



WISCONSIN WING CIVIL AIR PATROL
UNITED STATES AIR FORCE AUXILIARY
2400 Wright Street
Madison WI 53704-2572
Office: 608-242-3067 • FAX: 608-242-3068 • www.wicap.us



June 8, 2018

CALL TO SERVICE

The Commander of Wisconsin Wing (Select) is seeking an inspired volunteer to fill the position of **Director of Public Affairs** for **Wisconsin Wing**. Senior members should email their letter of interest with an attached CAP resume to Lt Col Patrick Gaylord (wicv.wiwg@gmail.com) (word documents please). Applications will be accepted until **22 July 2018**. Applicants will be contacted to discuss the position.

The challenge of being a Director for key Wing positions is both an honor and a responsibility. It is a chance to make a difference in the lives of Wing members as they benefit from the support and required training of the Wing team. It is also a position of trust and responsibility and requires a commitment to Wing, CAP, and to service for others as Wisconsin Wing meets the missions of CAP.

The future Wisconsin Wing Director of Public Affairs will be responsible for coordinating and working with the PAO team to accomplish the following:

- Ensuring that all distributed multimedia materials shall be in good taste, with members shown in proper uniform (*IAW CAPM 39-1*).
- Will maintain the Wing website in accordance with CAPR 110-1, and assist units with doing the same. Updating the blog monthly with unit press releases or relevant stories.
- Use social media to reach our members, potential members, CAP supporters, and the general public by maintaining the wings various social media channels to tell CAP stories.
- Provide training for subordinate unit PAOs at least annually.
- Regularly submit news advisories and releases, with photographs whenever possible, to the next higher headquarters.
- Develop an annual Public Affairs Plan to promote CAP, its goals and missions for internal and external audiences.
- Develop or update the Wing Crisis Communications Plan

- Advise the Commander on external PA strategies and methods in order to conduct an effective program.