



PUERTO RICO WING

PUBLIC AFFAIRS PLAN 2022

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**HEADQUARTERS PUERTO RICO WING CIVIL
AIR PATROL**

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26 March 2022

PUBLIC AFFAIRS PLAN

I. Introduction

This annual plan represents Puerto Rico Wing, Civil Air Patrol Public Affairs (PA) program required annually IAW CAPR 190-1 para. 7.1. The plan includes a Wing-wide evaluation of the program, objectives, goals, and strategies. It was prepared by Capt Elias Roman, PRWG/PA, and approved by Col Edgardo Torres, PRWG/CC.

II. Needs and Opportunities

The Puerto Rico Wing encompasses is by an archipelago and the U.S. Virgin Islands. Geographically, its area is diverse, ranging from major coastal metropolitan areas to mountainous rural zones. As of 26 March 2022, PRWG consists of 29 units (23 Cadet Squadrons, 4 Senior Squadrons, 1 Legislative Squadron, and 1 Support Squadron) and 3 Groups with 474 cadets and 379 senior members. PR Wing has 52 public affairs officer(s) (PAOs), both primary and assistants, on the membership roster.

The Wing headquarters is responsible for oversight program management and coordination to complete organizational missions. To develop a public affairs plan, the following elements are identified:

- **Strengths:** The wing has a staff that is committed to the organization. Local units have strong ties to the community. The Wing PAO had articles published constantly in social medias and websites. Also, made several videos and unit's PAOs radio shows to promote the organization.

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- **Weaknesses:** PAO's communication between subordinate units. Lack of training in photojournalism, including draft of news release and photo taking techniques.
- **Areas for Improvement:** Puerto Rico Wing needs to work towards certifying more Public Information Officers (PIOs) and the number of unit PAOs. Website updates need to be current regarding news and events. The Wing also needs to increase its recruiting and retention efforts.
- **Opportunities:** The cadet programs have a strong history and tradition in PRWG. Many former cadets provide support to the organization from their current positions. Gain more members and retain those who are already members. Establish a better relationship with commanding personnel in military installations and government agencies. Establish a strong partnership with STEM-related organization in Puerto Rico. Increase the activation of school-based units.
- **Threats:** CAP units in the wing vary in their membership numbers, from large units with multiple senior members to small units that struggle to survive. Natural disasters, such as hurricanes, earthquakes, and recently, epidemics and pandemics are a constant threat to membership and the recruiting efforts.
- **Major Events:** Each year the wing conducts a Cadet Conference, Wing Conference, Summer Encampment, G-SAR School and Ranger School. The Wing provides members with professional development trainings including orientations, specialty workshops, Training Leaders of Cadets (TLC-Basic and Advanced), etc. Also, exercises SAR/DR missions every month and a Public Affairs Officer School annually.

The Wing PAO needs to develop a stronger outreach program in the east side of the island, contacting local external media and community officials to introduce CAP and attempt to expand our visibility in that area. Membership needs to be addressed and active recruiting at local schools, community events, and word-of-mouth needs to increase. A cadet PAO program will continue during this year. The PAO will be working with the historian to document the members, activities, and events for historical purposes.

III. Effectiveness of 2021 Goals

The following goals of the last year's wing PA program were tracked by the PAO and reported to the Wing commander. Each goal was evaluated as **Successful** or **Unsuccessful**.

Goal 1. Ensure most units has an active, trained PAO who is progressing in the PAO specialty track and complying with CAPR 190-1 through active recruitment and training.
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Effectiveness: Successful – All units have PAOs assigned, including primary and assistants.

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Goal 2. The PAO will create a crisis plan for communications during incidents and a public affairs plan detailing the objectives and goals for the upcoming calendar year. The plans, each approved by the wing commander, will be submitted to NHQ and SER.

Effectiveness: Successful – The PAO submitted a PA Plan approved by the wing commander; the document was submitted on time in eServices to NHQ and SER.

Goal 3. Each unit will nominate the PAO for PAO of the year recognition. Each unit will forward the nomination to wing.

Effectiveness: Unsuccessful – This year a no nominations for Unit PAO of the Year Award were received from units.

Goal 4. The PAO will conduct a Public Affairs School.

Effectiveness: Successful – Although a PAO school was not conducted, series of workshops with the curriculum of the activity were given virtually on different dates.

Goal 5. Establish, maintain, and monitor the new Wing website and social media accounts.

Effectiveness: Successful – The has a current and accurate website and social media, with content checked on a weekly basis by the PAO to ensuring accuracy and compliance with CAP regulations.

Goal 6. Have at least one external constituent to participate in CAP activities during the year.

Effectiveness: Successful – Various external constituents participated in CAP activities at the squadron and group levels; supported by the PRWG Public Affairs Office.

Goal 7. Promote awareness of CAP among external constituencies and general public.

Effectiveness: Successful – The wing noticed an increase in the AE activities and non-cap member with the STEM kit participation and follow up on social media.

IV. Objectives

The Puerto Rico Wing Public Affairs Program has established the following objectives for 2019:

- A. Regular posting in our Wing's Facebook and Twitter pages.
- B. Support CAP national headquarters' strategic plans, including the PA strategic plans for marketing and branding through interactive communication and sharing information internally and externally.
- C. Increase visibility for squadron members and events through increased use of social media, external media releases, submissions to CAP's Volunteer Now, Wing website.
- D. Continue a working relationship with the Wing IT officer and/or webmasters to ensure the wing website meets and/or exceeds the internal and external PA needs and general information needs as directed in CAP regulations.

