



FLORIDA WING PUBLIC AFFAIRS PLAN

HEADQUARTERS - FLORIDA WING
PUBLIC AFFAIRS DIRECTORATE

13601 South West 176th Street
Miami, Florida 33177-2502

REV 2.0

18 SEPTEMBER 2008

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Officer of the Commander
HEADQUARTERS, FLORIDA WING
UNITED STATES AIR FORCE AUXILIARY
CIVIL AIR PATROL
13601 SW 176th St
Miami, FL 33177



18 September 2008

MEMORANDUM TO: SEE DISTRIBUTION

FROM: FLWG/CC

SUBJECT: Wing Public Affairs Plan

1. The attached Florida Wing Affairs Plan is approved as submitted.
2. Effective this date, all subordinate units should use this as a guide when developing their own Plan.
3. Recommendations and improvements to this plan are encouraged. Members wishing to do so are requested to do so in writing, through channels, to FLWG/PA, Attn: Director.

A handwritten signature in black ink, appearing to read "Christian F. Moersch".

CHRISTIAN F. MOERSCH, Col., CAP
Commander

Distribution:
SER / CC, PA
FLWG / CV, CS, DO, DA, PA
All Group CC, PA
All Sqdn CC, PA
File

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**HEADQUARTERS
FLORIDA WING, CIVIL AIR PATROL**

United States Air Force Auxiliary
Public Affairs Directorate

510 North West 199th Avenue, Pembroke Pines, Florida 33029-3348

18 September 2008

MEMORANDUM TO: Commander, Florida Wing
Commander, South East Region
IN TURN

FROM: FLWG / PA

SUBJECT: Wing Crisis Communications Plan

1. In accordance with CAPR 190-1, the attached presents this plan for your review and implementation Florida Wing at all echelons.
2. To ensure its continued effectiveness, this directorate strongly recommends that once implemented, this plan is updated on a regular basis. In particular, mission base information should be reviewed and updated quarterly or if sooner, as needed.
3. I request approval and implementation into Wing operations at your soonest opportunity, to be ready to fulfill our emergency services missions to the State of Florida during the present Hurricane Season and beyond.

///SIGNED///
GRANT MEADOWS, Capt., CAP
Director, Marketing & Public Affairs
Florida Wing

Distribution:
FLWG / CC, CV, CS, DO, DA
File

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Wing Mission Statement

To serve Florida by performing Homeland Security and humanitarian missions for our state; develop our state's youth; and educate our citizens on the importance of air and space power.

