

To all CAP PAOs:

It is time for another PAO Update. Let's get right to it:

Hot Off The Press – The Civil Air Patrol's Annual Report to Congress, a 44-page report on CAP's multifaceted missions for 2008, is hot off the press and ready for your use. Go to members.gocivilairpatrol.com/media/cms/ARC_2008_Final_lores_96778B22FC99C.pdf to download a copy. If you would like printed, bound copies, please send your request to me at scox@capnhq.gov. There is an ample supply still available on a first-come, first-served basis. So get your requests in quickly.

Speaking of the Annual Report to Congress, NHQ/PA thanks you for providing us with great photos of CAP missions throughout the past year. Many of your photos were included in the 2008 ARC. Keep us in mind this year as well. We are interested in any electronic images you have of CAP aircrews and ground teams performing search and rescue and emergency services missions; cadets on orientation flights, at work on the drill field or participating in outdoor classrooms; and both senior members and cadets actively participating in community outreach projects.

Hot Off The Press 2 – The March-April 2009 issue of the *Volunteer* – featuring a 16-page spread on Civil Air Patrol's first astronaut – Air Force Col. and CAP Sr. Mbr. Eric Boe – will be off the press soon. As you probably know by now, Boe and his Endeavour crewmates participated in a 15-day mission to make improvements on the International Space Station. Boe's space mission presents a good opportunity to communicate and promote the value and significance of Civil Air Patrol membership. Boe and other CAP notables – like Hila Levy, CAP's first Rhodes Scholar, and Guy Loughridge, CAP's radar expert – are prominently featured in the Annual Report to Congress. These are our “real-life heroes” that we easily embrace in terms of communicating and promoting the CAP brand. Extra copies of the March issue featuring are available upon request by e-mailing me at scox@capnhq.gov or calling me toll-free at 877-227-9142, ext. 251.

The cover of the *Volunteer* now sports removable mailing labels, which permits CAP members to recirculate their magazines in their communities. NHQ/PA encourages PAOs to develop a plan to pull in members' magazines after they have read them for redistribution in doctors' offices, hospitals, restaurants, hotels, shopping centers, airports and other places where people congregate in your communities. This could be done at your monthly meeting. Simply encourage members to bring in their magazine after they have read it and then appoint members to redistribute them. This is a simple and effective public relations tool now being used by more and more of our PAOs.

Publication Change – Beginning in May, NHQ/PA is altering publication of the *Civil Air Patrol Volunteer* magazine for the remainder of 2009. For the rest of this year, we will be publishing a May-June-July issue in mid-May, an August-September-October issue in mid-August and a November-December issue in mid-November.

Online Magazine – NHQ/PA is in the midst of planning for an online magazine, or ezine, which will replace CAP News Online. The ezine, to be called “*volunteernow*,” will be part of CAP's dynamic new national Web site, which will allow us to tell your CAP stories in a timely manner. As always, we welcome your input as we plan this electronic publication. Please pass along any ideas to me at scox@capnhq.gov, or call me at 877-227-9142, ext. 251.

Wing Commanders Course – Twelve of Civil Air Patrol's new wing commanders will be at Maxwell Air Force Base later this month for the 2009 Wing Commanders Course. This weeklong event, from March 30-April 3, will include mock press conferences led by the new commanders. The mock press conferences are a valuable learning experience for all involved. Just a reminder to all wing PAOs that a Hometown News Release has been written for the 2009 Wing Commanders Course and will soon be uploaded to CAP's national Web site. Stay tuned to members.gocivilairpatrol.com/cap_national_hq/public_affairs/hometown_news_release_program/ for a 2009 Wing Commanders Course press release, which will include an attendee list. If your

wing commander is participating, please localize this news release and send it out to your local media outlets as appropriate. Also, please provide us with a copy of any publicity that results from your efforts. Remember, too, to follow up with your new wing commander on his press conference experience. This is a good opportunity for dialogue and followup on your wing's public relations and crisis communications plans.

PAO Toolkit – Many of you are making good use of the online PAO Toolkit at members.gocivilairpatrol.com/cap_national_hq/public_affairs/cap_pao_toolkit/, as evident by a growing number of page views. From Jan. 1 to Sept. 30 of 2008, there were 3,232 page requests for the PAO Toolkit, which rounds out to an average of 359 page views per month. With that information, we estimate more than 4,300 page views for the year. This is a valuable online tool for PAOs, which puts many of NHQ's resources right at your fingertips – just a computer mouse "click" away.

