



YEARS

OF INTEGRITY, EXCELLENCE,
VOLUNTEER SERVICE AND RESPECT

**CIVIL AIR PATROL
CADET PROGRAM**



I Don't Need a Plan, Do I?

Hurricane Matthew Recap



2017 PAO Academy

San Antonio, Texas • 30-31 August 2017

Lt. Col. Andrew Oppmann, CAP

Lt. Col. Jonathan Lartigue, CAP

Stop me if you've heard this one...

- 'CAP is America's best-kept secret'
- 'National PA needs to do a better job telling our stories'
- 'The media doesn't understand us'
- 'We don't get any credit for our volunteer efforts'



Deepwater Horizon (2010)

- Semi-submersible mobile off-shore drilling unit, located about 41 miles from the Louisiana coast, exploded.
 - Eleven workers were killed and 17 others were injured.
 - 62,000 barrels of oil into the Gulf of Mexico.
- CAP conducted 118 days of sustained operations and 1,011 mission sorties.
 - Flew 2,387 hours
 - Provided more than 100,000 high-res images of the coastal oil boom emplacements and staging areas.



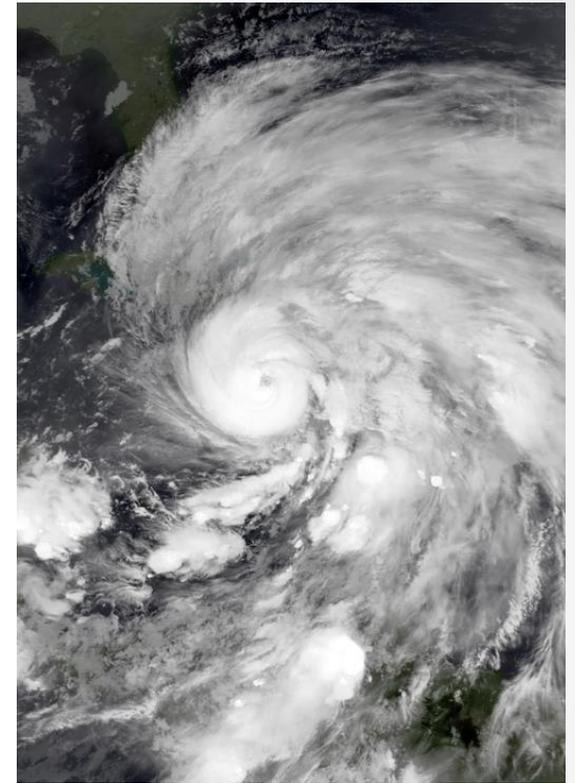
Deepwater Horizon (2010)

- Mixed Media Results
 - We provided a media flight to CBS Evening News, which featured CAP on national news (more than 5 million viewers).
 - Newspath flew with us and aired a story shown on 80 CBS channels.
- But...
 - only 12 print stories/video reports in local media.



Hurricane Sandy (Oct. 2012)

- Second-costliest hurricane in United States history.
- Largest Atlantic hurricane on record.
- About \$75 billion in damages, a total surpassed only by Hurricane Katrina.
- 233 people were killed along the path of the storm in eight countries.
- CAP provided:
 - 158,000 images for emergency agencies' use in the aftermath of Hurricane Sandy.
 - A massive mission in which aircrews from 21 states made 696 flights in 73 planes.



Hurricane Sandy (Oct. 2012)

- Mixed Media Results:
 - CAP's response to Hurricane Sandy only merited 28 media clips.
 - The best were including two stories on AOPA.org, the Aircraft Owners and Pilots Association website.
 - Mostly mentions or fairly obscure websites.
 - Areo-News Network
 - Aviators Hotline
 - City Biz List Baltimore
 - Media coverage not reflective of CAP's hard work.



Hurricane Matthew (2016)

- The 1st Category 5 Atlantic hurricane since Hurricane Felix in 2007.
 - Ninth-costliest Atlantic hurricane (\$15.09 billion in damage) and second-most since Sandy.
 - 47 deaths in the U.S.
- Two CAP regions (SER and MER), with support from Wings outside impact area.
 - Thousands of volunteer hours, more than 60,000 images.



