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United States Air Force Auxiliary
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CIVIL AIR PATROL - PENNSYLVANIA WING

Public Affairs Plan - 20 August 2009 – Revision #2- 17 FEB 2012

I. Introduction

This annual plan, required to be prepared by CAPR 190-1, outlines Pennsylvania Wing Plan for the Public Affairs Program for the FY 1-SEP-2011 to 31-AUG-2012. It was prepared by Col Sandra Brandon, Wing Commander, and Maj Annette Carlson, Pennsylvania Wing Public Affairs Officer in consultation with additional staff officers.

II. Situation Analysis

The Civil Air Patrol (CAP) Pennsylvania Wing currently has 2,276 members (1,079 cadets and 1,197 seniors) and encompasses the following:

Six Geographic Groups comprised of 53 squadrons:

- Group 1 – Southwest including the Pittsburgh, PA
- Group 2 – Central South including Harrisburg, PA
- Group 3 – Southeast including the Philadelphia, PA
- Group 4 – Northeast including Hazelton and Scranton, PA
- Group 5 – Central North including State College, PA
- Group 6 – Northwest including the Erie, PA

One Functional Group - Group 800 – Cadet Squadron School Program with 10 cadet school squadrons

One Legislative Squadron (NER-PA-999) with 74 members

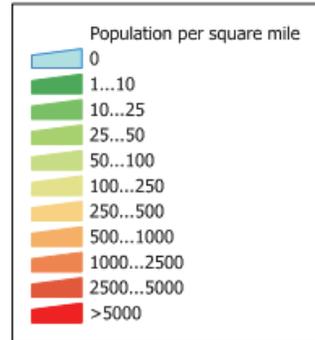
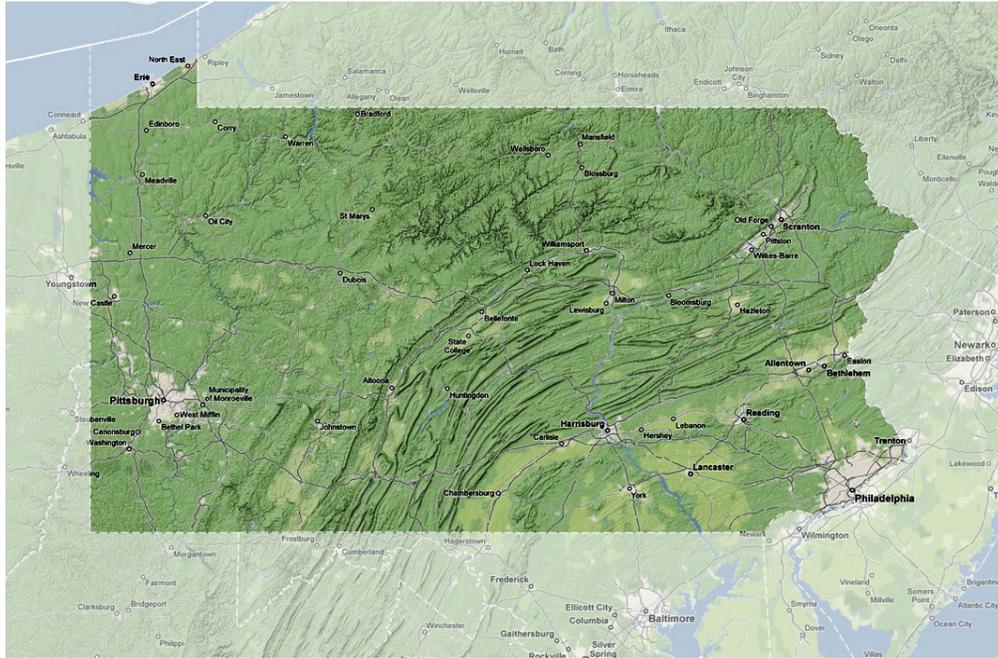
Pennsylvania Wing neighbors six other wings including: New York to the north; New Jersey to the east; Delaware and Maryland to the southeast; West Virginia to the southwest and Ohio to the west. Pennsylvania also shares a water border with Canada.

The Public Affairs Team includes the Wing PAO. Six Group PAOs, and 53 Squadrons (100%) have a PAO assigned.

