



Social Media and CAP Advocacy – the Nevada Wing Experience

**Maj. Thomas Cooper, CAP
Nevada Wing Public Affairs**



Objectives



- Discuss the power of new media
- Discuss Facebook and Twitter
- Simple things you can do to use and help members use new media



Two cases



- **HR 933**
- **McCain – Amendment 50 cutting CAP's funding**
- **CAP Congressional Gold Medal**
- **SR 309**
- **HR 755**



Background

HR 933



HR 933



- **Department of Defense, Military Construction and Veterans Affairs, and Full-Year Continuing Appropriations Act, 2013**
- **McCain Amendment 50 -**



HR 933 Amendment 50



- SA 50. Mr. MCCAIN submitted an amendment intended to be proposed to amendment SA 26 proposed by Ms. MIKULSKI (for herself and Mr. SHELBY) to the bill H.R. 933, making appropriations for the Department of Defense, the Department of Veterans Affairs, and other departments and agencies for the fiscal year ending September 30, 2013, and for other purposes; which was ordered to lie on the table; as follows:
- At the end of title VIII of division C, insert the following:
- *Sec. 8131. (a) Reduction in Allocation of Funds for Civil Air Patrol Corporation.--* Notwithstanding section 8022--
 - (1) the total amount available under that section shall be \$27,334,000; and
 - (2) the amount of funds provided to that total from ``*Operation and Maintenance, Air Force*'' shall be \$23,904,000; and
 - (3) the amount of funds provided to that total from ``*Aircraft Procurement, Air Force*'' shall be \$2,498,000.
- (b) *Termination of Allocation of Funds for STARBASE Program.--*Notwithstanding any other provision of this division, none of the funds appropriated or otherwise made available by title II of this division under the heading ``*Operation and Maintenance, Defense-Wide*'' may be used for the STARBASE program.



National HQ sends out the call.

CAP Legislative Alert

Civil Air Patrol has just learned that Senator John McCain, R-AZ, plans to introduce an amendment today (Thursday, March 14th) which would dramatically reduce funding for CAP missions and programs for FY 2013.

This amendment would reduce CAP operations and maintenance funding now in HR 933, the new funding bill for defense, from \$28.4 million to \$23.9 million as well as reduce aircraft procurement from \$9.3 million to \$2.5 million and eliminate vehicle procurement.

The impact on CAP and its operations would be very damaging and, if coupled with a sequestration cut, could be devastating to CAP's future.

Wing Commanders and/or their Government Relations Advisors are asked to contact the offices of their two Senators to ask them to vote against the amendment. The amendment (which is numbered 50) would be made to HR 933, the full-year Continuing Appropriations Act of 2013 for Defense, Military Construction and Veterans Affairs. The amendment is attached.

The vote could take place as early as mid-day to mid-afternoon so quick action is required by all who read this email in time.

The possible impact is very bad—CAP will likely run out of maintenance funds before the end of the year as well as have to reduce its aircraft fleet by 75 aircraft and significantly reduce national headquarters staff. In addition, there would be a 21% reduction in overall support for Air Force missions compared to FY12 and a 52% decrease in homeland security and air defense training as well as other negative impacts. If a sequestration cut is added on top of this reduction in funding the impact on CAP could be devastating.

John Swain
Washington Representative
Civil Air Patrol - United States Air Force Auxiliary



Tools



➤ Old media tools

- Fax
- Email
- List servers
pao@nvwg.cap.gov

➤ New Media tools

- Facebook
- Twitter
- Bill trackers
<http://www.govtrack.us/>
- <http://beta.congress.gov/legislation>
<http://www.usa.gov/Contact/Elected.shtml>



Grassroots call



➤ TO: CAP PAOs
➤ FROM: Julie DeBardelaben
➤ RE: Amendment 50 to HR 933 Call to Action
➤ DATE: March 15, 2013

➤ **Yesterday's national CAP social media network was highly successful in getting the message to U.S. senators to vote no on Sen. John McCain's amendment to H.R. 933.** Our PAOs played a leadership role in getting the word out, and everyone is to be commended for their efforts. We believe McCain's amendment will be considered along with other amendments sometime late afternoon or early evening on Monday, March 18.

