

TEXAS WING, CIVIL AIR PATROL
PUBLIC AFFAIRS PLAN

December 1, 2015

Approval and Implementation

This document governs how Texas Wing will conduct public affairs operations for itself as well as to its member wings. This annual plan is required by CAPR 190-1.

The Texas Wing Public Affairs Plan has been approved by the Texas Wing commander and carries the Texas Wing commander's authority. The Texas Wing Public Affairs Officer is responsible for the plan's preparation, distribution, and regular reviews/updates.



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1. Determine PA needs and opportunities (Situation Analysis)

A. Wing statistics

- 7 groups and 68 squadrons and flights
- 3,326 total members (1,589 Senior Members, 1,649 cadets) as of Nov 28, 2015
- 92 PAOs, 17 PIOs
- 35 powered aircraft (13 C182, 19 C172, 2 GA8)
- 3 Gliders (1 Schweitzer 2-22, 1 Schweitzer 2-33, 1 Blanik L23)
- 42 Vehicles (1 4x4 SUV, 1 4x4 Pickup, 1 4x2 Pickup, 9 7-Pax Vans, 30 12-Pax Van)
- 5866.1 Powered Hours in FY 2015

B. The region conducts the following number of special events each year:

- 12 SAREXs per year
- Table-top exercises
- 1 Wing conference, held each April
- CAP cadet and AFJROTC orientation flights
- Summer and winter encampments (1 each)
- 1 Special Training School: Mountain Flying Clinic
- Cadet Training and Education Program (CTEP) spring and fall
- National Cadet Special Activities
 - 2 LoneStar Emergency Services Academy activities: LESA (summer) and LESA-South (winter)
 - Cyberspace Familiarization Course, San Antonio
 - Glider flight Academy, Nacogdoches
 - Powered Flight Academy, Nacogdoches
 - Undergraduate Pilot Familiarization Course, Laughlin AFB

C. Identified areas for public affairs improvement

- Training
- Publicity

D. Ongoing initiatives

- Promotion and publicity of significant missions
- Member accomplishments Special events and activities
- Community service/service learning opportunities

E. Areas identified for improvement

- Publicity (targeted and general)
- PAO/PIO training
- Use of websites and social media

F. Improvement strategies

- Identify and maintain relationships with broadcast, print, and online media statewide
- Generate and deliver regular organizational news and story ideas
- Develop professional relationships with local and state emergency service managers and staff
- Refine general PAO/PIO training (senior member and cadet)
- Offer PIO training at LoneStar Emergency Services Academies
- Offer PAO training at annual Texas Wing conference

2. Establish Objectives

- A. Increase public awareness of CAP, its local, state and national missions and its contributions to the nation.
- B. Develop and conduct comprehensive internal and external public relations plans.
- C. Promote cooperation between CAP and other aviation organizations, the military, business, industry and civic groups.
- D. Support and mentor Texas Wing unit PAOs/PIOs.
- E. Design, conduct, support and monitor PAO/PIO training wing-wide.
- F. Mentor cadet PAO training and participation in Wing activities.

3. Establish Goals for Each Objective

- A. Increase public awareness of CAP, its local, state and national missions and its contributions to the nation

Implementation:

- Distribute materials produced by CAP National HQ and develop local public affairs campaigns/story ideas that employ these resources
- Promote media and community awareness of the PA section of Wing website
- Schedule CAP public speaking appearances
- Submit updated material for “Online News” web page to Wing PAO
- Support Wings over Texas magazine in coordination with WOT editor

Evaluation:

Texas Wing – Civil Air Patrol – Public Affairs Plan

- Increased awareness of CAP “brand” among local and state government, aviation organizations, the military, business, industry and civic groups
- Increase in member, media and community use of Wing website
- Increase in number of published CAP-related articles and broadcast stories

B. Develop and conduct a comprehensive internal and external public relations action plan

Implementation:

- Periodically review/update Wing Public Affairs Plan, IAW CAPR 190-1
- Periodically review/update Wing Crisis Communications Plan (190-1)
- Generate news releases to local, state/regional media IAW CAP organizational guidelines
- Develop, maintain personal contacts with media decision-makers

