

PUBLIC AFFAIRS TRAINING GUIDE

TECHNICIAN RATING

Preface: The "Technician" rating is the entry level of the Civil Air Patrol public affairs and marketing program. It is designed to encourage, promote, and instruct the basic professional skills necessary to implement a beginning program of (1) community relations, (2) media relations, and (3) internal information activities.

1. OBJECTIVES: To develop a basic knowledge of public relations and marketing skills as it relates to the national public affairs program and the units at large, under the guidance available through HQ CAP/PA. Provide a means by which the public affairs officer gains professional skills necessary to promote Civil Air Patrol, the United States Air Force Auxiliary.

2. TRAINING OBJECTIVES:

a. Read and become familiar with CAPM 190-1, CAP Public Affairs Program, CAPM 50-1, Introduction to CAP, and CAPR 50-17, CAP Senior Member Training Program.

b. Attain a basic understanding of CAP history, its current missions, unit history, and membership requirements.

c. Become familiar with the fundamentals of public relations, journalism, and photography.

d. Become familiar with the proper procedures to initiate media and other organizational contacts.

e. Learn the fundamentals of producing a news release for your local media and *Civil Air Patrol News*.

f. Become familiar with the required reporting system as it pertains to wing public affairs policies and the requirements set forth by NHQ CAP/PA.

3. PERFORMANCE REQUIREMENTS:

a. Complete 12-month internship _____ (INCLUSIVE DATES)

b. Attend a minimum of one (1) public affairs workshop/seminar.

(DATE) (LOCATION)

c. Demonstrate and document ability to perform public relations tasks. (Please note date in provided space.)

1) _____ Participate in at least one (1) planning session with unit commander and/or command staff.

2) _____ Establish and maintain a list of local media contacts.

3) _____ Submit two (2) news releases to *Civil Air Patrol News* (one without a photo, one with photo).

4) _____ Submit a minimum of four (4) (1 per quarter) releases to local media.

5) _____ Give a presentation on CAP to a non-CAP group or organization.

6) _____ Promote internal public relations awareness through the creation of a quarterly newsletter, bulletin or memo.

7) _____ Complete and submit PAO unit activity reports in accordance with wing policy.

d. _____ Complete ECI *CAP Public Affairs Officer* correspondence course.

CERTIFICATION:

I do hereby certify that _____ (RANK, NAME)

has successfully completed the requirements and documentation to be awarded the Public Affairs Officer "Technician" rating.*

(UNIT COMMANDER) (DATE)

Affixing the unit commander's signature signifies that the candidate is eligible to wear the public affairs badge (pin) in accordance with CAPM 39-1, *CAP Uniform Manual*. A copy of the certification should be sent to the wing public affairs officer.

*The senior program officer should document this training on CAPF 45b, *Senior Member Training Record*, and update the unit *Senior Training Report*.