➤ Today's approach is:

➤ Use social media to contact CAP members. Ask them to reach out to local community leaders, community partners and state leaders/legislators and request they contact their senators and representatives in Washington today. Contact information for U.S. senators is available at <http://www.usa.gov/Contact/Elected.shtml>

➤ Talking Points:

- Encourage your U.S. senators to vote no on McCain Amendment No. 50 to H.R. 933.
- Without the McCain amendment H.R. 933 provides full funding for CAP in FY13.
- The McCain amendment would reduce O&M funding from \$28.4 million to \$23.9 million as well as reduce aircraft procurement from \$9.3 million to \$2.5 million.
- Federal funding cuts of CAP's budget will have far-reaching effects for state and local communities in all three of CAP's mission areas:
 - a 21 percent reduction in overall support for Air Force missions compared to FY12 and a 52 percent decrease in homeland security and air defense training
 - fewer aircraft in local communities, causing longer response times for search and rescue and disaster relief missions and less training opportunities for our members.
 - reduced cadet and teacher orientation flights, plus fewer curriculum and key educational material updates for cadet and aerospace education programs.

➤ The annual economic impact of CAP's volunteer services is \$155 million.

➤ Thank you for your ongoing support and assistance with this matter of critical importance to CAP. If you have questions, please contact me at 877.227.9142, ext. 250 or at jdebardelaben@capnhq.gov



NV Wing

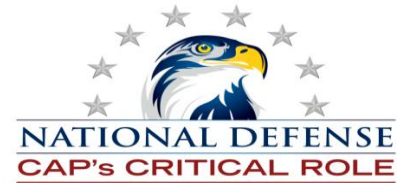


- Used email, list servers and Facebook to organize the entire wing, not just PAO's
- Got several to join Twitter and use it.
- Gave them a contact list of our legislators.

Name	Phone DC	Fax DC	Facebook	Twitter	email
Sen Harry Reid	202-224-3542	202-224-7327	http://www.facebook.com/SenatorReid	http://www.twitter.com/SenatorReid	http://www.reid.senate.gov/contact/index.cfm
Sen Dean Heller	202-224-6244	202-228-6753	http://www.facebook.com/pages/US-Senator-Dean-Heller/325751330177	http://twitter.com/SenDeanHeller	http://www.heller.senate.gov/public/index.cfm/contact-form
Rep Joe Heck	(202) 225-3252	(202) 225-2185	http://www.facebook.com/pages/Rep-Joe-Heck/155211751194624	http://twitter.com/RepJoeHeck	https://heck.house.gov/contact-me/email-me
Rep Dina Titus	202-225-5965	202-225-3119	http://www.facebook.com/CongresswomanTitus	http://twitter.com/repdinatitus	https://titus.house.gov/contact/email-me
Rep Mark Amodei	202-225-6155	(202) 225-5679	http://www.facebook.com/MarkAmodeiNV2	https://twitter.com/markamodeinv2	https://amodeiforms.house.gov/contact-us
Rep Steven Horsford	202-225-9894	202-225-9783	http://www.facebook.com/RepHorsford	http://twitter.com/@RepHorsford	https://horsford.house.gov/contact/email-me



Website List



- <http://amodei.house.gov/#dialog> Rep Mark Amodei
- <http://titus.house.gov/> Rep Dina Titus
- <http://heck.house.gov/> Rep Joe Heck
- <http://horsford.house.gov/> Rep Steven Horsford
- <http://www.reid.senate.gov/> Sen Harry Reid
- <http://heller.senate.gov/public/> Sen Dean Heller
- <http://www.usa.gov/Contact/Elected.shtml>

Sample Fax / email letter

The honorable Rep Dr Joe Heck,

Good morning. I am contacting you this morning regarding an urgent matter on the scheduled vote of HR 933. Sen. McCain's amendment #50 will actually cost more money than it saves by cutting funding to Civil Air Patrol. CAP is an all volunteer group that works for the US Air Force.

In case you are not familiar Civil Air Patrol (CAP) is the USAF Auxiliary and assisting the Air Force in over 90% of their assigned search and rescue missions. They also perform other tasks unique to Nevada such as assisting in Green Flag exercises at Nellis AFB and additional training at Creech AFB. You as well as Rep Amodei are members of the Civil Air Patrol.

Because we are a completely volunteer organization manpower costs are FREE! The price is right for the federal government and the state of Nevada. Senator McCain wants to cut several million dollars from CAP. Meaning that the duties will just have to be picked up by some group that "gets paid" to do the same thing CAP does for free.