Evaluation:

- Wing Public Affairs Plan approved, published
- Wing Crisis Communications Plan approved, disseminated
- Updated public affairs Online News material submitted to wing PAO
- Effective use of PA-related email communication for instruction and clarification
- Articles offered to appropriate area media

C. Promote cooperation between CAP and other aviation organizations, the military, business, industry and civic groups

Implementation:

- Corporate/industry/civic group/educational presentations
- Compile, update contact lists for above
- Develop reciprocal speakers bureau

Evaluation:

- New-member increase over 12-month period
- Measurable increase in external media coverage
- Increase in Texas Wing “Online News” published articles
- Internet search references/published articles (not always measurable)
- Reciprocity between CAP and governmental agencies, civic groups.

D. Support and guide unit implementation: Implementation:

- Support, guide preparation of unit PA plans IAW CAPR 190-1
- Support, guide units with PA Crisis Communication Plan preparation IAW CAPR 190-1
- Promote, monitor unit compliance with Wing Crisis Communications and Public Affairs Plans
- Respond to assistance requests from unit PAOs

Evaluation:

- Compliance with CAPR 190-1

E. Increase PAO/PIO training and ratings opportunities

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Implementation:

- Training workshops
- Employ “How-To Guide for Civil Air Patrol Public Affairs” for instruction
- Offer a minimum of one Wing-wide PAO/PIO School annually and/or integrate curriculum into ongoing PA instruction
- Encourage participation of PAOs as PIO assistants in missions pursuant to completion of PA specialty ratings and PIO emergency services rating.

Evaluation:

- Adoption of useful, appropriate materials and practices into PA guidelines
- Increased number of qualified PAOs/PIOs on unit and alert rosters

F. Mentor cadet PAO training, participation in Wing PA initiatives

Implementation:

- Support and guide cadet PA training
- Integrate Cadet PA training into Wing PA instruction
- Encourage cadet participation in exercises as PAO/PIO assistants with a view toward completion of PAO/PIO rating when transitioning to senior-member status

Evaluation:

- Increased cadet PAO activity

4. Determine Effectiveness

A. Increase organizational visibility and “brand” recognition among the public, local and state government and civic groups

- Prepare and solicit at least two each: PSAs and print articles
- Conduct a minimum of six informational presentations per year before civic groups, veteran organizations, aviation organizations, chambers of commerce
- Seek opportunities to meet with and inform state and local elected leaders of CAP activities

B. Develop, conduct comprehensive internal and external public relations plan

- Compliance with CAPR 190-1

C. Promote cooperation between CAP and other aviation organizations, the military, business, industry and civic groups

- Seek opportunities to work alongside military PAOs
- Contact and promote CAP among state aviation and airport associations at least twice per year
- Offer presentations/briefings to business and industry, trade and civic groups; set goal of conducting at least two presentations per year

D. Support, guide subordinate unit PA activities

- Write and annually review Wing Public Affairs Plan Review and update Wing Crisis Public Affairs Plan as necessary and at least annually
- Support updating of Wing website by providing webmaster with timely PA material
- Publish articles on social media that are posted on “Online News” section of Wing website
- Assist media with development and publishing/broadcast of CAP-related articles and stories
- Oversee creation of subordinate unit PA plans IAW CAPR 190-1
- Oversee creation of subordinate unit Crisis Communication Plans IAW CAPR 190-1
- Respond to requests for assistance from unit PAOs

E. Increased PAO/PIO training opportunities

- At least one PAO school offered annually at the Texas Wing Conference
- Encourage, mentor at least six rated PAO/PIOs to earn their next highest specialty levels on schedule
- Recruit/train/mentor a minimum of three PAOs/PIOs within the next 12 months.

F. Promote Cadet PAO training and participation

- Increase training, story publication opportunities for cadet PAOs Wing-wide

Note: Potential areas for increased PA visibility, member skills-building

- Promote development of subordinate unit websites
- Encourage familiarity with, and use of, Podcasting, Facebook, Twitter, and other social media technology in accordance with established CAP PA regulations and guidelines