



HEADQUARTERS
ALABAMA WING, CIVIL AIR PATROL
United States Air Force Auxiliary
810 Willow St
Maxwell AFB, Alabama 356112

20 September 2008

ALABAMA WING PUBLIC AFFAIRS/MARKETING PLAN

I. Introduction

This annual plan, required to be prepared annually by CAPR 190-1, represents the plans of the Alabama Wing for its Public Affairs Program, including regular marketing communications, mission communications, and crisis communications. It was prepared by Maj. Patricia Mitcham, DPA, in consultation with other staff officers.

II. Situation Analysis

The Alabama Wing has 960 members as of Sept 19, 2008. 685 are senior members and 275 are cadet members. There are 22 squadrons with public affairs officers designated in most of them. Two squadrons have technician rated PAOs, one has a senior rated PAO who is also serving as the Wing Director of Public Affairs. If there is not a public affairs officer, the squadron commander is designated to perform the duties of a pao as required by regulation.

The strengths of the Wing include the willingness of many senior and cadet members to pull together when there is an assigned mission.

Another strength is the Cadet Program, guided by Capt. Justin Smith. The cadets are actively involved in all parts of the CAP program. They attend the FTX program at Maxwell AFB. They participate as ground team members, mission staff assistants and flight line personnel at SARs and SAREXs. Two cadets have earned Spaatz awards in 2008.

The Fly a Teacher program is active in Alabama. Teachers across the state have participated in the program. Alabama supports the SEP program in the Boaz City School System and has an active Middle School Squadron at Boaz Middle School. These programs may expand to other schools in the state. The Director of Aerospace monitors the Fly a Teacher Program. He is also actively working to build the aerospace program in the wing.

Both a strength and a weakness is the use of the internet. Email lists allow quick distribution of important notices. Wing staff, squadron commanders and all members' lists can be used for email notices. However, this lessens the use of the wing web page and the wing newsletter, which is sent out at least quarterly. It has been difficult to get the squadrons to submit articles and photographs to the newsletter without multiple

requests being sent. The newsletter is primarily used for articles and releases of earlier events. Staff members make use of the email lists to send out calendar events as opposed to using a calendar on the web site or the newsletter.

The web page is currently being reconstructed. More web site and increased use of the web site would improve the quality of information being received by the wing members and the general public.

III. GOALS / OBJECTIVES

Goal One: Recruit New Members

Two percent gain in membership during one calendar year.

Current membership is just over 900.

Recruit 40 new members through out the state (two new members per squadron)

Goal Two: Retain Current Members

Reduce the number of non-renewing members

Goal Three: Maintain contact with local civilian and military groups

Develop and distribute template letter for squadrons to localize for use as introduction to CAP for military

Develop and distribute template letter for squadrons to localize and use as introduction to CAP for civilian organizations

Letters will be published for download on the wing web page.

STRATEGIES for Wing Staff (Other than Public Affairs)

Strategies Goal One: Recruiting

1. Director of Recruiting and Retention
 - 1.1. Ensures the 90 day membership list is sent out to squadron commanders and wing staff (currently done by Wing Commander)
 - 1.2. Maintains current recruiting materials for Wing Staff
 - 1.3. Keeps R/R Officers at squadron level informed about current issues
 - 1.4. Provides items of interest to the Wing Newsletter with photographs when possible
 - 1.5. Staff member will be assigned to track numbers of those not renewing and provide that information to the wing staff.
 - 1.6. Numbers of new members
 - 1.7. Numbers of those not renewing
2. Director of Cadet Programs
 - 2.1. Writes, edits and publishes Cadet Quarterly
 - 2.2. Keeps DPA informed of upcoming events and dates
 - 2.3. Submits items to the Wing Newsletter with photographs when possible
 - 2.4. Maintains contact with other levels of Cadet Programs
3. Other Directors /Staff
 - 3.1. Keeps DPA informed of upcoming events and dates
 - 3.2. Regular submission of articles to Wing Newsletter with photographs when possible

Strategies Goal Two: Retain members

1. Wing staff members
 - 1.1. Ensures all awards given are sent to DPA for publication with photographs when possible
 - 1.2. Provides relevant articles for publication with photographs when possible
 - 1.3. Provide meaningful activities and meetings at all levels
2. Possible survey of members to evaluate interest in continuing membership, problems and achievements, or reasons for non-renewals.

