

CIVIL AIR PATROL PUBLIC AFFAIRS OFFICER'S CHECKLIST

I. APPOINTMENT

- [] **A.** CAPF 2a processed IAW CAPR 35-1...
- [] **1.** Notify immediate HQ of appointment...
- [] **2.** If appointed to Region, Wing or Group HQ position, notify subordinate units...
- [] **B.** Assume duties and responsibilities IAW CAPR 190-1...
- [] **1.** Create a staff to assist if necessary...
- [] **2.** Contact immediate or higher HQ/PA for assistance...
- [] **C.** Develop a professional working relationship with Commander...
- [] **1.** Advise and keep commander abreast of all Public Affairs matters...
- [] **2.** Discuss Unit Public Affairs Program's direction and how to keep it on track...

II. ADMINISTRATIVE PRACTICES/PROCEDURES

- [] **A.** Establish and maintain a filing system IAW CAPR 10-2...
- [] **B.** Assemble any and all Public Affairs publications:
 - [] **1.** Regulations CAPR 190-1 and 210-1
 - [] **2.** Regulation for MIOs, CAPR 60-3
 - [] **3.** Pamphlets CAPP 3, 5, 6, and 201
 - [] **4.** Unit policies, brochures and documents

III. UNIT PUBLIC AFFAIRS PROGRAM

- [] **A.** Implement, conduct and manage it...
- [] **B.** Develop Unit's Public Affairs Plan...
Reference NHQ/PA *"Writing Your Public Relations Plan"*
 - [] **1.** Revise Plan when changes occur...
 - [] **2.** Units below Wing level, a copy to immediate HQ/PA ...
 - [] **3.** Wing's copy to Region and NHQ/PA...
 - [] **4.** Region's copy to NHQ/PA...
 - [] **5.** File a copy...
 - [] **6.** Review Plan annually...
- [] **C.** Develop Unit's Crisis Communications Plan...
Reference NHQ/PA *"Writing Your Crisis Communications Plan"*
 - [] **1.** Revise Plan when changes occur...
 - [] **2.** Units below Wing level, a copy to immediate HQ/PA ...

- [] 3. Wing's copy to Region and NHQ/PA...
- [] 4. Region's copy to NHQ/PA...
- [] 5. File a copy ...
- [] 6. Review Plan annually...
- [] **D. Develop an Internal Information Program...**
- [] 1. Keep unit informed of issues (civilian, military and CAP) affecting your members...
- [] 2. Publish a Unit Newsletter for internal and external audiences...
- [] 3. Submit news articles and photos to NHQ/PA...
- [] 4. Incorporate CAP mottos, logos and icons on unit publications, posters, flyers, and websites...
- [] 5. Develop a professional working relationship with unit staff and members...
- [] 6. Develop a professional working relationship with immediate and higher HQ/PA...
- [] 7. Encourage and mentor unit members (Seniors and Cadets) willing to write articles and take photos for the print media...
- 6[] **E. Develop an External Information Program...**
- [] 1. Community Relations
- [] a. Establish goals and objectives...
- [] b. Revise goals and objectives when changes occur...
- [] c. Review goals and objectives annually...
- [] d. Use own or immediate HQ website to inform your community about CAP and your unit...
- [] e. Generate Public Awareness about CAP:
- [] (1) General Public
- [] (2) Federal and State Representatives
- [] (3) Community Civic Leaders
- [] (4) Educational Institutions
- [] (5) Community Organizations
- [] (6) Business and Industry Leaders/Chamber of Commerce
- [] (7) Community Youth Groups
- [] (8) Churches
- [] (9) General Aviation
- [] (10) Military Installation Public Affairs
- [] (11) Use CAP mottos, logos, and other promotional icons on your communications to the community...

- [] f. Participate in community activities...
- [] g. Other community activities to consider:
 - [] (1) Operate Information Booths at community events...
 - [] (2) Support and assist Children's Hospitals Programs...
 - [] (3) Support and assist community's Senior Citizens Programs...
- [] h. Maintain an up-to-date list of community contacts...
- [] i. Develop a professional working relationship with community contacts...
- [] j. Maintain an up-to-date list of local agencies with interest common to CAP's...
- [] k. Develop a professional working relationship with agencies having interest common to CAP's...

2. Media Relations

- [] a. Establish goals and objectives...
- [] b. Review goals and objectives annually...
- [] c. Submit news articles and photos of unit activities to the local media...
- [] d. Maintain an up-to-date list of media contacts...
- [] e. Establish and nurture professional working relationship with:
 - [] (1) Newspaper reporters/editors
 - [] (2) Radio station editors
 - [] (3) Television news reporters/editors/producers
 - [] (4) Magazine writers/editors
- [] f. Develop Information kits for the media and various CAP Publics...

F. PAOs and MIOs

- [] 1. Immediate and higher HQ/PA; support and assist their subordinate PAOs and MIOs...
- [] 2. Region, Wing and Group HQ/PA; maintain an up-to-date contact list of subordinate PAOs and MIOs.
- [] 3. Region, Wing and Group HQ/PA; maintain an up-to-date list identifying qualified MIOs for ES missions...
- [] 4. Region, Wing and Group HQ/PA; develop a means of tracking subordinate PAOs activities...
- [] 5. Document and keep a personal file of all Public Affairs activities involved in...

IV. INSPECTIONS (CAPR 123-3)

- [] **A.** Use the Compliance Inspection Guide and Subordinate Unit Inspection Guide to assist in preparing for these inspections...
- [] **B.** Respond in writing to any and all negative observations and findings...
- [] **C.** Correct and document any and all negative observations and findings...
- [] **D.** File all documents regarding completed inspection...

V. TRAINING (CAPR 50-17)

- [] **A.** Self progress in CAP's Senior Member Professional Development Program...
- [] **B.** Self progress in 201 Specialty Track...
- [] **C.** Immediate and higher HQ/PA; provide training opportunities for PAOs and MIOs...
 - [] **1.** Conduct quality and professional training at least once a year...
 - [] **2.** Conduct additional training if:
 - [] **a.** The Region, Wing or Group areas are too large...
 - [] **b.** New and inexperience PAOs requires training...
- [] **D.** Participate in CAP PAO and MIO training activities...
- [] **E.** Participate in other than CAP Public Affairs training, seminars and workshops...
- [] **F.** Complete AFIADL PAO Course 02010...

VI. MISCELLANEOUS TASKS

- A.** Know about:
 - [] **1.** CAPP 3, Protocol procedures
 - [] **2.** CAPR 173-4, Fund Raising, donations and grants
 - [] **3.** CAPR 190-1. Pg 4, par 9, Multimedia & Emerging Technologies
 - [] **4.** CAPR 190-1, pg 5, par 13, Awards
- [] **B.** Stay abreast of legislative matters affecting CAP and keep unit members informed...
- [] **C.** Support and assist unit's Recruiting & Retention Program...
- [] **D.** Prepare and mentor your future replacement PAO or MIO...
- [] **E.** Maintain a high personal grooming standard and proper wearing of uniforms...

*Telling Civil Air Patrol's story is your job.
Tell it professionally and with pride.*