

Civil Air Patrol



Missions & Marketing

By Julie DeBardelaben



Over 2,000 Missions

- 967 SAR missions, resulting in 101 saves and 482 finds
- Cell Phone and Radar Forensics, 98 saves
- Military & Homeland Security, 1,390 hours, 729 sorties, 215 air defense exercises
- Surrogate Unmanned Aerial Systems, 1,168 hours, 30 missions
- Remote-controlled MQ-9 Reaper, 546 chase sorties

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SAR Missions

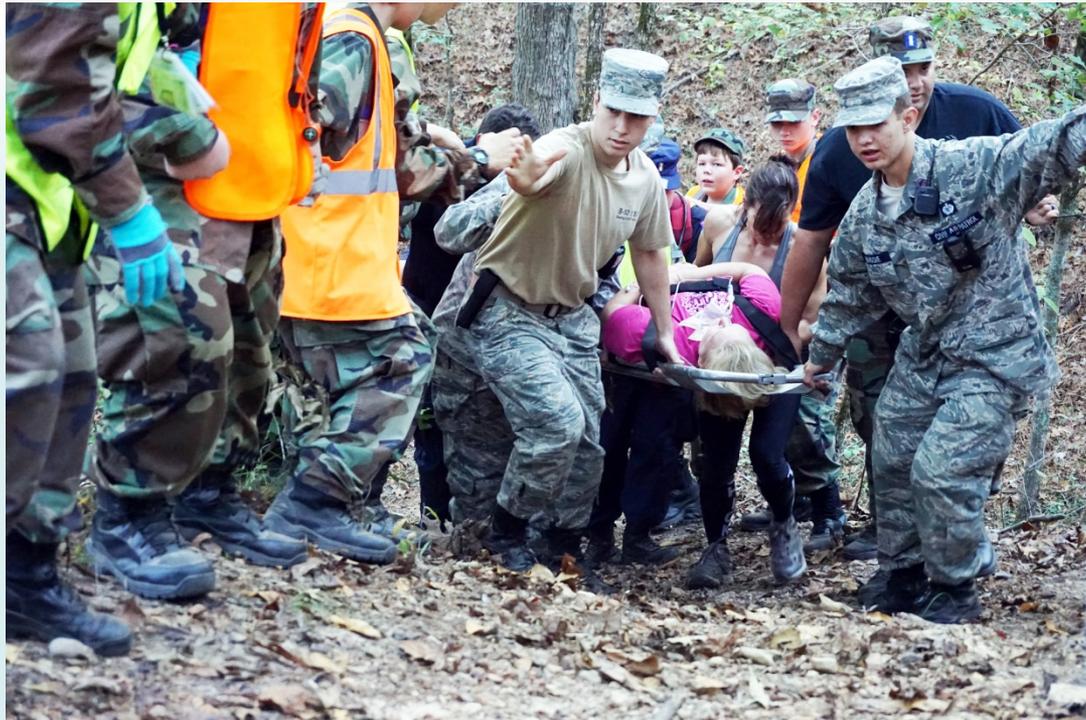
- Of more than 100 saves this year, NHQ/PA has zero photos, videos or testimonials of the people we saved.
- They are CAP's brand ambassadors.



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SAR Missions



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Every Picture Tells a Story



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Every Picture Tells a Story





Impact of Saves



GoPro: Fireman Saves Kitten



Every Picture Tells a Story



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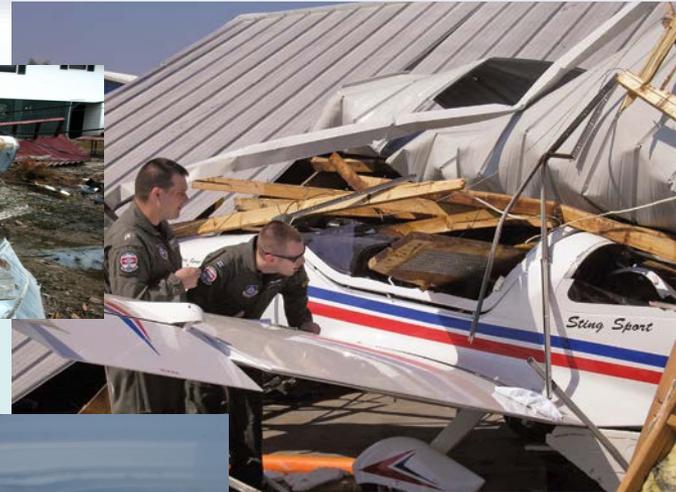
Every Picture Tells a Story



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Every Picture Tells a Story



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The Impact of Video

- [National Aviation Day video](#): Reached over 82,000
- [Super Bowl Facebook Live](#): Reached nearly 26,000
- [Black Hawk Intercept video](#): Reached 180,000; nearly 152,000 were not CAP Facebook fans



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Super Bowl LI

- 2 News Releases
- 2 Facebook Live posts
- 2 GoPro videos
- 1 Media Flight



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Hurricane Matthew

- SER & MER PIO Coordinators
- National/Local releases/social media posts
- Media Flights: 12; Media Interviews: 28
- Results: 187 stories; audience 113 million



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Hurricane Matthew

Post Details



Civil Air Patrol

Published by Dan Bailey [?] · October 10, 2016 · 🌐

Civil Air Patrol's Florida Wing has provided more than 13,000 aerial images of damage caused by Hurricane Matthew to federal, state and local disaster-relief agencies, the wing's commander said today. Col. Henry Irizarry said aircrews flew eight sorties today from bases in Tallahassee, Tampa, Sarasota and Punta Gorda, including communications relay, asset relocation and aerial photo surveys. Irizarry said Florida Wing pilots have flown more than 30 sorties since Friday at the request of FEMA as well as state officials. <https://goo.gl/6fFSjO>



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16 Comments 196 Shares

👍 Like 💬 Comment ➦ Share

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21,333 People Reached

803 Reactions, Comments & Shares

587 Like **587** On Post **0** On Shares

22 Love **22** On Post **0** On Shares

3 Wow **3** On Post **0** On Shares

20 Comments **20** On Post **0** On Shares

196 Shares **196** On Post **0** On Shares

1,320 Post Clicks

357 Photo Views **38** Link Clicks **925** Other Clicks 📄

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Civil Air Patrol added 2 new photos.

Published by Dan Bailey [?] · October 8, 2015 ·

Civil Air Patrol aircrews have made 81 flights so far this week in South Carolina, spending 156 hours in the sky above the flood-drenched state. Aircrews from the Middle East Region's South Carolina, North Carolina and Maryland wings and the Southeast Region's Georgia Wing have flown sorties this week, with at least 11 more flights planned today. The airmen are taking aerial photos of the flooding for emergency officials on the ground.
<http://goo.gl/2oGzEx>



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Civil Air Patrol ✓

Published by Jan Crook White [?] · January 8 · 🌐

Civil Air Patrol's National Radar Analysis Team guided searchers Saturday to a Colorado Springs couple and their downed plane in subzero temperatures in a remote area about 32 miles east of Meeker, Colorado.

Lt. Col. Mark Young, incident commander for the mission as well as a CAP radar team member and assistant director of operations for the [Colorado Wing-Civil Air Patrol](#), said the team nailed down the crashed plane's location within five to 10 minutes. Only an hour and 47 minutes elapsed between the time the team was notified and the time the couple were hospitalized, Young said.

Photo Credit: [Rio Blanco County Sheriff's Office Facebook Page](#)



Colo. couple rescued in subzero temps after CAP radar team guides searchers to downed plane - CAP Volunteer Now

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QUESTIONS

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