

Pennsylvania Wing Crisis Communication Plan



Version March 2022

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Crisis Communication Team (CCT) Contacts & Duty Positions

Title	Name	Phone	Email
Spokesperson	1 st Lt Michael Wimmer	610.984.5164	mwimmer@pawg.cap.gov
Wing Commander	Col Kevin Berry	412.603.0138	kberry@pawg.cap.gov
Media Center Coordinator	Lt Col Will Schlosser	570.404.0810	wschlosser@pawg.cap.gov
Community Support/Chaplain	Ch. Maj Mark Shulman	610.504.1083	mschulman@pawg.cap.gov
Govt/Military Liaison	Maj Kimberly Galford	814.547.0044	kgalford@pawg.cap.gov
Phone Bank	Wing Staff/Group & Unit Personnel		
Media Coverage Collector	Wing Public Affairs Staff		
Press Release/Speech Writer	1 st Lt Michael Wimmer	610.984.5164	mwimmer@pawg.cap.gov
Team Training Coordinator	1 st Lt Michael Wimmer	610.984.5164	mwimmer@pawg.cap.gov

Duty Positions Defined

Spokesperson – Principal media contact. Spokesperson is responsible to the Wing Commander for all media activity and operation of the media center.

Spokesperson is the overall commander of the media center.

Wing Commander – Serves as a member of the crisis team to share interest of Command Staff.

Command/Media Center Coordinator – Coordinator is responsible for additional staffing of the media center and for media center logistics. Assists spokesperson on assigned duties. Serves as deputy commander for media center. Will rotate shifts with Spokesperson and other assistants as needed.

Community/Support Liaison – Coordinates with volunteer groups. Monitors media center staff. Provides emotional & religious support as necessary.

Government/Military Liaison – Coordinates with civilian agencies and military units with stakeholders in the media center. Provides support as appropriate and coordinated through Media Center Coordinator. Gov't/Mil Liaison reports to Spokesperson as necessary with outside requests.

Phone Bank Workers – Take calls and pass information to Media Center Coordinator or Spokesperson as necessary.

Media Coverage Collector – Views, copies, and archives media coverage or event/incident. Prepares summary for Spokesperson with additional dissemination to Media Center Coordinator, Community/Support Liaison, Gov't/Military Liaison and Writers.

Press Release and Speech Writers – Prepare releases at the direction of Spokesperson. Will coordinate with Coverage Collector in framing responses to questions asked in the media reports.

Team Training Coordinator – Responsible for overall training of the CCT. Will make training available as required and archive training efforts.

Media Center Locations

Primary Media Center Location:

PA Wing Headquarters

Building 3-108, Fort Indiantown Gap

Annville, PA 17003

Media Contacts: see separately uploaded database from PANG/PA Local Units

IF CAP ONLY MISSION – expect to use only CAP facilities or airport facilities

IF JOINT CAP/PEMA MISSION – expect to use PEMA/local facilities

IF JOINT CAP/LOCAL CIVILIAN AUTHORITY MISSION – any of the above plus local authority facilities

Crisis Contact Lists

Crisis Communication Team – see page 3 of this document

Media Contacts – attachment 1 PA Media Lists

NHQ: Lt Col Steve Solomon – ssolomon@cap.gov

Group/Unit Commanders – Pulled from eServices in real time

Crisis Scenarios & Action Plans

Missing Person/Aircraft

One of the most common scenarios and emergency services missions. ES regulations apply to this scenario. The PIO will be notified by the Incident Commander and additional personnel stood up as necessary. The request for involvement will typically be from a local civilian authority through PEMA and then tasked by AFRCC or via FAA and the tasked by AFRCC. The Media Center location will be based on need and per Media Center Locations (page 5 of this document). Additional locations outside of what is listed in this document may be used based on the needs of the mission.

The initial press release will typically read as follows:

On (Date/Time Group) Pennsylvania Wing Civil Air Patrol was tasked by the Air Force Rescue Coordination Center (AFRCC) to assist (insert Agency) in locating (Person/Aircraft). Initial CAP response will include the alert and positioning of Aircrews and Ground Teams as well as the initiation or a CAP Command Post. Additional information will be made available as soon as possible.

(Boilerplate)

(Contact Information)

Press releases will be by email using the PA media list and will include a .pdf copy of the full formal press release on CAP Letterhead.

Follow-up releases will contain appropriate information as reviewed and approved by AFRCC, the IC, and any PIOs to which the CAP PIO may be subordinate during the mission.

