

PUBLIC AFFAIRS TRAINING GUIDE - MASTER RATING

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Preface: The "Master" rating is the highest level of achievement for the Civil Air Patrol public affairs officer. This level is the culmination of the professional skills learned and demonstrated to maximize Civil Air Patrol's public relations strategies as they relate to (1) community relations, (2) media relations (3) internal relations, and (4) as a liaison with other organizations and agencies in order to enhance and promote Civil Air Patrol's designated missions.

1. OBJECTIVES: To promote Civil Air Patrol, its missions, objectives and personnel in a professional manner as it relates to and under the guidance of NHQ CAP/PA. To act as primary consultant to the unit/group/wing/region commander on Civil Air Patrol public affairs and marketing matters. Be able to develop, manage, and implement a solid program for the unit. Become a leader and mentor for other members within Civil Air Patrol, by demonstrating knowledge, professionalism, and performance.

2. TRAINING OBJECTIVE:

- a. Attend at least one (1) region and wing conference.
- b. Obtain advanced skills in public relations and marketing responsibilities as they relate to promoting Civil Air Patrol and its missions.
- c. Be able to interpret Civil Air Patrol policies, procedures, and regulations in order to apply them to any situation that might arise.
- d. Be able to analyze environmental trends as it relates to Civil Air Patrol and advise the commander as to appropriate public relations action.
- e. Obtain advanced skills in performing and dealing with diverse emergency services missions.
- f. Demonstrate proficiency in instructing others in public relations/marketing strategies by conducting workshops, seminars, or other related training/actual events.
- g. To act as a mentor/instructor for other members to enhance their understanding of public relations and how it builds a positive CAP image and relationships within the communities and the nation.

3. PERFORMANCE REQUIREMENTS:

- a. Complete a twenty-four (24) month internship.
- b. Demonstrate and document abilities to perform public relations tasks:
 - 1) Participate in a minimum of two (2) public affairs planning sessions with the unit commander and/or command staff (non-cumulative).
 - 2) Plan and conduct a minimum of three (3) public awareness events (i.e., open house, TV appearance, fair, exhibition).
 - 3) Act as "primary" mission information officer for two (2) emergency services activities (actual, training, or evaluation).
 - 4) Plan and conduct a minimum of two (2) public affairs workshops, seminars, or conferences.

- 5)** Produce and distribute quarterly public affairs memos/bulletins or newsletters.
- 6)** Establish and maintain a list of local (for unit), or area (group), or selected (wing) media contacts.
- 7)** Complete continuing education requirements for mission information officer.
- 8)** Complete an authorized *Emergency Services Incident Command System Public Affairs Training Course* offered by the state (Department of Emergency Services, State Police, etc.) or a federal agency (Federal Emergency Management Agency).
- 9)** Localize a nationally produced news article for release to local media.
- 10)** Complete and submit a minimum of six (6) quarterly public affairs activity reports reflecting the unit/group/wing overall public relations activities for the preceding 24 month period.