



Spin Control

November

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2000

PAO KUDOS

Congratulations to **Maj Greg A. Novak** for his article in the September *CAP NEWS* about the change of command of the Arundel Composite Squadron.

Congratulations to **1st Lt Alfred G. Traylor** for his article in the September *CAP NEWS* about the Bowie Composite Squadron's outdoor survival workshop for the Girl Scouts of Central Maryland.



PAO TRAINING AVAILABLE IN THE MARYLAND WING

The Maryland Wing provides several types of training for public affairs officers or those members, both cadet and senior, who want to learn more about public affairs.

Mission Public Information Officer

In order to be a mission rated public information officer, members must meet the requirements listed in MDWG Supplement 1 50-15. In order to receive a 101T card for information officer, a member must attend classroom instruction in media relations and CAPM 190-1. This course is given during the ES Weekend. Information includes the requirements for a 101T and a 101 card for public information officer.

101 T requirements include.

- Be a current member , at least 18 years old, completed level 1 (Sr.) or Phase I (cadet) (attach copy of membership card)

- Complete MD Basic ES Course and CAPF 116 parts 1 and 2 (attach copy of top part of CAPF 23 showing completion)
- Complete General ES Course (attach proof of completion)
- Possess a sound knowledge of CAP history and the Constitution And Bylaws Of The Civil Air Patrol.
- Complete classroom instruction in media relations and CAPM 190-1 conducted by a qualified Information Officer or Mission Coordinator (attach proof of training)
- Complete CAPF 100 for issuance of CAPF101T card and attach documentation
- Unit commander signs CAPF-100 and assigns card # and makes one copy. .
- Log card into ES Action Log
- File original copy CAPF-100 in individuals master record
- Give 101T Card and original CAPF-100 to individual

Completion of requirement for the 101 rating for public information officer can begin once a member has completed requirements for the 101T. Requirements for a 101 rating include:

- Be a current member , at least 18 years old, completed level 1 (Sr.) or Phase I (cadet) (attach copy of membership card)
- Complete MD Basic ES Course and CAPF 116 parts 1 and 2 (attach copy of top part of CAPF 23 showing completion)
- Complete General ES Course (attach proof of completion)
- Satisfactorily participate in a minimum of two missions as an Information Officer Trainee under the direct supervision of a qualified Information Officer. Make sure the back of the CAPF 101T is signed by the supervisor(attach copy of 101
- Demonstrate to a qualified Information Officer a thorough knowledge and understanding of CAP mission procedures, including:
 - 1) Mission procedures
 - 2) Media relations
 - 3) CAP history
 - 4) CAP state & national operations & activities
 - 5) Interagency agreements & operations

- Receive recommendation from a current Information Officer (attach MD Wing Form 5)
- Complete CAPF 100 for issuance of CAPF101 card for Information Officer and attach documentation
- Unit commander signs CAPF-100 and makes two copies.
- File original CAPF-100 in individuals master record forward package to MD Wing Emergency Services
- When 101 card is received, record number of card on copy of CAPF 100 in member's master file.

Public Affairs Officer Speciality Track

The CAPP 201 contains the information for individuals to use in progressing from technician to senior to master level as a public affairs officer in Civil Air Patrol. At each level, the training objectives and performance requirements to complete the rating are outlined. The PAO speciality track requirements for the technician's rating include:

- Complete 12 month internship
- Attend a minimum of one public affairs workshop/seminar
- Demonstrate and document ability to perform public relations tasks
 - Participate in at least one (1) planning session with unit commander and/or command staff
 - Establish and maintain a list of local media contacts
 - Submit two news releases to *Civil Air Patrol News* (one without photo, one with photo)
 - Submit a minimum of four releases to local media
 - Give a presentation on CAP to a non-CAP group or organization
 - Promote internal public relations awareness through the creation of a quarterly newsletter, bulletin or memo
 - Complete and submit PAO unit activity reports in accordance with wing policy
- Complete ECI CAP *Public Affairs Officer* correspondence course

The PAO speciality track requirements for the senior rating include:

- Complete 24 month internship
- Attend a minimum of two public affairs workshops/seminars
- Demonstrate and document ability to perform public relations and marketing tasks
 - Participate in at least two planning sessions with unit commander and/or command staff
 - Submit four news releases (two with photo, two without) to *Civil Air Patrol News*
 - Submit four news releases to non-CAP media
 - Give a minimum of two Civil Air Patrol presentations to non-CAP groups or organizations
 - Complete general emergency services training
 - Perform as a trainee or primary mission IO on two SR missions (training or actual)

- Arrange and assist in the coordination and implementation of one open house or other Civil Air Patrol special event
- Give a minimum of one public affairs seminar/workshop for your unit
- Complete and submit a minimum of six PAO unit activity reports in accordance with established wing policy

The PAO speciality track requirements for the master's rating include:

- Complete a 24 month internship
- Demonstrate and document abilities to perform public relations tasks:
 - Participate in a minimum of 2 public affairs planning sessions with the unit commander and/or command staff
 - Plan and conduct a minimum of three public awareness events (i.e. open house, TV appearance, fair, exhibit)
 - Act as "primary" mission information officer for 2 emergency service activities (actual, training or evaluation)
 - Plan and conduct a minimum of 2 public affairs workshops, seminars, or conferences
 - Produce and distribute quarterly public affairs memos/bulletins or newsletters
 - Establish and maintain a list of local (for unit), or area (group), or selected (wing) media contacts
 - Complete continuing education requirements for mission information officer
 - Complete an authorized *Emergency Services Incident Command System Public Affairs Training Course* offered by the state (Department of Emergency Services, State Police, etc.) or a federal agency (Federal Emergency management Agency)
 - Localize a nationally produced news article for release to local media
 - Complete and submit a minimum of 6 quarterly public affairs activity reports reflecting the unit/group/wing overall public relations activities for the preceding 24 month period.

