



NATIONAL HEADQUARTERS CIVIL AIR PATROL

CAP REGULATION 190-1

4 JUNE 2007

Public Affairs

CIVIL AIR PATROL PUBLIC AFFAIRS PROGRAM

This regulation defines the purposes of the Civil Air Patrol Public Affairs program and identifies policies that govern its administration. This regulation applies to all CAP units.

SUMMARY OF CHANGES.

Rescinds quarterly reports; establishes requirement for annual Public Relations plan, and establishes Public Affairs awards program. **This regulation is revised in its entirety.**

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1. 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.

2. 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.

3. Assignment of the Public Affairs Officer (PAO).

- a. Each unit commander shall appoint a qualified individual to be the PAO.
- b. The PAO shall be appointed in accordance with current personnel procedures in CAPR 35-1, *Assignment and Duty Status*. The next higher headquarters shall also be notified of all PAO appointments.
- c. In the absence of an assigned PAO, the unit commander is responsible for the duties of the PAO.

4. Duties and Responsibilities. The PAO is supervised by the commander. The commander and the PAO, as the commander's delegate, are the official spokespersons for their unit. The higher headquarters PAOs serve as advisors, mentors, and resources for the development and implementation of an effective public affairs program.

a. Squadron and flight PAOs are the backbone of the national public affairs program and are primarily responsible for implementation of the program.

b. Group PAOs advise, mentor, and support subordinate PAOs in their group on public affairs matters and conduct an active PA program in support of the unit.

c. The wing PAO is the primary resource in conducting a wing-wide public affairs program. Together with the wing commander, the wing PAO develops goals and objectives for the wing public affairs program and advises, mentors, and ensures the national, region, and wing objectives are implemented.

d. The region PAO serves as a field representative for National Headquarters/PA and as a liaison among the wing/group/squadron/flight PAOs. He/she assists the wing PAOs in developing and/or conducting the national public affairs missions and goals. Region PAOs serve as advisors and supervisors and consult frequently with subordinate wing PAOs and unit PAOs when needed or requested.

e. PAOs at all levels advise and assist their unit commander. PAOs are authorized to advise other commanders, if requested, on controversies that have the potential to affect CAP's professional image, or other such matters relating to CAP and the public.

f. CAP PAOs and commanders are authorized to work directly with military base public affairs officers in support of CAP activities.

5. Public Affairs Support.

- a. PAOs are authorized and encouraged to contact higher echelons to request assistance.
- b. PAOs are authorized and encouraged to contact and develop a working relationship with the National Headquarters/PA office.

6. Training. PAOs shall provide training for subordinate unit PAOs at least annually. In addition, to ensure the success of the public affairs program, the PAO shall enroll and participate in available training, including:

- a. Public Affairs specialty track training CAPP 201, *Public Affairs Study Guide*, an in-depth public affairs training program leading to the technician, senior, and master level of proficiency.
- b. AFIADL PAO course 02010.
- c. Unit/wing/region/national public affairs training courses, workshops, seminars, and field training.
- d. Seminars and workshops offered by the military and local, state, or national organizations.
- e. Mission information officer training as part of the emergency services missions of Civil Air Patrol.

7. Functions of Public Affairs Officers.

a. **Planning.** PAOs shall develop an annual public relations plan to promote CAP, its goals and missions for internal and external audiences, and a crisis communications plan to deal rapidly and effectively with crisis situations.

(1) **External.** PAOs shall develop goals and initiatives that help build relationships with external constituencies of Civil Air Patrol and emphasize its importance in the performance of its three congressionally mandated missions of Emergency Services, Aerospace Education, and Cadet Programs.

(2) **Internal.** PAOs should develop strategies that emphasize CAP's importance, member recognition, retention, and encouragement of member participation in unit/wing/region and national activities and training.