Reduction in the Operation and Maintenance budget from \$28.4 million to 23.9 million and the new Cessna aircraft procurement from \$9.3 to \$2.5 million will hamper CAP from providing free personnel operation and airplanes that operate for less than \$150 per hour, several times less per hour than any military aircraft or helicopter can operate.

The economic impact of the CAP volunteers is \$155 million annually. If CAP missions are reduced they will have to be replaced by either the USAF or local law enforcement or other first responders. CAP is the best economic model to save both federal and local dollars.

I encourage Rep Heck to speak with his colleagues Senator Reid and Heller to explain the unintended consequences of this proposed amendment to H.R. 933.

Sincerely,

Tom Cooper

MAJ THOMAS COOPER CAP
Director of Public Affairs
Nevada Wing Civil Air Patrol
Nevada Wing. Every Day.
Find us on Facebook
<http://www.facebook.com/nevada.wing>



Twitter



Nevada Wing CAP (NevadaWingCAP) o... +

https://twitter.com/NevadaWingCAP

Home Connect Discover Me

Search

Tweets

Following

Followers

Favorites

Lists

Photos and videos

Nevada Wing CAP @NevadaWingCAP

Official Twitter page of Nevada Wing Civil Air Patrol USAF Auxiliary. The three missions of CAP: Emergency Services, Cadet Programs, Aerospace Education.

nvwg.cap.gov

791 TWEETS 428 FOLLOWING 157 FOLLOWERS

Edit profile

Tweets

Nevada Wing CAP @NevadaWingCAP 5 Jul
fb.me/FgZAHY9
Expand

Nevada Wing CAP @NevadaWingCAP 5 Jul
fb.me/1sJbJMNcU
Expand

Nevada Wing CAP @NevadaWingCAP 5 Jul
fb.me/1vSRpkmNz

Who to follow · Refresh · View all

Carson City, NV @VisitCarsonCity
Followed by KOLO8 and others
Follow

John Weiser @johncweiser
Follow



What is this Twitter thing?



twitter





Twitter



- Real time **Short Messaging Service**
- Use on multiple platforms/devices from cell phone to tablet to computer.
- Short 140-character message – direct and to the (talking) point.
- Everything from **breaking news** to **what's for dinner.**
- <http://www.twitter.com>



Twitter



- **Some agencies are using it to give incident updates.**
- **Can be used as a mission communication tool.**
- **Used as an advocacy tool.**
- **Can be linked to Facebook so the platforms can cross.**



Why?



Benefits

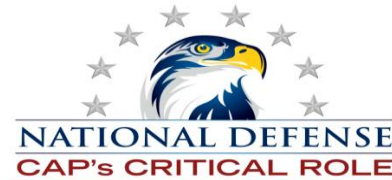
- **Rapid** – often from right on scene.
- Mass Audience sans media filter
- Available anywhere the receiver has access
- Smart phone, tablet or computer
- **Media and Government listening!**

Risks

- Uncontrolled – anyone can opine
- Mistakes can go “viral”
- The wrong audience can be listening.
- Cadet protection.



A Success



Mr. and Mrs. Thomas James Cooper
827 Essex Ave
Henderson, NV 89015-4622

Dear Mr. and Mrs. Cooper:

Thank you for contracting me regarding Civil Air Patrol (CAP). I appreciate hearing from you.

As you know, CAP was founded in the late 1930s to help augment our war fighting capabilities during World War II. Since that time, Congress has permanently established CAP as the auxiliary of the Air Force to perform three primary missions: aerospace education for youth and the general public, cadet programs for young people aged 12-20, and emergency services including search and rescue and disaster relief. Under CAP, volunteer aviators provide their services free of charge and are reimbursed for aircraft, vehicles, and training operations.

During consideration of the Consolidated and Further Continuing Appropriations Act (P.L.113-6), Senator John McCain (R-AZ) proposed an amendment that would have reduced funding for CAP from \$28.4 million to \$23.9 million, as well as reduce aircraft procurement from \$9.3 million to \$2.5 million. You will be pleased to learn that this amendment was not included in the final bill that President Obama signed into law on March 26, 2013.

Again, thank you for taking the time to share your thoughts with me. I look forward to hearing from you in the near future.

My best wishes to you.