Hurricane Matthew (2016)

- A different approach
 - A lead Public Affairs Officer was selected by NHQ/PA for SER and MER to:
 - Coordinate with wing PAOs/PIOs and ICs
 - Act as a central point of daily communications with everyone.
 - Ensure written/visual content was developed
 - Edit content and submit to NHQ/PA
 - Pitch story angles/ideas to media outlets
 - Proactively schedule media outreach



Hurricane Matthew (2016)

- Better Media Results:
 - Great variety of media coverage.
 - More enterprise, less 'mentions.'
 - Solid coverage before landfall.
 - 64 media clips
 - Combined audience reach of 32 million
 - Strong coverage after landfall
 - Seven national releases
 - 187 stories
 - Combined audience reach of 113 million



Hurricane Matthew (2016)

- Better Media Results:
 - Wings published locally and NHQ published nationally
 - Region reports combined into one release.
 - 1 AF approval coordinated by NHQ.
 - 95 percent of releases opened by recipients.

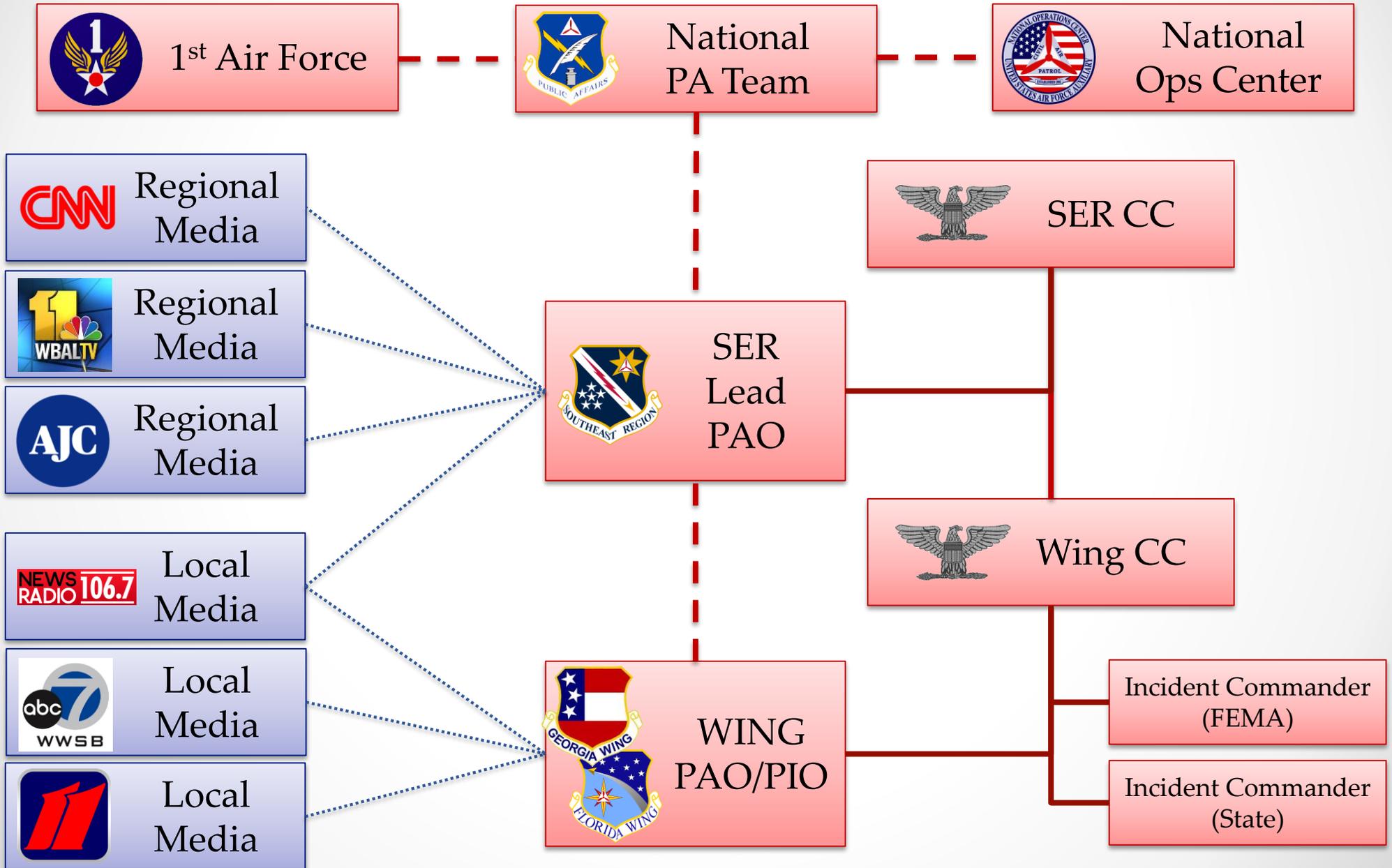


Hurricane Matthew (2016)

