



HEADQUARTERS
SOUTHEAST REGION, CIVIL AIR PATROL
United States Air Force Auxiliary

7 July 2008

Region Public Affairs Plan

I. Introduction

This annual plan, required to be prepared annually by CAPR 190-1, represents the plans of the Southeast Region for its Public Affairs Program, including regular marketing communications, mission communications, and crisis communications. It was prepared by Captain Steven Solomon, Director of Public Affairs, in consultation with other staff officers.

II. Situation Analysis

The Southeast Region of the Civil Air Patrol (CAP) encompasses the five states of Alabama, Florida, Georgia, Mississippi and Tennessee and the commonwealth of Puerto Rico.

The southeastern United States is a vast, diverse region, having numerous climatic zones, including temperate, sub-tropical, tropical, and arid. The culture has been and remains generally more socially conservative than that of the rest of the country. The lifestyle is viewed as more laid back and relaxed, even in stressful situations.

The Southeast Region consists of 9,115 members (5,163 officers and 3,952 cadets), which makes it the largest Region in CAP. Last year the six Wings flew more than 15,000 hours and were credited with saving 3 lives. Of the approximately 275 units in the Southeast Region's six Wings, less than half have a PAO assigned.

• **Strengths:** All the Wings have an assigned PAO. They all have significant experience.

ALWG's PAO is a senior-rated PAO
FLWG's PAO is a master-rated PAO
GAWG's PAO is a master-rated PAO
MSWG's PAO is a master-rated PAO
TNWG's PAO is a technician-rated PAO

All are MIO qualified.

The Region PAO is also a master-rated PAO and MIO qualified and is supported by a Newsletter Editor who is a technician-rated PAO and an Online News Editor who is a senior-rated PAO.

• **Weaknesses:** The staff is decentralized, with members in every Wing of the Region, making it rare that staff members can meet and interact with each other in person. This also complicates the process of mentoring and supporting staff in subordinate units. The Wing PAO's do not have assistants, and many local units either have no PAO or an ineffectual PAO.

• **Areas for Improvement:** Areas for improvement include increasing the number of units that have someone solely in the PAO duty assignment and also the number of qualified MIOs.

- **Opportunities:** Wings in the Region regularly have high-profile SAR and DR missions that reflect well on the organization, and the Region has made strides in providing media access and coverage of Cap activities. Assistance from the SER DPA has also helped contribute to a high level of energy, networking, and enthusiasm in the PA program.

- **Threats:** CAP units in the Region vary from active dynamic teams to small units that struggle to survive and don't have enough staff to devote someone to the PAO duty assignment. Many of the units that do have a PAO have someone who is a relatively new member with little or no experience in the position. The need for fast PA training and professional development is constant.

- **Major Events:** Each year the Region conducts a Region Conference, Region Cadet Leadership School, Region Staff College, and other training opportunities. In addition, each Wing also conducts many of these activities in addition to emergency services training/operations and flight encampments.

III. Public Affairs Objectives

The Southeast Region DPA has established the following PA Objectives for 2008:

- a. Support the PA/Marketing Plan, Strategies and Goals of CAP National Headquarters.
- b. Support and mentor the Wing PAOs of the Region, especially new Wing PAOs.
- c. Increase public awareness of CAP, and its local, state, and national missions.
- d. Promote cooperation between CAP and other aviation organizations, the military, business, industry, and civic groups within the territory of the Region.

IV. Public Affairs Goals and Strategies

The SER Public Affairs effort rests primarily in the role of program management and support. Most external media and public contacts in CAP occur at the Wing and local level, SER's efforts are one of monitoring implementation of the program in subordinate units, and providing public affairs services that support the Wings and the Region headquarters.

SER has set the following goals for its Public Affairs Program. Each goal is described, the measures of success are provided, and each goal lists which objective it supports.

As part of his routine reporting, the Region DPA will summarize these measures and report to the Region Commander and the Wing Commanders/PAO's on progress and successes/failures to date.

