



# Professional Development for the PAO

Your development as a Civil Air Patrol Public Affairs Officer has only begun.

As with life you are always growing, learning and finding new tools to help you do your job better.

## As a Technician Level PAO you will be tasked with

- Performing the basic PA tasks for a unit
- Learning the basics of being a CAP member
- Learning fundamentals of journalism, public relations, photography and evolving technology
- Becoming an advisor to your commander

## As a Senior Level PAO you will be tasked with

- Continue with the Technician Level Objectives and
- Understand how CAP's 3 Missions serve our communities and how your squadron and wing relates to accomplishing those missions
- Getting advanced skills in public relations and marketing
- Understand how to implement evolving technology to support your PA Operations
- Understanding the function of Mission Information Operations
- Becoming a valued advisor to your commander

## As a Master Level PAO you will be tasked with

- Continue with the Technician and Senior Level Objectives and
- To train and mentor other PAO's and Commanders
- Working high level Emergency Services Missions as an IO
- Use technology to deliver CAP's message to varied audiences including Television
- Develop, interpret and implement policy
- Becoming a key advisor to your commander

## Additional Training Opportunities

**The National PAO Academy** is a 2 day session held before the Annual Conference every 2 years. It brings members together from all over the nation for advanced training and discussions of Public Affairs and Marketing issues.

## Emergency Services Related Training

FEMA's Emergency Management Institute (EMI) has developed a new NIMS IS-250 training course on Emergency Support Function 15 (ESF 15) regarding

External Affairs under the new National Response Framework.

The course is presented in five video modules, so your computer must be equipped with speakers and video software such as Windows Media Player. Online: [www.training.fema.gov/EMIWeb/IS/is250.asp](http://www.training.fema.gov/EMIWeb/IS/is250.asp)

The IS-250 training course is intended for FEMA External Affairs staff and public affairs personnel from other federal agencies that are signatories to the National Response Framework.

FEMA also offers a NIMS IS-702 course on Public Information Systems that is recommended (but not required) for Public Information Officers and JIC staff who would participate in a Joint Information Center under NIMS Incident or Unified Command.

The IS-702 course takes about three hours to complete and is available free online at:

[www.training.fema.gov/EMIWeb/IS/is702.asp](http://www.training.fema.gov/EMIWeb/IS/is702.asp)

Both IS-250 and IS-702 require that you pass a 25-question multiple-choice exam after the online training in order to receive a certificate of completion.

## Don't forget that you are a CAP member

Very few people join CAP to be a PAO. Many are pilots, cadet program people, logisticians and do many other things in their units besides Public Affairs.

The best way to learn the "CAP Business" is to be an active member and participate in our missions. Do things like get your ACUT training, your Yeager Award, attend conferences, et that ground team or observer rating.

If you are interested in some aspect of CAP's missions you should go for it.

**The Most Important Training a PAO can get** is at a cadet encampment.

New PAO's greatly benefit from working for 7-9 straight days in support of the premier cadet activity a wing can hold.

PAO's will be expected to work with and mentor Cadet PAO's to deliver many exciting products like newsletters, websites, week books, videos, albums and a lot of other PA related work.

It's a challenging environment that has been called the "most valuable training that a cadet can get"