PAO Academies – Talk about resources for PAOs, at least two CAP regions are planning public affairs officer academies in 2008. The Pacific Region PAO Academy will be April 4-5 at Nellis Air Force Base in Nevada. Another will be hosted by the North Central Region June 26-28 at Camp Ashland near Lincoln, Neb. A Web site has been set up with program information, a curriculum and online registration. Go to www.ncpao.org/paoa.htm for updates on this academy. These academies are excellent training opportunities to network with other CAP PAOs who face the same challenges you face every day. Plan now to attend the academy nearest you.

Subliminal Visibility – The Civil Air Patrol has garnered excellent publicity in recent months. Maj. Pete Turecek, CAP's New York Wing historian, is managing director of Kroll, the world's largest risk consulting company. He was interviewed by CNBC soon after the Bernie Madoff \$50 billion Ponzi scheme was exposed. Unsolicited by Turecek (though he was wearing his CAP lapel pin on the nationally aired show), one of the network's Fast Money panelists gave a sort of plug/mention of CAP at the end of the interview. Go to www.cnbc.com/id/15840232?video=961785509 to hear more about Turecek's financial security expertise. Don't forget to wait around for the CAP plug, which comes at the very end of the interview. I guess this shows we should never underestimate the power of suggestion, even if it comes simply in the form of a lapel pin.

Publicity Plus – Talk about visibility, 1st Lt. Ed O'Brien, Colorado Wing's Black Sheep Senior Squadron historian, and Capt. Scott Orr, the squadron's PAO, are reaping the benefits of their work in the Rocky Mountain Region. Through O'Brien's 15-month-old Colorado Wing Heritage Project, one of the largest rescues in Civil Air Patrol history is now forever memorialized in an exhibit at the Wings Over the Rockies Air and Space Museum in Denver. Stories about the dramatic rescue of 20 passengers on Rocky Mountain Airways Flight 217, which occurred during a blizzard in 1978, have been circulating throughout Colorado and the Rocky Mountain Region over the past year. Here is a small sampling of recent coverage on CAP's 1978 rescue and the Wings Over the Rockies museum exhibit, which O'Brien says is a product of Orr's story salesmanship: www.rockymountainnews.com/news/2008/dec/03/chadron-state-wrestlers-way-dia-injured-i-25-crash/, www.rockymountainnews.com/news/2008/dec/04/pilot-savors-lifes-good-things-but-still-feels/, www.craigdailypress.com/news/2008/jun/08/i_guess_i_was_destined/, www.denverpost.com/search/ci_11848192 and denver.yourhub.com/Aurora/Stories/News/General-News/Story-588046.aspx. O'Brien's heritage project will be featured in the May-June-July issue of the *Volunteer*.

Audiovisual Approach – Here's an interesting initiative from Maryland, which is home to some of CAP's most innovative PAOs. Senior members and cadets in the Bethesda-Chevy Chase Composite Squadron recently began training for public affairs-related activities at Montgomery Access Television. Find out more about this audiovisual media training by going to a link on the Maryland Wing Web site – mdcap.org/?fuseaction=article.display&articleID=433.

As Southwest Region Director of Public Relations Capt. Arthur Woodgate states, this kind of audiovisual media training has good visibility and reach, and could be available just for the

asking, at great profit for Civil Air Patrol. At the same time, it could help us create and cement good relations with the media, says Woodgate, who sent the aforementioned link to all SWR Wing PAOs hoping they can find similar opportunities in their communities. Good idea, Arthur. Thanks for sharing.

Way To Go, Erik – Finally, kudos to 2nd Lt. Erik Lindquist, Minnesota Wing's Viking Composite Squadron PAO, who provided CAP News Online with a stirring, personal account of a fellow squadron member's winning battle to serve and advance despite a serious disability -- members.qocivilairpatrol.com/news/cap_news_online/index.cfm/minn_member_overcomes_disability_to_serve_succeed_5047. As always, we appreciate the hundreds of submissions NHQ/PA receives from PAOs like Lindquist each year. Often, as in this story, we are touched by your work and the volunteers you feature in your submissions. Thanks for your service to the Civil Air Patrol and CAP Public Affairs!

Regards,

Steve

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If you have questions or comments about this update, please contact me or NHQ/PA's deputy director, Julie DeBardelaben, at jdebardelaben@capnhq.gov or 877-227-9142, ext. 250.