Alleged Crimes Against CAP Members/By CAP Members

CAP Regulations and Criminal Statutes apply to this scenario. If contacted by the media and you are unaware of the situation, your initial statement will be “I am not aware of any situation involving our members, let me check with my commander and I will return your call as soon as possible.” Make no further statements at this time. PAO will immediately notify the unit commander and make him/her aware of the situation. If you are aware of the situation, advise the media member that a press release will be forthcoming, and make sure that you have their contact information to add to your media list.

CAP Regulations define actions to be taken by reporting members and/or unit commanders depending upon the situation. Participation in the incident by unit commanders up to and including the Wing Commander is anticipated. Expect the involvement of the IG and Wing Legal Officer as well as other subject matter experts and investigators. Civilian authorities will be coordinated with as appropriate. The PAO and/or the Crisis Communication Team will be activated by the Wing Commander, as deemed necessary. The Media Center location will be determined by need and per Media Center Locations (page 5 of this document).

The initial press release will typically read as follows:

On (Date/Time Group) Pennsylvania Wing Civil Air Patrol was made aware of allegations of (insert basic information ie: theft of/injury to/damage to) by (insert alleged involved parties – not naming names) and involving members of Pennsylvania Wing Civil Air Patrol. The investigation of these allegations will be undertaken by (insert Law Enforcement Agency) and may also involve members of the Wing Inspector General’s office. Further information will be released as it becomes available. For additional details on the criminal investigation, please contact (insert Law Enforcement Agency and telephone number).

(Boilerplate)

(Contact Information)

Ongoing Crisis Situation (Fraud, Misconduct, etc.)

CAP Regulations and Criminal Statutes may apply to this scenario. If contacted by the media and you are unaware of the situation, your initial statement will be “I am not aware of any situation involving our members, let me check with my commander and I will return your call as soon as possible.” Make no further statements at this time. The PAO will immediately notify the unit commander and make him/her aware of the situation. If you are aware of the situation, advise the media member that a press release will be forthcoming, and make sure that you have their contact information to add to your media list. The PAO and/or the Crisis Communication Team will be activated by the Wing Commander, as deemed necessary. The Media Center location will be based on need and per Media Center Locations (page 5 of this document).

The initial press release will be a modification of “Alleged Crimes” Scenario above and follow the same guidelines:

On (Date/Time Group) Pennsylvania Wing Civil Air Patrol was made aware of allegations of (insert basic information ie: theft of/injury to/damage to) by (insert alleged involved parties – not naming names) and involving members of Pennsylvania Wing Civil Air Patrol. The investigation of these allegations will be undertaken by (insert Law Enforcement Agency, if applicable) and will also involve members of the Wing Inspector General’s office. Further information will be released as it becomes available. *** If applicable – For additional details on the criminal investigation, please contact (insert Law Enforcement Agency and telephone number).

(Boilerplate)

(Contact Information)

Follow-up releases will contain appropriate information as reviewed and approved by the Wing Commander and vetted by the IG & Legal Officer. PAOs will make every effort to coordinate release of information with the involved Law Enforcement Agency, where appropriate.

Disaster (Local or Regional)

A typical scenario and emergency services mission. ES regulations apply to this scenario. The PIO will be notified by the Incident Commander and additional personnel stood up as necessary. The request for involvement will typically be from PEMA or a Federal Agency and then tasked by AFRCC. The Media Center Location will be based on need and per Media Center Locations (page 5 of this document).

The initial press release will typically read as follows:

On (Date/Time Group) Pennsylvania Wing Civil Air Patrol was tasked by the Air Force Rescue Coordination Center (AFRCC) to assist (insert Agency) in locating response to (insert disaster). Initial CAP response will include the alert and positioning of Aircrews and Ground Teams as well as the initiation of a CAP Command Post. Additional information will be made available as soon as possible.

(Boilerplate)

(Contact Information)

Press releases will be by email using the PA media list and will include a .pdf copy of the full formal press release on CAP Letterhead. Copies will be forwarded to higher headquarters, as required for a broader release and documentation.

Follow-up releases will contain appropriate information as reviewed and approved by AFRCC, the IC, and any PIOs to which the CAP PIO may be subordinate during the mission.

PA Wing Crisis Kit

- Copies of this plan
- Appropriate supplies & equipment as determined by lists above may include:
 - 5 legal pads
 - 10 pens
 - 10 mechanical pencils
 - 2 reams of white paper
 - 1 box #10 white envelopes