- How did we do it?
- Region PAOs managed the process
 - Developed proactive media messages
 - Tracked key issues
 - Recommended courses of action.
 - Anticipated media needs and questions.
 - Made recommendations on all media coverage
 - Kept region and national leadership in the loop



Hurricane Matthew (2016)



Hurricane Matthew (2016)



At 1,000 feet up, volunteer pilots assess the damage in South Carolina from Hurricane Matthew



Mel Don Ellis was the photographer with the Maryland Wing of the Civil Air Patrol shooting aeriels of towns in South Carolina to help assess flooding damage from Hurricane Matthew. He stands next to the Cessna 441 that he flew.

Civil Air Patrol in Md. relishes chance to help

By Ian Duncan
The Baltimore Sun

Mel Donald Ellis had heard reports of flooding around Nichols, S.C. But when Ellis, an aerial photographer in the Maryland Wing of the Civil Air Patrol, flew over the hurricane-ravaged town this week, he saw it was almost completely submerged.

"They didn't know the overall devastation it would be able to provide those photos back to county planners and FEMA," Ellis said on the tarmac at Martin State Airport on Tuesday. "All of the roads in and out of this area were completely flooded or washed out."

Ellis' team is one of several from the Maryland Wing that have been deployed this week to help the Federal Emergency Management Agency assess the damage wrought by Hurricane Matthew.

The storm, named for the hundreds of deaths in the Caribbean, was a category 1 hurricane when it made U.S. landfall in South Carolina on Sunday.

The Civil Air Patrol, a nonprofit, all-volunteer auxiliary to the Air Force, called out after disaster to fly its distinctive red-white-and-blue planes and provide

Amid calls to resign, sheriff to step down

Howard Co. report alleged harassment and retaliation

By Pamela Wood
The Baltimore Sun

Embattled Howard County Sheriff James F. Fitzgerald, accused of using ligated language, harassing employees and retaliating against those who didn't support his re-election, has agreed to resign after a decade in office, county officials said Tuesday.

Fitzgerald, a Democrat who faced bipartisan calls to quit, signed an agreement Tuesday to resign within 30 days, County Executive Allan Kirkman said. His last day of work will be Saturday.

"I think it's a good thing for the citizens of Howard County," said Kirkman, a Republican. "I want to commend everyone in the community for standing up when they learned about the sheriff's actions and his comments. I think it was because of our total community coming together — that led to this day."

Neither Fitzgerald nor his representatives responded to requests for comment on Tuesday. An employee who answered the phone at the sheriff's office Tuesday for SHERIFF said...

bridge sports 13 • lottery news 4 • business news 10 • celebrities news 14 • column news 16
puzzles: taste 5, sports 13 • tonight on tv: taste 5 • comics: taste 4 • classified: sports 7

Hogan tightens school dates

Second executive order makes waivers harder to get

By Liz Bowie and Carrie Wells
The Baltimore Sun

Gov. Larry Hogan issued a second executive order Tuesday that makes it difficult for school systems to avoid starting school after Labor Day by seeking a waiver.

The order comes after the state board was offering waivers from higher standards and to many local school officials protested, saying they wanted to remain control over their school calendars.

In his new order Hogan said that only schools that are charter, low performing or at risk may apply for a waiver from the Maryland state school board, and only if they have an "innovative school schedule" that requires them to be open during the summer.

The order also said school districts may seek a waiver if they have been closed for bad weather for 10 days each in two of the last five school years.

"This was an effort to alleviate the concerns from the state board of education and local boards of education," said Douglas Meyer, a spokesman for Hogan. "There was confusion about the waiver process, concerns about time, and this was an effort" to address that.