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- E. Promote support for wing/group/region/national hosted activities as requested, including preparations for CAP's 80th anniversary and PRWG's 72nd anniversary since its activation.
- F. Develop a Wing PA crisis communications plan and ensure a broad understanding of duties and responsibilities in times of emergencies.
- G. Increase organization visibility within the community through participation in community events and activities.
- H. Mentor squadron and group PAO's.

V. Goals and Strategies

The Wing PAO has set the following goals for the wing PA program. Each goal is described, the measures of success are provided, and each goal lists which objective(s) it supports. The goals will be tracked by the PAO and reported to the Wing commander.

Goal 1. Ensure most units has an active, trained PAO who is progressing in the PAO specialty track and complying with CAPR 190-1 through active recruitment and training.
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Description: The success of the CAP public affairs program rests with each unit having an active and trained PAO. PRWG will conduct training session at the Public Affairs Officer School and the wing conference PA seminar while mentoring unit PAOs individually on an as needed basis. PRWG PA will work with the unit commanders to ensure that each unit has a PAO assigned within the unit. Additional training opportunities will be provided through monthly communications from the Wing PAO; the development of online PAO training materials will be implemented.
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Measure of Success: This goal will be successful when at least 23 squadrons and 2 groups have a PAO assigned and working towards the PAO specialty track by 18 December 2022 .
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Goal 2. The PAO will create a crisis plan for communications during incidents and a public affairs plan detailing the objectives and goals for the upcoming calendar year. The plans, each approved by the wing commander, will be submitted to NHQ and SER.

Description: Wing PAO's will send PA and Crisis plans in a timely manner.
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Measure of Success: This goal will be successful when the wing PAO has an approved annual PA plan and a crisis plan by 31 March 2022 .
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Goal 3. Each unit will nominate the PAO for PAO of the year recognition. Each unit will forward the nomination to wing.

Description: Units will nominate candidates for PAO of the year who has excelled in public affairs initiatives and has been instrumental in conducting an exceptional program during the previous year within his/her unit. The award will be presented at the Wing Conference. The person selected will be nominated for Region PAO of the year.

Measure of Success: Each unit shall nominate a candidate for PAO of the Year Award. Success will be considered when the Wing receives at least three nominations by **30 September 2022**.

Goal 4. The PAO will conduct a Public Affairs School and/or PA workshops for continuing education and training.

Description: These trainings are designed as an introduction to the CAP Public Affairs Program and offers basic tools and skills for a successful and professional public affairs officer at their home unit.

Measure of Success: This goal will be considered successful when the activity is completed by **31 December 2022**.

Goal 5. Establish, maintain, and monitor the new Wing website and social media accounts.

Description: Working with the commander and the IT officer, the PAO will manage the wing website and social media and review them weekly to assure current and accurate information is available to the public and members in the wing.

Measure of Success: This goal will be successful when the wing has a current and accurate website and social media, with content checked on a weekly basis by the PAO to ensure accuracy and compliance with CAP regulations by **31 December 2022**.

Goal 6. Have at least one external constituent to participate in CAP activities during the year.

Description: To help improve relations with external constituencies, they will be invited to attend CAP key activities to learn firsthand about our missions, background, and history, and to experience our methods of training and operations. Target audiences will include local military organizations, government agencies, schools, business, industry, civic organizations, and the media.

Measure of Success: This goal will be successful when at least one invited external constituent participates in wing activities by **31 December 2022**.

Goal 7. Promote awareness of CAP among external constituencies and general public.

Description: To help build relations with external constituents the wing news releases, open-public activities promos and STEM-related partnership proposals (in collaboration with PRWG/AE) will be sent to external constituencies. PAOs should strive to meet periodically with representatives of key media to improve media awareness of CAP and to establish an understanding on the part of the PAO of the information needs and preferences of each media outlet. A survey will be conducted during the last month of the year.

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Measure of Success: This goal will be successful when the wing receives at least 70% feedback from units regarding meetings involving external constituents in the survey by **31 December 2022**.

Goal 8. The wing PAO, commander, and staff will embrace CAP national headquarters' branding initiatives by using the tools and templates provided on the CAP NHQ PA website.

Strategy: NHQ PA has distributed a branding master plan and resource guide, including templates for signature blocks, business cards, media releases, and other tools used by PAOs. Wing members will incorporate CAP branding into their official CAP endeavors by utilizing the CAP signature block and other branding initiatives recommended in the NHQ resource.

Measure of Success: The PAO, commander, and staff, will use CAP recommended branding resources, including the official signature block for all squadron communications by **31 December 2022**.

VI. Summary

This plan provides an overview of the current wing public affairs program, observations of the current PA environment, and goals and strategies for the program for the upcoming year. It is not meant to be a final plan, but one that will evolve as needed.

VII. Annual Review

This plan will be reviewed each year in the month of December for submission to region command in January. This will consist of a comprehensive review of the PA program, its successes, failures, areas for improvement and update goals/objectives for the next year.

VIII. Promulgation

Immediately, with approval of the Wing commander, this plan will be communicated to the Southeast Region Director of Public Affairs via email and CAP NHQ PA submitted at eServices and posted to the public affairs section of the wing website.

DRAFTED:

//SIGNED//
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Public Affairs Officer

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APPROVED:

//SIGNED//
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Commander