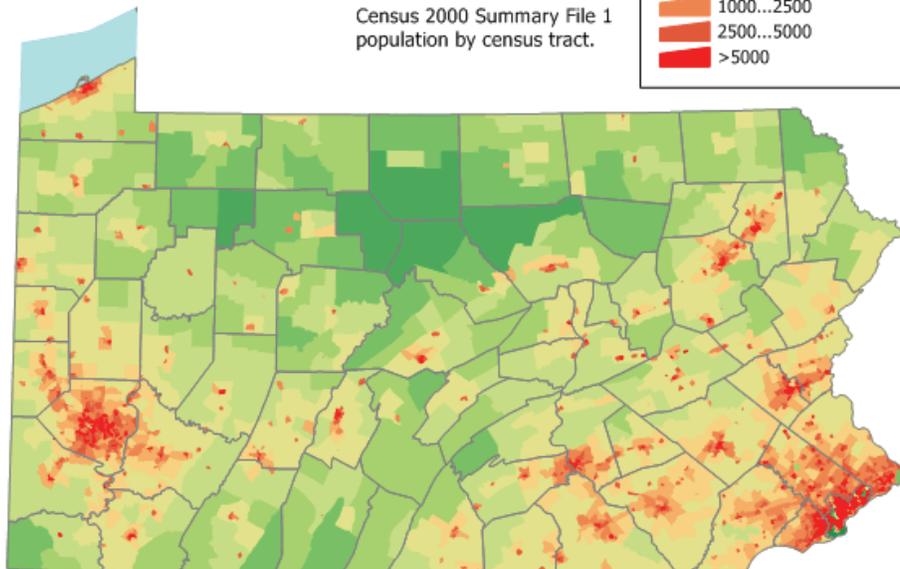
The Six Groups are distributed by geographic area and population as seen on the next two pages



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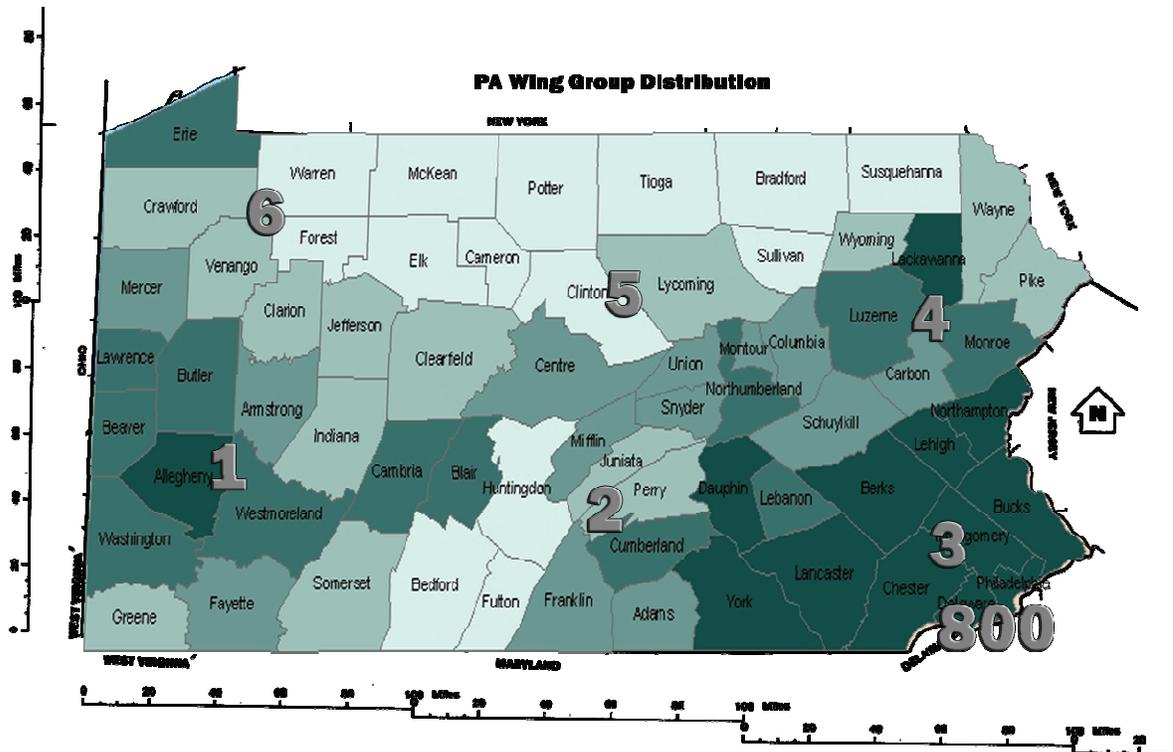
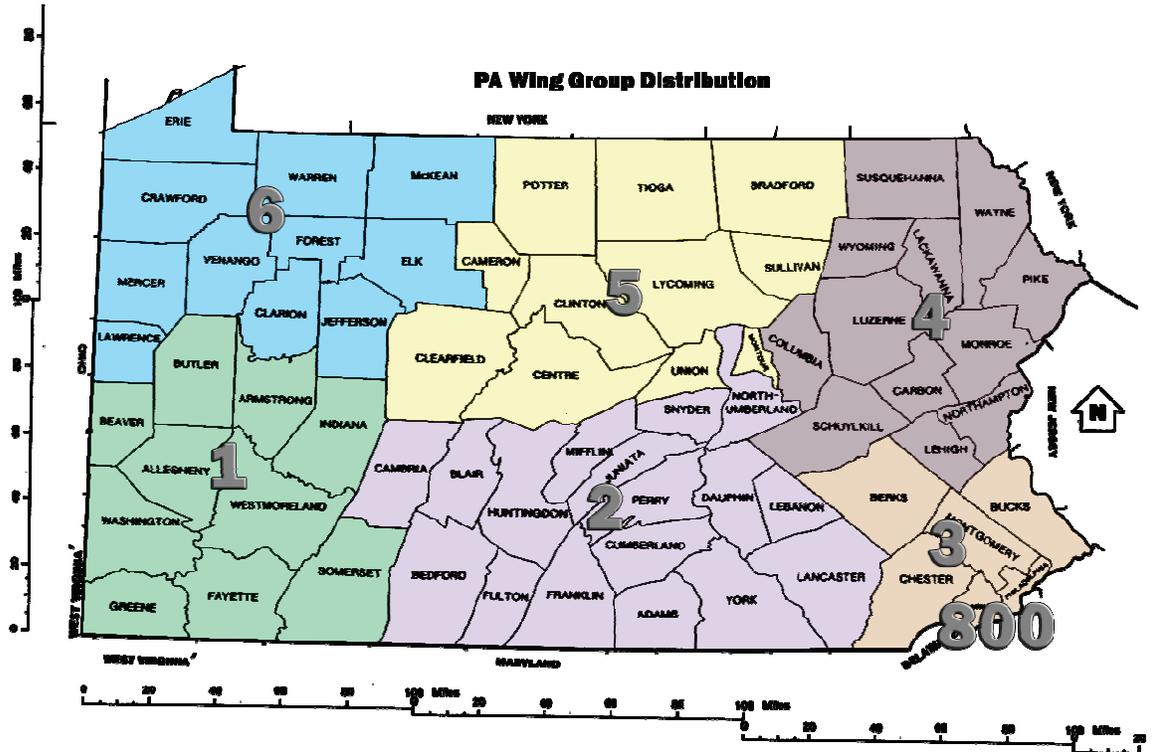


