

# Kansas Wing

## Public Affairs

# Strategic Direction

**Align information releases with the strategic direction of wing directorates**



**Engage all relevant media outlets to deliver our messages**



**Provide information to airmen that helps them maintain their situational awareness and advance wing strategies**



## **Commander's Intent**

Our Public Affairs staff inform the wing's constituents in a way that fosters a public image of high-value service provider to Kansas. We provide meaningful information to our airmen and their families.

## **Engage all relevant media outlets to deliver our messages**

- Post Legislative O-Flights releases to legislator's district media outlets
- Post award releases to squadron area's recruiting areas
- Pre-recruiting CAP informational releases to relevant areas
- Provide information release templates to squadrons
- Provide templates for Facebook and other digital media outlets
- Etc.

## **Align information releases with the strategic direction of wing directorates**

- Government Relations
- Aerospace Education
- Recruiting
- Etc.

## **Provide information to airmen that helps them maintain their situational awareness and advance wing strategies**

- Publish weekly newsletter for KSWG airmen and cadet parents
- Maintain website with current and actionable information
- Etc.

This brochure provides an introduction for all airmen of the Kansas Wing to our strategic direction. It reflects our desired state and provides the Kansas Wing staff with decision-making focus.