Sincerely,
HARRY REID
United States Senator



Congressional Gold Medal



- **NVWG used Twitter and Facebook.**
- **Encouraged members to do the same**
- **Used NHQ's instructions to help members join Twitter.**



How to Twitter 101



Dear Maj Cooper,

CAP members nationwide are being asked to twitter their elected officials in Congress to request their support of Congressional Gold Medal bills honoring CAP's World War II service.

This is an urgent call to action, as the number of survivors from that era continue to dwindle each year.

Participation is easy:

The twitter address for officials in Nevada who have not yet signed on as co-sponsors of the bills are cited below.

Twitter instructions:

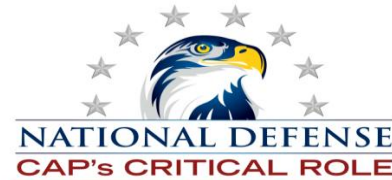
1. If you're not a member, you won't be able to message your legislators, so go ahead and sign up. It's free; all you have to do is go to www.twitter.com and come up with an account name and password.
2. Copy and paste your legislator's Twitter address (example: @SenShelbyPress) into the Twitter search field (the light gray field at the top of the Twitter page with the magnifying glass icon) then click the magnifying glass icon. The address should pop up.
3. Clicking the next icon over will give you a drop-down menu; the top option is to tweet the message. Click that, and you'll get a message window.
4. Copy and paste the recommended message, hit the bright blue "Tweet" button in the bottom right corner, and you're done.

Please share this information with the members of your wing asap, along with our thanks in advance for their assistance with this important initiative.

Members with questions about twitter should contact dbailey@capnhq.gov.



How to Twitter 101



Twitter message for the Senate: Please co-sponsor S309 to award the Congressional Gold Medal to Civil Air Patrol for its WWII service.

Nevada

Senator

Nevada

Harry Reid

@SenatorReid

Nevada

Dean Heller

@SenDeanHeller

Twitter message for the House: Please co-sponsor HR755 to award the Congressional Gold Medal to Civil Air Patrol for its WWII service

Representatives

Nevada 1

Dina Titus

@dinatitus

Nevada 3

Joe Heck



Twitter actions



 **Nevada Wing CAP** @NevadaWingCAP 4 Apr
CAP Gold Medal for our WW II members. Please ask your Senators to co sponsor S309 and Representatives HR 755
Expand

 **Nevada Wing CAP** @NevadaWingCAP 4 Apr
[@RepHorsford](#) Please cosponsor HR755 to award the Congressional Gold Medal to Civil Air Patrol for its WWII service
Expand

 **Nevada Wing CAP** @NevadaWingCAP 4 Apr
[@repdinattus](#) Please cosponsor HR755 to award the Congressional Gold Medal to Civil Air Patrol for its WWII service
Expand

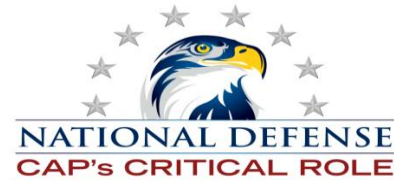
 **Nevada Wing CAP** @NevadaWingCAP 4 Apr
[@RepJoeHeck](#) Please cosponsor HR755 to award the Congressional Gold Medal to Civil Air Patrol for its WWII service
Expand

 **Nevada Wing CAP** @NevadaWingCAP 4 Apr
[@SenDeanHeller](#)
Please cosponsor S309 to award the Congressional Gold Medal to Civil Air Patrol for its WWII service.
Expand

 **Nevada Wing CAP** @NevadaWingCAP 4 Apr
[@SenatorReid](#)
Please cosponsor S309 to award the Congressional Gold Medal to Civil Air Patrol for its WWII service.



Twitter action repeats



Nevada Wing CAP @NevadaWingCAP

10 May

[@RepJoeHeck](#) Please co-sponsor HR755 to award the Congressional Gold Medal to Civil Air Patrol for its WWII service

Thank You!

Expand



Nevada Wing CAP @NevadaWingCAP

10 May

[@dinatitus](#) Please co-sponsor HR755 to award the Congressional Gold Medal to Civil Air Patrol for its WWII service

Thank You!

Expand



Nevada Wing CAP @NevadaWingCAP

10 May

[@SenatorReid](#) Please co-sponsor S309 to award the Congressional Gold Medal to Civil Air Patrol for its WWII service.

Thank you!