Source: U.S. Census Bureau
Census 2000 Summary File 1
population by census tract.





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Western Pennsylvania: *The western third of the state can be considered a separate large geophysical unit, distinctive enough that it may best be described on its own. Several important, complex factors set Western Pennsylvania apart in many respects from the east, such as the initial difficulty of access across the mountains, rivers oriented to the Mississippi River drainage system, and above all, the complex economics involved in the rise and decline of the American steel industry centered around Pittsburgh. Other factors, such as a markedly different style of agriculture, the rise of the oil industry, timber exploitation and the old wood chemical industry, and even, in linguistics, the local dialect, all make this large area sometimes seem a virtual "state within a state".*

Central Pennsylvania *The mountains: Pennsylvania is bisected diagonally by ridges of the Appalachian Mountains from southwest to northeast. To the northwest of the folded mountains is the Allegheny Plateau, which continues into southwestern and south central New York. This plateau is so dissected by valleys that it also seems mountainous. The plateau is underlain by sedimentary rocks of Mississippian and Pennsylvanian ge, which bear abundant fossils as well as natural gas and petroleum.*

In 1859, near Titusville, Edwin L. Drake drilled the first oil well in the U.S. into these sediments. Similar rock layers also contain coal to the south and east of the oil and gas deposits. In the metamorphic (folded) belt, anthracite (hard coal) is mined near Wilkes-Barre and Hazleton. These fossil fuels have been an important resource to Pennsylvania. Timber and dairy farming are also sources of livelihood for midstate and western Pennsylvania. Along the shore of Lake Erie in the far northwest are orchards and vineyards.

During the most recent Ice Age, the northeastern and northwestern corners of present-day Pennsylvania were buried under the southern fringes of the Laurentide ice sheet. Glaciers extended into the Appalachian valleys of central Pennsylvania, but the ice did not overtop the mountains. At its furthest extent it spread as far south as Moraine State Park, about 40 miles (64 km) north of Pittsburgh.

Eastern Pennsylvania *The shores: Pennsylvania has 57 miles (92 km) of shoreline along the Delaware River estuary but is a landlocked state with no coastline bordering the Atlantic Ocean.*

Pennsylvania has one of the largest seaports in the U.S. on its narrow shore, the Port of Philadelphia. In the west the Port of Pittsburgh is also very large and even exceeds Philadelphia in rank by annual tonnage, because of the large volume of bulk coal shipped by barge down the Ohio River. Chester, downstream from Philadelphia, and Erie, the Great Lakes outlet on Lake Erie in the Erie Triangle, are smaller but still important ports.

Source: Wikipedia contributors, "Geography of Pennsylvania," Wikipedia, The Free Encyclopedia, http://en.wikipedia.org/w/index.php?title=Geography_of_Pennsylvania&oldid=306335401 (accessed August 6, 2009).

The Commonwealth of Pennsylvania is diverse both culturally and geographically and spans major metropolitan areas to rural, low population counties, with a population of nearly 12.5 million. The 46,055 square mile state is basically split in half by the Appalachian Mountain range. The Highest Elevation reaches 3,213 ft at Mount Davis, while the lowest is sea level at the Delaware River. The Mean elevation is just over 1,000 ft. The diverse regions throughout the wing run the gamut of extremes.

