



HEADQUARTERS PENNSYLVANIA WING  
 CIVIL AIR PATROL  
 UNITED STATES AIR FORCE AUXILIARY  
 Fort Indiantown Gap, Building 3-108  
 Annville, Pennsylvania 17003



## Public Affairs Plan 2022

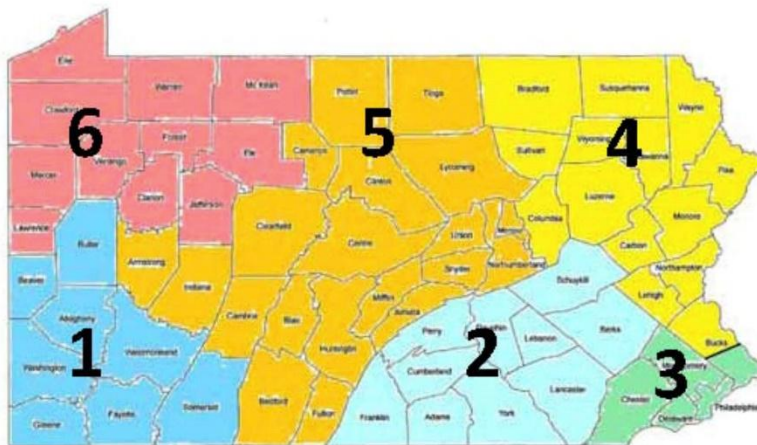
### Part I. Introduction

This plan for the Pennsylvania Wing of Civil Air Patrol is required annually per CAP Regulation 190-1 Paragraph 7.1. The plan includes a wing-wide evaluation of the Public Affairs Program as well as goals and strategies. It has been prepared by 1<sup>st</sup> Lt Michael J Wimmer, Pennsylvania Wing Public Affairs Officer, with input from the entire Public Affairs Team and was approved by Col Kevin J Berry, Pennsylvania Wing Commander.

### Situation Analysis

The Pennsylvania Wing, Northeast Region of Civil Air Patrol, as of the date of this plan, has 1598 members (763 cadets and 835 adult senior members) It consists of the following Civil Air Patrol units:

Six geographic groups comprised of 55 squadrons:



Group 1 – Southwest, including Pittsburgh.

Group 2 – Southcentral, including Harrisburg.

Group 3 – Southeast, including Philadelphia.

Group 4 – Northeast, including Hazelton and Scranton.

Group 5 – Northcentral, including State College.

## Group 6 – Northwest, including Erie

One Legislative Squadron (NER-PA-999) with 79 members.

The Pennsylvania Wing shares borders with six other wings. New York to the north and New Jersey to the east, which are also within the Northeast Region. Delaware and Maryland lie to the south and West Virginia to the southwest are assigned to the Middle Atlantic Region. Ohio, to the west, is part of the Great Lakes Region. Through Lake Erie, Pennsylvania share a border with Canada.

### **Part II. Concerns and Opportunities**

Wing Headquarters, which is located on Fort Indiantown Gap, Annville, PA is responsible for the oversight and management of the wing. There are currently 65 Public Affairs Officers assigned within the wing at varying levels of training with diverse responsibilities. The Wing Public Affairs Officer is responsible to the Wing Commander for the leadership, training, and employment of those personnel so that the wing is able to meet its diverse missions.

- Strengths:

Pennsylvania Act 60 of 2019 placed the Pennsylvania Wing under the control of the Department of Military and Veterans Affairs for Commonwealth operations and funding. That department is headed by the Adjutant General of Pennsylvania whose headquarters is also on Fort Indiantown Gap. This opens avenues of cooperation and coordination that never before existed. Due to the size of the state and the placement of aircraft, aircrews, and ground teams across the state, CAP PA Wing can efficiently and quickly assemble in response to missions. As evolving technologies continue to develop, a diverse and motivated team provides an interactive, cohesive effort to move forward using all possible resources and opportunities, while supporting, encouraging, and mentoring across the wing in an effort to meet CAP missions.

