



Southwest Region 2016 Marketing Plan

Goal: Increase by 5% membership among CAP-SWR constituent wings

Objectives:

- Increase public awareness of CAP as a community resource
- Initiate and maintain region-wide external media contacts
- Identify, attract, and retain trained emergency responders, as well as attract and train volunteer-oriented citizens with an interest in emergency and disaster response services
- Identify, attract, and train community- and volunteer-oriented teenagers
- Inform school districts across SWR about CAP's STEM, AEM and traditional cadet programs
- Develop targeted outreach to local and state government to educate officials about CAP's value as an emergency and disaster response organization

Step One:

Increase external media outreach by advising, supporting and mentoring Wing PAOs in developing statewide public relations campaigns by Feb. 1, 2016, with suggested launching to begin immediately upon plan completion. SWR-PA will assist Wing PAOs with publicity campaign ideas, logistical support, initiating newsroom contacts, mentoring subordinate unit PAOs, and other help as needed or requested. SWR-PA will assist Wing PA progress during planning and execution phases, as well as provide feedback.

Ideally, Wing PA plans will include: canvassing constituent groups to identify media opportunities, appointing working group members from within the ranks of each wing's most active or capable PAO; initially targeting two (2) of the following in each area of responsibility: newspaper, television news department and radio news department; suggesting and preparing story ideas that highlight community-level ES-related training and response opportunities within CAP, as well as cadet educational and skills-building programs. All articles generated in this effort should be approved according to the chain of command and posted on

Squadron, Group and Wing websites as available, and forwarded to SWR-PA for record and broader distribution. Although social media is encouraged, traditional print media products are necessary in all cases.

All PA products will make use of NHQ/PA-approved branding, and will be written in Associated Press Style.

Step One is to remain an ongoing effort, conducted in partnership with Wing and unit Recruiting and Retention officers, as well as the Wing Government Relations Officer. For best results, the Wing PAO should keep the Wing Commander advised of all major developments and opportunities related to public affairs and marketing.

Step Two:

All external media products must contain, in addition to PAO point-of-contact block, brief information on ongoing/upcoming unit training opportunities within CAP as well as nearest unit contact information. RR officers should provide PAOs with current unit contact info, to include a telephone number, email address and (if available) unit website, as well as monitor and immediately respond to all potential membership inquiries.

Step Three:

Wing and unit PAOs, in association with RR counterparts, will prepare regular external news releases highlighting all missions and training (except for those covered by Operational Security guidelines) and focusing on CAP's need for both trained and untrained but interested new members. These products should, whenever possible, include brief profiles on local members who have benefitted personally or professionally from CAP training and association. Each wing will determine its most-critical needs related to trained personnel (such as radio operators, pilots, aircrew, ground team specialists, teachers, medical professionals, or any other specialty shortage) and target news releases accordingly.

Step Four:

Wing and Unit PAOs, in association with Aerospace Education and RR officers, would profit from developing awareness- and introductory-level documents that explain and detail CAP's STEM, AEM and traditional cadet programs. Products should be a "package" consisting of initial and follow-up documents, as well as courtesy phone calls. Products can also include short profiles on and testimonials from students in that school district.

All written communication should be specifically addressed to district-level school employees responsible for curriculum decision-making for appropriate grade levels, as well as to individual trustees and, if applicable, campus principals.

However, where there is existing interest on the part of a campus-level educator, these specialists can pursue awareness opportunities within the system and should be supported according to the Marketing Plan with information and sample instructional materials; for best results, notify Aerospace Education Officers of these developments in anticipation of educator requests for a formal presentation.

These products can be tailored for home-school co-ops, charter and parochial schools and youth outreach organizations.