The Wing headquarters organization, located in Ft Indiantown Gap, PA (in central Pennsylvania, 23 miles northeast of Harrisburg, PA), is responsible for program management in the groups and coordination among the groups and units.



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- **Strengths:** The Wing has a diverse, staff that is committed to the missions of emergency services, cadet programs and aerospace education.
>The School Program is active and centers in Philadelphia with 10 school squadrons participating.
- **Weaknesses:** The staff is geographically decentralized, with members from different groups around the Wing, making it rare that staff members can meet and interact with each other in person, using mostly conference calls and emails as the main method of communication.

Prior to September 2008, Public Affairs has been effectually absent from the PA Wing. Except for the publication of a wing newsletter, there has been no leadership nor direction for the Public Affairs Officers. This absence of a PAO at the wing level has been felt.

- **Opportunities:** CAP in the Wing is very much involved in Emergency Services and Cadet Programs and Aerospace Education, as well as DDR, Cadet Activities and Mission Training.
- **Threats:** CAP units in the Wing vary in their health, from active dynamic teams to small units that struggle to survive, to exclusive units separated from other units by the nature of the geography and terrain causing a “lone-unit” syndrome.

The need for further training and professional development is on-going. Many local unit PAOs are relatively new members, inexperienced at the basic functions of the program.

- **Major Events:** Each year the Wing conducts a Wing Conference, Cadet Conference, Basic Cadet Encampment, a Flight Encampment and Glider Encampment, Wing PAO Workshop/Lab, 6-SLSs, 2-CLCs, 2-TLCs and 2-UCC and summer activities and trainings.
- **Areas for Improvement:** Areas for improvement include increasing the effective members of the groups, furthering interoperability within the Wing and inter-Wing communication, and consistently developing teams, teamwork, and comradery to work together among all units. The Wing PAO needs to focus on the training and retention on highly motivated members to serve as PAO's and PIO's followed by recruitment, i.e., Internal Public Affairs before External Public Affairs.

The wing website has been revamped and updated to a more “value-added and current information” which enables the Wing to better communicate information with members and the public alike.



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III. PA Wing Goals

Pennsylvania Wing has established the following goals for 2012:

- A. Good management and accountability of funding and resources.
- B. Coordination of training to ensure interoperability.
- C. Retention and the professional development of members.
- D. Compliance with CAP regulations, directives, and requirements of higher headquarters.
- E. Increase the number of PAOs within the groups and squadrons.

IV. Pennsylvania Wing Public Affairs Mission

The mission of the Civil Air Patrol Public Affairs (PA) program is:

- to inform internal and external audiences of Civil Air Patrol's national importance,
- safeguard the image and assets of the corporation, and
- strengthen relations with key audiences and customers, which enables the organization to grow.

V. Pennsylvania Wing Public Affairs Objectives

Pennsylvania Wing has established the following Public Affairs Objectives for 2012:

- a. Increase public awareness of CAP, its local, state, and national missions and its contributions to the nation.
- b. Conduct and execute this public relations plan wing-wide.
- c. Promote cooperation between CAP and other aviation organizations, the military, business, industry, and civic groups.

VI. Pennsylvania Wing Public Affairs Goals and Strategies

The PA Wing's Public Affairs effort rests primarily in the role of program management and support.

Most external media and public contacts in CAP occur at the group and local level, PAWg's effort is one of monitoring implementation of the program in subordinate units, and providing Public Affairs services that support the groups and squadrons.

PA Wing has set the following goals for its Public Affairs Program. Each goal is described, the measures of success are provided and each goal lists the objective it supports.

As part of the routine reporting the Wing PAO will summarize these measures and report to the Wing Commander on progress and successes/failures to date.



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GOAL # 1 Ensure that each subordinate unit has at least one active and trained Public Affairs Officer

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| <p>Public Affairs Objectives</p> <p>Pennsylvania Wing has established the following Public Affairs Objectives for 2012:</p> <p>2. PA Wing Public Affairs Officer Objectives.</p> <p>a. Increase public awareness of CAP, its local, state, and national missions and its contributions to the nation.</p> <p>b. Develop and conduct a comprehensive internal and external public relations plan.</p> <p>c. Promote cooperation between CAP and other aviation organizations, the military, business, industry, and civic groups.</p> | <p>Description: The success of the CAP Public Affairs program rests with each group having an active and Engaged PAO.</p> <p>PA Wing/PA will work with the Group Commanders to identify candidates for this position and assist where desired by the wing in finding a Group PAO for each PA Wing Group.</p> <p>PA Wing/PA will work with the group PAOs to develop training goals for programs and that of their squadrons; this will include the establishment of PAO Workshops/Labs and PIO classes.</p> <p>Measure of Success: Each group has an assigned PAO that is or will be enrolled in the PAO Specialty Track. Data comes from the monthly report issued by the Wing IT Officer. The number of group PAOs that attend the conference call meetings, workshops/labs and the wing conference will be one of the measurements.</p> <p>Supports Public Affairs Plan Objectives A, B</p> |
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GOAL# 2 THE PUBLIC AFFAIRS TRAINING PLAN
2a. Train and mentoring subordinate unit Public Affairs Officers and other interested members