In late August, Meyer declared that the state's public school children would enjoy a longer summer break starting next year, starting an executive order saying schools could not open before Labor Day and had to wait until June 15.

Hogan said the longer summer recess would give families more time together, generate more revenue for the tourism industry and help help students in the Baltimore region out of overcrowding classrooms that lack air conditioning.

Although the order was popular among parents in polls, the mandate infuriated school officials, who said it was not good for students, particularly those whose families struggled to find childcare, experience during the summer months. In addition, see HOGAN, page 12.



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Social media rescind access to data by police contractor

By Kevin Rector
and Allison Knezevich
The Baltimore Sun

Police may have used facial recognition software and a private company's analysis of social media accounts to identify and arrest people with outstanding warrants during the unrest in Baltimore last year, according to a document released Tuesday by the American Civil Liberties Union.

The document was released by the ACLU in California as it announced that its investigation into the private company, Geofeedia, had revealed in three major social media companies — Facebook, Instagram and Twitter — including Geofeedia's commercial access to their data.

In the document, Geofeedia stated its partnership with Baltimore County Police to pitch its services to police in Glendale, Calif.

Civil liberties advocates have criticized Geofeedia's monitoring, saying it can have a chilling effect on free speech and disproportionately target minorities. Last month, the Baltimore Sun reported that at least five area police departments paid Geofeedia to monitor news and store citizens' public posts on Geofeedia, page 12.



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Venice to discuss fire fee future at a special Monday meeting

Mote's Hatching Hospital gives baby turtles a second chance

PREP FOOTBALL: Week 1 previews

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Cessnas equipped with special cameras survey hurricane damage



By Carlos R. Munoz
Staff Writer
Follow

Posted Oct 9, 2016 at 7:28 PM
Updated Oct 9, 2016 at 7:28 PM



SARASOTA — The Florida Wing of the Civil Air Patrol is launching relief operations in the aftermath of Hurricane Matthew out of Sarasota-Bradenton International Airport this week, according to a spokesman for the U.S. Air Force's volunteer civilian auxiliary.

Temporary CAP bases went up in Tampa, Sarasota and Punta Gorda over the weekend to assist with airborne survey missions along the east coast, from Key Largo to the Georgia border.

THAT'S THE SIGN OF A
RE/MAX
AGENT

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Hurricane Matthew (2016)

Media Alert From TVEyes Media Monitoring Suite



(click thumbnail to play)

Civil Air Patrol on WBAL-AM - Baltimore, MD
10/09/2016 18:04:09

... Major John Ralph is a mission pilot with Marilyn wing of the Civil Air Patrol says his section of the U.S. Air Force Zuhri is prepared to go south he tells WBA LTV how his unit provides assistance will require over that area looking for ...



(click thumbnail to play)

Civil Air Patrol on WMDT (ABC) - Salisbury, MD

10/09/2016 18:10:37
47abc News at 6 (News)

... members of the maryland civil air patrol are heading to south carolina to begin disaer-relief flights. right now in north ...



(click thumbnail to play)

Civil Air Patrol on WBAL-AM - Baltimore, MD
10/09/2016 20:04:07

... Major John Ralph is a mission pilot with them on the wing of the Civil Air Patrol says a section of the U.S. Air Force Zuhri is prepared to go south he tells WBA LTV how his unit provides assistance required ...



(click thumbnail to play)

Civil Air Patrol on WWSB (ABC) - Tampa Bay, FL
10/09/2016 23:04:44

... fema surveys will be local pilots with the civil air patrol. the civilian auxiliary will be conducting aerial photographic surveys of the eastern coast line from key largo to the north ...



(click thumbnail to play)

Civil Air Patrol on WTOC-SAV (CBS) - Savannah, GA

10/09/2016 23:17:02
WTOC News at 11P (News)

... view of the area is also what the civil air patrol from the united states air force auxiliary is using to record damage. there ...



(click thumbnail to play)

Civil Air Patrol on WBAL-BAL (NBC) - Baltimore, MD

10/10/2016 05:04:40
11 News at 5 (News)

... but a local hospital is without water. members of the civil air patrol is there. they will conduct surveys. coastline and record flooding and other damage. ...