Step Five:

Wing and unit PAOs, in cooperation with ES, Safety, Government Relations and RR counterparts, would profit from developing introductory/information documents and in-person presentations on CAP's disaster and emergency response capabilities specifically tailored for local and state elected officials and emergency managers. These products should highlight specifics on all recent missions and "call-outs." For elected officials, stress the value of CAP's ability to provide overflights to assess areas affected by natural disasters, nationwide media reach with CAP-sponsored PA products, and hands-on assistance in serving their constituents. Wing PAOs, in coordination with Government Relations and RR counterparts, need to do this for the state's members of congress in their area. Follow-up should include initiating and maintaining face-to-face and email contact with officials and emergency managers, as well as supporting state and local emergency conventions, safety fairs, displays and similar activities.

EXECUTION

Target RR Groups / In-Person Ideal Team Composition:

1. **Pilots** – RRO, Local Unit CC, PAO
2. **ES practitioners** – RRO, Local Unit CC, PAO
3. **Teachers** – RRO, Local Unit CC, Local AEO, Local CPO, PAO
4. **Professionals** – RRO, Local Unit CC, Local ES, PAO
5. **Former military** – RRO, Local Unit CC, Local ES, PAO
6. **Politicians / Government Officials** – GRO, RRO, Local Unit CC, PAO
7. **Youth** – RRO, CPO, Ranking Cadet(s), Local Unit CC, Local AEO, PAO

All initial, formal and on-site face-to-face marketing-related public contact, visits, and other communications should be conducted by CAP members in Class A, B, or Corporate uniform. For informal, repeat and off-premise visits, such as a "working coffee" or "working lunch," members may wear the Aviator shirt or CAP polo shirt and slacks.

Optimal Timing for Targeting Specific Groups:

1Q – Jan 2016, internal discussion and planning.

Feb 2016, implementation of: Steps One, Two, Three and Five for remainder of Marketing Plan cycle. Detailed work begins on Steps Four (identifying specific educator contacts, preparing materials and possible presentations) and Five (here, implementation varies depending on each state's election/re-election cycle, beginning of legislative session, and committee appointments).

March 2016, all steps should be either in effect or fully prepared for launching.

2Q – April 2016, Step Four begins with initial written contacts made to area educators; initial face-to-face follow-up would be best reserved for mid-May and into early summer, as Jan-early May is "crunch time" for annual spring standardized testing. Public Affairs, in cooperation with CPO, AEO and RRO, should anticipate and adjust external publicity ideas to summer activities and events.

May 2016, Initial formal evaluation and fine-tuning of steps currently in effect.

June 2016, PA emphasis on summer community safety. CAP summer training activities; workshops and networking.

NOTE: During this quarter, the weather should help stage rocketry activities/competitions, as well as model-aircraft displays and flying events. AEO and PA need to work closely on this, as these events normally yields eminently publishable images and story lines.

3Q – July 2016, Step Four continues, with emphasis on support during approaching academic year for all external AE programs. Second evaluation and fine-tuning of all steps currently in effect

August-September 2016, Back-to-School/Fall PA awareness and community safety campaigns.

NOTE: During this quarter, CPO, AEO and PA will work closely to report AE events such as power flight academy, glider flight academy, ground team training, and any other cadet-oriented and ES activity.

4Q – Oct-Dec 2016, Fall/Holiday Safety and CAP awareness campaigns; monitoring and adjustment of steps currently in effect; annual activity and activity tracking report to Wing Staff and SWR-PA.

CAP's Birthday: During this quarter, for all PA activity, capitalize on CAP's 75th Birthday.

NOTE: During this quarter, the weather should help stage rocketry activities/competitions, as well as model-aircraft displays and flying events. AEO, CPO and PA need to work closely on this, as these events normally yields eminently publishable images and story lines.

Wing leaders, unit commanders and Marketing Team members are invited to log onto the SWR Marketing & Public Affairs page <http://swrcap.com/public-affairs/>

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for ideas to flesh out state-level marketing and recruiting plans, or contact SWR-PA staff for guidance and assistance.

SWR Director of Marketing and Public Affairs: Lt Col Arthur E. Woodgate
512-432-0231 – office
512-567-1935 – cell
awoodgate@austin.rr.com

SWR Assistant Marketing and PA: Maj Morgan Montalvo
210-843-4924 – cell/home
caf_ffi@yahoo.com