Strategies Goal Three: Maintain contact with local civilian and military groups

1. Military Bases
 - 1.1. Make contact through Public Affairs Office on base
 - 1.2. Volunteer and assist as possible in base activities

2. Civilian Civic and Volunteer Organizations (ie Rotary, Kiwanis, American Red Cross)
 - 2.1. Develop and maintain a speaker's bureau
 - 2.2. Develop and provide copies of PowerPoints for possible use
 - 2.3. Contact with groups by individual CAP volunteers
3. Other Groups (VFW, American Legion, ROTC)
 - 3.1. Offer speaker's program
 - 3.2. Develop and provide PowerPoint Presentations for possible use
 - 3.3. Introduce CAP at local level
 - 3.4. Offer to assist in programs and activities as possible

Strategies for Director of Public Affairs

1. Newsletter

- 1.1 PA staff compiles, edits and publishes Wing Newsletter
 - 1.1.1 Newsletter should be at least completed quarterly
 - 1.1.2 Newsletter can be distributed electronically to all members.
 - 1.1.3 Members who do not have email or web access should receive printed copies.
 - 1.1.4 The deadline for members wishing to submit information for the newsletter will be the twenty-fifth of the preceding month and the newsletter will ordinarily be distributed within a week to ten days after that
 - 1.1.5 The goal of the newsletter will be to project the image of an active, vital wing.
 - 1.1.6 It will primarily be an internal communications and retention tool.
 - 1.1.7 It will be available for distribution to community partners, prospective members, and other interested parties outside CAP.
- 1.2 Distributes relevant materials to squadron PA personnel
- 1.3 Regular submissions to RECAP, the SER online news, the South East Region News newsletter, and the CAP News Online
- 1.4 Consistent communication with representatives of the news media

Measure of Success: Wing Newsletter completed quarterly.

2. Photography.

- 2.1 Obtain quality photography to illustrate news releases and newsletter articles.
- 2.2 Avoid "grip and grin" posed photographs in favor of photographs that show actions.
- 2.3 Photographs should show proper conduct and uniform wear.

Measure of Success: Photographs shown or published meet guidelines.

3. Higher Headquarters.

- 3.1 Each significant news release will be delivered to the region PAOs (or designee) and to the Civil Air Patrol News Online.

3.2 The wing will keep the region PAOs advised of problems, challenges, and upcoming opportunities in the Public Affairs Program.

Measure of Success: Contact will be primarily through email, telephonic secondary. Articles published will be archived in hard-copy annually.

4. Community Relations.

4.1 Public Affairs personnel will collaborate with other appropriate staff members and the commander to increase unit visibility in the community.

4.2 Wing PA will support squadrons as requested whenever possible.

Measure of Success: PAO will attend monthly staff meetings. Squadron commanders are at the staff meetings as well.

5. Internal Communication.

5.1 The PAO and the Commander shall communicate regularly, if possible in person and at least monthly, about Public Affairs opportunities and challenges.

5.2 The Wing PA will keep in contact with squadrons through email, providing assistance for squadron PA/squadron activities.

Measure of Success: PA has an up-to-date listing of members assigned as PAO and a complete email listing of Commanders.

6 Website.

6.1 The PAO is responsible for PA content on the website.

Measure of Success: PAO will provide webmaster with proposed PA page

7. Branding.

7.1 Whenever appropriate, the CAP marketing slogan "Citizens Serving Communities: Above and Beyond" should be used

7.2 The nationally-standardized explanation paragraph will be incorporated into external communication.

8. Recruiting and Retention. Public Affairs personnel should assist squadrons in planning and holding recruiting activities within the squadrons.

9. Professional Development: The PAO will pursue professional development in Public Affairs.

9.1 Entering and progressing in the Public Affairs Specialty Track

9.2 Training to become a Mission Information Officer, or renewing qualifications.

9.3 Subscribing to the NCR ALL-PAOs listserv and the national CAP-PAO listserv.

9.4 Taking other available in-person or correspondence courses for Public Affairs, ICS, and FEMA training.

APPROVED:

Michael Oakman, Colonel, CAP
Wing Commander

James Rushing, Colonel, CAP
Commander, Southeast Region

DISTRIBUTION: 1 Each (Electronic)

Wing Staff
Squadron Commanders
Squadron Public Affairs Officers
Southeast Region Director of Public Affairs
National Director of Public Affairs

RECORD OF REVIEW:

Review Date	Reviewer's Initials