

This presentation was developed to help orient cadets to the PA Program.
The original can be obtained by contacting pao@ncr.cap.gov



Civil Air Patrol Public Affairs





What we will talk about

- What is Public Affairs
- The Mission
- Why PA is Important
- The Flight Plan
- How Cadets Can Help



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.



The PAO is not





The Public Affairs Officer

- 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

The PAO's Flight Plan





The Flight Plan

The PAO's Flight Plan outlines expectations of and suggested goals of PAO's at all levels.

- 1. Submit releases/stories to local & CAP media**
- 2. Develop and Maintain a Unit Website**
- 3. Publish a Unit Newsletter**
- 4. Conduct an Outreach Event each year**

Reference CAPR 190-1



Releases & Stories

This is important because if no one hears about you no one knows about you.

A Unit PAO should strive to get 1-2 releases about their unit or it's members out per month.



Suggested Stories

Member Achievements and Promotions (Milestones)

Member successes (in and out of CAP)

Changes of Command

Significant Unit Events

Actual and training Missions

Include Action Pictures if possible in your release. Nothing is more boring than a traditional Grip & Grin. Build a library of images of unit members for this purpose.



Releases & Stories

Copies of all releases should also be sent to your Wing and Region PAO's as well as the CAP Online News.

The more people telling the story the better.



Unit Websites

- Most youth get their information and news from websites
- Many also do a lot of their socializing and networking online
- It's an outlet for creativity





A Unit Website MUST

- Tell the squadron story
- Does not duplicate any materials from higher headquarters
- Have **original content**
- Have news and pictures of unit members doing CAP Activities
- **Is updated regularly**



Unit Newsletters

- Most Important Communications Tool
- Internal and External Audiences

Commander's Call
A Publication of the North Hennepin Composite Squadron Command Staff
September 2007

The year ago I took command of the North Hennepin Squadron and find it fruitful, at this time, for us to reflect on our progress towards reaching our Squadron's vision. We have made measurable progress towards being 100% mission focused and related through a well-balanced training schedule for both Senior Members and Cadets that enables every member to participate in each of our missions of Aerospace Education, Cadet Programs, and Emergency Services. Our reporting has been virtually perfect and 100% receive this calendar year according to reports from Wing and staff officers. The distribution of the weekly, monthly, and annual workload among sections and Cadets has demonstrated that the Squadron has what it takes to be 100% responsive. Both projects and the weekly joint meetings have brought us closer to being 100% unified.

Another exciting drive is upon us and there are still four more months remaining in 2007 for us to reach 100 persons. The beginning of the school year, efforts made at the Minnesota State Fair, as well as the upcoming Open House put us on reaching this goal within sight. We have had several persons join in support of these efforts, including not only our members but the Staff of the Cadet and Senior Programs. Let's each make our own contact, be it one more friend or neighbor, or encourage another person to join!

Change of Command
Cadet Wing 7001 cadets relinquished command and Cadet 5001g, Kevin Pitzer assumed command at 0900 hours on 1st August 2007. Cadet Pitzer emphasized his goals of carrying on the Squadron's vision from within the Cadet Corps. He served as Cadet First Sergeant before assuming command.

Minnesota Wing Cadet Course members at the base of the parade at the State Fair
Minnesota Wing Cadet Course members at the base of the parade at the State Fair.

Minnesota State Fair Recruiting
Cadets and sections of the North Hennepin Squadron led the Wing in participation in its annual recruiting efforts at the Minnesota State Fair, demonstrating that the youth was unified with knowledgeable members. The Squadron showcased their skills over the course of two weekends, with over three dozen members participating. The Minnesota Wing Honor Guard assisted in drawing a crowd to the booth through a precision drill demonstration that was often heard through the air.

Commanding Presence
Minnesota State Fair Parade
The Minnesota Wing Color Guard marched for the first time in recent history at the Minnesota State Fair's daily parade on 25 and 26 August 2007. The Color Guard led the parade on both days. The organizers commented, "Your cadets always look sharp!"
Participating members included: Cadets Mark Peterson, James Harwell, Benjamin Hammett, Dwight Wiking, Jonathan Whiting, and U.S. Marshal Deane as Project Officer.

Members of the North Hennepin Squadron attend at base of the recruiting booth.

