



## *CIVIL AIR PATROL* *PACIFIC COAST REGION*

### *2011 PUBLIC AFFAIRS OFFICERS ACADEMY* *"Professional Training for a Professional Performance"*



11 April 2011

The Pacific Coast Region (PCR) will conduct its 2011 Public Affairs Officers Academy (PAOA) on 06-07 August 2011 at the Joint Base Elmendorf Richardson (JBER) in Anchorage, Alaska. The purpose of this PAOA is to provide PCR's Public Affairs Officers (PAOs) and Public Information Officers (PIOs) quality and proficient training to insure that they perform their duties and responsibilities in a skillful and professional manner as they promote CAP within their units, communities, state and country.

This PAOA will cover just about everything PAOs and PIOs need to know to perform the various tasks of CAP's Public Affairs Program (PAP), including internal and external matters, media relations, community relations, the unit public affairs program, management, training, inspections, and other duties and responsibilities. Recent changes in the CAP PAP will also be discussed.

Expenses for this PAOA will be your transportation to and from Anchorage Airport or JBER, meals, and a room for two nights (Friday/05 Aug and Saturday/06 Aug). No billeting on base will be available for Sunday (07 Aug) night. Base Billeting rate is \$39.00 per night. Base Billeting will not accommodate attendee's guest. Only those on the Military Support Authorization (MSA) are authorized billeting. There will be no fees for the Academy or handouts.

Upon receipt of your registration, the Staff will make room reservations at the JBER Billeting on your behalf. For attendees driving to the activity and back home at the end of the day, it's okay; or if wanting to stay at Billeting, it's okay too. You must indicate your billeting intention on the application. All attendees requiring billeting should arrive no later than Friday/05Aug/2300 hours. All attendees are required to be present during Academy hours and activities to receive their Certificate of Completion.

If you are traveling by commercial air, consider making your air reservations soon as possible. With the cost of fuel rising, should be able to get better rates on your air fare long before the application's due date. Efforts to provide transportation from and to the Airport will be made. Those flying in will be notified about their pickup information via email soon after the application's cutoff date.

Every PAO & PIO should take advantage of this training opportunity. This PAOA will help you to increase your skill level and prepare you to complete your tasks with confidence. No PAO & PIO can succeed without knowing about their tasks and the proper manner to accomplish it. We need to make this PAOA a success if we are to continue giving our PAOs & PIOs top-notch and professional training they so need and deserve. They are our most important resource for informing the public about CAP and we want to make sure our PAOs & PIOs are prepared and will skillfully and professionally give the right message to the various audiences in our communities.

***THE SUCCESS OF THIS ACTIVITY IS GOING TO BE BECAUSE OF YOU AND OTHERS ATTENDING...***

This PAOA is open to all (PCR and other Regions) CAP Senior Members. Unit commanders, incident commanders and those interested are encouraged to attend. Cadets performing public affairs duties or interested in public affairs may attend, but will require a Senior Member escort. Questions regarding cadets attending, contact the undersigned. Do not hesitate to contact me regarding any questions about this activity.

Attire will be the White Aviator Shirt w/Grey Trousers/Slacks/Skirt and the Air Force style uniform (Air Force Blue Shirt with Air Force Blue Trousers/Slacks/Skirt) may be worn and IAW 39-1. The CAP Blue Golf Shirt with the CAP emblem and Grey Trousers/Slacks/Skirt may also be worn. These three uniform combinations will be the only ones authorized for the PAOA. No other uniform combination is appropriate for this activity. If you have a problem meeting this criterion, contact me.

***PREPARATION: The will to succeed is important, but what's more important is the will to prepare... [Bobby Knight]***

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