(3) **PA Crisis Policy.** In consultation with unit commanders, PAOs at all levels shall develop a crisis public affairs plan to ensure a rapid and effective response during crisis situations that may damage an organization's reputation if mishandled. Unit crisis public affairs plans should reflect guidance outlined in the CAP National Headquarters *Crisis Public Affairs Policy*, listed at www.cap.gov/pa. All crisis communication plans will be approved by the wing commander or designated representative.

b. External Information.

(1) Target audiences include local military bases, government agencies, schools, business, industry, civic organizations, and the media. Community and governmental relations shall not be the exclusive responsibility of the PAO, unless accepted as an additional duty.

(2) PAOs below the region level shall assemble current media contact information to foster working relationships. PAOs should strive to meet periodically with representatives of key media to improve media awareness of CAP and to establish an understanding on the part of the PAO of the information needs and preferences of each media outlet.

(3) PAOs shall develop standard plans and procedures for external promotion of key events in the unit, such as participation in training and actual missions, awards and promotions, and special unit activities.

(4) PAOs shall assemble standard materials presenting the background of CAP that can be given to the media, prospective members, partner agency officials, and others as needed, including materials developed locally and/or at higher headquarters. The PAO is encouraged to

check the National Headquarters website and PAO Toolkit contents regularly for updated materials.

(5) PAOs shall utilize available unit websites to inform the public about Civil Air Patrol.

(6) As National Headquarters adopts or updates positioning statements, slogans, logos, and other components of a brand communications program, PAOs shall incorporate these elements into their communications with external constituencies, whenever practical.

c. Internal Public Relations.

(1) PAOs shall advise the commander on internal public relations strategies and methods in order to conduct an effective program.

(2) PAOs shall regularly submit news advisories and releases, with photographs whenever possible, to higher headquarters. Example: Appropriate squadron news releases and pictures should be copied to the public affairs staff at group, wing, region, and National Headquarters, in accordance with guidance and/or directives from the respective headquarters. While primarily intended for internal "newsletter" purposes, PAOs shall be aware that selected submissions may become part of higher headquarters' external public relations activities.

8. Newsletters.

a. Public Affairs Officers should create and distribute by whatever means available, a regular newsletter on behalf of the unit, preferably on a monthly basis, but no less than a quarterly basis. The newsletter contents shall be written for both internal and external audiences.

b. The purpose of the unit newsletter shall be to tell the success stories of the unit, to encourage regular participation in unit meetings and activities, and to present other important information about the unit to internal and external audiences.

9. Multimedia & Emerging Technologies.

a. Quality still photography, videography, and audio materials are essential to telling the CAP story to internal and external constituencies. The PAO shall ensure that all distributed multimedia materials, including those distributed by emerging technologies, shall be in good taste, with members shown in proper uniform, depicting the diverse and multi-faceted missions and opportunities of Civil Air Patrol membership. Whenever possible, multimedia materials will also depict the diversity of CAP's membership with regard to race, sex (gender), age, religion, national origin, or disability.

b. Photographs meeting stipulations in paragraph 9a, above, should be submitted to internal and external publications, along with information to be used in preparing captions. Wing unit, and/or photographer credit should be given for photographs released.

c. The Public Affairs directorate shall have access, on a non-conflicting basis, to CAP owned equipment including camera and computer technology. The PAO shall coordinate with other unit staff to ensure this equipment is available to all members.

d. Photo Releases. Photos and video taken in public circumstances may be published or distributed (including images posted on the World Wide Web) without specific written or verbal permission, unless local law requires more specific permission.

(1) CAP shall not publish identifying information other than name, rank, and general locale of the individual's unit of assignment, limited to city, state, squadron/group/wing name.

(2) CAP shall obtain written permission from identifiable individuals appearing on photographs that are used for commercial purposes, including paid advertising purchased by CAP, but not including official publications and websites produced by CAP staff.

