**Technician PAO - Rating Documentation**

CAPP 201 Oct 2016

Last Updated: 02/02/18

Name/Grade:

Unit/Position: IL-123 PAO Primary or Assistant

The public affairs officer trainee (PAO) at the technician level is expected to:

Act as the advisor to the commander on public affairs matters.

**Comment**:

Implement and manage the public affairs program.

**Comment**:

Conduct internal and external public affairs activities, including, but not limited to news releases (with photos or graphics), event promotions, public website development and maintenance and online presence management, member and member-family outreach, and response to media requests.

**Comment**:

Write pertinent, interesting and timely articles about unit activities, missions and people which reflect CAP locally and nationally in a positive light.

**Comment**:

Assist in the establishment of continuing training programs to help all unit members promote CAP within the community.

**Comment**:

**Knowledge, Performance, and Service Requirements**

To complete the technician rating in the PAO Specialty Track, the member must:

Participate in at least one public affairs planning session quarterly with the unit commander and/or command staff.

**Comment/Document**:

Contact the next higher echelon PAO to introduce yourself; review procedures, policies, and training opportunities; and be assigned a mentor.

**Comment/Document**:

Complete the following CAP online training: General Emergency Services (GES) and Introductory Communications User Training (ICUT).

**Comment/Document**:

Successfully complete the following online FEMA Independent study courses (attach certificates):

1. IS-42, Social Media in Emergency Management

**Comment/Document**:

2. IS-242, Effective Communication

**Comment/Document**:

*Optional/Recommended Courses:*

1. IS-29, Public Information Officer Awareness (or resident G-289 Public Information Awareness)

**Comment/Document**:

1. IS-100, Introduction to Incident Command System

**Comment/Document**:

1. IS-200, ICS for Single Resources and Initial Action Incidents

**Comment/Document**:

1. IS-700, National Incident Management System (NIMS) An Introduction

**Comment/Document**:

1. IS-800, National Response Framework, An Introduction

**Comment/Document**:

Describe through specific examples how you successfully fulfilled the duties listed in the position description in the technician section of this pamphlet.

**Comment**:

Attend a minimum of one public affairs workshop/seminar/academy or two (2) non-CAP public affairs training activities.

**Comment/Document**:

Following established guidelines published on the CAP PAO webpage, create (or update if already written by a previous PAO) a unit public relations plan and unit crisis communications plan and have them approved by the unit commander.

**Comment/Document**:

Create (or update) a list of local media (print, broadcast, internet, etc) contacts.

**Comment/Document**:

Serve as lead PAO for two of the following CAP activities: (including, but not limited to a change of command ceremony, dining out, open house, promotion/award ceremony, fundraising activity, training exercise, color guard competition or event, and Spaatz, Earhart, Mitchell or Wright Brothers Award ceremony, etc.)

**Comment/Document**:

Assemble and maintain a media kit as described in the How-To-Guide for Civil Air Patrol Public Affairs.

**Comment/Document**:

Reference the National Headquarters website and the PAO Toolkit contents quarterly for updated materials and add to/replace contents of the media kit as necessary.

**Comment/Document**:

Produce four news releases, two of which must contain photos taken by the PAO; have them approved by the unit commander and document distribution to the media. Two of these releases will be sent to NHQ/PA for possible inclusion on VolunteerNow by using the NHQ submission template.

**Comment/Document**:

Create and maintain documentation of work products (continuity book). May be stored electronically. See page 63 of the How to Guide for CAP Public Affairs.

**Comment/Document**:

Manage PA content visible to the public on the unit’s website and social media, if applicable. PAO involvement in the approval and posting of all public releases is highly encouraged.

**Comment/Document**:

Successfully serve for a minimum of 6 months as an assistant or primary public affairs officer. Service may combine assistant or primary experience.

**Comment**:

Give a minimum 15 minute presentation to unit members regarding CAP’s Social Media policy (reference CAPR 1-2, CAPR 1-3, CAPR 111-1, and CAPR 190-1, paragraph 11 and the Branding Resource Guide and Master Plan).

**Comment/Document**:

Successfully complete the online CAPP 201 test for technician rating.

**Comment/Document**:

**Public Affairs Officer**

**Technician Level Checklist**

**To complete the checklist, the member must:**

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| **Mentor or PDO**  **Knowledge, Performance, & Service Requirements Initials and Date** |

|  |  |
| --- | --- |
| Participate in at least one public affairs planning session quarterly with the unit commander and/or command staff. |  |
| Contact the next higher echelon PAO to introduce yourself; review procedures, policies, and training opportunities; and be assigned a mentor. |  |
| Complete the following CAP online training: General Emergency Services (GES) and Introductory Communications User Training (ICUT). |  |
| Successfully complete the following online FEMA Independent study courses (attach certificates):  1. IS-42, Social Media in Emergency Management  2. IS-242, Effective Communication  *Optional/Recommended Courses:*  1. IS-29, Public Information Officer Awareness (or resident G-289 Public Information Awareness)  2. IS-100, Introduction to Incident Command System  3. IS-200, ICS for Single Resources and Initial Action Incidents  4. IS-700, National Incident Management System (NIMS) An Introduction  5. IS-800, National Response Framework, An Introduction |  |
| Describe through specific examples how you successfully fulfilled the duties listed in the position description in the technician section of this pamphlet. |  |
| Attend a minimum of one public affairs workshop/seminar/academy or two (2) non-CAP public affairs training activities. |  |
| Following established guidelines published on the CAP PAO webpage, create (or update if already written by a previous PAO) a unit public relations plan and unit crisis communications plan and have them approved by the unit commander. |  |
| Create (or update) a list of local media (print, broadcast, internet, etc) contacts. |  |
| Serve as lead PAO for two of the following CAP activities: (including, but not limited to a change of command ceremony, dining out, open house, promotion/award ceremony, fundraising activity, training exercise, color guard competition or event, and Spaatz, Earhart, Mitchell or Wright Brothers Award ceremony, etc.) |  |
| Assemble and maintain a media kit as described in the How-To-Guide for Civil Air Patrol Public Affairs. |  |
| Reference the National Headquarters website and the PAO Toolkit contents quarterly for updated materials and add to/replace contents of the media kit as necessary. |  |
| Produce four news releases, two of which must contain photos taken by the PAO; have them approved by the unit commander and document distribution to the media. Two of these releases will be sent to NHQ/PA for possible inclusion on VolunteerNow by using the NHQ submission template. |  |

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| Create and maintain documentation of work products (continuity book). May be stored electronically. See page 63 of the How to Guide for CAP Public Affairs. |  |
| Manage PA content visible to the public on the unit’s website and social media, if applicable. PAO involvement in the approval and posting of all public releases is highly encouraged. |  |
| Successfully serve for a minimum of 6 months as an assistant or primary public affairs officer. Service may combine assistant or primary experience. |  |
| Give a minimum 15 minute presentation to unit members regarding CAP’s Social Media policy (reference CAPR 1-2, CAPR 1-3, CAPR 111-1, and CAPR 190-1, paragraph 11 and the Branding Resource Guide and Master Plan). |  |
| Successfully complete the online CAPP 201 test for technician rating. |  |

Candidate’s Name:

CAP Grade: CAPID: Unit Charter No: GLR-IL-

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Commander’s Signature – GLR-IL-001 Date