

Civil Air Patrol

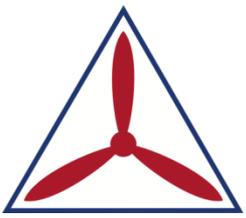
Citizens Serving Communities

www.gocivilairpatrol.com



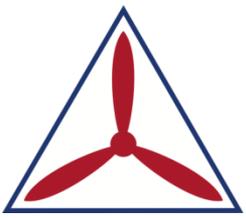
Presented by

**Maj Robert Bowden
GLR Director of Public Affairs**



Public Affairs Bootcamp

- 6 month course
 - Once monthly webinars
 - Sunday Evenings
 - 2 – 3 hours
 - Twice monthly mentoring sessions
 - Assigned a mentor from your wing or region
 - In person or virtual meetings
 - Progress checks

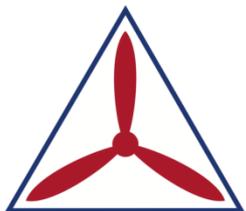


Class Overview

- **Session 1**
 - **CAPP201**
 - **Unit Public Affairs Goals**
 - **PAO Toolkit and resources**

- **Session 2**
 - **Social Media – Facebook and Twitter**
 - **Crisis Plans**

- **Session 3**
 - **Branding and electronic communications**
 - **Unit Websites**



Class Overview

→ Session 4

→ Press release

→ Submitting to NHQ/Region/Wing

→ Session 5

→ Photography

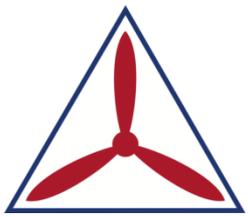
→ Event Promotion

→ Summer activities

→ Session 6

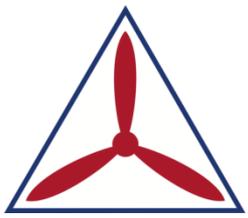
→ Review

→ What's Next?



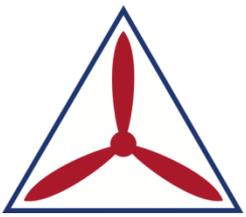
Why complete the bootcamp?

- ➔ **Qualify for the technician rating in the PAO specialty track**
- ➔ **Starting point to become a PIO**
- ➔ **Learn how to use social media for a non-profit**
- ➔ **Discover how to expand your local results without increasing your workload or time requirements**
- ➔ **Networking**
- ➔ **HAVE FUN!**



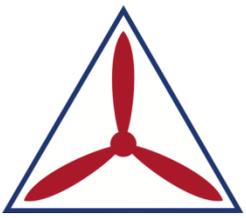
Agenda

- ➔ **Where do I start?**
- ➔ **What is CAPP201**
- ➔ **How to write a unit PA plan of action**



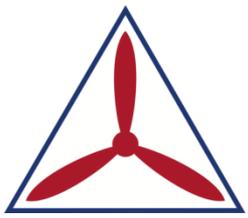
CAPP 201

- ➔ **New CAPP 201 coming soon!**
- ➔ **The candidate must have completed Level 1 before entering this specialty track**
- ➔ **Have your unit enroll you in eServices into the track**
- ➔ **Have your unit assign as the unit PAO or assistant PAO**
- ➔ **http://www.capmembers.com/media/cms/P201_E863B3730B059.pdf**



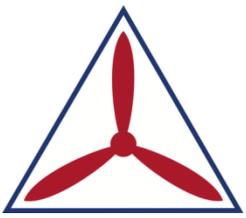
Contact

- ➔ **Contact the next higher echelon PAO to introduce yourself, review procedures, policies, and training opportunities and be assigned a mentor.**
- ➔ **Contact National Headquarters/PA to introduce yourself.**



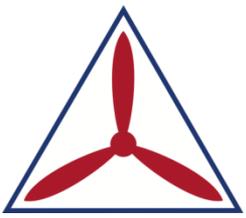
What do I do?

- ➔ **Reference the National Headquarters website and the PAO Toolkit contents quarterly for updated materials and add to/replace contents of the media kit as necessary.**
- ➔ **Describe through specific examples how you successfully fulfilled the duties listed in the position description in the technician section of this pamphlet.**



Training

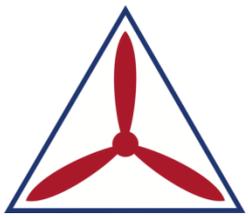
- Attend a minimum of one public affairs workshop/seminar/academy
- Participate in at least one public affairs planning session quarterly with the unit commander and/or command staff.



FEMA Online

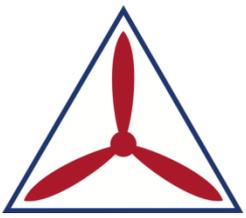
- ➔ **Successfully complete the following online FEMA Independent study courses:**
 - ➔ ***IS-42, Social Media in Emergency Management***
 - ➔ ***IS-242, Effective Communication***

- ➔ ***Optional/Recommended Course:***
 - ➔ ***IS-29, Public Information Officer Awareness***



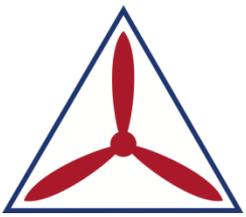
CAP ES Training

- ➔ **Complete the following CAP online training:**
 - ➔ **General Emergency Services (GES)**
 - ➔ **Introductory Communications User Training (ICUT).**



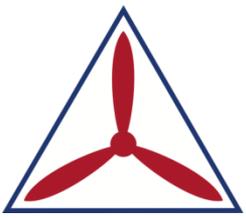
Media Kits

- Create (or update) a list of local media (print, broadcast, internet, etc) contacts.
- Assemble and maintain a media kit as described in the How-To-Guide for Civil Air Patrol Public Affairs.
- Create and maintain documentation of work products (continuity book). May be stored electronically. See page 63 of the [How to Guide for CAP Public Affairs](#).