(3) When individual circumstances cause a member to request that they not appear in photographs distributed by CAP, Public Affairs staff and any member serving as a CAP photographer shall make a good faith effort to comply with the request.

(4) None of the provisions in this section shall be interpreted as applying to legitimate news organizations or to members conducting photography for personal rather than corporate purposes, unless such photos and video are later adopted for corporate use.

10. Electronic Communications. The PAO shall have the authority to develop and coordinate the public affairs elements of electronic communications tools employed by the unit for internal and external communications, including unit websites and listservs, which automatically broadcast e-mail to everyone on a list. The content shall be created in collaboration with appropriate staff members and shall be facilitated by the staff member(s) designated as webmaster, listserv manager and/or information technology officer.

11. Mission Information Officer (MIO). In accordance with CAPR 60-3, *CAP Emergency Services Training and Operational Missions*, regularly scheduled media briefings can often support the mission and provide valuable intelligence to achieve mission objectives. In addition, public awareness and understanding of CAP resulting from the efforts of the MIO can play a vital role in recruitment and retention, as well as government and community relations. The MIO provides and receives critical information, advises the incident commander, protects the image of CAP and provides timely information to the public affairs staff of each higher headquarters.

a. Training. In order to serve as a MIO, the individual shall complete the required training and certification in accordance with CAPR 60-3.

b. Appointment. A MIO, fully qualified in accordance with current MIO training requirements, should be appointed for every actual mission and training exercise, except counterdrug missions. In addition, appointment of a fully qualified MIO is mandatory for all emergency missions lasting, or expected to last, more than 48 hours, including but not limited to missing aircraft, missing persons, disaster relief, and homeland security operations.

12. Reporting. Higher CAP echelons may establish reporting requirements for their wing/group and unit public affairs activities. In such cases, reporting requirements shall avoid an unreasonable administrative burden. Electronic reporting is encouraged if available and feasible.

13. Awards. Each year, Civil Air Patrol recognizes Public Affairs Officers who excel in conducting and managing an exceptional public affairs program.

a. The Col Robert (Bud) V. Payton National PAO of the Year award recognizes the wing public affairs officer who epitomizes the Public Affairs program.

(1) Region public affairs officers will coordinate with their respective region commander to solicit nominees from each wing commander. The region commander will then nominate one wing PAO from within the region, detailing specific actions initiatives, and management of a diverse wing-wide public affairs program by the nominee during the previous calendar year. The National Director, Public Affairs, and National Headquarters Deputy Director, Public Affairs, may specify format and additional criteria for the award nomination.

(2) A committee of PAOs chaired by the National Director, Public Affairs will rank order the region nominations received. This recommendation will be forwarded to the National Awards Review Board for final selection, with approval by the National Commander. The award will be presented during the annual Summer National Board and Conference, or other appropriate setting reflecting the honor of the award.

b. Each region will recognize a public affairs officer within the region who conducts and manages an exceptional public affairs program within the wing and subordinate units. In recognizing the significant differences of responsibilities, two specific awards will be given; one wing and one unit.

(1) The region PAO shall select one wing PAO and one subordinate unit PAO as Region Public Affairs Officers of the Year. Nominations for subordinate unit candidates shall document the nominee's outstanding actions, initiatives, and management of a unit public affairs program. The region PAO may specify format, additional criteria, and suspense dates.

(2) Region awards shall be presented during the region conference or other appropriate setting reflecting the honor of the award.

c. The Wing Public Affairs Officer of the Year award recognizes the outstanding group or unit Public Affairs staff member who has excelled in public affairs initiatives and has been instrumental in conducting an exceptional program during the previous year.

(1) The wing PAO shall select the Wing Public Affairs Officers of the Year. Nominations shall document the PAO's outstanding actions, initiatives, and management of a unit public affairs program. The wing PAO may specify format, additional criteria, and suspense dates.

(2) Wing awards shall be presented during the annual wing conference or other appropriate setting reflecting the honor of the award.