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| <p>Public Affairs Objectives</p> <p>Pennsylvania Wing has established the following Public Affairs Objectives for 2012:</p> <p>2. PA Wing Public Affairs Officer Objectives.</p> <p>a. Increase public awareness of CAP, its local, state, and national missions and its contributions to the nation.</p> <p>b. Develop and conduct a comprehensive internal and external public relations plan.</p> <p>c. Promote cooperation between CAP and other aviation organizations, the military, business, industry, and civic groups.</p> | <p>Description: Because training, mentoring and professional development is vital for wing and local PAO's, the Wing PA staff will develop resources and training materials that are available via classroom and Internet/distance technology.</p> <p>These materials will include practical resources for daily use by PAOs, as well as professional development materials geared to the Public Affairs specialty training track and the Public Information Officer function.</p> <p>In order to accomplish this task a PAO committee will be established with PAOs from around the wing taking leadership roles and implementing mentoring programs and training sessions and workshops around the wing at specific times simultaneously with other areas.</p> <p>Supports Public Affairs Plan Objectives A, B, C</p> |
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GOAL# 2 THE PUBLIC AFFAIRS TRAINING PLAN
2b Ensure that the wing has a cadre of trained PUBLIC INFORMATION OFFICERS (PIOs).

Public Affairs Objectives

Pennsylvania Wing has established the following Public Affairs Objectives for 2012:

2. PA Wing Public Affairs Officer Objectives.

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

Description: Brig Gen Courter stated the importance of having only qualified spokespeople speaking for CAP during operational missions. Having qualified members working this function can mean success or failure during a mission.

Measure of Success: An increase in the number of PIO's assigned to each wing. This data comes from WMIRS. PA Wing conducts an PIO trainings in conjunction with ES SAREX missions within the Wing and provides support materials via <http://www.pawingcap.com/public-affairs>

The Wing PAO is currently qualified as an ES PIO and PIO OJT/Supervisor.

Measure of Success: Plan, organize and execute PAO Workshops around the wing, the number of participants will be the measure of success

Supports Public Affairs Plan Objectives A, B, C





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| GOAL# 3 Promote the recognition of PAO's by Squadron and Group, and recognize outstanding PAO's in the Wing. | |
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| <p>Public Affairs Objectives</p> <p>Pennsylvania Wing has established the following Public Affairs Objectives for 2012:</p> <p>2. PA Wing Public Affairs Officer Objectives.</p> <p>a. Increase public awareness of CAP, its local, state, and national missions and its contributions to the nation.</p> <p>b. Develop and conduct a comprehensive internal and external public relations plan.</p> <p>c. Promote cooperation between CAP and other aviation organizations, the military, business, industry, and civic groups.</p> | <p>Description: The Wing PAO will establish a process to implement the PAO Recognition program as outlined in CAPR 190-1. This process will be published at http://www.pawingcap.com/public-affairs</p> <p>The Wing PAO will submit the name(s) of a squadron or group PAO who, based upon their performance during the previous year, will be designated as the Wing Public Affairs Officer of the Year. This award will be presented at the Wing Conference that year.</p> <p>A separate award for the “Cadet PAO of the Year” will also be established in 2010 and be presented for the first time in 2010 at the Wing Conference.</p> <p>The Wing PAO will also promote the Balsem awards in the Wing and make the maximum number of nominations allowed.</p> <p>Measure of Success: Each group or wing staff member submits a nomination for the Wing PAO of the Year Award. PAWg/PA promotes nominations for the Balsem Awards.</p> <p>Supports Public Affairs Plan Objectives A, B, C</p> |
| GOAL# 4 Promote and create regular submissions to the CAP (internal) and public media (external) news service. | |
| <p>Public Affairs Objectives</p> <p>Pennsylvania Wing has established the following Public Affairs Objectives for 2012:</p> <p>2. PA Wing Public Affairs Officer Objectives.</p> <p>a. Increase public awareness of CAP, its local, state, and national missions and its contributions to the nation.</p> <p>b. Develop and conduct a comprehensive internal and external public relations plan.</p> <p>c. Promote cooperation between CAP and other aviation organizations, the military, business, industry, and civic groups.</p> | <p>Description: While most news releases within the Wing will originate from the group or local levels, appropriate PA Wing News articles and other releases will be adapted and delivered to the Civil Air Patrol News Online.</p> <p>PA Wing/PA will promote the distribution of news stories and releases to CAP Online News and the <i>ePA Wing</i> Newsletter. This will be included in appropriate training and conference updates.</p> <p>Measure of Success: PA Wing/PA will develop a semi-annual spreadsheet that tracks the number of releases/stories published in the Online News and ePA Wing. This will be reported to each Group Commander, Group PAO and the Wing Command Staff.</p> <p>Supports Public Affairs Plan Objectives A, B, C</p> |



