

Group 6 Public Affairs Officer

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CAP Familiarization Course - Civil Air Patrol

http://www.capmembers.com/cap_university/

**** CAPR 190-1 Civil Air Patrol Public Affairs Program**

http://www.capmembers.com/media/cms/R190_001_70FAF7B447A02.pdf

**** CAPP 201_Specialty Track Study Guide-Public Affairs Officer**

http://www.capmembers.com/media/cms/P201_E863B3730B059.pdf

How-to Guide for Civil Air Patrol Public Affairs

http://www.capmembers.com/media/cms/How_ed_2013Oct08_final_5314E48137857.pdf

http://www.capmembers.com/cap_national_hq/public_affairs/
www.GoCivilAirPatrol.com

Unit Inspections (SUI): SUI_Guide2011_draft_110216_OCA38AF4FE3B5.doc

http://www.capmembers.com/media/cms/SUI_WS_D6_8E195E6857234.pdf

Wing Compliance Inspection (CI): Wing_Inspection_Guide_5F8EDB4C82724.pdf

http://www.capmembers.com/media/cms/D6_12FD57604FB01.pdf

Mission. The mission of the Civil Air Patrol Public Affairs (PA) program is to inform internal and external audiences of Civil Air Patrol's national importance, safeguard the image and assets of the corporation, and strengthen relations with key audiences and customers, which enables the organization to grow.

Public Affairs Officer Objectives.

- a. Increase public awareness of CAP, its local, state and national missions, and its contributions to the nation.
- b. Develop and conduct a comprehensive internal and external public relations plan.
- c. Promote cooperation between CAP and other aviation organizations, the military, business, industry and civic groups.

TECHNICIAN LEVEL TRAINING CHECKLIST

- Participate in at least one (1) public affairs planning session quarterly with the unit commander and/or command staff.

- Contact the next higher echelon PAO to introduce yourself, review procedures, policies, and training opportunities and be assigned a mentor.

http://www.pawg.cap.gov/public_affairs

Flight, Squadron, Group, Wing, Region

Contact National Headquarters/PA to introduce yourself.

http://www.capmembers.com/cap_national_hq/public_affairs/nhq_pa_contacts/

- Complete the following CAP online training:
 - General Emergency Services (GES) and
 - Introductory Communications User Training (ICUT).

- **Successfully complete the following online FEMA Independent study courses (attach certificates):**
 1. IS-29, Public Information Officer Awareness (or resident G-289 Public Information Awareness
<http://training.fema.gov/EMIWeb/IS/courseOverview.aspx?code=IS-29>
 2. IS-42, Social Media in Emergency Management
<https://training.fema.gov/EMIWeb/IS/courseOverview.aspx?code=is-42>
 3. IS-242, Effective Communication
<https://training.fema.gov/EMIWeb/IS/courseOverview.aspx?code=IS-242.b>
- **Describe through specific examples how you successfully fulfilled the duties listed in the position description in the Technician section of this pamphlet.**
- **Attend a minimum of one (1) public affairs workshop/seminar/academy or two (2) non-CAP public affairs training activities.**
- Following established guidelines published on the CAP PAO webpage, create (or update if already written by a previous PAO) a **unit public relations plan** AND **unit crisis communications plan** and have them approved by the unit commander, AND submit both to the Wing PAO
- **Create (or update) a list of local media (print, broadcast, internet, etc) contacts.**
- **Serve as PAO for two (2) of the following CAP activities:** (including, but not limited to a change of command ceremony, dining out, open house, promotion/award ceremony, fundraising activity, training exercise, drill team or color guard competition or event, and Spatz, Earhart, Mitchell or Wright Brothers Award ceremony, **etc**).
- **Assemble and maintain a media kit** as described in the How-To-Guide for Civil Air Patrol Public Affairs.
- Reference the National Headquarters website and the PAO Toolkit contents quarterly for **updated** materials and add to/replace contents of **the media kit** as necessary.
- **Produce four (4) news releases**, two of which must contain photos taken by the PAO; have them approved by the unit commander and document distribution to the media. Two of these releases will be sent to NHQ/PA for possible inclusion into VolunteerNow using the NHQ template.
- Create and maintain a **PAO continuity book/folder** (may be stored electronically).
- Manage Public Affairs content visible to the public on the **unit's website** (if the unit maintains a website).
- Manage the content of the unit's **social media accounts (Facebook, Twitter, Foursquare, etc)**.
- **Successfully serve for a minimum of 6 months as an assistant or primary public affairs officer.** Service may combine assistant or primary experience.
- **Give a 15-20 minute presentation to unit members regarding CAP's Social Media policy** (reference CAPR 1-2, CAPR 1-3, CAPR 111-1, and CAPR 190-1, paragraph 11).
- **Successfully complete the online CAPP 201 test for Technician rating.**