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To all CAP PAOs:

We have a number of updates to bring to your attention, but first a quick note of introduction to all region and wing PAOs. My name is Steve Cox, and I am now serving as Public Affairs Manager at CAP National Headquarters. Jim Tynan, a longtime CAP employee, has admirably served in this position for the past two years but most recently was given a deserved promotion. He now serves as CAP NHQ's deputy director of creative services, which includes our Web site that is currently being overhauled. As Jim has done over the past two years, I will provide you with frequent updates through new technology now available here at NHQ. This allows us to provide effective communications to the entire CAP PAO community – nearly 1,000 PAOs nationwide and overseas – with the click of a mouse button. So expect frequent updates from me as developments warrant.

Now to the current updates:

2008 Fact Sheet – The Civil Air Patrol fact sheet has been updated to reflect fiscal and calendar year figures as well as recent telephone changes at CAP National Headquarters. Go to www.cap.gov/visitors/members/public_affairs to download a copy of the updated fact sheet.

Hometown News Release Program – Now posted to www.cap.gov/visitors/members/public_affairs, this CAP PA program includes a news release on the Civic Leadership Academy, scheduled for Feb. 23-March 1 in Washington, D.C. Events and release templates are added regularly, so monitor this online tool closely.

2008 CAP Public Affairs Officer Academy – Excitement is in the air over CAP's second PAO Academy, another incredible two-day program scheduled for Aug. 5-6 at the Gaylord Palms near Orlando, Fla. The academy agenda and registration information will soon be available online, posted to www.cap.gov/visitors/members/public_affairs. So check routinely for updates and be a part of this initiative.

2007 Annual Report to Congress – The Civil Air Patrol's Annual Report to Congress, a 44-page report on CAP's multifaceted missions for 2007, has been published. To download a copy, go to www.cap.gov/visitors/members/public_affairs in early March. If you would like printed, bound copies, please send your request to scox@capnhq.gov. Speaking of the ARC, CAP PA is issuing a call now to all PAOs to send your best photos of CAP missions during the coming year. This will give us a head-start on the 2008 Annual Report to Congress. We are interested in photos of CAP aircrews and ground crews performing search and rescue and emergency services missions; cadets on orientation flights, at work on the drill field and participating in outdoor classrooms; and both senior members and cadets actively participating in community outreach projects.

Public Relations and Crisis Communications Plans – Now's the time to get to work on your public relations and crisis communications plans, which are part of CAP's national marketing initiative. Go to www.cap.gov/visitors/members/public_affairs/cap_national_marketing_plan and click on the "Resources" link to the left to download a copy of the planning workbook.

Finally, a tip of the hat to Maj. Patricia Mitcham, the Alabama Wing's PAO, for promptly relaying aerial photos showing the devastation caused by an F-3 tornado that touched down in Central Alabama on Feb. 17. Pat's prompt response allowed PA to put them on CAP News Online. You can see the photos at www.cap.gov/index.cfm?fuseaction=display&nodeID=6192&newsID=4009&year=2008&month=2. This is the second batch of tornado photos Pat has submitted to CAP PA in recent weeks. THANKS, Pat!

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

Regards,

Steve

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