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GOAL #5 Publish a electronic newsletter to the Wing membership – ePAWing

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| <p>Public Affairs Objectives</p> <p>Pennsylvania Wing has established the following Public Affairs Objectives for 2012:</p> <p>2. PA Wing Public Affairs Officer Objectives.</p> <p>a. Increase public awareness of CAP, its local, state, and national missions and its contributions to the nation.</p> <p>b. Develop and conduct a comprehensive internal and external public relations plan.</p> <p>c. Promote cooperation between CAP and other aviation organizations, the military, business, industry, and civic groups.</p> | <p>Description: The Wing Newsletter is under the guidance of the Wing PAO, who produces this newsletter telling about CAP success stories, awards, achievements and role models across the Wing and previewing upcoming activities, communication of significant missions, esprit de corps, professional development, and news from the NE region and CAP National.</p> <p>The newsletter is distributed via email and is also available through the Wing website.</p> <p>It is primarily an internal communications and retention tool, however may be available for distribution to the community, PAWg members, prospective members, and other interested parties outside of CAP.</p> <p>Measure of Success: A newsletter is produced periodically and distributed electronically via the web.</p> <p>Supports Public Affairs Plan Objectives A, B, C</p> |
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GOAL# 6 Ensure the PA Wing Website and other public access sites are a valued source of information for CAP Members

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| <p>Public Affairs Objectives</p> <p>Pennsylvania Wing has established the following Public Affairs Objectives for 2012:</p> <p>2. PA Wing Public Affairs Officer Objectives.</p> <p>a. Increase public awareness of CAP, its local, state, and national missions and its contributions to the nation.</p> <p>b. Develop and conduct a comprehensive internal and external public relations plan.</p> <p>c. Promote cooperation between CAP and other aviation organizations, the military, business, industry, and civic groups.</p> | <p>Description: The Wing Public Affairs staff will collaborate, as needed, with the Wing webmaster/IT Officer to ensure that the website’s direct and subconscious messages for the general public all reflect positively on the unit and the organization.</p> <p>Facebook, Twitter, Wikipedia... etc...</p> <p>Measure of Success: The website is regularly updated with content through the use of current CAP-related news RSS feeds utilizing Twitter and meets the needs of the Wing staff and commander. The PA Wing Twitter account is managed and maintained by the PA Wing PAO.</p> <p>Supports Public Affairs Plan Objectives A, B, C</p> |
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| GOAL# 7 Provide PA support for Wing and wing-sponsored events and activities. | |
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| <p>Public Affairs Objectives</p> <p>Pennsylvania Wing has established the following Public Affairs Objectives for 2012:</p> <p>2. PA Wing Public Affairs Officer Objectives.</p> <p>a. Increase public awareness of CAP, its local, state, and national missions and its contributions to the nation.</p> <p>b. Develop and conduct a comprehensive internal and external public relations plan.</p> <p>c. Promote cooperation between CAP and other aviation organizations, the military, business, industry, and civic groups.</p> | <p>Description: Every event and activity sponsored or staged by the Wing/Group/Squadron or respective Wing/Group/Squadron staff members on behalf of the Wing/Group/Squadron shall have an appointed Public Affairs Officer who shall:</p> <ul style="list-style-type: none"> • Coordinate in advance with the Wing Public Affairs Officer or designated staff. • Prepare one or more advance news releases to be delivered to the editor of the ePA Wing not later than the newsletter deadline of the month prior to the event. • Prepare one or more advance news releases to be delivered to the local media where the event (if appropriate) is to be held not later than one week prior to the event. • Collect information and photographs to "tell the story" of the event. • Prepare a timely news release (with one or more photographs) about the event reporting its results and successes, delivered to local media where the event is held (if appropriate) and also to the <i>ePA Wing</i>, NER News Online and CAP News Online. • Set up an online submission procedure and webform for ease of article submissions and PAO requests <p>If no separate PAO is appointed for the activity, the event project officer shall perform these functions.</p> <p>Measure of Success: Releases, news stories, photos and related media are generated and submitted to PAWg/PA for release and archiving for "Value Added" use later.</p> <p>Supports Public Affairs Plan Objectives A, B, C</p> |



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VIII. Annual Review

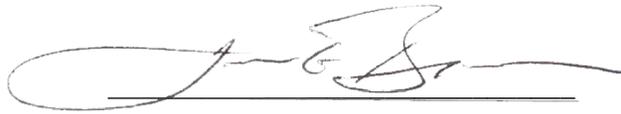
This plan will be reviewed annually and include a comprehensive review of the PA program as outlined in this plan. This review will go over successes, failures, areas for improvement and update goals/objectives for the next year. The review will be posted to <http://www.pawingcap.com/public-affairs> and serve as the basis of the Wing Annual Report to Pennsylvania.

Group Commanders and PAO's will be asked for input prior to implementation of the revised plan of action.