PA Wing has a strong social media presence and following on Facebook and Instagram that continues to grow. The PA Team continues to devise strategies for sharing original content, and actively engaging both members and the public on these platforms. PA Wing's Facebook page actually boasts a following more than double that of Northeast Region!

- Weaknesses:

For the size of the wing both in geography and in membership, PA Wing is lacking in PAOs both in numbers and in involvement. PAOs across the wing experience conflicts with CAP duties and outside responsibilities of work and family. New unit PAOs are often untrained and inexperienced in Public Affairs activities and responsibilities. Their greatest professional needs are training and mentoring.

- Areas for Improvement:

PAOs require regular training, both formal and informal, along with easy-to-use tools for ready access to required information. PAOs need to feel that they are part of a team, with experienced PAOs serving as mentors to newer PAOs. The Wing PA staff needs to encourage and guide unit

PAOs to fully engage in all aspects of PA activities, including, but not limited to: writing media releases, documenting activities through photographs, considering historical significance of PA work, engaging local members and community in social media, improving each PAO's personal development and meeting personal goals, and fulfilling CAP PA regulations and requirements. As PAOs experience success and renewed motivation of seeing their work published, they gain confidence to tackle new projects, increasing the level of the PA program wing-wide. To accomplish this, PAWG PA staff must become role models for outstanding PA behaviors, using easily accessible tools and creating an environment in which all PAOs can communicate ideas and concerns freely, while learning from others in the field.

In regards to PIOs in ES missions, the current alerting structure is not efficient enough at getting a PIO tasked to be able to handle the initial press release in a timely fashion, though the PAO team has been making efforts with mission ICs to publish after-action press releases and social media coverage where appropriate.

- Opportunities:

Opportunities for public affairs include major events identified below and other large gatherings of members that demonstrate capabilities in the core mission areas. PAWG is in a position for greater communication and mission involvement at the state level. Emergency Services staff members have made great strides at mutual support, inter-operational, and joint training with the Pennsylvania Emergency Management Division.

The Public Affairs team is working to enable a smooth and timely flow of information from subordinate units to be shared with the public via the Wing's social media presence on both Facebook (target audience: senior members, cadet parents, and potential members) and Instagram (target audience: cadets, and potential cadets).

- Threats:

Civil Air Patrol has experienced a decline in membership due to many factors. Additional threats include the busy lifestyles of current and prospective members and other available activities that impact members' resources. It is widely known that many members serve in multiple positions, thereby spreading their time between responsibilities, and in some cases, reducing the ability to function at their best in a single position.

- Major Events:

Major events in Pennsylvania include:

- Cadet Training Schools
  - Winter
  - Summer
- Hawk Mountain Ranger School
  - Winter School

- Training Weekends
- Summer National Cadet Special Activity
  - Wreaths Across America
  - International Air Cadet Exchange program
  - National Legislative Day
  - Wing Conference
  - Training and Development Workshops

Since these events provide opportunities to showcase CAP through the use of public relations, PAWG staff encourages all project officers to secure a PAO for each activity or request assistance to obtain one, ensuring an integrated public affairs effort is planned and implemented.

### **Part III. Effectiveness of Previous Goals**

The previous goals included assembly and training of a dynamic, professional Wing Public Affairs Team. A new Wing Public Affairs Officer was assigned along with several assistants to address a renewed focus on development of Public Affairs at the Wing Headquarters.

Planning has taken place to re-establish a Wing Newsletter in a new digital platform. While technological and other issues have prevented the full digital launch, a traditional newsletter was distributed, and staff continues to solicit and curate content. Staff also continues to establish new processes and procedures, while setting the foundation for the new digital platform.

The Wing PAO team continues to provide support to Group and Unit PAOs, providing assistance, mentorship, and training opportunities.

PAOs have embraced National HQ's branding initiatives.

