



**Civil Air Patrol**  
**79<sup>th</sup> East Iowa Cadet Squadron**  
United States Air Force Auxiliary  
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## **PUBLIC AFFAIRS**

### **Plans and procedures for external promotion of key events**

**Review: September, 2008**

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#### **1. Objective**

The objective of this document is to define standard plans and procedures for external promotion of key events

#### **2. Squadron Key Events**

The PAO shall participate in key events to obtain better understanding of CAP missions and obtain useful information to promote CAP internally and externally.

- Participation in training
  - The PAO may participate in training activities for seniors and cadets, obtaining information about the course, opinions of participants, pictures and other information.
- Participation in exercises and actual missions
  - The PAO may participate in actual missions obtaining better understanding on the ES mission of CAP, obtaining non-sensitive information regarding the missions including participants and pictures. Exercises may include also SAREX.
- Participation in awards and promotions
  - The PAO may participate in awards and promotions ceremonies.
- Participation in special events?
  - CAP participates regularly in special events such as the March of Dimes, Fly-in's, etc. These events represent another opportunity to obtain information to promote CAP missions.

#### **3. External promotion**

External promotion may include:

- Press releases
- Interviews
- Documentaries/stories
- Public announcements
- Internet postings
- Newsletters