Goal No. 1 – Publish a Region Newsletter - ReCAP

Description: The Region Newsletter Editor will produce a newsletter six times a year telling about CAP success stories and role models across the Region and previewing upcoming activities, communication of significant missions, esprit de corps, and professional development. ReCAP will show how the SER stands out and above the rest. The newsletter will be posted on the region website. It will primarily be an internal communications and retention tool; however, it will be available for distribution to community partners, prospective members, and other interested parties outside of CAP.

Measure of Success: Newsletter is produced and distributed bi-monthly via the SER web site.

Supports PA Objectives A, B, C, D

Goal No. 2 – Ensure the SER web site is a valued source of information

Description: The Region Online News Editor will collaborate, as needed, with the Region webmaster/IT Officer to ensure that the web site contains articles and photos that are submitted for posting by the Wing PAOs and that all material reflects positively on CAP.

Measure of Success: The website is regularly updated with current content (such as the ReCAP Newsletter) to meet the needs of the Region DPA and Commander. The web site's hit/access counter will be monitored to track page views, etc.

Supports PA Objectives A, C, D

Goal No. 3 – Ensure that every Wing in SER has a PAO

Description: The success of the CAP Public Affairs program rests with each Wing having an active and Engaged PAO. SER DPA will work with the Wing Commanders to identify candidates for this position and assist where desired by the Wing in finding a Wing PAO for each SER Wing. SER DPA will assist with training new Wing PAOs.

Measure of Success: Each Wing has an assigned PAO that is enrolled in the PAO Specialty Track.

Supports PA Objectives A, B, C, D

Goal No. 4 – Mentoring and training of Wing PAOs

Description: Because training, mentoring and professional development is vital for Wing PAOs, the Region DPA will conduct regular teleconference call meetings to provide information, material, and resources geared to the public affairs specialty training track and the MIO qualification.

Measure of Success: A majority of the Wing PAOs in the Region participate in monthly teleconference call meetings held by the Region DPA.

Supports PA Objectives A, B

Goal No. 5 – Increase number of MIOs

Description: Brig Gen Courter in her March 2008 letter to the Wing commanders stated the importance of having only qualified spokespeople speaking for CAP during operational missions. Having qualified MIOs working this function can mean the difference between public perception of CAP success or failure during a mission.

Measure of Success: An increase of 5 percent in the number of MIOs qualified in each Wing and encouragement that all complete the online National Incident Management System ICS 100, 200, 700 and 800 level courses.

Supports PA Objectives A, B, C, D

Goal No. 6 – Encourage submissions to CAP News Online

Description: Most news releases within the Region originate from the Wing or local levels, and SER DPA will promote the distribution of news stories and releases to CAP Online News from the Wing PAOs.

Measure of Success: SER DPA tracks Wing PAO submissions that are posted on CAP News Online and shares this information with the Wing PAOs.

Supports PA Objectives A, B, C, D

Goal No. 7 – Ensure that each Wing has a PA Plan and a Crisis Plan that conforms to CAPR 190-1

Description: As per CAPR 190-1 each Wing will develop a PA and Crisis Communication Plan. This plan will be submitted to the Region DPA (delegated Region approval authority) for Region level review and approval. Approved plans will be posted by HQ/PA.

Measure of Success: Each Wing has an approved PA and Crisis plan.

Supports PA Objectives A, B

V. Annual Review

This plan will be reviewed each year in the month of January. This review will consist of a comprehensive review of the PA program as outlined in this plan. This review will go over successes, failures, areas for improvement and update goals/objectives for the next year. The review will serve as the annual report of the Region DPA.

APPROVED:

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DISTRIBUTION: 1 Each (Electronic)

- Region Staff
- Wing Commanders
- Wing Public Affairs Officers
- National Director of Public Affairs

RECORD OF REVIEW:

Review Date	Reviewer's Initials