(click thumbnail to play)

Civil Air Patrol on KOAM (CBS) - Joplin, MO

10/10/2016 06:01:54
KOAM Morning Show (News)

... have people coming in from acro the nation as well. >> the civil air patrol bee began in world war ii when civilians were in charge. now they perform 90% of the air force's search and rescue ...



(click thumbnail to play)

Civil Air Patrol on WBAL-AM - Baltimore, MD

10/10/2016 06:08:21

... you continue to dog WPA hour news radio 10 Nike Smart the Marlins Civil Air Patrol Lawrence South Carolina this morning to conduct disaster relief flights in the wake of Hurricane Matthew the white duck photographic surveys South Carolina's coastline and inland areas ...



(click thumbnail to play)

Civil Air Patrol on WTOC-SAV (CBS) - Savannah, GA

10/10/2016 06:25:32
WTOC News at Daybreak 6A (News)

... a birdseye view of the area is what the civil air patrol from the united states air force auxiliary is using to record damage. ...



(click thumbnail to play)

Civil Air Patrol on WWSB (ABC) - Tampa Bay, FL

10/10/2016 06:35:49

... the cleanup es., they have since reopened. the civil air patrol is setting reopened. the civil air patrol is setting up a temporary base in sarasota. the us air force will be ...



(click thumbnail to play)

Civil Air Patrol on WBAL-BAL (NBC) - Baltimore, MD

10/10/2016 07:26:51
Today (News)

... morning. members of the maryland civil air patrol are helping with search and recovery efforts. let's get an update on your morning commute.% >> we had some west side delays ...



(click thumbnail to play)

Civil Air Patrol on KFJX (FOX) - Joplin, MO

10/10/2016 07:31:45
KOAM Morning Show (News)

... have people coming in from across the nation as well. >> the civil air patrol bee began in world war ii when were in charge. now they perform 90% of the air force's search and rescue ...



Hurricane Matthew (2016)

Six Minutes of Matthew Coverage

[https://www.youtube.com/watch?
v=IkTLzS0N8xg](https://www.youtube.com/watch?v=IkTLzS0N8xg)



Hurricane Matthew (2016)

- Why it worked:
 - CAP got in front of the story.
 - Everyone was on board with the plan.
 - Region PIOs kept communications / momentum going.
 - We brainstormed ideas and never missed an opportunity to communicate our role.
 - We offered media flights.



Media Flights

- Question: What do we have to help us tell the story that the media does not have?
 - Answer: Airplanes!



- Media flights during Matthew:
FLWG: 2 SCWG: 5 NCWG: 3 NHQ: 2

Media Interviews

- Momentum attracts record number of interviews.
- Number of Interviews by our PAOs/PIOs
 - FLWG: 5 GAWG: 7
 - NCWG: 5 SCWG: 8
 - MDWG: 3



What Can Be Done Better

- We had never done this before (at least not this way).
- We moved a lot of cheese.
- We spent a lot of time on the traditional press releases.
- We failed to coordinate social media.
- We sometimes pitched too much and too often to the same media.
- Have a pre-plan for media, VIP, and also legislative flights.



Things We Can Pre-Plan

- The structure is better known now, so less cheese movement.
- Written regs/job description of leads from NHQ.
- [CAP.news](#) first, traditional press release later.
- Better talent assessment: Who can serve in these roles in different regions and wings?



PAO/PIO Team Shoutout

- Lead Region PAOs:
 - Lt. Col. Andrew Oppmann, SER (TNWG)
 - Lt. Col. Brenda Reed, MER (MDWG)
- Boots on-the-ground PAOs and PIOs:
 - Lt. Col. Jeff Carlson, FLWG
 - Lt. Col. Jonathan Lartigue, GAWG
 - Capt. Lynne Albert, NCWG
 - Lt. Col. Nicole Shaffner, SCWG
 - Maj. Julie Holley, MDWG
- National Operations Center Director John Desmarais and the PA team at 1AF
- NHQ/PA team members: Julie Debardelaben, Steve Cox, Dan Bailey





“I Don’t Need a Plan, Do I?”

Questions?

Please complete the 2017 survey online for a chance to have your conference registration fee refunded:

<http://www.SurveyMonkey.com/r/17NatCon>

2017 PAO Academy
30-31 August 2017