Commander's Orders
The following members of the Squadron were promoted or received awards in August 2007:

Senior Promotions
Dr (Maj) Loren Rutherford
Cadet Promotions
Cadet A1C Amy Bar
Senior Awards
Senior Recipient
(Lt) Manuel A. Deisser*

Cadet Awards
International Air Cadet Exchange Ribbon
Cadet Maj Neil Maloney Air Search and Rescue Ribbon
Cadet C1 Col Peggy Schneck
Cadet 5001g Mark Peterson
Cadet Recipient Ribbon
Cadet A1C David Frost
Cadet Jose Nicolas Escam

Cadet Programs
Cadet Non-Commissioned Officer School
All Cadet the grade of Staff Sgt are encouraged to apply for the Cadet Non-Commissioned Officer Course by 1 October. This course emphasizes drill, maintenance, and dynamic participatory leadership.

Cadet Basic Cadet Officer Course
All Cadets the grade of Staff Sgt and above are encouraged to apply for the Basic Cadet Officer Course by 1 October. Cadets will learn skills that are invaluable as a junior officer, including project management.

North Hennepin Flyer - 4th Quarter 2006 - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Go Links Settings

Address http://www.nhscap.org/newsletter/2nd-qr_2007/index.html

Google

North Hennepin Squadron
Unit NCR-MN-017
First Composite Squadron in the Nation

North Hennepin Flyer Menu [02]

North Hennepin Flyer - 2nd Qtr 2007

The North Hennepin Flyer is the official newsletter of the North Hennepin Composite Squadron, providing information to both Civil Air Patrol members and the local community.

Click on photos to enlarge. Click on BACK button to close enlarged photos.

Squadron Activities:
General Activities
May
5-01-07 The Pilot meeting consisted of a tutorial on how the Pilot Operations site on the E services looks and also how you would enter a mission into WMRs.

Jun
6-6-07 Pilot continuation training
6-17-07 MIC Open House

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Unit Newsletters

- Frequency and Format up to local CC/PA
- All Members should get a copy
- Send copies (electronic) to Wing and Region PAO's
- Send copies to other unit and Wing CC's
- Post on Unit Website



Unit Outreach

**You can't get support
unless the community
knows about you and
your Squadron.**



Possible Events

- Open House
- SAREX's
- Presentations to Community Groups
- Parades
- Radio and TV

Your options are limitless!!!



Value of Outreach

- New Members
- New Resources
- New Missions
- New Friends for CAP
- Positive Image in the Community



How NHQ Supports Public Affairs



NHQ/PA – Info for CAP Members

- Disseminates national and hometown news releases to CAP public affairs officers
- Provides multimedia products promoting CAP
- Maintains CAP News Online
- National Media Relations



NHQ/PA – Media Relations

- Establishes proactive media relations program generating positive national, as well as unit, regional and state publicity
- Manages national media inquiries
- Assists units with local media coverage for high-profile CAP events



NHQ/PA – PAO Support

- Conducts Bi-Annual PAO Academy
- Develops printed PAO toolkit and online training resources, including planning guidance and other resources
- Conducts training seminars at region and national conferences
- Regular guidance and support through biweekly PAO Updates



NHQ/PA - Public Outreach

- Enhances public awareness and builds brand credibility for CAP and its members
- Researches and develops public affairs and promotional campaigns
- Manages creative concept and writing for headquarters outreach projects
- Manages the CAP Public Websites



NHQ/PA - Public Outreach

- Provides leadership and support for special events
- Publishes Civil Air Patrol Volunteer, a bimonthly magazine
- Generates CAP's Annual Report to Congress
- Generates and regularly updates CAP's Fact Sheet



Questions?

How Cadets Can Help





What Can You Do

- Tell Your Stories (Your Experiences) to your friends and family.
- First person is the best way to share the message of CAP.



What Can You Do

- Help Your Unit PAO by
- Sharing your CAP related pictures
- Writing stories for your newsletter
- Producing multi-media like videos for YouTube, slideshows and websites



What Can You Do

- Use Your Skills to help your unit by creating Blogs, Online Albums, My Space pages, websites, newsletters
- Some seniors may not be as “Tech Savvy” as you are. 😊



What Can You Do

- Become your Unit Cadet PAO and help tell your unit's story as the cadet spokesman.
- Help to craft the message and use your skills and perhaps find a career as a Publicist or Marketing Executive.
- It's real but rewarding work



What Can You Do

- Serve on the Encampment PA Staff and tell the world what happened at the Encampment
- and **HAVE FUN** while doing it!

The Bottom Line



The Public Affairs program succeeds because we have a great story and great storytellers to tell it.



Questions?