

### ***FLWG - Group 5 Mission Statement***

To support Florida Wing's and subordinate unit's mission to perform 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 Group 5 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."

### ***Objectives***

The Group 5 PA objectives are derived from the Florida Wing Public Affairs Plan which in-turn derived its objectives from the regional and national plans. The Group objectives are:

- Support the Wing, Region, and National Headquarters PA/Marketing plans, strategies and goals;
- Support and mentor 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 - Group 5.

### ***Goals and Strategy***

To meet the Public Affairs objectives set by NHQ, FLWG, and to meet subordinate units needs; Group 5 has set the following goals and strategies.

#### ***Goal 1***

Maintain a Group website which will be a primary means of providing members and non-members with information about the Group, points of contact, and links to other resources to assist in achievement of squadron level goals.

#### ***Strategy***

Retain a Wing webmaster to develop website using a FLWG template to support 'branding' effort, and a Group webmaster to maintain the website, ensuring no broken links and that the information contained is current and correct.

#### ***Measure***

A webmaster is selected, the website is maintained, new information is added as obtained, and the information on the site is correct.

### **Goal 2**

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

#### *Strategy*

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

#### *Measure*

The newsletter is produced quarterly and posted on the Group web site with hard copies available for distribution to prospective members, outside agencies, and community partners.

### **Goal 3**

Ensure that each unit within the Group has a qualified PAO and MIO. In lieu of a unit PAO, a Correspondent Corp should be developed to generate news stories.

#### *Strategy*

While it may not be practical for each subordinate unit to have a dedicated PAO, each unit can generate news stories. The group PAO should assist the subordinate units as necessary. The group PAOs should recruit unit PAOs and/or CAP news correspondents. 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.

#### *Measure*

Group PAO assist subordinate units to keep the Wing PAO staff abreast of current PAOs assigned and of newsworthy activities, ensuring that appropriate articles are forwarded to Wing for publication.

### **Goal 4**

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

#### *Strategy*

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. The Group MIOs should recruit and train unit MIOs to assist when the group MIO is unable to respond to a particular mission.

*Measure*

Each group has a qualified MIOs who respond as necessary to missions assigned within the group, participates in training missions, and recruits and trains unit MIOs.

**Goal 5**

Ensure that PAOs at unit level 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 Group PAO is primarily responsible to provide support subordinate units. The Group 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 Group PAO through mentoring. PAOs at all levels should not hesitate to learn from others, even those in subordinate positions who have more experience.

*Measure*

PAOs at all levels are mentored and advance within the specialty track if they have not already achieved the Master level.

**Goal 6**

Develop strategic partnerships and strengthen the link between subordinate units and local government, agencies, and aviation interests. Each 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 current strategic partners and encourage the PAO closest to develop a personal relationship. Establish list of potential strategic partners and cultivate relationship. Ensure that each partner is aware of local CAP activities and take steps to support the partner in any way possible through quarterly contact.

*Measure*

A list of contacts for strategic partners is developed and maintained and each office is contacted at least quarterly.

**Goal 7**

Increase the involvement of Group 5 subordinate units with their local government agencies including the Sheriff's Office, Emergency Management, County Commissions, City Councils and School Boards.

*Strategy*

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.

#### *Measure*

Subordinate units are considered valuable community resources by their respective local government bodies and acknowledge such value by adopting appropriate resolutions calling attention to significant achievements of CAP, establishing memoranda of understanding, and calling upon the units to participate as partners in emergency planning as well as educational opportunities.

#### **Goal 8**

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

#### *Strategy*

A list of media contacts must be developed for the Group and each subordinate unit. Media should be provided with applicable press releases relating activities being conducted and use should be made of available public service announcements (PSAs) to promote CAP to the public.

#### *Measure*

A list of media contacts is developed and maintained, local and regional media outlets are advised of CAP activities within the area of coverage for the medial outlet, and PSAs are aired/printed at least monthly.

#### **Plan Review**

To ensure the effectiveness of the Group 5 Public Affairs Plan, review of the Plan will be accomplished annually and may be updated at anytime when required. 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. If any changes to the plan are recommended as a result of a review, the Plan shall be revised accordingly. An 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, wing, and group PAO mission requirements.

#### **Publication**

The Group 5 Public Affairs Plan, upon approval, will be published on the Group 5 website and forwarded to commanders and PAOs in the Group via e-mail. The Plan will be forwarded to the Florida Wing Commander and PAO, as well as to National Headquarters.