VII. Promulgation

This plan upon approval of the Wing commander will be communicated to every commander and PAO in the Wing via <http://www.pawingcap.com/public-affairs> and the appropriate Group PAO communications channel.

APPROVED:



Date: 17 FEB 2012

Sandra E Brandon, Colonel, CAP
 Commander
 Pennsylvania Wing
 Civil Air Patrol

APPENDIXES:

- A. The PAO's Flight Plan
- B. Wing PA Training Plan

DISTRIBUTION: 1 Each (Electronic)

- PA Wing Wing Commander
- PA Wing Staff
- PA Wing Wing, Group and Unit PAO's
- PA Wing Group Commanders
- NER PAO
- CAP NHQ/PA
- CAP/PA

RECORD OF REVIEW:

| Review Date | Commander's Initials |
|-----------------------------|----------------------------------|
| Initial Plan 18 August 2009 | Approved by CC on 18 August 2009 |
| | |



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APPENDIX A



The PAO's Flight Plan "A Path to Success as a Unit PAO"

The PAO's Flight Plan is a basic strategy that a Unit PAO can use to be successful. It is 4 simple objectives listed below:

1. Submit 1-2 releases/stories to local and CAP media monthly
2. Develop and Maintain a Unit Website
3. Publish a Unit Newsletter
4. Conduct an Outreach Event each year

1. Releases and Stories to Local and CAP Media

This is important because if no one hears about you no one knows about you. A Unit PAO should strive to get 1-2 releases out per month.

Suggested stories that the media may be interested in

- Cadet Achievements and Promotions (Milestones)
- Member successes (in and out of CAP)
- Significant Unit Events
- Actual and training Missions

Include Action Pictures if possible in your release. Nothing is more boring than a traditional Grip & Grin. Build a library of images of unit members for this purpose.

Don't forget to send copies of your releases to your Wing and Wing PAO's as well as CAP Online News.

The Old CAPM 190-1 has some great ideas for releases. It and templates/samples of releases can be found on your resource DVD and on <http://www.pawingcap.com/public-affairs> . CAP Online news has great examples as well.

2. Develop and maintain a unit website or bulletin board

It is critical for a unit to have a website that

- Tells the squadron story
- Does not duplicate materials from higher headquarters
- Has original content



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- Has news and pictures of unit members doing CAP is updated regularly

3. Unit Newsletters

Successful units publish a regular newsletter. It tells the unit's story to its members and outside customers/friends and family.

Now this news letter can take any form that you and your commander agree on. Some units do a printed version, some do it as a PDF file or on a list serve or as a web page. You are limited by your creativity and resources. Start with one page, and later as your experience and unit grows, expand to more pages as necessary. Just a note: don't get too big... less is more.

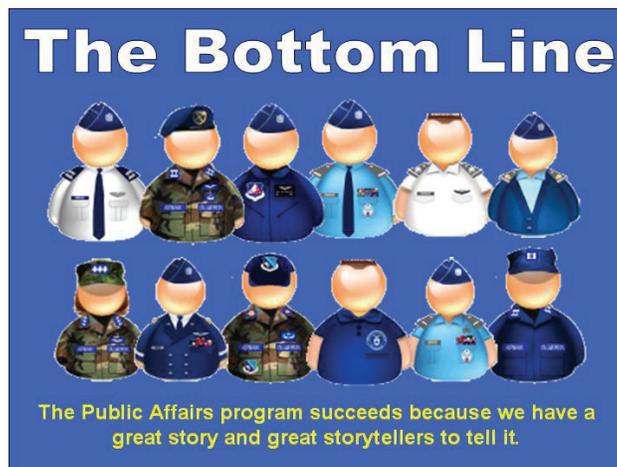
The CAP NHQ/PA's website have some samples of Unit and Wing Newsletters you can look at for ideas.

Make sure that your newsletter is available on your unit website or bulletin board, and include newsletters from other units, wing(s), region (Niner), and national (Volunteer).

4. Community Outreach Events

You can't get support for your unit unless the community knows about you.

An outreach event or Open House can help with this. Units should do one each year to let the community know you are there and to try and attract new members.





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APPENDIX B

Public Affairs Training – PAO Workshops

Purpose:

The purpose of this plan is to establish objectives, goals and a time frame for a Wing PA training program and to meet the requirements for PA planning as set out in CAPR 190-1.

Time Frame:

This training plan is effective 18 August 2009 and expires on 1 August 2011. This plan will be updated annually to reflect changing priorities, needs of the field and task accomplishment.

Execution

PAWg/PA will provide support for Public Affairs Officers and Commanders that emphasizes resource sharing, mentoring, Public Information Officer Support and training, support of the PA Specialty Track and individual learning to accomplish the CAP's Public Affairs Mission as defined in CAPR 190-1 through the use of the PAO Committee.

