



MONTANA WING HEADQUARTERS  
CIVIL AIR PATROL  
UNITED STATES AIR FORCE AUXILIARY  
PO Box 1887  
Great Falls, MT 59404-1887

1 January 2012

**MONTANA WING CRISIS COMMUNICATIONS PLAN**  
Calendar Year 2012

A. Crisis Communications Team

The Montana Wing Crisis Communications Team is composed of:

LtCol Paul Goedert  
MTWG Chief of Staff  
RMR-MT-031 Butte Composite Squadron, Butte, MT  
Cell: 970-901-8769  
Email: peterfox1@yahoo.com,

Capt Bruce Kipp  
MTWG Public Affairs Officer  
RMR-MT-008 Beartooth Composite Squadron, Billings, MT  
Cell: 406-942-0098  
Email: pa@mtwg-cap.us, documentsguy@aol.com

LtCol Robert Burns (Qualified PIO)  
RMR-MT-008 Beartooth Composite Squadron, Billings MT  
Home 406-256-9625, Cell 406-670-9803  
Email: rburns41@bresnan.net

The current Rocky Mountain Region Public Affairs Officer is an ad-hoc member of the MTWG Crisis Communications Team. That individual's contact information is contained in Appendix B.

B. Need for assignment of a PIO

In accordance with Section 11.b. of CAPR 190-1 (4 June 2007), appointment of a fully qualified PIO is mandatory for all CAP emergency missions lasting, or expecting to last, more than 48 hours.

C. Callout Procedures

Once a decision has been made to commit MTWG personnel to respond to an emergency situation occurring in Montana, the Wing Commander, Wing Vice Commander, or Director of Operations or his/her designee (such as an Incident Commander) is directed to contact the members of the Wing Crisis Communications Team.

If available, the PIO who resides nearest the location of the planned, proposed, or existing Incident Command Post or Joint Information Center should be assigned to the incident or exercise.

If that PIO cannot be reached or is unavailable for assignment, the Wing's other PIOs should be considered for assignment in relation to their proximity to the incident location until one can be reached who can commit to the assignment.

If a Montana Wing PIO is not available, the Rocky Mountain Region Public Affairs Officer should be asked to facilitate PIO support from other wings in the region. See Appendix B for contact information.

#### D. Roles and Responsibilities

The PIO accepting the assignment will serve as the lead PIO for the MTWG on this assignment until relieved or released.

If this is a mission where CAP is the sole or lead agency, the PIO is to contact the other qualified MTWG PIOs and the RMR PAO by phone or e-mail, notifying them of the assignment and asking them to standby if additional assistance is needed.

The PIO serves as a member of the Command Staff of the incident under the Incident Command System. Under joint or unified operations, this may require reporting to a non-CAP lead Information Officer and/or non-CAP Incident Commander.

The PIO is to perform necessary duties in accordance with all MTWG, CAP and USAF policies under the direction of the Incident Commander. This may include issuing news releases, holding news conferences, media tours, conducting briefings for elected or appointed officials, staffing information centers, and organizing and holding community meetings.

The wing has established a unique, web accessible e-mail address [news@mtwg-cap.us](mailto:news@mtwg-cap.us) to use to issue news releases for incidents and exercises. Login information has been distributed to members of the Wing's Crisis Communications Team and to the Rocky Mountain Region Public Affairs Officer.

A current contact list for major Montana media outlets can be found in Appendix A and in the address book associated with the MTWG unique e-mail address.

#### E. Potential locations for Incident Command Posts, Media Centers, and Joint Information Centers

The Wing PAO will work with commanders of all MTWG squadrons during CY 2009 to research and identify the additional locations of appropriate facilities which could serve as Incident Command Posts, Media Centers, or Joint Information Centers.

Potential locations have been identified in the communities of Bozeman, Billings (Laurel), Great Falls, and Helena. Additional locations for consideration are Montana cities with a population of 5,000 or greater according to the latest U.S. Census, and select smaller communities representing other geographic areas of the state. Details on identified locations and potential locations can be found in Appendix C.

#### F. Crisis Scenarios and Action Plans

Each PIO is to assemble a "Go Kit" with supplies necessary to carry out the tasks necessary to perform the PIO function under a variety of circumstances. PIOs are encouraged to have a cellular telephone with charger, laptop computer, portable printer, and a variety of office supplies.

Additional recommended elements are appropriate electronic files and hard copies of ICS forms, incident signs and other materials deemed appropriate by the lead PIO.