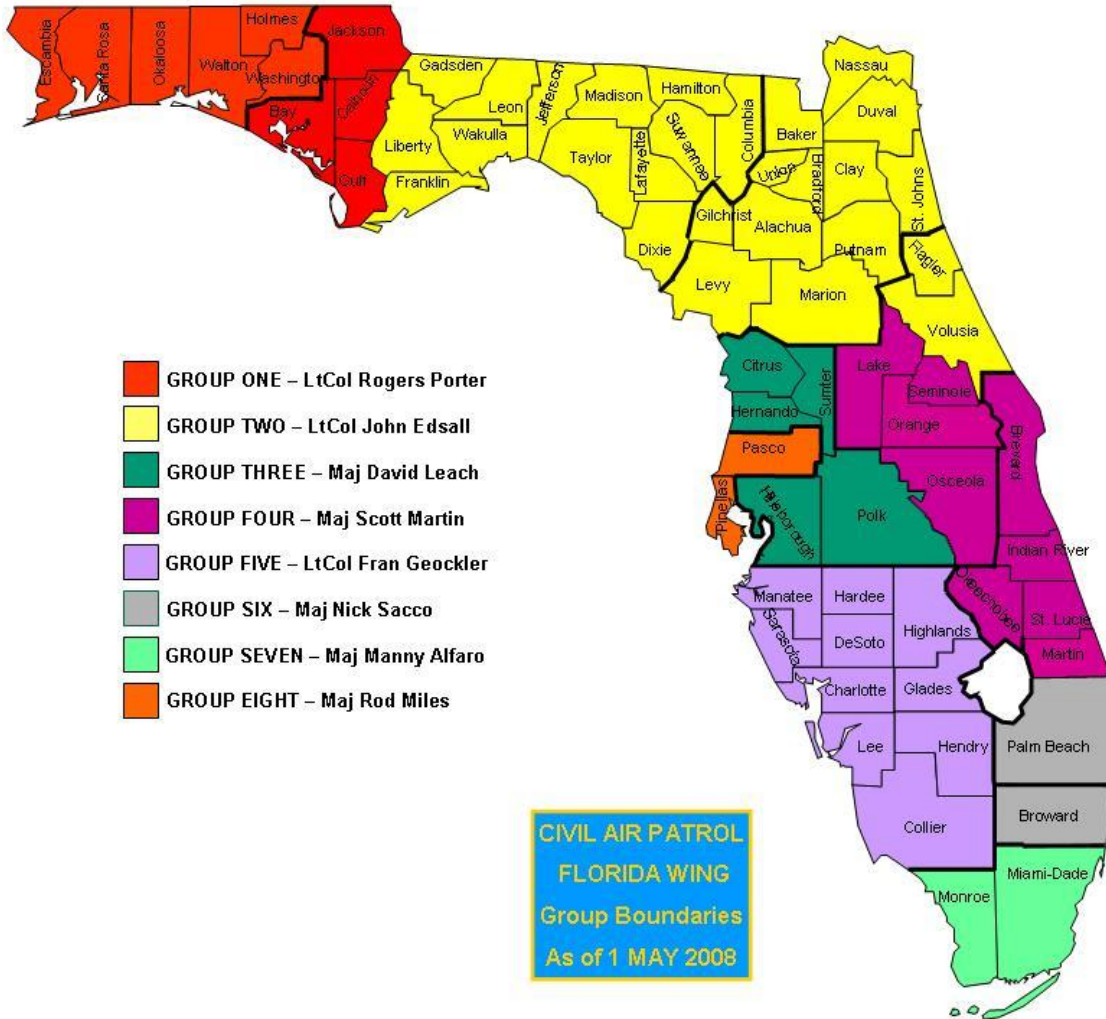
Introduction

This plan has been prepared to establish goals and objectives for the wing public affairs program to meet the Civil Air Patrol Public Affairs Mission "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 which will enable the organization to grow."

Situation Awareness

Florida Wing (FLWG) is the largest wing in Civil Air Patrol (CAP), per capita, with over 3400 members, including more than 1300 cadets and 2000 officers (adults). The Wing is divided into eight geographic Groups and one statewide schools Group (Group 800). (See map on next page.) Florida Group 2 is the largest geographic and member-population in the Wing and has more members than 16 Wings based upon membership data for 2007. In all, 75 units comprise Florida Wing. The wing operates 28 vans, 23 powered aircraft and 1 glider. The wing flew more than 6100 hours in FY07 and is credited with saving 2 lives during that period.

The state is approximately 500 miles long from Jacksonville to Key West, 360 miles long from Jacksonville to Pensacola along the panhandle, and 160 miles wide at its widest point in the peninsula, encompassing an area of more than 65,750 square miles. The state has approximately 1350 miles of coastline along the Atlantic Ocean, Caribbean Sea, and the Gulf of Mexico. The state's highest elevation is only 345 feet above sea level, the mean elevation is 100 feet above sea level, and nearly 12,000 square miles of the state is covered by water. Florida's Dade County (Miami) is the largest of Florida's 67 counties and has a population of nearly 2.5 million people but some rural counties in north central Florida have populations less than 10,000.



Strengths

Florida Wing has experienced personnel dedicated to the Civil Air Patrol ideal of “service before self.” Florida Wing conducts extensive missions in support of Homeland Security, including Missions of National Significance, and in support of Counter Drug activities. The Wing includes many experienced unit PAOs who have had articles published in local newspapers, the monthly CAP magazine *Volunteer*, the Wing website, and the national website.

Weaknesses

Florida Wing, being a large and diverse Wing, has a decentralized staff making all-staff face-to-face meetings rare. This makes it difficult for staff to support and mentor subordinate units. Additionally, the Wing has a new and inexperienced Public Affairs Officer (PAO).

Areas for Improvement

Florida Wing needs to increase the number of unit and group PAOs and Mission Information Officers (MIOs). The Wing also needs to increase its recruiting and retention efforts, increase public awareness, and increase its outreach programs with government, military, corporate, and other aviation centered entities.

Opportunities

For each area where improvement is needed, there is also opportunity. The Wing has many opportunities to support the Southeast Region in carrying out the national action plan to increase the awareness of the name, brand and mission of Civil Air Patrol, gain more members, and retain those who are already members. FLWG has several military installations with which to establish better relationships. Also, the Wing has made some progress with obtaining memoranda of understanding with the state and many local government agencies but there is still work to be done in this area. Florida Wing also has opportunities to support numerous air shows, most notably at Naval Air Station Jacksonville's Air and Sea event and the Fort Lauderdale Air Show.

Major Events

Florida Wing hosts two encampments per year (summer and winter) and an annual Wing Conference. The Wing provides members with professional development and emergency services training including Squadron Leadership Schools, Corporate Learning Courses, Training Leaders of Cadets, Unit Commanders Courses, Cadet Leadership Schools, Ground Search and Rescue Academies, and Flight Academies. Groups and squadrons also provide additional opportunities for training and development, supplementing Wing efforts. Florida Wing also provides support to the annual Sun N' Fun fly-in and hosts the National CAP Check Pilot School at the FAA Safety Center, both at Lakeland's Linder Airport. Florida Wing also supports NASA Space Transportation System (shuttle) launches.

