

HQ Warwickshire & Birmingham Wing
Air Training Corps
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2008 Wing MCO Report

The 2008 Media Communications Report covers the period Jan – Dec 2008. The report provides an overview of the media coverage obtained, Squadron involvement in PR, monthly reporting, and the highlights of the Wing's PR for the year.

Media Coverage:

The Wing and Squadrons have achieved excellent increase in press and media coverage this year leading to a total of 6,1595, press 'Column inches' with over 200 published articles and 8 local Radio broadcasts referring to Squadrons activities were aired. This achievement was predominately down to 6 Squadrons who have been very active in PR. In particular, 121 Squadron continues to achieve over 76% of the Wings PR activity and not unexpectedly were again the winners of the Wing PR Trophy. Whilst other Squadrons are running news events, many are not actively notifying the Wing MCO of their activities. .

MCO Monthly Reports:

This year saw a similar Monthly Return to 2007. However, only 11 Squadrons regularly submit returns. Given that this information is also supplied to Region and then onto HQAC, it does not reflect well on the Wing.

The table below shows Squadrons who have had 0% returns for the 2007-8 period.

84 Sqn*	487 D/F Sqn *
194 Sqn *	493 Sqn *
198 Sqn	489 Sqn*
480 Sqn *	1459 Sqn*
1368 Sqn	2504 Sqn*

* Sqns not submitted any reports in over 2 yrs.

Wing Web Site:

Thanks to the hard work and time from Flt Lt P Hinks, the Wing Web site continues to be an excellent communications media for Wing PR and Wing updates; however more submissions from Squadron and their activities would be of benefit. A major element of the web site is the Squadron location and details list, OC Squadrons are reminded that updates to Squadron details should be sent to Flt Lt Hinks for web site inclusion.

Recruitment Caravan

Usage on the Wings Recruitment caravan remained poor, with only 1 Squadron utilising it in 2008.

Additional PR Equipment:

2007 saw the introduction by HQAC of a variety of professional PR Tools supplied to Wings. These take the form of pop-up stands, marketing boards and a recruitment marquee. These items can be borrowed via WHQ for both Wing and Squadron events and PR campaigns.



D MARTIN
Sqn Ldr
Wing MCO