

## Spring 2025 Continuity

Job Title: Public Affairs

Immediate Chain:

- Wing Commander
- Chief of Staff
- A6/7

Area of Responsibility:

Summarize what your job entails.

The job of being a Public Affairs Officer is to inform and showcase the detachment's personnel, the opportunities we get to experience, the achievements we gain, and the goals and mission that the detachment has set. With that comes a lot of responsibility to stay consistent, make sure to stay standardized and have a professional tone, pay attention to the little details (grammar and any other errors contribute to the credibility of the detachment and the overall image), and rely on your team.

Weekly Flow: Every week, we are in charge of making Senior Sunday posts, weekly Newsletters, and also making posts that are uploaded on the detachment's Instagram page.

**Sunday:**

- Post the Newsletter to the wing announcement chat before the end of the day.
- Post Senior Sunday Post every Sunday, usually in the afternoon, for bigger attractions.
- Make sure all the pictures that you took for that week are updated in the Google document.

<p>This job requires you to:</p> <ul style="list-style-type: none"> <li>● Think outside the box</li> <li>● Be creative</li> <li>● Taking initiative</li> <li>● Communicate effectively</li> </ul> <p>You are entrusted in this position to become the voice of the detachment, so do your best to represent Det 842 with accuracy and excellence.</p>	<p><b>Friday:</b></p> <ul style="list-style-type: none"> <li>● Make an Instagram post, short reel, or videos from what happened that week during LLAB or in general, that gets uploaded in the afternoon.</li> </ul> <p><b>Monday / Wednesday:</b></p> <ul style="list-style-type: none"> <li>● Can post other informational or educational videos, posts, or reels on the detachment Instagram prior to the PMT days.</li> </ul> <p>The workload stays consistent, unless other taskers take precedence, like end-of-the-semester video, interviews, cadet pictures for Slack, updating the boards, or detachment photos.</p>
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<p><b>New Projects:</b></p> <ol style="list-style-type: none"> <li>1. This semester, we have been given an Alumni Newsletter that we are in charge of creating to get support and strengthen the already existing connection to the detachment graduates. The purpose of this newsletter is</li> </ol>	<p><b>Some things we have not been able to complete:</b></p> <ol style="list-style-type: none"> <li>1. To make an Organization chart for the detachment staff on one of the bulletin boards on the wall inside the detachment.</li> <li>2. Get interviews with retired military members about their</li> </ol>
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<p>to keep the alumni informed about our current cadet events, opportunities that we give, involvement, accomplishments, and growth of our detachment.</p> <ul style="list-style-type: none"> <li>● We plan to do this every semester, but things can change to it becomes a yearly thing. I would get in contact with Cadre to discuss this information further.</li> </ul>	<p>experience, life, and</p> <ol style="list-style-type: none"> <li>3. Working with the Booster Club to create a yearbook of everything that occurred and all the cadets who participated.</li> </ol> <p>Have your own creativity and come up with some ideas on how you can contribute to the position.</p>
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<p><b>Struggles I Experienced:</b></p> <ol style="list-style-type: none"> <li>1. A lot of fast changes and last-minute hiccups.</li> <li>2. Unexpected circumstances arise within the team.</li> <li>3. Technological hiccups.</li> </ol>	<p><b>How Did I Address the Struggles?</b></p> <ol style="list-style-type: none"> <li>1. Making a list of what is important and what needs to be done first, by putting tasks onto a list of what needs to be prioritized first based on the sense of urgency and its impact. This can allow you to focus on what truly matters without being overwhelmed.</li> <li>2. Creating a new plan with the team and staying adaptable.</li> <li>3. Communicating with the chain of command about any implications that arise, and asking other cadets if they could lend a hand or help with</li> </ol>
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	figuring out the solution to your problem. Do not be afraid to ask for guidance or reach out to others.
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### **Advice:**

- Make sure to communicate up the chain with every task that has been completed and or will be completed.
- Make sure to add to the continuity document to ensure the upcoming cadets are up to date with the information and the experience they need to know.
- Talk to Cadre about any purchases that are needed or equipment, so the purchases can come from the Booster Club instead of your personal pockets.
- Watch some videos on how to work a camera and adjust brightness settings, flashlight, video, etc, to take the best quality pictures.
- Make sure to try to upload all the pictures after Thursday to the Detachment drive, and make a Google document that shares the Google Drive link to all the photos taken weekly.
- Make sure to coordinate coverage of events that occur throughout the detachment, whether it is socials, breakouts, LLABs, etc.
- Make a Google form for POC to fill out and send to the POC announcement chat to see what POC will be chosen for POC of the week.
- Have a chat with the different squadrons to ask for the cadet of the week at the end of each week.

Resources/Links:

canva.com → for the Detachment Weekly Newsletter and Alumni Newsletter

<https://www.canva.com/design/DAGj4Sxemkw/sU3rSFySqkvTAaGrYlqpGA/edit>

Another Continuity document from the 2024 Semester for PA:

<https://docs.google.com/document/d/1O1fLRVzIUfmYvikolj5CQiNseu6lrDmcith5CczsMJA/edit?usp=sharing>

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