

To all CAP PAOs:

Welcome to another PAO Update. There is a lot going on at this time in the CAP PAO community, so let's get straight to it:

60th Anniversary of Air Force Auxiliary Status – CAP is “Celebrating 60 Years as the Air Force Auxiliary” on Memorial Day, May 26. CAP is urging public affairs officers to use this slogan and to partner with local Air Force PAOs to celebrate the anniversary. Please promote the anniversary in your newsletters and on your Web sites as well. A sample proclamation for adoption at the wing and squadron level is posted online at www.cap.gov/visitors/members/public_affairs. In addition, a simulated mission in the Washington, D.C., area is planned on May 26 to showcase CAP's value and significance as the U.S. Air Force auxiliary. Stay tuned for more on planned national coverage of this event.

Compliance Inspections – Re: PA compliance inspections, the IG is looking for compliance with the newly revised Regulation 190-1, which requires that all PAOs have a public relations and crisis communication plan. Squadron PAOs should be working with the PAOs in their wing to make this happen. Every squadron should already have a copy of the wing PR and crisis communication plans, which are to be used in forming the basis of the squadron plans. For assistance in writing these plans, go to www.cap.gov/documents/Public_Awareness_Plan and click on the “Plan Downloads” button on the left of the Web page. You are also welcome to contact Julie DeBardelaben, deputy director of NHQ/PA, who is helping wing and region PAOs write their plans. She can be reached at 877-227-9142, ext. 250.

2008 CAP Public Affairs Officer Academy – Registration for CAP's second PAO Academy is well under way. Thanks to those who have already signed up. If you have not, go to www.cap.gov/visitors/members/public_affairs. Full details on the 2008 PAO Academy are posted. The academy 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, the featured speaker of this year's academy. So, register now, and plan to be with us Aug. 5-6 in Kissimmee, Fla.

Balsem Exceptional Achievement Awards – NHQ/PA is now accepting entries for the 2008 Maj. Howell Balsem CAP Public Affairs Exceptional Achievement Awards competition. Named in honor of the Air Force major considered by CAP historians to be the first public affairs officer to serve CAP at the national level in the '50s, the Maj. Howell Balsem CAP Public Affairs Exceptional Achievement Awards competition provides PAOs with the opportunity for recognition of outstanding achievement in eight categories. For entry forms and details, go to www.cap.gov/visitors/members/public_affairs/2007_cap_pao_academy/maj_howard_balsem_pa_awards. Winners will be recognized at the 2008 PAO Academy awards reception on Aug. 6 in Florida.

Civil Air Patrol Volunteer – The May-June 2008 issue of the *Volunteer* should be on the street soon. It will be the last issue with permanent mailing labels. The July-August issue will feature removable mailing labels, which will permit CAP members to pull off the labels and recirculate their magazines in their communities. We need PAOs to get the word out to their squadrons. Please develop a plan in your squadron to pull in members' magazines after they have read them for redistribution throughout your communities. This could be done at your monthly meeting. Simply encourage members to bring in their magazine after they have read it and then appoint members to redistribute them.

Memorandums of Understanding (MOUs) – While we're talking about the *Volunteer*, I am reminded that there is a story in the May-June issue about the use of memorandums of understanding, or MOUs, in tornado-stricken areas of the U.S. The wings in these areas flew

meteorologists on damage-assessment flights, which allowed them to better inform residents affected by the storms. The use of MOUs are noted in the 2007 national marketing plan, which suggested that CAP wings and squadrons create MOUs at the state and local level with hometown media outlets to provide aerial images and ride-along opportunities as appropriate in exchange for on-air credit. To obtain an example of a MOU, go to www.cap.gov/documents/Public_Awareness_Plan and click on the "Plan Downloads" button on the left of the Web page.

"Citizens Serving Communities: Above and Beyond" – Thanks to Capt. Arthur Woodgate, Group III Texas Wing PAO, and others for their use of CAP's new compelling message. Capt. Woodgate has already given the message a permanent location on Group III's Web site and newsletter. The compelling message 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. Please feel free to put the compelling message to good use, much like Capt. Woodgate and others have done. Include the new tagline on your Web site and in your newsletter, as well as in your news releases and correspondence.

Finally, a note of congratulations to **Maj. James L. Nova** and **Capt. Jerry Porter**, both with CAP's Arizona Wing. Nova, the Arizona Wing chief of public affairs, was presented with the Commander's Citation at the 2008 Arizona Wing Conference, which was held last weekend at Luke Air Force Base in Phoenix. Arizona Wing Commander Col. John Eggen presented Nova with the Commander's Citation for his work in the past year with the Arizona Legislature. Porter, public affairs officers for Deer Valley Composite Squadron 302, was honored as the Arizona Wing's 2008 Public Affairs Officer of the Year.

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!

Regards,

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