



CIVIL AIR PATROL MISSOURI WING
UNITED STATES AIR FORCE AUXILIARY
P.O. Box 5044, Whiteman AFB, Missouri 65305-1094

12 March 2011

Missouri Wing Public Affairs Plan

Step 1: Determine PA needs and opportunities (Situation Analysis)

A. Missouri Wing Unit Strength

1. Wing Headquarters = 1
2. Group Headquarters = 5
3. Squadrons/Flights = 32
4. Legislative Squadron = 1

B. Missouri Wing Membership

1. Cadets = 476
2. Senior Members = 621
3. Total = 1,097

C. Missouri Wing Special Events

1. Wing Conference – annual
2. Summer Cadet Encampment – annual
3. SAR/DR Training – periodic throughout the year in different locations
4. SAR/DR Evaluation – biennial
5. Local unit support of various airshows and fly-ins
6. Virtual Fighter School – support of squadron event
7. Missouri Emergency Services Academy – annual
8. Flight Clinic – biannual

D. Identify Missouri Wing Strengths

1. Rated Successful in 2010 SAR/DR Evaluated mission
2. Rated Successful in 2010 CAP-USAF Compliance Inspection
3. Dramatic improvement in Finance Directorate
4. Dramatic improvement in Logistics Directorate
5. Dramatic improvement in relationship with Missouri National Guard
6. Dramatic improvement in relationship with State Legislature
7. Improved relationship with State and local Emergency Management Agencies
8. Establishment of Legislative Squadron
9. Improved experience with State legislative process
10. Active and effective Wing website
11. Effective cadet orientation flight program
12. Wing maintains effective broadcast email lists
13. PA rated Successful in 2010 SAR/DR Evaluated mission
14. PA rated Highly Successful in 2010 CAP-USAF Compliance Inspection
15. PA Workshop at annual Wing Conference
16. Effective annual PA awards program
17. Excellent relationship with NCR and NHQ PA staff

E. Targets for improvement

1. Low percentage of units with assigned PAs
2. Wing has few qualified Mission Information Officers
3. Not enough external media coverage of Wing events
4. Unit PAs need to contribute more material for Wing website
5. Remiss in contacting, training and motivating unit PAs
6. Need to establish closer relationship with Recruiting & Retention Directorate
7. Low percentage of units with required annual PA Plan and Crisis Communications Plan
8. Not every Wing event has a named PA responsible for internal, external, PA and photographs
9. Little contact with PA counterparts in other agencies and organizations, i.e. Missouri National Guard, Whiteman AFB, State Emergency Management Agency, Missouri Department of Transportation, Missouri Department of Natural Resources, etc.

Step 2: Establish Objectives

A. General Objectives

1. Increase public awareness of CAP, its local, state, and national missions and its contributions to the nation
2. Develop and conduct a comprehensive internal and external public relations plan
3. Promote cooperation between CAP and other aviation organizations, the military, business, industry and civic groups

B. Specific Objectives

1. Increase percentage of units with named PAs (Goal 100%)
2. Increase percentage of units with required annual PA Plan and Crisis Communications Plan (Goal 100%)
3. Increase number of PAs obtaining their next public affairs specialty track rating
4. Increase number of qualified Mission Information Officers
5. Identify and establish a relationship with PA counterparts in other agencies and organizations noted above
6. Send advisory releases to appropriate media at least two weeks prior to Wing events and follow-up with secondary release five days before event
7. Encourage increased unit PA contributions to Wing website, prepare guidelines for types of events wanted to be covered
8. Establish regular contact with every unit PA at least once a month, either by email or phone; schedule unit visits to meet with PAs and commanders as practical
9. Meet regularly with the Wing Recruiting & Retention Officer to improve recruiting and retention
10. Increase PA coverage for all Wing events (Goal 100% coverage)
11. Prepare nominations for PA awards in a timely manner

Step 3: Establish Benchmarks for Each Objective

A. Benchmarks (Specific Objectives)

1. By January 2012 establish named PAs in 70% of all units.
2. By January 2012 establish required annual PA Plan and Crisis Communications Plan in 70% of all units
3. By January 2012 50% of PAs will obtain their next public affairs specialty track rating
4. By January 2012 establish a 50% increase in qualified MIOs
5. Establish a regularly updated directory of PA counterparts in other agencies and organizations noted above; by January 2012 establish contact with 100% of them
6. Establish 100% coverage for all future Wing events effective immediately
7. Prepare boilerplate media releases to be used by field PAs and PAs assigned to specific wing events and activities
8. By January 2012 establish regular monthly contact with every unit PA and establish visits to 70% of wing units.
9. By January 2012 meet at least twice with Wing Recruiting & Retention Officer and establish plan to improve recruiting and retention
10. Establish 100% coverage of all future Wing events effective immediately
11. Nominations for Wing, Region, and National PA awards will be submitted annually

Step 4: Determine Effectiveness (Evaluation)

A. Prior to the 2012 annual update of the Missouri Wing Public Affairs Plan, meet with the Wing Commander, Vice Commander, and Chief of Staff to review status of reaching goals established above.



ERICA R. WILLIAMS, Colonel, CAP
Commander

DISTRIBUTION: 1 Each (Electronic)

Wing Unit Commanders and PAO's

Wing Staff

NCR/PA

CAP NHQ/PA