

Middle School Initiative

**PART I
COVER SHEET**

CAP 4 SEMESTER 1 WEEK 18

COURSE: Public Affairs Officer Staff Duty Analysis, Achievement 11

LESSON TITLE: The Duties of the PAO

LENGTH OF LESSON: 50 Minutes

METHOD: Lecture and Performance

REFERENCE(S):

1. CAPR 190-1, *Guide to Civil Air Patrol Public Affairs*, Volume I, Chapter 10, 1 May 00
2. CAPR 20-1, *Organization of Civil Air Patrol*, Part III, Page 39, 29 May 00
3. CAPP 201, *Public Affairs Officer Specialty Track Study Guide*, 15 Jan 00

AUDIO/VISUAL AIDS/HANDOUTS/ACTIVITY MATERIAL(S): Handout 1 - Public Affairs Officer's Checklist

COGNITIVE OBJECTIVE: The objective of this lesson is to learn the duties of the PAO.

COGNITIVE SAMPLES OF BEHAVIOR: Each cadet will willingly learn the duties of the Public Affairs Officer.

AFFECTIVE OBJECTIVE: Each cadet should begin to become familiar with the duties of the Public Affairs Officer as outlined in CAPR 190-1, *Guide to Civil Air Patrol Public Affairs*.

AFFECTIVE SAMPLES OF BEHAVIOR: As each cadet learns a duty of the Public Affairs Officer, they should enter the information in their notebooks.

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PART II TEACHING PLAN

Introduction

ATTENTION: Why do you think the general public knows so little about CAP? Is it because of the lack of CAP doing anything interesting? Or is it the lack of publicity? What can you do about it? What can CAP do about improving the public knowledge of CAP?

MOTIVATION: The key officer, cadet or senior member, in getting the word out concerning the activity of Civil Air Patrol is the public affairs officer. Did you know that each member is a public affairs officer? Why is that true? Shall we find out?

OVERVIEW: In Achievements 9 through 16, Staff Duty Analysis is part of the leadership training. In this series on Public affairs officer, there are five lessons beginning with this one on the duties of the Public affairs officer as outlined in CAPR 190-1, *Guide to Civil Air Patrol Public Affairs*.

Body

MP 1 Headquarters CAP-USAF established the public affairs program in CAP primarily to inform CAP personnel and the public about the CAP-USAF relationship, CAP missions, functions, and progress. It is also designed to pass Air Force information materials to CAP members at the local level, and to assist them in helping build public understanding of the Air Force role in preserving world peace. The CAP public affairs program provides CAP members with factual information about CAP and the Air Force enabling them to become reliable sources of information to the general public.

The public affairs officer seeks to gain public recognition for CAP through the use of all available news medial and to increase the effectiveness of CAP members through a better understanding of the CAP missions of:

- The Cadet Program
- Aerospace Education
- Emergency Services

Abraham Lincoln made the following statement during his debate with Stephen Douglas in 1859: *"Public sentiment is everything. With public sentiment, nothing can fail; without it, nothing can*

succeed." "CAP depends on public understanding and support in order to survive"--CAPR 190-1.

As a citizen, you are free to communicate with whomever you please. As a member of CAP, however, you should not communicate directly with the White House, the Congress, the Department of Defense, the Department of the Air Force, the Secretary of the Air Force, Major Air Commands or other service commands, without following proper chain of command.

MP 2 Internal Information. This aspect will keep your members informed. It highlights accomplishments and tells of plans and programs. CAPR 190-1 should be reviewed and followed closely to assure an effective internal program.

Community Relations. The external aspect of your program is to publicize CAP activities in local news media. This will create a greater awareness and understanding of CAP. Media relations are vital to success, you should do all you can to maintain effective relations.

You should strive to have each of your members take an active interest in the community by being involved in activities and extolling CAP programs. That way CAP will not be faced with a public that does not know about CAP.

An effective public affairs program depends on individual members. Members must continually be alert to opportunities to further the public affairs program. One of the most difficult tasks throughout the United States is being able to locate CAP units. Public affairs programs are the means by which people can become more aware of your unit's location, missions, and activities. Publicity must be done constantly so that when an emergency arises, people think CAP assistance, and can locate your unit quickly.

Instructor's Note: Have the cadets find the duties of the Public affairs officer in CAPR 190-1 (Squadron or Flight Public Affairs Officer) and enter them in their notebooks. They should include:

- a. Act as advisor to the squadron commander on all public affairs matters.
- b. Be responsible for an effective program for the squadron and for publicity on squadron activities.
- c. Establish and maintain contacts with local newspapers, wire services, and radio and TV stations to promote good public relations, and ensure that a constant flow of good news stories and photographs on squadron activities reaches the local media and is sent to the editor of *Civil Air Patrol News*.
- d. Communicate directly with National Headquarters/PA as necessary and send news stories, photographs, copies of unit publications, special reports, and clippings of exceptional news coverage (full and half-page features, etc.) to that office.

- e. Arrange speaking engagements for CAP personnel, including cadets, before civic organizations, schools, and municipal and local gatherings.
- f. Participate in the national public affairs program, complying with all existing regulations and sending reports on all squadron information activities to the wing PAO, along with backup material, in accordance with the wing directives.
- g. Seek help and guidance from the wing PAO and from National Headquarters/PA as necessary in solving problems in the public affairs program.

Conclusion

SUMMARY: We have begun to explore the duties of a Public affairs officer, what it takes to become a spokesperson for Civil Air Patrol, and keeping the public informed of the activities of the local unit.

REMOTIVATION: There should never be a reason for a member of a unit with an active PAO to wonder what is happening or when. Nor should there ever be a reason that someone cannot find our unit. Our unit is an active and vital unit...let's let the world know what and when we do something!

CLOSURE: The next staff duty analysis class will be on writing an article for publication. This is a key to getting the information out. Writing is not just for the printed media, but also for radio and TV. I am sure you all look forward to learning the proper way of accomplishing this sometimes difficult, but necessary, task.

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**PART III
LESSON REVIEW**

LESSON OBJECTIVE(S): The objective of this lesson was to learn the duties of the PAO.

LESSON QUESTIONS: None