Expand



Nevada Wing CAP @NevadaWingCAP

10 May

Ok folks, CAP NHQ needs our help for the Congressional Gold Medal for our Subchasers. We need members to... [fb.me](#)

[/16QHF3Hzf](#)

Expand



Facebook Link



Nevada Wing shared a link.

May 10

Ok folks, CAP NHQ needs our help for the Congressional Gold Medal for our Subchasers. We need members to Facebook message and Twitter message our legislators and ask them to co sponsor the legislation S309 and HR 755.

Currently Sen Reid, and Rep Titus and Heck have not signed as co sponsors so please facebook message them and tweet them.

A contact list is below.

<http://amodei.house.gov/#dialog> Rep Mark Amodei

<http://titus.house.gov/> Rep Dina Titus

<http://heck.house.gov/> Rep Joe Heck

<http://horsford.house.gov/> Rep Steven Horsford

<http://www.reid.senate.gov/> Sen Harry Reid

<http://heller.senate.gov/public/> Sen Dean Heller

http://capmembers.com/cap_national_hq/goldmedal/



CGM - Civil Air Patrol

capmembers.com

CAP is a nonprofit organization with over 64,000 members. It performs 95% of continental U.S. inland search and rescue missions as tasked by the Air Force Rescue Coordination Center. Help us save lives. [View more](#)



Facebook



(71) Nevada Wing


https://www.facebook.com/nevada.wing?ref=tn_tnmn


Google

facebook

Search for people, places and things

Nevada Wing Home





Nevada Wing

Update Info Activity Log

Timeline

About

Photos 57

Friends 907

More

About

Office of Public Affairs at Nevada Wing Civil Air Patrol


Past: United States Civil Air Patrol

Followed by 24 people

Photos · 57

Status Photo Place Life Event

What's on your mind?

 Nevada Wing shared Jacob Bixler's status.

Friday

Donna Bauer-Flores likes Fashionable's photo.

John Zedler shared Amazing and Crazy videos's video: Firefighters tackle blaze of weed lol.

Jim Mackey reached Level 6 in Airport City: Free to Fly.

Randy Richard likes Never Forget 9/11 by Richard Karn's link.

Sharon Nichols and Ken Davidson are now friends.

Donald Cole

Kate Warrick

Roger Rognrud 1h

Pablo Collazo

Fernandito Ruiz

Jose Joel

Mason Minske

Donna Bauer-Flores

MORE FRIENDS (62)

Steve Llanos

Search

it's awesome when agencies interoperate



What it looked like for us.



Conversation started Friday



Nevada Wing

12:06pm

Please co-sponsor HR755 to award the Congressional Gold Medal to Civil Air Patrol for its WWII service.

Thank you

Maj. Thomas Cooper CAP Public Affairs Officer Nevada Wing
Civil Air Patrol

Today



Rep Joe Heck

7:09am

Back in DC - will do it today!

Today



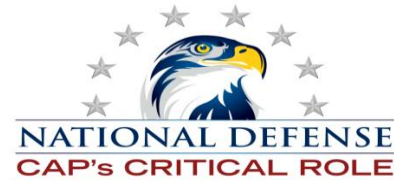
Nevada Wing

7:03pm

Thank you sir!



Seen



Conversation started May 10



Nevada Wing

12:06pm

Please co-sponsor HR755 to award the Congressional Gold Medal to Civil Air Patrol for its WWII service.

Thank you

Maj. Thomas Cooper CAP Public Affairs Officer Nevada Wing
Civil Air Patrol

May 13



Congresswoman Dina Titus

1:05pm

Thank you for contacting me on Facebook. I appreciate your comments and value your insights. In order for me to better answer your questions and serve you in the future, please submit your questions and comments to my website at www.titus.house.gov/contact/email-me.

Sincerely,

Rep. Dina Titus



Final results



- All but one NV legislator has co-sponsored.



More information



- **IS-42: Social Media in Emergency Management**

**[http://training.fema.gov/EMIWeb/IS/courseOverview.aspx?
code=is-42](http://training.fema.gov/EMIWeb/IS/courseOverview.aspx?code=is-42)**

**MGT-407, Advanced Crisis Communications. Strategies
for Public Information Officers.**



Questions?



Questions?

editor kitteh



approves your submishon

JOANHASCHEEZBURGER.COM



Please complete the 2013
conference survey online for a chance
to win a FREE registration to the
2014 conference in Las Vegas

<http://www.surveymonkey.com/s/13CAPConf>