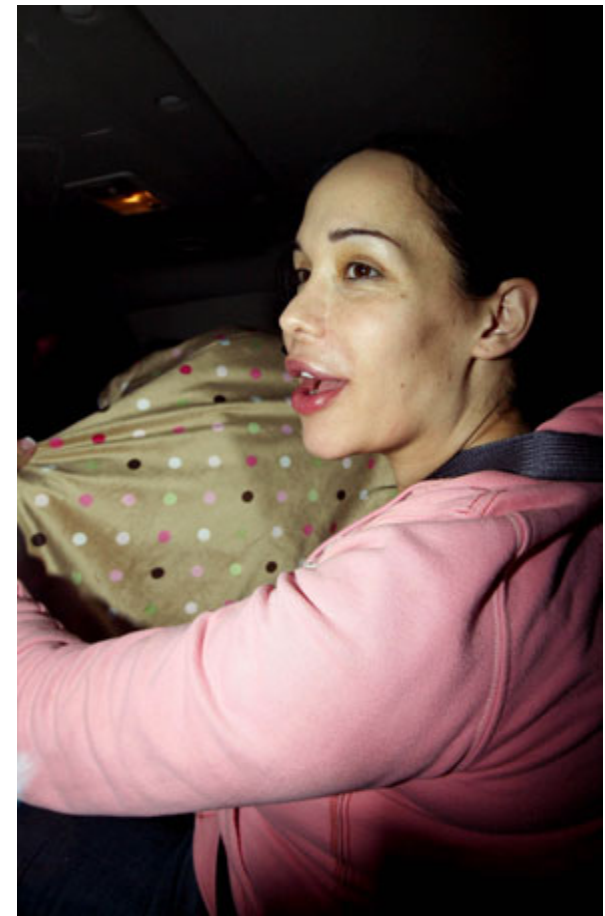
CAP's image can be strengthened or destroyed literally overnight based on how we handle ourselves in a crisis.



# Crisis Communications

**How would you rate the crisis communications techniques used in relation to the following topics of high media interest?**

- ✓ Bernie Madoff
- ✓ AIG bonuses
- ✓ FEMA during Hurricane Katrina
- ✓ Obama and the economic crisis
- ✓ Chesley Sullenberger Hudson River crash
- ✓ Casey Anthony case
- ✓ Jennifer Aniston's ongoing comparison to Angelina Jolie and Brad Pitt's relationship
- ✓ Royal family's response to Princess Diana's death
- ✓ Octomom
- ✓ Martha Stewart case



# Crisis Communications

Again, **planning** is the key to success.

## Your crisis kit should include:

- Crisis communication team contact/role list
- Potential command/media centers list
- Complete crisis contact list
- Printed out crisis scenarios & action plans for response
- Pre-written press releases that can be adapted as appropriate
- Complete local unit, Wing or Region member list
- CD with all of the above lists in electronic format

## Physical response necessities such as:

- Several legal pads
- Pens
- Local, city and state maps
- Press badges
- Sheets of letterhead
- Two-way radios
- Weather gear
- Laptop computer\*
- Cell phone\*
- GPS-enabled device for navigation\*
- Generator\*



*\*Some items may be too big or costly to be stored for the sole purpose of a crisis kit. If these items are not physically included in the kit, then include specific directions and processes for obtaining them quickly when they are needed.*

# Putting it all Together

Review plans posted on eServices for ideas.

Excerpt from Michigan Wing's Crisis Communications Plan:  
Crisis Scenarios / Talking Points



## **Injury of CAP member**

Sample talking point:

