



HEADQUARTERS  
GEORGIA WING CIVIL AIR PATROL  
United States Air Force Auxiliary Georgia Wing  
1501 First Street Bldg. 931  
Dobbins ARB, Georgia 30069

31 April 2008

## **Wing Public Affairs Plan**

### **I. Introduction**

This annual plan, required to be prepared annually by CAPR 190-1, represents the plans of Georgia Wing for its Public Affairs Program, including regular marketing communications, mission communications, and crisis communications. It was prepared by Major Paige Joyner in consultation with other staff officers.

### **II. Situation Analysis**

- Unit Strengths
  - Actual ES Missions
- Weaknesses
  - Communications
  - Dispersion of Units and Personnel
- Opportunities
  - Community Networking
    - With local aviation corporations and other interested parties
  - Partnerships with GEMA and FEMA reps
  - Partnerships with other emergency service providers - statewide
  - State financial support
  - Grants
- Threats
  - Lack of positives in field regarding CAP programs
  - Not enough press regarding our programs
  - Other organizations competing for members
  - Not fulfilling promises in emergency situations
  - Bad behavior and/or poor performance
  - Poor morale
  - Fuel prices

### **III. Goals**

Our goal in Georgia Wing is to increase the public knowledge, understanding and favor of our programs, successes, capabilities and congressionally chartered missions through a carefully crafted program designed to disseminate pertinent information on a timely basis and at regularly scheduled intervals.

#### IV. Objectives

The main objective of the PAO program is to illuminate the positive aspects of our wing in the public eye highlighting our programs and congressionally mandated missions of Emergency Services, Aerospace Education and Cadet Programs via the publication of newsworthy articles regarding non-mission related events such as community partnerships, member accomplishments, open houses, air shows and other participatory occurrences.

To meet the requirements in CAPR 190-1, we will:

- Publish a quarterly newsletter for internal communications to members
- Send regular submissions to CAP News Online
- Document community relations activities received from squadrons
- Maintain relationships with representatives of the news media statewide and locally

#### V. Strategies

1. **News Releases.** The PA staff will prepare news releases for each significant activity. If appropriate, an advance news release will be sent to news media; if not, it will be sent following the event on a timely basis. If appropriate, the release should be forwarded to the region PAO and CAP News Online. Such activities may include, but are not limited to:
  - a. Wing participation in SAR and disaster exercises (other than Counter Drug)
  - b. Public appearances of members of the wing in uniform
  - c. Extended "Milestone" promotions and awards such as Spaatz
  - d. Other "newsworthy" special events of statewide and national interest
2. **Photography.** The PA staff will obtain quality photography to illustrate news releases and newsletter articles. Action photographs should be used in favor of "grip and grin" posed photographs. Photographs distributed to the public must illustrate proper conduct and proper wear of the uniform.
3. **Newsletter.** The wing PAO will produce a periodic newsletter summarizing success stories and previewing upcoming activities. This newsletter will be distributed electronically to all members. The newsletter will be posted on the unit website. The deadlines for unit PAOs wishing to submit information for the newsletter will be 2 weeks prior to the it publication. The newsletter is primarily an internal communications and retention tool but may be made available to others outside of CAP and it should not contain classified or secure information regarding any missions and/or members.

4. **Higher Headquarters.** Each significant news release will be delivered to the region PAOs and to the Civil Air Patrol News Online. National support will be requested as needed.
5. **Community Relations.** The Wing PAO will collaborate with other appropriate staff members and the Wing commander to increase Wing visibility in the state with activities such as Wreaths Across America and the Legislative Days as well as participating when requested in regional or statewide events.
6. **Internal Communication.** The Wing PAO and the Wing Commander shall communicate regularly about Public Affairs opportunities and challenges. The unit PAO is the eyes and ears of the commander and as such acts in an advisory capacity.
7. **Website.** The PAO will collaborate with the Wing webmaster/IT Officer to ensure that the messages for the general public posted on the website all reflect positively on the Wing and the organization.
8. **Branding.** Whenever possible, the current CAP marketing slogan and the nationally-standardized explanation paragraph will be incorporated into external communication.
9. **Recruiting and Retention.** The PAO will collaborate with the Wing's Recruiting and Retention Officer to stage recruiting events during the year. Understanding what motivates people to join CAP is of utmost importance. Factors discussed at the wing conference include:
  - a. Passion for flight
  - b. Desire to be part of something larger than they are
  - c. Structured environment for cadets as well as seniors
  - d. Desire to learn more about radio communications
  - e. Access to Military Training
  - f. Help people, SAR, ES
  - g. Chance to build confidence
  - h. Sense of belonging
10. **Professional Development.** The PAO will pursue professional development in Public Affairs by:
  - a. Progressing in the Public Affairs Specialty Track to master
  - b. Maintaining mission Information Officer qualification
  - c. Taking other courses for Public Affairs such as the GEMA IO course if possible
  - d. Completing required courses from time to time

**APPROVED:**

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