

TAB D-6: PUBLIC AFFAIRS		
	ITEM	REFERENCE
	The Public Affairs Officer's (PAO's) primary function is to help the commander continuously improve unit communications with the community, the media, and CAP members.	
1.	How are you working with wing staff members to achieve HQ CAP's primary PA objectives to: a. Increase public awareness of CAP, its missions and accomplishments, and CAP's contributions in support of the Air Force and national security? b. Promote cooperation between CAP and other aviation organizations? c. Acquaint the public with the importance of aerospace power to our national security?	CAPR 20-1 Page 39 & CAPR 190-1 Page 1-1
2.	How do you prepare the unit PAOs to be fully capable Mission Information Officers (MIOs)? a. Do you ensure MIOs can be contacted for a mission? b. Do you ensure MIOs are fully involved with SAR, DR, CD and other ES activities? c. Do you ensure MIOs are properly trained to deal with the media, especially during actual SAR/DR missions?	CAPR 190-1 Capt 9
3.	How do you ensure unit PAOs obtain proper technical training? Specifically: a. Training in news writing, photography, broadcasting and public service announcement production b. Recruiting and advertising c. Newsletter production	CAPR 190-1 Page 4-2
4.	How do you inform the media of CAP events? a. Are your news releases tailored to the needs of the media? b. Do you keep a list of media contacts?	CAPR 190-1 Page 3-1 CAPR 190-1 Page 3-2
5.	How do you assist the commander in managing controversies that have the potential to affect the wing?	CAPR 190-1 Page 3-15
6.	How do you keep CAP members informed? a. Do you publish a unit newsletter? b. How do you provide and receive updates from unit PAOs? c. Do you use e-mail to carry out internal	CAPR 190-1 Page 6-3 CAPR 190-1 Page 7-1 CAPR 190-1 Page 4-5 & 4-6 CAPR 190-1 Page 6-1

	communications? d. Does your wing manage a home page on the Internet and, if so, are your news releases published on it?	CAPR 190-1 Page 6-1
7.	How do you make your unit a part of the local community? a. Do you involve wing staff in the interaction with local military, government, education, business, civic and media groups? b. Do you inform these groups of CAP activities in AE, cadet programs, ES, SAR, CD and other mission areas?	CAPR 190-1 Page 5-1 CAPR 190-1 Page 5-2 CAPR 190-1 Page 5-2
8.	In what ways do you work the Air Force, Air National Guard or Air Force Reserve PAOs?; Commanders	
9.	Present copies of the quarterly reports (CAPFs 190-1) submitted to NHQ over the past year. a. Do you have a listing of all unit PAOs? b. How do you track unit PAO activities? c. Do you have a chronological file of news releases? d. Do you maintain a clipping file of news articles?	CAPR 190-1 Page 4-5 CAPR 190-1 Page 4-5 Recommended Management Practice