The Wing PAO team has been extremely successful in utilizing National HQ's reminders regarding social media pages being outward/public facing PAO opportunities, and not simply members' only pages. Posts are made regularly, with a public facing, recruitment spin on both Facebook and Instagram. In addition to sharing original content from with PAWG, the PAO team also shares information related to CAP and its missions. The PA Wing Facebook page has a following larger than that of the entire Northeast Region to which it belongs!

### **Part IV. Goals and Strategies**

The PAWG PAO has set forth the following goals for the Pennsylvania Wing Public Affairs Program in 2022. Each goal is listed, described, and measures of success are provided. These goals will be tracked by the PAWG PAO and their status reported to the Pennsylvania Wing Commander at least quarterly.

1. Continue to assemble a dynamic, professional Wing Public Affairs Team
  - a. Description: Professionals in media with the motivation, skills, and opportunities to enhance the visibility and reputation of the Pennsylvania Wing.
  - b. Measurement: A roster of skilled communicators meeting the majority of the wing's media needs.
2. Make Group PAOs an integral part of the Wing PA Team

- a. Description: Group PAOs are currently little more than squadron PAOs with responsibility for subordinate units. The Wing PA Team, as part of its expansion, will envelop the group PAOs into the staff structure to improve communication, elicit ideas, share successes, and truly represent their squadrons.
  - b. Measurement: Staffing documents and participation in Wing PA Team meetings. (The Wing PAO Team meets monthly; Group is invited at least quarterly).
3. Establish a Wing Newsletter
  - a. Description: For decades the Pennsylvania Wing Public Affairs Office and its predecessor issued a newsletter called the "Wing Slip". This goal calls for the re-establishment of a similar product using currently available digital technology.
  - b. Measurement: Launch of the "Air Bridge" Blog site, and regular articles uploaded (minimum 1 per month).
4. Provide support to unit Public Affairs Officers
  - a. Description: The majority of squadron Public Affairs Officers are in position only to meet the administrative requirement that each unit has a PAO. For most, it is not their primary function and the requirements are a burden taking time away from their other duties. The Wing PA Team will work to help them meet their PA requirements by providing templates, samples, and direct assistance as needed.
  - b. Measurement: An increase in downward support and a decrease in levies upon the squadron PAO.
5. Train and mentor members in the Public Affairs PD track
  - a. Description: Of the 65 PAOs currently serving in the Pennsylvania Wing, 2 are Masters, 4 are Seniors, and 13 are Technicians, while the rest have no rating. We will identify those individuals who want to be in the track, provide them with training opportunities, advice, and mentorship in advancing through the Public Affairs track and a depletion in the number of "None"s on the PDF report.
  - b. Measurement: Designation of a member of the Pennsylvania Wing Public Affairs Team as "Wing PA Training Officer." Advancement of members in the Public Affairs track within the Professional Development program. At least one annual meeting for those pursuing technician, senior, and master ratings, and assigning of mentors for those actively pursuing advancement.
6. Solidify the wing's social media presence
  - a. Description: The Wing has public-facing social media presence on several major media platforms (Facebook and Instagram) and engagement is measured on each. The Wing PAO team is surveying membership to gauge interest in launching a private Facebook group to contain more members only information and Q&A activities to comply better with INFOSEC and to not alienate potential members with members-only information.
  - b. Measurement: Measured through engagement on existing accounts. Completion of survey and follow-up actions towards a members-only platform.

## **Part V. Summary.**

This plan provides an overview of the current Pennsylvania Wing Public Affairs Program, observations of the environment along with goals and strategies for implementation throughout this year. It is not a final plan. Rather it is a working document that will evolve as it is exercised and applied.

**Part VI. Annual Review**

This plan will be reviewed each year in November for submission to the Wing Commander in December. This report will consist of a comprehensive review of the current PA program, its successes, failures, areas for improvement, and updated goals and objectives for the next year.

**Part VII. Promulgation**

Upon approval by the Pennsylvania Wing Commander this plan will be communicated to CAP NHQ/PA, NER/PA, and each unit PAO in the wing.

Approved by the Pennsylvania Wing Commander on 30 MAR 2022.

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Commander, Pennsylvania Wing