Consideration should be given to the necessity of a tent, sleeping bag, emergency rations, water, and seasonal appropriate uniform and emergency gear

PREPARED BY:

APPROVED BY:

//signed//

BRUCE KIPP, Captain, CAP  
Public affairs Officer  
Montana Wing

HERBERT CAHALEN, Colonel, CAP  
Commander  
Montana Wing

APPENDICES:

- A. Montana Primary Media Contacts
- B. Regional and National CAP Public Affairs Contacts
- C. Potential Locations for Incident Command Posts, Media Centers, and Joint Information Centers
- D. Sample Media/Information Plan Template for inclusion in Incident Action Plans (IAPs)
- E. Web Links to Select Reference Materials

DISTRIBUTION:

MTWG/CC, MTWG/CV, MTWG/CS, MTWG SQ/CCs. MTWG PIOs, MTWG Wing Administrator, CAP-  
USAF MT State Director, RMR/PA, NHQ CAP/PA

**APPENDIX A**

**Montana Primary Media Contacts (Updated 9 November 2011)**

As of the date this list was assembled, each of the following newspapers, radio stations, radio networks and television stations provided at least some level of weekday local news coverage.

**BILLINGS**

Billings Gazette	406-657-1241	citynews@billingsgazette.com
KTVQ-2 (CBS)	406-252-5745	news@ktvq.com
KULR-8 TV (NBC)	406-656-8558	news@kulr.com
Yellowstone Public Radio	406-657-2941	jyamanaka@yellowstonepublicradio.org
Newsradio 95 FM / 970 AM	406-294-0970	tommybraaten@townsquaremedia.com
Associated Press	406-896-1528	mbrown@ap.org
Northern News Network (Radio)	406-252-6661	bbennett@northernbroadcasting.com

**BOZEMAN**

Bozeman Daily Chronicle	406-587-4491	citydesk@dailychronicle.com
KBZK-TV (CBS)	406-922-2458	Z7tips@kbzk.com
KTVM-TV (NBC)	406-586- 0297	news@ktvm.com

**BUTTE-SILVER BOW**

Montana Standard	406-496-5510	editor@mtstandard.com
KXLF-TV (CBS)	406-496-8475	Newstips@kxlf.com
KTVM-TV (NBC)	406-494-7603	news@ktvm.com

**GLASGOW**

KLTZ-KLAN Radio	406-228-9336	kltz@kltz.com
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**GLENDIVE**

KXGN Radio & TV	406-377-3377	newsdesk@kxgn.com
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**GREAT FALLS**

Great Falls Tribune	406-791-6570	tribcity@greatfallstribune.com
KRTV-TV (CBS)	406-791-5475	krtvnews@krtv.com
KFBB-TV (ABC)	406-453-4370	newsroom@kfbb.com
KINX 102.7 FM	406-761-2800	dwoodz@staradio.com

**HELENA**

Associated Press	406-442-7440	APMontana@ap.org
Helena Independent Record	406-447-4000	irstaff@helenair.com
KXLH-TV (CBS)	406-422-1216	news@kxlh.com
KTVH-TV (NBC)	406-457-2700	News@BeartoothNBC.com
KBLL 1240 AM	406-442-6620	jscott@cherrycreekradio.com
MT Public Radio Capitol Bureau	406-444-9399	Dan.Boyce@mso.umt.edu

**KALISPELL**

Daily Inter Lake	406-755-7000	edit@dailyinterlake.com
KCFW-TV (NBC)	406-257-1643	news@kcfw.com
KAJ18-TV (CBS)	406-756-5888	kajnews@kpax.com
KOFI 1180 AM	406-755-6690	kofi@kofiradio.com

**HAVRE**

Havre Daily News	406-265-6795	editorial@havredailynews.com
KOJM 610 AM	406-265-7841	nmb@nmbi.com

**HAMILTON**

Ravalli Republic	406-363-3300	editor@ravallirepublic.com
KLYQ 1240 AM	406-363-3010	stevefullerton@townsquaremedia.com

**LEWISTOWN**

KXLO-KLXM Radio	406-535-3441	news@kxlo-klcm.com
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**LIVINGSTON**

Livingston Enterprise	406-222-2000	news@livent.net
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**MILES CITY**

Miles City Star	406-234-0450	mceditor@midrivers.com
KATL AM 770	406-234-7700	katradio@katradio.com

**MISSOULA**

Missoulian	406-523-5240	newsdesk@missoulian.com
KPAX-TV (CBS)	406-542-4400	news@kpax.com
KECI-TV (NBC)	406-721-5642	news@keci.com
Montana Public Radio	406-243-4931	sally.mauk@umontana.edu
Montana Public Radio	406-243-4931	edward.obrien@umontana.edu
Newstalk 1290 KGVO	406-523-9809	kgvnewsroom@townsquaremedia.com

**APPENDIX B**

**Regional and National CAP Public Affairs Contacts**

Rocky Mountain Region  
2LT Donna O'Steen-Mixon  
[osteenmixon@elpasotel.net](mailto:osteenmixon@elpasotel.net)  
Tel: 719-337-9114

