

## To all CAP PAOs:

We have a number of updates to bring to your attention, but first a quick welcome to one of our newest PAOs – Dennis Steinbock of the Klamath Falls (Ore.) Composite Squadron. Welcome, Dennis, to the CAP PAO community.

Steinbock, you might recall, is the Oregon school teacher and civilian pilot whose small plane lost power and crashed into a strand of trees in rural Mississippi last summer. He was missing for nearly 50 hours before members of the Mississippi Wing of the Civil Air Patrol found him seriously injured and trapped in his small plane near Oxford, Miss. His remarkable story of survival was well documented by Capt. Phil Norris, the Mississippi Wing PAO, in the Sept.-Oct. 2007 issue of the *Civil Air Patrol Volunteer*.

Now, less than a year later, this courageous man is still on the mend but eager to be an active CAP member. He plans to qualify as a CAP pilot and possibly as an aeronautical instructor for CAP cadets. He also is continuing to do speaking engagements, talking about the great work of the Mississippi Wing and letting everyone know how the Civil Air Patrol made a difference in his life.

The CAP PAO community numbers nearly 1,000 nationwide and overseas, and we are delighted that Dennis has joined our ranks. We are proud to call him one of our own.

Now to the current updates:

**2008 CAP Public Affairs Officer Academy** – Preparations for the second PAO Academy are under way, with the 2008 advisory board now making final plans for the two-day event. On Wednesday, the final day of the academy, CNN's Miles O'Brien will provide an inside view on how to secure national media coverage. He also will talk about his coverage of CAP's search for Steve Fossett. The academy will feature concurrent sessions for both beginner and advanced PAOs with some joint sessions planned as well. 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. Areas of emphasis will include media relations, Web site development, community relations, newsletters, planning and much more. The seminars will be complemented by networking opportunities and the presentation of the Maj. Howell Balsem CAP Public Affairs Exceptional Achievement awards for professional excellence in a variety of categories. The academy agenda and registration information as well as details on the PAO awards competition will soon be available online, posted to [www.cap.gov/visitors/members/public\\_affairs](http://www.cap.gov/visitors/members/public_affairs). So check routinely for updates and plan to be a part of this initiative.

**Public Relations and Crisis Communications Plans** – Any PAO who has gone through the planning workbook recently provided by NHQ PA and completed his/her public affairs and crisis plan according to the four-step process are encouraged to send CAP PA a copy. If you are not familiar with the workbook, go to [www.cap.gov/visitors/members/public\\_affairs/cap\\_national\\_marketing\\_plan](http://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. Send all plans to me at [scox@capnhq.gov](mailto:scox@capnhq.gov). Thanks in advance for sharing your plans with us.

**National Publicity** – CAP PA is tracking Civil Air Patrol publicity, particularly that of national significance. Last week, Col. Joe King, the Illinois Wing's PAO, sent us a link to an up-to-date story about Steve Fossett's disappearance in *Chicago Magazine*. If you haven't seen the article yet, go to [www.cap.gov](http://www.cap.gov) and click on the magazine logo on the right of the home page. It is a thorough report, ripe with comments from CAP pilots involved in the search. Thanks, Col. King, for sharing this with CAP PA. Please send notices of all national publicity to me at

[scox@capnhq.gov](mailto:scox@capnhq.gov) so that I can track them. We like to make our members aware of such publicity and we also like to include them in CAP's Annual Report to Congress, which goes to press every January. But don't limit notifications to just items of national significance. As always, CAP PA is interested in tracking local, state and regional CAP publicity. We put many of these stories on CAP News Online. They may also be used to generate stories for the *Civil Air Patrol Volunteer*.

**Hometown News Release** – An Inland SAR School hometown news release is slated to be released soon. It will be posted at the following address along with an attendee list: [www.cap.gov/visitors/members/public\\_affairs/hometown\\_news\\_release\\_program](http://www.cap.gov/visitors/members/public_affairs/hometown_news_release_program). It will be posted on the main PA site as well. Please localize and send this release out to your local media outlets as appropriate. Also, please provide us with a copy of any publicity that results from your efforts. Note that since the Inland SAR School is held at various times of the year at various locations, it is listed under multiple-date, multiple-location events on the Hometown News Release Web page.

**PAO Toolkit Update** – CAP PA plans to retool the PAO Toolkit now available at [www.capchannel.com/pao\\_downloads](http://www.capchannel.com/pao_downloads). We need your input on this project. Please take a look at the site and let us know what you like as well as what you don't like. What tools can we add to the Toolkit to assist you in your duties? Speaking of retooling, the CAP 101 briefing has been updated and is now available on the PAO Toolkit Web site under "PowerPoint Presentations."

Finally, a tip of the hat to Capts. Al Pabon and Phil Norris. Both Pabon, the North Central Region's new PAO, and Norris, the Mississippi Wing's PAO, are actively involved in public affairs training. Earlier this month, 10 public affairs officers from the Mississippi Wing completed their annual training at the wing conference in Jackson under the direction of Norris. Pabon, meanwhile, is making preparations for upcoming PAO presentations at the South Dakota Wing and Minnesota Wing conferences. The bottom line here is that PAO training is essential. Thanks, guys, for reminding us of that.

Contact me or CAP PA's deputy director, Julie DeBardelaben, at [jdebardelaben@cap.gov](mailto: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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