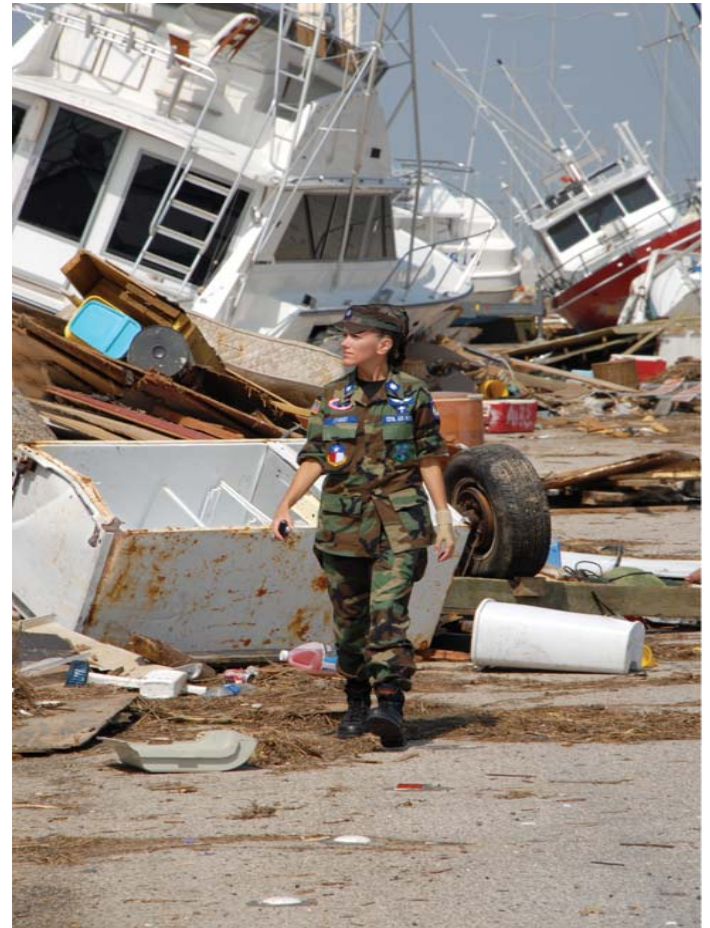
"Our hearts go out to the families of the members involved, and to all of the CAP members in \_\_\_\_ (where the members are from) \_\_\_\_ who work hard to serve their state and country with a professional level of skill, even though they are volunteers."

- 1. We know that \_\_\_\_\_ has happened and we are investigating it.
- 2. Safety of our volunteers and our community is paramount.
- 3. Addition information will be released as soon as it is verified as accurate.
- 4. A press conference will be held at \_\_\_\_\_ (time) \_\_\_\_\_.
- 5. Our investigation of this incident is ongoing and we are in frequent communication with (Wing/Region/National) Civil Air Patrol."

# Putting It All Together

## Valuable Resources:

- Public Affairs **Crisis Policy** on PA page
- Writing a **Crisis Plan Guide** on PA page
- **Crisis plans** posted on eServices

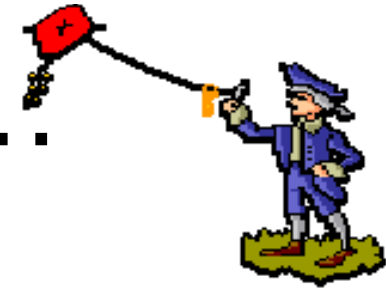


# In Summary

The planning process works and it is entirely essential to success in generating public public awareness about CAP's mission, role and scope.

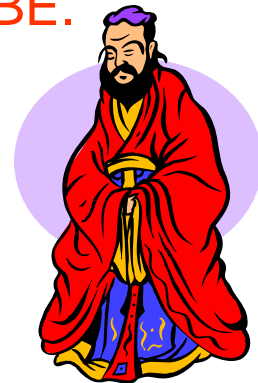


# In Other Words...



- By failing to prepare, you are preparing to fail.  
[Benjamin Franklin](#) (1706-1790) *American statesman, scientist and philosopher.*
- A man who does not think and plan long ahead will find trouble right at his door.  
[Confucius](#) (BC 551-BC 479) *Chinese philosopher.*
- PLANNING VS REACTING: How organized are you? Could your life be called a ballet or is it a hockey game (or a pin-ball machine)? However, even in a hockey game, good hockey players learn to skate to where the puck WILL BE.

[Unknown Source](#)



# Let's Start Now

Building public awareness through effective  
PA and crisis planning.

Let's all resolve to be  
a CAP public awareness  
ambassador!



# Questions

