

CIVIL AIR PATROL
Headquarters, New Mexico Wing
4500 Biggs Ave, SE, Bldg 926
Kirtland AFB, NM 87117-5300

NM WING SUPPLEMENT 2
CAPR 190-1
29 March 2009

Public Affairs
GUIDE TO CIVIL AIR PATROL PUBLIC AFFAIRS

CAPR 190-1, 4 June 2007, is supplemented as follows:

7. ADDED

- a. The squadron's Public Affairs Officers (POA) or the squadron's commanders shall prepare and submit to the Wing PAO by 15 January of each year the following:

Public Relations Plan
Crisis Communication Plan.

A printed copy is required unless the electronic submission includes the commander's signature.

To ensure that the four-step planning process is followed, and to standardize the plans throughout the Wing, the format of the attached public relations plan shall be followed:

Approved: *Lt. Col. Patricia M. Norwell* CAP, Director of Administration NM Wing

Approved: *Col. Richard F. Himelbrook* CAP, NM Wing Commander

Approved: 1st Lt. Norman Reames CAP, NM Wing Public Affairs Officer



[Squadron Name]
New Mexico Wing, Civil Air Patrol
United States Air Force Auxiliary
[Address]
[City, State Zip-code]

Insert artwork of
squadron logo if
here if you wish

Public Affairs Plan

[Effective Date]

I. Public Affairs' needs and opportunities (Situation Analysis)

A. Squadron Statistics:

The Squadron has

members (cadets and seniors).

The Squadron has PAO(s) Senior Cadet

There is/are Information Officers (IO)

B. Special Events:

[This can be amended to reflect the events/activities specific to your squadron]

The Squadron participates in and/or conducts the following special events each year:

SAREX – [Dates:]

Tabletop exercises – [Dates]

Open House – [Dates]

Orientation Flights – [Dates]

Rocketry Events – [Dates]

Encampments – (dates): of our cadets participate in Wing sponsored summer and winter encampments

Air Shows – (dates): [Dates]

Color Guard Presentations: [Dates], and others as requested by outside organizations, sometimes with other squadrons

The Squadron participates in and/or conducts the following special training each year:

Squadron Leadership School [SLS] – [Dates]

Corporate Leadership Course [CLS] – [Dates]

Training Leaders of Cadets [TLC] – [Dates]

Officer Training School for Cadets – [Dates]

FEMA IS 300 and 400 courses – [Dates]

AFRCC – [Dates]

C. Squadron Strengths

[Describe your squadron strengths here]

D. Weaknesses

[Describe your squadron weaknesses here]

E. List Initiatives

[Describe your squadron list of initiatives here]

F. Areas Needing Improvement

[Describe areas where your squadron needs to improve here]

II. Establish Objectives

[A minimum of three objectives must be specified here. Describe the objectives established for the squadron PAO here after meeting with the squadron commander here (e.g., one objective is to increase public awareness in the community)].

A. [Objective #1]

B. [Objective #2]

C. [Objective #3]

III. Establish Goals for Each Objective

[A minimum of one goals for each objective must be specified here. Describe the goals established to meet the objectives listed in Section II here (e.g. to meet the objective of increasing public awareness in the community the goal of releasing at least two press releases per month might be established)].

A. [Goal #1]

B. [Goal #2]

C. [Goal #3]

IV. Effectiveness of this plan will be determined as follows:

[A minimum of one statement for each objectives and corresponding goal(s) must be specified here Describe the effectiveness of the plan using measurable statistics (e.g. if the objective was to increase public awareness in the community and the goal was established to release at least two press releases per month specify then the effectiveness of the plan concerning the objective and goal established would be was two press releases release each month].

A. Effectiveness of Objective #1 and Goal #1

B. Effectiveness of Objective #2 and Goal #2

C. Effectiveness of Objective #1 and Goal #3

APPROVED:

[Name of squadron commander], Commander

DISTRIBUTION: 1 Each (Electronic)

NMWG Commander
NMWG Public Affairs Officer
NMWG nmcap.org
NMWG Squadron personnel

CAP NHQ/PA

CAP/PA

RECORD OF REVIEW:

Review Date	Commander's Initials