This will be accomplished by the completion of five key objectives that support the Unit PAO's Flight Plan that we promote to Unit PAO's as a basic plan of action.

| KEY PAOD OBJECTIVES |
|--|
| Objective 1: PA Resource Website – http://www.pawingcap.com/public-affairs |
| Objective 2: PAO Committee |
| Objective 3: PA Online Training-Being Developed |
| Objective 4: Mentoring and Outreach-Through Group PAOs |
| Objective 5: Wing PAO Workshops |



The Flight Plan

The PAO's Flight Plan is a basic strategy that a Unit PAO can use to be successful.

- 1. Submit releases/stories to local & CAP media**
- 2. Develop and Maintain a Unit Website**
- 3. Publish a Unit Newsletter**
- 4. Conduct an Outreach Event each year**

Integrity - Volunteer Service - Excellence - Respect



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Objective 1: PA Resources Website - <http://www.pawingcap.com/public-affairs>

Objective: Manage a training/resource website that will deliver training and resources to interested members especially Unit and Wing PAO's. To be updated regularly with new content. The domain name is <http://www.pawingcap.com/public-affairs>

The site is in Phase 1 of development.

The site is an information and resource for PAO's in the Wing. It has been in operation since May 2006 and is updated on a regular basis.

The following items are planned as part of this project:

- PAWg Photo Album
- Links to National PA site
- Resources - Various
- PAO Workshop presentations
- Information on PIO Training Requirements
- Wing News Releases and Online News

Future Enhancements Will Include:

- Future presentations from PAO Academy held at NER and NHQ.
- About the Wing PA Team – Bios of the Wing PAO staff.
- For CAP Commanders – Short trainings/presentations for CC's on PA and its roles
- Recognition Programs – PAO of the Year and other programs such as Cadet PAO of the Year
- Become a PAO – Recruitment webpage and video for attracting new PAO's (current and new members)
- CAP News RSS Feed

The site will also link to the newsletter page at the main Wing website and provide a summary of stories featured in each issue and as part of phase 2 an RSS feed will be added to highlight stories on PA Wing groups and squadrons on CAP News Online.

A key part of this objective is to drive traffic to the site -- to regularly remind PAO's, commanders and interested members in the Wing of the resources on the website. The website will be promoted during the Deputy Director's visits to the groups and squadrons, PAO Training, and regular e-mail communications to the PAO's.

Major additions and features about the site will be added to the *Wheels Up* Newsletter on a regular basis as well as the site's "ONLINE NEWS" page. *Wheels Up* will become a quarterly electronic publication which will be produced in hard copy format once a year for distribution at the PA Wing Conference.



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Objective 2: PAO Communications-PAO Committee

Objective: To foster communications with the PAO's of Pennsylvania Wing.

All Wing PAOs email addresses are included in a PA Wing PAO email distribution list and is used as the major form of communication with Wing PAOs along with the PA Wing PA webpage and Locator List (Directory). Using motivated experienced PAOs from around the wing located geographically, the committee will plan, organize and execute wing PA communications, training and mentoring.

The PA Wing Website also includes a Calendar listing all key events which are upcoming within the Wing.

Objective 3: Online Training

Objectives:

- To develop knowledge of public relations and marketing skills as it relates to conducting an effective local Public Affairs and Marketing Program
- Provide a means by which the public affairs officer gains professional skills necessary to promote Civil Air Patrol, the United States Air Force Auxiliary.
- To provide specific skills training for the Public Information Officer function in Emergency Services.

Methods:

Online Course Delivery on the PA Wing PA WebPages

This section is planned to include the following:

Information on obtaining ratings in CAP Public Affairs

PAO Workshops – Information on the location of the next workshops as well as power points used in past workshops that will be downloadable

The Encampment PAO – Online Video Presentation and Downloadable Resources that talks about the role of the Encampment PAO, Mentoring and working with cadets, Best Practices and Available Resources
Oct 2008

New Wing PAO Orientation – Mentorship **TBD**

Developing a PA Plan that will be approved – **TBD**

CAP Crisis Communications 101 – Template for Groups and Squadrons to follow



Headquarters
Pennsylvania Wing Civil Air Patrol
United States Air Force Auxiliary



Objective 4: Mentoring and Outreach

Wing PA staff makes itself available to PAO's and commanders at all levels that seek advice and assistance. This is primarily done thru e-mail and other electronic communications. A primary focus is supporting/advising Wing PAO's

PA team members will reach out to PAO's and Commanders by active participation in the Wing Conference and Wing Conferences. The main group tasked with mentorship and training will be the PAO Committee.

Objective 5: Wing PAO Workshops

The PAO Committee will plan, organize and execute a series of PAO Workshops at the local levels which will then be copied and executed by those trained during the initial workshops and will continue until all the PAOs within the wing have had the opportunity to attend at least one. Thereafter further workshops will be held as refresher courses and update sessions.

Approvals, Review and Distribution

ANNETTE M CARLSON, MAJ, CAP
Pennsylvania Wing Public Affairs Officer

Distribution: 1 Each

PA Wing Key-3
PA Wing Staff
PA Wing Wing Commanders
PA Wing Wing PAO's
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