

Lesson Objective: Explain how mission support functions support the three mission elements of the wing.

Behavioral Objectives: Marketing/Public Relations (Duration: 40 minutes)

1. Describe the wing's public relations program. (ref: CAPM 190-1, CAPP 34)
 - a. internal (describe internal PR vehicles)
 - b. external (describe external PR vehicles)
2. Discuss how the wing supports the squadron's local PR programs. (ref: CAPM 1901-)
3. Describe how the wing PR function operates during actual missions. (ref: CAPM 190-1)
4. Describe the wing's relationship with state and regional media outlets.
5. Discuss PA involvement with fundraising and government relations activities, and why these are important to squadrons.
6. Discuss wing support in the recruitment and training of qualified Marketing/Public Relations staff members at the squadron level.
7. Describe how the wing utilizes the public relations materials available through NHQ, and how these materials are used to support squadron activities. (ref: CAPM 190-1)
8. **Discuss how these actions support CAP's three main missions.**

Teaching Outline

MP I. The wing public relations program

A. Internal Distribution

1. Newsletters
2. Squadron input
3. Web site
4. CAP News
5. Etc.

B. External Distribution

1. Press releases
2. Advance announcements of events
3. Marketing strategies
4. Squadron input

MP II. Program administration

A. Supporting squadron programs

B. Mission public relations

1. Training
2. Interface with agency public relations
3. Interface with media outlets

C. Fundraising

D. Government Relations

E. Relationship with media

F. Recruiting and retention of PAOs

1. Targeting

2. Training

a. Visits

b. OJT

c) ECI course preparation and support

d) Etc.

G. Use of materials available through National Headquarters

1. Wing utilization

2. How used to support squadron programs

MP III. How these actions support CAP's three main missions

A. Aerospace Education

B. Emergency Services

C. Cadet Programs