

To all CAP PAOs:

Welcome to another PAO Update. Great news this week regarding a new compelling message for Civil Air Patrol:

“Citizens Serving Communities: Above and Beyond” – This is our new compelling message, which complements the Air Force’s new advertising campaign slogan “Above All.” It replaces “More Than Meets the Skies,” which was unveiled during the 2007 National Board meeting along with CAP’s national public awareness plan. The new message “Citizens Serving Communities: Above and Beyond” provides longevity to CAP’s public awareness initiative and avoids any potential trademark conflicts.

60th Anniversary of Air Force Auxiliary Status – CAP celebrates 60 years as the U.S. Air Force Auxiliary on May 26. CAP is urging members to observe this anniversary locally. We encourage PAOs to prepare for this observation. A sample proclamation for adoption at the wing and squadron level is posted on the Web site public affairs page -- www.cap.gov/visitors/members/public_affairs.

2008 CAP PAO Academy – Registration for CAP’s second PAO Academy Aug. 5 and 6 at the Gaylord Palms Resort in Kissimmee, Fla., near Orlando, is under way. Register online by going to http://www.cap.gov/visitors/events/2007_cap_annual_conference/conference_registration.cfm. An agenda for the two-day event has been posted at www.cap.gov/paoa. A call for entries to the Maj. Howell Balsem CAP Public Affairs Exceptional Achievement Awards will be issued next week. The deadline is June 30. Be thinking about what you would like to enter. The 2008 PAO Academy is going to be a great learning experience for everyone. It will feature concurrent sessions for both beginner and advanced PAOs. There also will be some joint sessions. Presenters will focus on the theme, “Public Affairs Essentials: Think Nationally Act Locally,” in providing participants with training specifically designed to meet the needs of today’s PAOs. In addition, each PAO will have his/her photo taken with CNN’s Miles O’Brien, a featured speaker for this year’s academy. So, mark your calendar now for Aug. 5 and 6, and plan to be with us in Kissimmee.

Roundtable Discussions – Calling all PAOs. The Roundtable Discussions on PAOs’ Best Practices – a popular agenda item at the 2007 Academy – is back this year, and the PA Advisory Committee is looking for volunteers. If you have a topic of expertise that you would like to share with public affairs officers attending the 2008 Academy, please contact me at scox@capnhq.com. Topics from last year included “The Value of a Continuity Book,” “Working with Unit Commanders and Getting Them to Buy into the Importance of PA Programs” and “PA on the Cheap (Doing More with Less).”

Online Magazine – Thanks to those who responded to the call for input on NHQ PA’s plans for an online magazine, which will replace CAP News Online. We received some excellent suggestions and want to keep this conversation open. Are there certain sections or regular features you would like to resurrect from “CAP News” or new ones you would like to see? What do you think about member columns? Would you like to see more photos? Is there enough cadet news online? We welcome your input. Please pass along your ideas to scox@capnhq.gov.

How to Respond to Requests for Information from Media – A recent notice provided by South Carolina Wing Commander Col. Emerson Smith on how to respond to requests for information from the media makes sense. It states:

If, during a Search & Rescue activity, you are asked by any member of the public or any member of the media, what you are doing or about membership in CAP, please politely tell the person that you are a member of the SC Wing of the Civil Air Patrol and that they should call the Public Information Officer, Col Emerson Smith, at 214-417-7397 or email at esmith@metromark.net. Tear off and give the person a “Request for Information” slip below that contains information on the SC PIO as well as the National PIO.

Request for Information on Civil Air Patrol

Col Emerson Smith, CAP
Public Information Officer
South Carolina Wing
214-417-7397
esmith@metromark.net

Ms. Julie DeBardelaben
Deputy Director of Public Affairs
Civil Air Patrol National Headquarters
877-227-9142 #250
jdebardelaben@cap.gov

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Feel free to use Col. Smith's suggestion, as you deem appropriate.

That's all for now. Contact me or CAP PA's deputy director, Julie DeBardelaben, at jdebardelaben@cap.gov or 877-227-9142, ext. 250, if you have questions or comments about this update. As always, thank you for your service to the Civil Air Patrol and CAP Public Affairs!

Best Regards,

Steve

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