Colorado Wing PAO  
Lt Col Michael Daniels  
[goodknightbooks@juno.com](mailto:goodknightbooks@juno.com)

Idaho Wing PAO  
Lt Col Lynn Colson  
[lbcolson@msn.com](mailto:lbcolson@msn.com)

Montana Wing PAO  
Capt Bruce Kipp  
[pa@mtwg-cap.us](mailto:pa@mtwg-cap.us)  
Tel: 406-942-0098

Utah Wing PAO  
Steve Miller  
[Stephenc.miller@yahoo.com](mailto:Stephenc.miller@yahoo.com)

Wyoming Wing PAO  
Capt Jeanne Stone-Hunter  
[Stonehunter@capwghq.org](mailto:Stonehunter@capwghq.org)  
In training Lt Col Sam House  
[Samuel.house@us.army.mil](mailto:Samuel.house@us.army.mil)

CAP NHQ/PA  
Julie DeBardelaben  
Deputy Director of Public Affairs  
Email [jdebardelaben@capnhq.gov](mailto:jdebardelaben@capnhq.gov)  
Work 1-877-227-9142 ext. 250, Cell 334-868-0198,

Steve Solomon, Maj, CAP  
National Public Affairs Team Leader  
[Steve.solomon1@verizon.net](mailto:Steve.solomon1@verizon.net)  
Tel: 240-505-6279

## Potential Locations for Incident Command Posts, Media Centers, and Joint Information Centers

### Specifically identified locations:

#### **Bozeman/Belgrade**

*Gallatin Field (BZN)*

Old Terminal Building

Large heated space with electricity, tables, chairs, wired Internet available. Good cell service, large paved parking lot.

Contact: Cherie Ferguson, Office Manager, 406-388-6632 ext. 100, [cherie.ferguson@gallatinfield.com](mailto:cherie.ferguson@gallatinfield.com)

#### **Billings/Laurel**

*Laurel Municipal Airport (6S8)*

Beartooth Composite Squadron Hanger #2263

Two 10x10 heated rooms with electricity and a large, shared, unheated hanger. Wired Internet service. Small grass parking area nearby. Poor cell service in building, but good cell service outdoors. Wired Internet and computer in public pilot shack located in the Quonset hut at west end of airport.

Contact: Maj Martin Surdahl, 406-696-9775, [msurdahl@swmbits.net](mailto:msurdahl@swmbits.net)

#### **Butte**

*Bert Mooney Airport (BTM)*

Break Room, Butte Aviation FBO

Small heated room with table, chairs, electricity, wireless internet. Good cell service, limited paved parking.

Contact: Butte Aviation 406-494-6694

#### **Great Falls**

*Great Falls International Airport (GTF)*

Holman Aviation FBO

Large heated second floor conference room with electricity, tables, chairs, whiteboards. Wireless Internet available, good cell service.

Contact: Holman Aviation 406- 453-7613

#### **Helena**

*Helena Regional Airport (HLN)*

Montana Army National Guard

1-189th Aviation Battalion

3330 Skyway Drive

Large paved parking area, assembly room and heated classrooms with tables, chairs, electricity. Good cell service, no internet access.

Contact: Assistant Operations NCO 406-324-3508

### Potential locations at other Montana communities with populations over 5,000

Anaconda	3U3	Bowman Field Airport
Billings	BIL	Billings Logan International Airport
Kalispell	GPI	Glacier Park International Airport

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Potential locations at other Montana communities with populations over 5,000 (Continued)

Havre	HVR	Havre City-County Airport
Lewistown	LWT	Lewistown Municipal Airport
Livingston	LVM	Mission Field Airport
Miles City	MLS	Frank Wiley Field Airport
Missoula	MSO	Missoula International Airport
Whitefish	58S	Whitefish Airport

Potential locations at other Montana communities representing lesser populated geographic areas

Broadus	00F	Broadus Airport
Glendive	GDV	Dawson Community Airport
Glasgow	GGW	Wokal Field/Glasgow International Airport
Hamilton	6S5	Ravalli County Airport
White Sulphur Springs	7S6	White Sulphur Springs Airport
Fort Benton	79S	Fort Benton Airport
Shelby	SBX	Shelby Airport
West Yellowstone	WYS	Yellowstone Airport
Gardiner	29S	Gardiner Airport



## **Sample Media/Information Plan Template for inclusion in Incident Action Plans (IAPs)**

**1. Incident Name:** Laurel SAREX (Mission # 09-T-3849)

**2. Date Prepared:** 14 Jan 2009

**3. Time:** 1330

**4. Operational Period:** 16-19 Jan 2009

### **5. Media and Public Access**

The media are allowed the same access to facilities at Laurel Municipal Airport and to Northern Skies Aviation Inc., FBO as the general public. Members of the media may work freely in any areas open to the public.

