

2015 Hurricane Plan
Civil Air Patrol Public Affairs (CAP-PA) Plan

Background:

Hurricane Season in the Atlantic/Gulf of Mexico actively runs 1 Jun – 30 Nov; with the peak season from mid-August to late October. A total of nine named storms, five hurricanes and one major hurricane are forecast in 2015 by the Weather Channel Professional Division.

Implementation Strategy:

CAP Wings should maintain an annual public affairs (PA) plan in support of hurricane season and emergency preparedness that informs public and mission partners of the Civil Air Patrol efforts that save lives, mitigate human suffering and facilitate response operations.

Key Messages:

- **The Civil Air Patrol is part of a comprehensive (national/state) response to manage manmade or natural disasters**
- **The Civil Air Patrol is trained and equipped with professional capabilities that can help stabilize and improve the situation in the wake of natural and man-made disasters**
- **The Civil Air Patrol is fully capable of responding to multiple requests for civil support**
- **The Civil Air Patrol prepositions forces and capabilities to allow itself to rapidly respond in support of civilian authorities to:**
 - Save lives – directs forces to evacuate and rescue people
 - Maintain communications using extensive national communication system
- **The Civil Air Patrol plays an important role in disaster response; all efforts are in support of a lead federal and state agencies working closely with state and local officials**
- **Through pre-established National Operations Center, resources from across the nation can be made available to support emergency response**

Initiatives: Adapt Federal Emergency Management Agency four-phase construct for emergency planning operations.

PHASE 1: Mitigation:

- Prepare factsheets on Wing resources available to respond to hurricane or natural disaster (i.e. personnel, equipment, capability) Update WIMRS
- Develop command message reference card for Civil Air Patrol Airmen to use with media
- Conduct Unit Public Affairs/Information Officer Training/Update contact lists
- Check equipment functionality
- Train on PA basics – ensure imagery speaks to messaging
- Build relationships and partnerships to improve/sustain public affairs response
- Guide and support Wing response readiness capabilities

PHASE 2: Preparedness:

- Post preparedness messaging to social media platforms/public website/Social Media etc.
- Prepare PA products on preparedness

- Respond to Query (RTQ)
- Offer spokespersons to local/regional media (as appropriate)
- Manage public and other agency expectations regarding CAP response
- Develop messaging that is consistent with scope and timing of CAP response
- Identify media embed opportunities
- Begin inner-agency coordination

PHASE 3: Response:

- Actively engage traditional media, social media operations
- Update messaging as CAP response changes
- Offer spokespersons to local/regional media
- Respond to query (RTQ); monitor and assess media coverage through media analysis
- Establish daily conference call with NHQ-PA and other agencies (as required)
- Assess PA resources (Submit Request for Assistance/Information (RFA/RFI) through the National Operations Center)
- Develop Wing PA SITREP

PHASE 4: Recovery:

Stand down from full 24/7 operations and prepare to transition back to Phase 3 operations in the event of future treats/events. CAP operations may decrease as CAP forces decrease. Civil and commercial assets will assume more missions previously conducted by CAP personnel.

- Prepare messaging to “remind” and “describe” the support/success provided by the CAP
- Repeat CAP mentions, sentiment, command messages and citizen testimonials
- Identify follow-on PA resource requirements
- Return personnel to normal duties where possible
- Prepare transition strategy
- Respond to Query (RTQ)
- Provide summary/after-action report
- Conclude hurricane operations

Resources:

- CAP Public Website: www.capmembers.com
- CAP eServices: www.capnhq.gov
- National Hurricane Center: <http://www.nhc.noaa.gov>
- Ready.gov/Hurricanes: <https://www.ready.gov/hurricanes>

Civil Air Patrol National Headquarters Public Affairs staff/ general email inquiries: paa@capnhq.gov

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