

To register, click [here](#)

FEMA Pre-Conference Workshop

Cost \$20

August 20

7:30 am – 5:00 pm

G291 – JIS/JIC Planning for PIOs

This interactive course presents information to equip PIOs with the skills needed to establish and operate a Joint Information System/Joint Information Center. The course imparts a working knowledge of operational practices for performing PIO duties within a National Incident Management System (NIMS) multiagency coordination system

Dr. Robert Ditch

IEM/EMI Liaison
and

**Cpts. Margot Myers
& Gordon Helm**, both
FEMA-certified
PAOs

PAO Academy IX Agenda

Anaheim, California

Cost \$45

August 21

7:30 – 8:00 am

Roundtable Discussion

Training new PAOs

Given that a lot of PAO Training is one-on-one mentoring and can be time-consuming, how can we educate and train new PAOs in the many aspects of the duty assignment – writing media releases, social media, becoming a PIO, interviews, dealing with external media, etc.? What are some best practices that you have used as you onboard new PAOs?

Lt. Col. Brenda Reed

Maryland Wing Chief
of Staff and
National e-Learning
Coordinator

8:00 -8:15 am

Welcome

**Maj. Gen. Mark
Smith**, CAP National
Commander, and

John Salvador, COO

8:15-9:00 am	Social Media Best Practices Learn all the best practices of social media and how to use it effectively and advantageously	Rebecca Brown NHQ Social Media and Marketing Manager
9:00-10:00 am	Telling Your Story: One Photo, Two Sentences, Three Pages How messages are tailored for different media channels, plus the steps to develop a simple communications plan	Capt. Margot Myers Arizona Wing PAO
10:00-10:15 pm	Break	All participants
10:15-11:15 am	Google Ad Campaigns Opportunities Facebook and digital advertising can offer CAP	Maj. Jonathan Khattar Cadet Programs Development officer
11:15 -12:15 pm	Takeaways from Hurricane Harvey How to handle media from the ICP. Partnering with emergency service providers and PAOs to make it happen	Lt. Col. Johanna Augustine Hurricane Harvey PIO
12:15-1:45 pm	Lunch on your own	All participants
1:45-2:45 pm	CAP's Missions...What You Should Know New missions, new technology/tools and how to get PAOs/PIOs involved	John Desmarais CAP Director of Operations
2:45 – 3:45 pm	Social Media Strategies for PR and Marketing Tips for boosting online engagement and improving your ability to target key audiences. Fresh ideas for ensuring your social media success will include discussion of social media trends and the importance of listening	Julie Debardelaben NHQ Deputy Director of Public Affairs

3:45-4:00 pm	Break	All participants
4:00-5:00pm	Perspectives from 1st Air Force CAP PAOs' increased involvement in Air Force exercises and what that means to you	Maj. Jared Scott 601 st Air Operations Center & 101 st Air and Space Operations Group PAO
August 22		
7:30 – 8:00 am	Roundtable Think Like a Historian PAOs have a direct link to helping the unit historian record the events of the organization and write the annual history. By thinking like historians, PAOs can provide a vital link to keeping the story of the unit alive in years to come. How are unit PAOs helping or hindering the historian from this process? What processes, procedures and best practices can be added to the PAO toolbox to assist our unit historians?	Lt. Col. Brenda Reed Maryland Wing Chief of Staff and National e-Learning Coordinator
8:00-9:00 am	The Big Picture: Marketing and Branding CAP Learn how to use CAP's social media channels effectively to "sell" CAP to the public and change public perception through proper branding. Examine the big picture of CAP's online social media presence and determine how you fit in	Lt. Col. Paul Cianciolo National Marketing and Social Media Coordinator & Capt. Jessica Jerwa National Social Media Analyst
9:00-10:00 am	Photojournalism and You CAP launched a new national photography website in 2018. Learn how to use this new resource and how to take your photography to the next level. All are welcome regardless of your photography skills and equipment	Maj. Robert Bowden National Photographer
10:00-10:15 am	Break	All participants
10:15-11:00 am	It's a Public Affairs Crisis: What should I	Lt. Col. Steven

	Do?	Solomon
	Sometimes things happen that call for a pro-active response instead of a “no comment.” And when the problem isn’t big enough to send up to a higher authority, how and when should a CAP PAO or PIO handle the situation? Get tips to prepare before facing a crisis	National PA Manager
11:00-12:00 pm	The Commander & You How to engage your wing commander for a successful PA program	Col. Joe Winter Maryland Wing Commander
12:00-1:30 pm	Lunch on your own	All participants
1:30 – 2:30 pm	Effective Wing Media Relations -- Building Trust: One of the biggest issues wings have is building relationships with the mainstream media in order to get the word out on the valuable contributions CAP provides in their towns, counties and states. Mainstream media are difficult at best to establish a rapport with, but it can be done. This session will present a plan of action and best practices in getting the media to cover more CAP stories than ever before	Col. James Ridley CTWG Commander
2:30-3:30	Creative Feature Writing and Video Production Using cadets to enhance feature story writing and video CAPabilities	Capt. Jeff Goeggel PAO, Fullerton Composite Squadron 56
3:30-3:45 pm	Break	All participants
3:45-4:45 pm	Effectively Using Instagram Learn techniques from a cadet who manages one of CAP’s largest Instagram Accounts	Cadet Capt. Colin Rodriguez Edwards AFB Composite Squadron 84

Many thanks to 1st Lt. Phil Vogelgesang, Maryland Wing, for this year’s PAO Academy coin design and to Lt. Col. Steven Solomon, who sponsored the purchase of the coins.

