

CIVIL AIR PATROL PUBLIC AFFAIRS OFFICER'S CHECKLIST

I. APPOINTMENT

- [] A. CAPF 2a processed IAW CAPR 35-1
- [] 1. Notify immediate HQ of appointment
- [] 2. If appointed to Region, Wing or Group HQ position, notify subordinate units
- [] B. Assume duties and responsibilities IAW CAPR 190-1
- [] 1. Create a staff to assist if necessary
- [] 2. Contact immediate or higher HQ/PA for assistance
- [] C. Develop a professional working relationship with Commander
- [] 1. Advise and keep commander abreast of all Public Affairs matters
- [] 2. Discuss Unit Public Affairs Program's direction and how to keep it on track

II. ADMINISTRATIVE PRACTICES/PROCEDURES

- [] A. Establish and maintain a filing system IAW CAPR 10-2
- [] B. Assemble any and all Public Affairs publications
- [] 1. Regulations CAPR 190-1 and 210-1
- [] 2. Regulation for MIOs, CAPR 60-3
- [] 3. Pamphlets CAPP 3, 5, 6, and 201
- [] 4. Unit policies, brochures and documents

III. UNIT PUBLIC AFFAIRS PROGRAM

- [] A. Implement, conduct and manage it
- [] B. Develop Unit's Public Affairs Plan
Reference NHQ/PA "*Writing Your Public Relations Plan*"
- [] 1. Present completed Plan to Commander for approval
- [] 2. Revise Plan when changes occur with Commander's approval
- [] 3. Units below Wing level, a copy to immediate HQ/PA
- [] 4. Wing's copy to Region and NHQ/PA
- [] 5. Region's copy to NHQ/PA
- [] 6. File a copy
- [] 7. Review Plan annually

- [] **C. Develop Unit's Crisis Communications Plan**
Reference NHQ/PA *"Writing Your Crisis Communications Plan"*
- [] 1. Present completed Plan to Commander for approval
- [] 2. Revise Plan when changes occur with Commander's approval
- [] 3. Units below Wing level, a copy to immediate HQ/PA
- [] 4. Wing's copy to Region and NHQ/PA
- [] 5. Region's copy to NHQ/PA
- [] 6. File a copy
- [] 7. Review Plan annually
- [] **D. Develop an Internal Information Program**
- [] 1. Keep unit informed of issues (civilian, military and CAP) affecting your members
- [] 2. Publish a Unit Newsletter at least quarterly for internal and external audiences
- [] 3. Submit news articles and photos to *VolunteerNow* at capnews@capnhq.gov
- [] 4. Incorporate CAP positioning statements, slogans, logos and trademarks on unit publications, posters, flyers, and websites as appropriate
- [] 5. Develop a professional working relationship with unit staff and members
- [] 6. Develop a professional working relationship with immediate and higher HQ/PA
- [] 7. Encourage and mentor unit members (Seniors and Cadets) willing to write articles and take photos
- [] **E. Develop an External Information Program**
- [] 1. Generate Public Awareness about CAP by developing a relationship with the following audiences:
 - [] a. Media
 - [] b. General Public
 - [] c. Federal and State Representatives
 - [] d. Community Civic Leaders
 - [] e. Middle and High Schools

- [] f. Community Organizations
- [] g. Business and Industry Leaders/Chamber of Commerce
- [] h. Community Youth Groups
- [] i. Churches
- [] j. General Aviation
- [] k. Military Installation Public Affairs
- [] l. Use CAP positioning statements, slogans, and other promotional trademarks on communications to the community

2. Community Relations Program

- [] a. Establish goals and objectives and include in Unit Public Affairs Plan
- [] b. Revise goals and objectives when changes occur
- [] c. Review goals and objectives annually
- [] d. Use own or immediate HQ website and the *Volunteer* to inform your community about CAP and your unit
- [] e. Participate in community activities
- [] f. Other community activities to consider include:
 - [] (1) Operate Information Booths at community events
 - [] (2) Support and assist Children's Hospitals Programs
 - [] (3) Support and assist community's Senior Citizens Programs
- [] g. Maintain an up-to-date list of community contacts
- [] h. Develop a professional working relationship with the media and community organizations
- [] i. Maintain an up-to-date list of local agencies with interest common to CAP's
- [] j. Develop a professional working relationship with agencies with interest common to CAP's