Airport grounds are public property. The public and the media covering the exercise have a right to photograph, film, or videotape you or aircraft or equipment in plain sight without securing verbal or written permission. This applies to areas open to the general public and when escorted to areas otherwise restricted to the general public.

Members of the media are not required to identify themselves before asking questions or taking pictures, though most do so out of courtesy.

Access to the Incident Command Post (ICP) and to the flight line by individuals not involved in the exercise generally requires an escort. Use your discretion concerning access to these areas by individuals associated with the FBO, by other emergency responders and government officials, and by transient or locally based pilots.

Requests for escorted access to areas closed to the public and interview requests from the media will be handled on an individual basis. Requests should be directed to an Information Officer or the Incident Commander.

### **6. Impacts to safety and CAP Operations**

Members of the public and the media are not allowed to disrupt normal airport operations, incident operations, or law enforcement operations. Politely ask individuals to move to another location if their actions pose a safety hazard, or interfere or disrupt operations. Immediately notify your supervisor if the individual(s) fail to reply with your request.

### **7. Answering general questions from the media, airport or FBO employees, or members of the public**

Be polite, friendly, kind and courteous. While participating in this exercise, you represent the Civil Air Patrol and the United States Air Force.

Don't hesitate to answer any general question regarding the Civil Air Patrol or the basics of our weekend exercise. You may answer general questions about yourself, including such things as where you're from and what duties you normally perform in your daily life and as a CAP member.

If you don't know an answer, don't guess – just give them an honest "I don't know" and refer them to an Information Officer.

### **8. Release of Incident Information**

Verbal or written release of specific or sensitive information regarding incident operations will be in compliance with all applicable state, federal laws and CAP and MTWG policy and regulation. See CAPR 35-2 (15 July 1998), CAPR 60-3 (26 May 2004), CAPR 190-1 (4 June 2007) and AFI 35-101 (29 Nov 2005).

Release of incident specific or sensitive information requires advance approval of the Incident Commander or his/her designee.

### **9. Prepared by (Information Officer):**

### **10. Approved by (Incident Commander):**

## **APPENDIX E**

### **Web Links to Select Reference Materials**

CAP Media Policy

[http://members.gocivilairpatrol.com/cap\\_national\\_hq/public\\_affairs/cap\\_media\\_policy/](http://members.gocivilairpatrol.com/cap_national_hq/public_affairs/cap_media_policy/)

CAP Public Affairs Program - CAPR 190-1 (4 June 2007)

[http://members.gocivilairpatrol.com/media/cms/R190\\_001.pdf](http://members.gocivilairpatrol.com/media/cms/R190_001.pdf)

CAP Notification Procedures in Case of Death, Injury, or Serious Illness - CAPR 35-2 (15 July 1998)

[http://members.gocivilairpatrol.com/media/cms/u\\_082203092317.pdf](http://members.gocivilairpatrol.com/media/cms/u_082203092317.pdf)

CAP Emergency Services Training and Operational Missions - CAPR 60-3 (26 May 2004)

[http://members.gocivilairpatrol.com/media/cms/u\\_082503073358.pdf](http://members.gocivilairpatrol.com/media/cms/u_082503073358.pdf)

CAP PAO Toolkit

[http://members.gocivilairpatrol.com/cap\\_national\\_hq/public\\_affairs/cap\\_pao\\_toolkit/](http://members.gocivilairpatrol.com/cap_national_hq/public_affairs/cap_pao_toolkit/)

FEMA National Response Framework (NRF) Resource Center

<http://www.fema.gov/emergency/nrf/>

FEMA NIMS Resource Center: Public Information

<http://www.fema.gov/emergency/nims/PublicInformation.shtm>

FEMA Emergency Support Function #15 – External Affairs (January 2008)

<http://www.fema.gov/pdf/emergency/nrf/nrf-esf-15.pdf>

Basic Guidelines for Public Information Officers – FEMA 517 (November 2007)

[http://www.fema.gov/library/file?type=publishedFile&file=basic\\_guidance\\_for\\_pios\\_final\\_draft\\_12\\_06\\_07.pdf&fileid=aa3de3b0-acd0-11dc-9779-001185636a87](http://www.fema.gov/library/file?type=publishedFile&file=basic_guidance_for_pios_final_draft_12_06_07.pdf&fileid=aa3de3b0-acd0-11dc-9779-001185636a87)

National Response Team – Joint Information Center Model

[http://www.nrt.org/production/NRT/NRTWeb.nsf/AllAttachmentsByTitle/A-55JIC/\\$File/JIC.pdf?OpenElement](http://www.nrt.org/production/NRT/NRTWeb.nsf/AllAttachmentsByTitle/A-55JIC/$File/JIC.pdf?OpenElement)