



Public Affairs Update

North Central Region, Civil Air Patrol
US Air Force Auxiliary
October 2008

Thank you for taking a moment to review this periodic update from NCR Public Affairs to you, the people that tell the stories of Civil Air Patrol and truly help the organization grow thru that good story telling.

Website Updates: The big thing going on in the Region PAO is getting www.ncrpao.org back up to speed as a resource for you. Please take a moment to look at the site as it has been completely redesigned and reorganized to reflect the priorities of the Region PA Plan and the PAO's Flight Plan.

Most of the resources are being moved from the old to the new site and we are adding many new resources and multi-media such as my presentation on "Getting Ready for Inspection" from the 2008 National Conference, a presentation on the PA Planning Process from the 2008 PAO Academy and of course a summary of the "Flight Plan".

If you have any comments, suggestions or resources to share please let me know.

PAO Academy: As some of you know National will not be conducting a PAO Academy in 2009. This opens up an opportunity for the regions to conduct local academies. NCR will be conducting a "Public Affairs Leadership Academy" in late June 2009 at Camp Ashland, NE.

This site was selected for its central location in the region and ability to support our needs.

This 3 day academy will take you thru all 4 parts of the PAO's Flight Plan and when you leave you will have the tools to operate effectively as a Squadron PAO. Basic Mission Information Officer (MIO) training will also be a part of this course.

The goal of the academy is to provide the best possible training and learning experience for PAO's in the region. A committee of senior PAO's is organizing the event and it is supported by National Headquarters/PA.

Plans are to cap the academy to 50 students. Registration will open in February 2009.

A webpage has been established for the Academy at <http://www.ncrpao.org/paoa.htm> as I get updates they will be posted to that site.

MIO Training: One of the most important things that a PAO can do is serve as an MIO.

However, just because you hold the duty assignment of PAO does not mean you are or are qualified to be an MIO. You need training, practical hands on application of the training, mentoring and certification.

So far Kansas and Minnesota Wings have taking the lead in providing MIO Training in 2009. In Minnesota, 2d Lt George Supan is organizing a day of training in January. More details as soon as I get them from George.

In March Kansas Wing is organizing training as part of their Emergency Services Academy in March. Col Jerome Hanson and Lt Col Dennis Pearson are organizing that training.

More information on these training opportunities will be included in the next update and announcements on the All PAO Distribution List.

FYI: The Region PAO's led by Capt Jim Ridley, NER/PA are beginning to look at updating the MIO training/certification requirements for NHQ Operations. I will make sure you are updated as this important project evolves. If you have any thoughts on this item please let me know at pao@ncr.cap.gov

All-PAO Distribution List: This is a very important communication tool that we use to share updates and important information. It is also available to you if you have any questions, concerns or just want to talk shop. Everyone is welcome to join the list and participate.

Wing PAO's please make sure that all of your PAO's are assigned on E-services as a PAO so they are enrolled to the list.

Others can join the list by going to <http://lists.ncrpao.org/mailman/listinfo/all-paos> and signing up. Please suggest that units without PAO's have the commander join the list so his unit does not miss out on any of our updates.

The only rule is that the All PAO List is a salon not a saloon. ☺

NCR News: NCR News is the region's online newsletter that is seen by thousands of members and friends of CAP each month. NCR News and Lt Col Mike Marek (as editor) were recognized as one of the best newsletters in all of CAP.

Thank you for all of the contributions that help make NCR News a great newsletter. However it could always be better.

NCR News becomes better by publishing more stories from all our wings. I regularly get news items from several wings and units. The problem with this is that many of the stories from other wings and units are not being told. Please do consider sending us your local and wing's news stories, clippings, pictures or links to other media.

You would be surprised where you can find a good story that is just is waiting to be told. ☺

Press Release Clearance: Just a reminder to all that you should be clearing your feature stories, press releases and publications with your immediate commander.

It is important that our leaders be aware of what we are doing and where the work is going. The clearance not only lets them know that we are doing the job but allows them a chance to add to the story or correct an error that you might have not known about.

Wing PAO's (with the approval of their commander) should be setting this policy for their wings. I suggest that this approval be at the lowest level possible. Wing PAO's don't need to be clearing every local release.

That this does not apply to actual missions. Mission releases must be cleared by the Incident Commander (acting for the Wing Commander) and the tasking agency prior to release. Don't forget to send a copy up to wing and region.

Please note that when I receive something from a PAO, I will assume that it has been cleared by the appropriate commander for publication.



Citizens Serving Communities ...

Above and Beyond

New National Marketing Theme: The logo on the left reflects our new National Marketing theme. Please consider using this catch phrase in your news releases, letterhead, posters, newsletters and related marketing materials.

The logo was designed by our National PA Team to help us when we are reaching out to schools, educators and others who may be turned off by our more "Military" themed logos.

The logo and tagline can be downloaded on the resource page of www.ncrpao.org

In Closing: I firmly believe that after the commander the Unit and Wing PAO have the most important jobs in our organization. Because of the results we achieve, the story of CAP is told to all of our key audiences and these stories help CAP grow and thrive.

You are on the front line of these efforts and I am very proud to support you in your work for our Civil Air Patrol.

Thank you for all you do.

**AL PABON, Major, CAP
Director of Public Affairs**