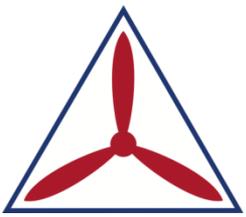
Action and Crisis Plan

- ➔ Following established guidelines published on the CAP PAO webpage, create (or update if already written by a previous PAO) a unit public relations plan and unit crisis communications plan and have them approved by the unit commander.



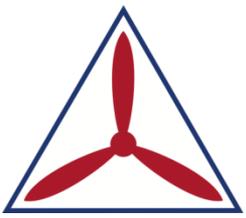
Put your skills to work

- ➔ **Serve as lead PAO for two of the following CAP activities**
- ➔ **Produce four news releases:**
 - ➔ **Two of which must contain photos taken by the PAO; have them approved by the unit commander and document distribution to the media.**
 - ➔ **Two of these releases will be sent to NHQ/PA for possible inclusion into VolunteerNow using the NHQ template.**



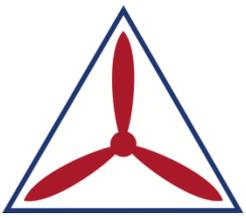
Educate your unit

- ➔ **Manage the PA content visible to the public on the unit's website and social media.**
- ➔ **Give a minimum 15 minute presentation to unit members regarding CAP's Social Media policy.**



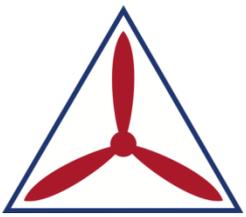
Evaluation

- Successfully complete the online [CAPP 201](#) test for technician rating
- Successfully serve for a minimum of 6 months as an assistant or primary public affairs officer.



Goals for 2016

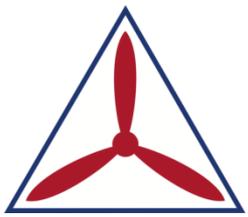
- Write down 10 goals for your unit's public affairs program for 2016
- 5 minutes
- Dream big!



Unit Public Affairs Goals

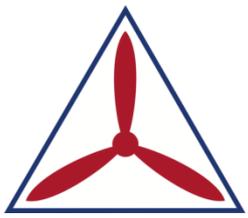
- ➔ **The Four Step Planning Process in Public Affairs**
 - ➔ **Step 1 Determine PA needs and opportunities.**
 - ➔ **Step 2 Establish goals.**
 - ➔ **Step 3 Establish action strategies for each goal.**
 - ➔ **Step 4 Determine effectiveness (evaluation).**

- ➔ **http://www.capmembers.com/media/cms/The_Four_Step_Planning_Process_in_P_6780B21AB9699.pdf**



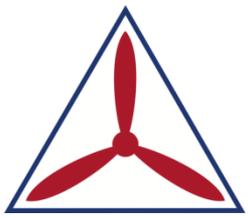
Step 1 - Determine PA needs and opportunities

- ➔ **This section simply provides background information about your squadron.**
- ➔ **How many members are in your unit?**
- ➔ **What geographical area makes up your unit?**
- ➔ **What makes your unit special?**



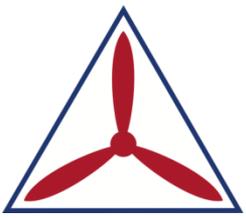
Step 2 - Establish goals

- ➔ List the goals identified in the situation analysis that you completed during step 1



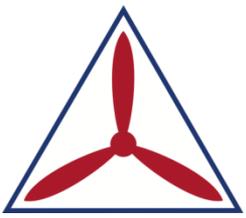
Step 3 - Establish action strategies for each goal

- This section requires three things :**
 - At minimum a public awareness and networking goal**
 - A list of projects and initiatives designed to achieve these goals**
 - A statement regarding how you will evaluate each goal's success**



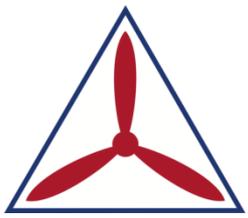
Step 4 - Determine effectiveness

- ➔ Refer to the “ways to evaluate success” statement(s) for each goal.
- ➔ On a quarterly basis, evaluate what is actually occurring, noting what is working well and what you can do better in the future. This will serve as an important guide for creating your plan for next year!



Resources

- http://www.capmembers.com/cap_national_hq/public_affairs/cap_pao_toolkit/
- http://www.capmembers.com/cap_national_hq/public_affairs/pao-orientation-kit/
- http://www.capmembers.com/media/cms/PAO_Checklist_1557FE6AD5586.pdf



Next Class

→ **Sunday February 21st 6pm EST**

→ **Mentors will be assigned and emailed to you next week**

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Citizens Serving Communities