3. Media Relations Program

- [] a. Establish goals and objectives and include in Unit Public Affairs Plan
- [] b. Review goals and objectives annually
- [] c. E-mail news articles and photos of unit activities to the local, state, regional, and national media as appropriate; and include niche publications targeting pilots, aviation enthusiasts, teachers, etc.
- [] d. Integrate quality videography and audio materials into media programs

- [] e. Serve as the official media spokesperson
- [] f. Advise Commander on controversies and issues affecting CAP's image
- [] g. Maintain an up-to-date list of media contacts
- [] h. Establish and nurture professional working relationship with
 - [] (1) Newspaper reporters/editors
 - [] (2) Radio station editors
 - [] (3) Television news reporters/editors/producers
 - [] (4) Magazine writers/editors
- [] i. Develop Information kits for the media and various CAP publics

F. Support PAOs and MIOs activities

- [] 1. Immediate and higher HQ/PA support and assist their subordinate PAOs and MIOs
- [] 2. Region, Wing and Group HQ/PA maintain an up-to-date contact list of subordinate PAOs and MIOs
- [] 3. Region, Wing and Group HQ/PA maintain an up-to-date list identifying qualified MIOs for ES missions
- [] 4. Region, Wing and Group HQ/PA develop a means of tracking subordinate PAOs' activities
- [] 5. Establish reporting requirements; document and keep an electronic file of all Public Affairs activities

IV. INSPECTIONS (CAPR 123-3)

- [] A. Use the Compliance Inspection (CI) Guide and Subordinate Unit Inspection (SUI) Guide to assist in preparing for these inspections
- [] B. Respond in writing to any and all negative observations and findings
- [] C. Correct and document any and all negative observations and findings
- [] D. File all documents regarding completed inspection

V. TRAINING (CAPR 50-17)

- [] A. Self progress in CAP's Senior Member Professional Development Program
- [] B. Self progress in 201 Specialty Track

- [] **C.** Immediate and higher HQ/PA provide training opportunities for PAOs and MIOs
 - [] **1.** Conduct quality and professional training at least once a year
 - [] **2.** Conduct additional training if
 - [] **a.** The Region, Wing or Group areas are too large
 - [] **b.** New and inexperienced PAOs requires training
- [] **D.** Participate in CAP PAO and MIO training activities
- [] **E.** Participate in training, seminars and workshops offered by military and local, state and/or national public relations organizations
- [] **F.** Complete AFIADL PAO Course 02010

VI. AWARDS

- [] **A.** Region PAO selects a Wing PAO and a subordinate Unit PAO as Region Public Affairs Officers of the Year
 - B.** Wing Public Affairs Officer of the Year (Region subordinate PAO of the Year candidate) selection
 - [] **1.** Wings with no Groups: Wing PAO selects a subordinate Unit PAO as the Wing Public Affairs Officer of the Year (Region subordinate PAO of the Year candidate)
 - [] **2.** Wings with Groups: Wing PAO selects a Group PAO of the Year as the Wing Public Affairs Officer of the Year (Region subordinate PAO of the Year candidate)
- [] **C.** Group PAO selects a subordinate Unit PAO as the Group Public Affairs Officer of the Year

VII. MISCELLANEOUS TASKS

- A.** Know about
 - [] **1.** CAPP 3, Protocol procedures
 - [] **2.** CAPR 173-4, Fund Raising, donations and grants
 - [] **3.** CAPR 190-1, Pg 4, par 9, Multimedia and Emerging Technologies

- [] 4. CAPR 190-1, pg 5, par 13, Awards
- [] **B.** Stay abreast of legislative matters affecting CAP and keep unit members informed
- [] **C.** Support and assist unit's Recruiting & Retention Program
- [] **D.** Prepare and mentor your future replacement PAO or MIO
- [] **E.** Maintain a high personal grooming standard and proper wearing of uniforms

*Telling Civil Air Patrol's story is your job;
Tell it professionally and with pride...*