

TEXAS WING, CIVIL AIR PATROL  
PUBLIC AFFAIRS PLAN

January 1<sup>st</sup> 2021

## 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 Public Affairs needs and opportunities (Situation Analysis)
  - A. Wing Statistics
    - 7 Groups 74 units statewide
    - 3,078 Members (1526 Cadets and 1552 Senior members) as of December 21<sup>st</sup> 2020
    - 102 PAOs, 10 PIO active, 19 Training status
    - 1,110 aircrew qualified members
    - 57 incident commanders
    - 2,976 emergency responders
    - 31 single engine aircraft, 3 gliders, 39 vehicles
    - 5,569 total hours flown to date in FY2020
  - B. The Wing conducts the following number of special events each year:
    - 12 SAREXs per year
    - Table-top exercises
    - 1 Wing conference
    - CAP cadet and AFJROTC orientation flights
    - 1 Texas Wing Team Event and participation in Southwest Region Team Event
    - 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 Lone Star Emergency Services Academy activities: LESA (Summer) and LESA-South (Winter)
      - Cyber-Defense Training Academy, San Antonio
      - Glider Flight Academy, Nacogdoches
      - Powered Flight Academy, Nacogdoches
      - Undergraduate Pilot Familiarization Course, Laughlin AFB

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- C. During the COVID-19 pandemic, the Wing had supported new events:
    - Texas has flown more hours in support of COVID than the rest of the country combined
    - Over 1,058 total volunteer days for COVID support
    - \$230,000 value of wing's COVID ONLY volunteer hours
    - \$11,500,000 value of 3500 members averaging 125 hours a year
  - D. Identified areas for public affairs improvement
    - Training
    - Publicity
    - Article submission
  - E. Ongoing initiatives
    - Promotion and publicity of significant missions
    - Member accomplishments, special events, and activities
    - Community service/service-learning opportunities
  - F. Areas identified for improvement
    - Publicity (targeted and general)
    - PAO/PIO training
    - Use of squadron websites and social media
  - G. 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 managers and staff
    - Offer PIO training at Lone Star Emergency Service 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 implement comprehensive internal and external public relations plans
  - C. Promote cooperation between CAP and other aviation organizations, the military, business, industry and civic organizations.
  - 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.

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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 websites.
      - Schedule CAP public speaking appearances
      - Submit updated material for “Online News” webpage to Wing PAO
      - Support Wings Over Texas magazine in coordination with WOT editor
    - Evaluation:
      - 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
      - Created group PAO kits for each group for use to promote PA and CAP
  - 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 IAW CAPR 190-1
      - Generate news releases to local, state/regional media IAW CAP organizational guidelines
      - Develop and maintain personal contacts with media decision-makers
    - Evaluation:
      - Wing Public Affairs Plan approved and disseminated
      - Wing Crisis Communications Plan approved and disseminated
      - Updated public affairs Online News material submitted to wing PAO for publication on the wing web site
      - 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:
      - Develop corporate/industry/civic group/educational presentations
      - Compile, update contact lists for above
      - Develop reciprocal speaker's bureau
    - Evaluation:
      - New-member increase over 12-month period
      - Measurable increase in external media coverage
      - Increase in Texas Wing “Online News” published articles and readership
      - Internet search references/published articles (not always measurable)
      - Reciprocity between CAP and governmental agencies and civic groups.

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- 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
  - Implementation:
    - Training workshops offered at the group and wing level, as well as the annual wing conference
    - 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 track 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 specialty track/PIO qualification when transitioning to senior member status
  - Evaluation:
    - Increased cadet PAO activity at the squadron level and at special activities

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### 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
  - Use social media appropriately to engage with the public and CAP members online
- B. Develop and implement comprehensive internal and external public relations plan
  - Compliance with CAPR 190-1
- C. Promote cooperation between CAP and other aviation organizations including 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 goals 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 in the “Online News” section of Wing website
  - Assist local 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 workshop and/or 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 and story publication opportunities for cadet PAOs Wing-wide

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Note: Potential areas for increased PA visibility and member skill-building

- Promote development of subordinate unit websites
- Encourage familiarity with, and use of, Facebook, Twitter, Instagram and other social media technology in accordance with established CAP PA regulations and guidelines
- Encourage local units to engage with local media outlets to increase coverage of CAP activities