



MONTANA WING HEADQUARTERS
CIVIL AIR PATROL
UNITED STATES AIR FORCE AUXILIARY
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WING PUBLIC AFFAIRS PUBLIC OBJECTIVES
Calendar Year 2012

Situation Analysis

Montana Wing (MTWG) is the fourth largest of the fifty United States with a current membership of about 315 adult leaders and cadets. Our squadrons are geographically dispersed which hinders joint training or coordinated activities, especially during the winter months due to severe weather conditions.

Due to the small size of our Wing, our general non-participation in real-word emergency responses or exercises, other than our own, and a lack of emphasis on public affairs we are not well known among the general aviation community. In addition, we are little known to state and county disaster and emergency services (DES), law enforcement and first responder organizations and are barely known to the general public.

To reverse MTWG's lack of public recognition and lay to rest the ironic reference to ourselves as "Montana's best kept secret", the public relations challenges that face the Wing during CY 2012 are set forth:

Objective I

Investigate the possibility of re-instituting a Wing periodical such as the former "Wingspan."

- Goal: Determine if such a periodical is both fiscally prudent and editorially sound .
- Strategy: Wing PAO will investigate the fiscal and editorial desirability of a wingspan-type periodical

Objective II

Increase the number of PAOs in MTWG.

- Goal: 50% increase in PAOs, either Primary or Alternate, in MTWG by the end of CY 2012
- Strategy: The Wing PAO will contact the commander of each unit and recommend the appointment of a unit PAO. PAOs at the subordinate unit level can be either a senior member or a cadet

Objective III

Increase the number of PIOs in MTWG.

- Goal: 50% increase in the number of PIOs in MTWG
- Strategy: Wing PAO will contact each unit commander to request that he/she encourage members to complete the SQTR to certify as a PIO for duty if, when and where needed

Objective IV

Enhance the professional proficiency of PAOs /PIOs in MTWG.

- Goal: PAOs/PIOs will receive training in the “tricks-of-the-trade” of public affairs
- Strategy: Wing PAO will conduct at least one class during CY 2012 by means yet to be determined for subordinate unit PAOs/PIOs on the various aspects of the PAO’s /PIO’s tasks

Objective V

Continue to publish a monthly MTWG eNewsletter.

- Goal: Write and disseminate electronically a monthly Wing eNewsletter to all Wing members
- Strategy: Solicit written and photographic input from the Wing staff and subordinate units, from Rocky Mountain Region PAO, NHQ/PA and other sources. Consolidate, edit and publish monthly eNewsletter

Objective VI

Continue to enhance the awareness within MTWG of the importance of public affairs internally and externally.

- Goal: MTWG units are periodically reminded of the importance of the Wing Public Affairs Program and how they can actively support and improve it
- Strategy: The Wing PAO will issue a quarterly “state-of-the-program” bulletin on the Wing Public Affairs Program, praise the praiseworthy and suggest methodology to support and improve it

Objective VII

Issue press releases to appropriate broadcast and print media and to the CAP NHQ house organs and journals to draw attention to our Wing’s activities and achievements.

- Goal: Draw local, county, state and national attention to MTWG activities and achievements to enhance visibility to our members to local, county and state officials and to the general public
- Strategy: The Wing PAO and PAOs at each subordinate unit will issue media advisories and news releases when appropriate

Objective VIII

Conduct “show the flag” activities at every opportunity to local, county and state disaster and emergency services (DES), law enforcement, first responder organizations, the general aviation community and the general public.

- Goal: Draw the attention of local, county and state officials, DES, law enforcement and first responder organizations, the general aviation community and the general public to our presence and capabilities
- Strategy: The Wing PAO and subordinate units PAOs will issue media advisories and news releases, attend meeting and conferences, participate in DES exercises, general aviation activities and public events and meet with local, county and state officials to brief them on our activities and our capabilities