Objectives

The Florida Wing objectives are derived from the Southeast Region Public Affairs Plan which in-turn derived its objectives from the national plan. The Wing objectives are:

- Support the Region and National Headquarters PA/Marketing plans, strategies and goals;
- Support and mentor group and squadron PAOs and MIOs, especially those that are new to their assignments;
- Increase public awareness of CAP and its local, state, and national missions
- Promote cooperation among the Civil Air Patrol and other aviation organizations, the military, businesses, industry groups, and civic organizations within Florida Wing.

Goals and Strategy

To meet the objectives listed above, the Wing has set the following goals and strategies.

Goal 1

Maintain a Wing website which will be the primary means of providing members and non-members with information about the Wing, points of contact, and links to other resources.

Strategy

Retain a Wing webmaster to develop and maintain the website, ensuring no broken links and that the information contained is current and correct.

Goal 2

Publish a Wing Newsletter at least quarterly. The newsletter will highlight success stories of people and units at all levels within the wing, inform members and others about the missions performed, activities and professional development programs scheduled, promote *esprit de corps*, and provide a means for Wing staff to communicate with members.

Strategy

Publish the newsletter on the Wing website for internal and external communications. Make hard copies available for distribution to prospective members, outside agencies, and community partners.

Goal 3

Ensure that each group within the Wing has a qualified PAO and MIO.

Strategy

Many groups have small squadrons and it may not be practical for each subordinate unit to have a dedicated PAO. However, each group should have a PAO who can assist the subordinate units as necessary. The group PAOs should recruit unit PAOs and keep the Wing PAO current on the personnel assigned as PAOs within their groups. The Group PAOs should pass any information worthy of publication to the Wing PAO staff for publication on the Wing website, the newsletter, and higher headquarters publications.

Goal 4

Each group should have a fully qualified MIO to respond as necessary to support active missions.

Strategy

Each group commander must designate at least one individual who is able to respond to missions to serve as group MIO. Ensure that the MIO function be included in all mission training programs and that Operations personnel advise the group MIO when a mission is being conducted and provide the MIO with pertinent information during the conduct of the mission. Group MIOs should recruit and train unit MIOs to assist when the group MIO is unable to respond to a particular mission. The Wing PAO must become MIO qualified and should be called upon as necessary to support major Wing missions.

Goal 5

Ensure that PAOs at all levels are mentored and provided training to enhance their effectiveness as PAOs. Each PAO should advance at least one step within the specialty track.

Strategy

The Wing PAO is primarily responsible for the overall effectiveness of the Wing PAO program. The Wing PAO, though new to the position, must quickly learn the duties and responsibilities of the position and advance within the specialty. The subordinate unit PAOs should also benefit from the training received by the Wing PAO through mentoring. PAOs at all levels should not hesitate to learn from others, even those in subordinate positions who have more experience.

Goal 6

Strengthen the link between Florida Wing and the military and NASA. Each military installation and NASA facility PAO should be contacted at least quarterly and updated on CAP activities and offered the support of the CAP.

Strategy

Establish and maintain a list of PAO contacts at each military installation to include NASA facilities and encourage the Group PAO closest to the installation to develop a personal relationship with the installation PAO. Ensure that each military and NASA installation is aware of local CAP activities and take steps to support the installation in any way possible through quarterly contact with the installation PAO.

Goal 7

Increase the involvement of Florida Wing units with their local government agencies including the Sheriff's Office, Emergency Management, County Commissions, City Councils and School Boards.

Strategy

Each Florida Wing unit should establish a memorandum of understanding with the county and city governments to promote community service and possible funding for mission including Emergency Services, Cadet Programs, and Aerospace Education. County Commissions and City Councils should be asked to issue proclamations noting significant unit achievements as well as anniversaries of national significance to CAP, including the date of establishment of the CAP and the date the Cap was made the official auxiliary of the United States Air Force. Close ties with the local school boards can be used to promote recruitment and to fulfill the Aerospace Education program mission.

Goal 8

Establish new and strengthen existing ties with local and state media agencies, including newspaper, radio, and television stations.

Strategy

A list of media contacts must be developed and made available to PAOs at all levels. Media should be provided with applicable press releases relating activities being conducted by units at all levels and use should be made of available public service announcements (PSAs) to promote CAP to the public.

Plan Review

To ensure the effectiveness of the Florida Wing Public Affairs Plan, review of the Plan will be accomplished quarterly and the Plan will be updated annually. The reviews will include an analysis of how well the goals of the Plan are being met and what changes to the Plan should be made to ensure the achievement of each goal. The annual update will provide an assessment of the previous year's plan, modify existing goals, and establish new goals and strategies as necessary to ensure continuous improvement to meet national, regional, and wing PAO mission requirements.

Publication

The Florida Wing Public Affairs Plan, upon approval, will be published on the Wing website and forwarded to commanders and PAOs at all levels in the Wing via e-mail. The Plan will be forwarded to the Southeast Region Commander and PAO, as well as to National Headquarters.