

Northeast Region PAO Brief – June 2015

In an effort to increase communication and support for our public affairs efforts throughout the region, I'll be sending regular email updates. Please let me know if you find this information helpful, if you have information to share with other PAOs in the region, and if you have others who would benefit from being on this distribution list.

NER PAO Conference Call

Region staff members are encouraged to hold regular conference calls with wing counterparts. Our NER PAO call will be held on Monday, July 13 at 8 p.m. Dial [712-832-8310](tel:712-832-8310)/Access Code 309-0795. The agenda for this meeting will be to share your latest successes, recent challenges, questions and concerns. We will also review new tools available from National, and discuss compliance with annual public affairs and crisis communications plans.

UPCOMING REGION EVENTS

- **NER Powered Flight Academy:** 26 JUN – 4 JULY, Fremont, ME
- **NER Cadet Competition:** 14-16 AUG, Westover Air Reserve Base, Springfield, MA
- **NER Search and Rescue Competition:** 5-7 SEPT, Westover Air Reserve Base, Springfield, MA
(Attached is a fact sheet about the event.)

NATIONAL BUZZ

- **Public Affairs and Crisis Communications Plans** – If you haven't already, please forward a copy of your wing public affairs and crisis communications plans. [CAPR 190-1](#) requires wing PAOs to submit plan updates annually to region and NHQ. NHQ will review and provide comments for each document. *TIP:* Save the email from NHQ confirming receipt for inspections.
- **Social Media** – NHQ is in the process of consolidating all of its social media policies in one presentation. Currently, CAP's social media policy is contained in [CAPR 190-1](#), section 11 b-c. There are also a couple of pages in the [How-to Guide](#) for Civil Air Patrol Public Affairs, and a page in the [Brand Resource Guide](#). In addition, [CAPR 110-1](#) considers all official social media accounts to be an Internet Activity. It sets the wing commander as the lowest commander who can authorize an account. Accounts needs to be recorded in eServices and re-approved annually by 30 September.
- **2015 National Conference** - Registration is open for the 2015 National Conference being held 27-29 August, in Orlando, FL. The Public Affairs Academy will be held before the conference, 26-27 August. [Click here](#) for more information.

NEW PAO TOOLS

- **Hurricane Season – Public Affairs Response** - Hurricane season in the Atlantic began 1 JUN and ends 30 NOV. NOAA is predicting that along the Atlantic there will be a 70 percent likelihood of 6 to 11 named storms (winds of 39 mph or higher), of which between three and six could become hurricanes (winds of 74 mph or higher). At most, two of those are expected to become major hurricanes, defined as Category 3, 4 or 5, characterized by winds of 111 mph or higher.
 - In order for PAOs to be as proactive as possible, NHQ has developed the following documents: 2015 Hurricane PA Plan, a Hurricane Initial Release Template, and Public Affairs Guidance for use at the wing level.
 - Links to these documents can be found on the [NER PA webpage](#).
- **New PAO presentations** have been added to the [NER PA webpage](#).
 - **PAO Basics:** NER/PA Wing Conference Presentation by Julie DeBardelaben, NHQ Deputy Director of Public Affairs
 - **How to Write a Press Release:** Lt Col Steven Solomon, CAP NHQ Public Affairs Manager

REGIONAL INK

- **NER NINER Magazine** – Printed copies of the Spring 2015 NINER Magazine were given to wing commanders at the recent NER/PA Wing Conference. An electronic version is posted on the [NER PA webpage](#). If you produce a newsletter or magazine, please forward electronic copies for posting on the NER website.

- **Congressional Gold Medal** – Congressional Gold Medal presentations continue to make great stories around the region.
 - **Maine Wing:** 31 May - [Congressional Gold Medal awarded to civil air patrol pilot](#)
 - **Pennsylvania Wing:** 14 May - [Civil Air Patrol vets to be honored in Delco](#)

- **NER Cadet of the Year**
 - **New York Wing:** 30 May - [NER Cadet of the Year](#)

Thank you for your continued hard work and support of Civil Air Patrol. You ARE making a difference!