



Big Changes at MAC: Media Industry Leader Joins Civil Air Patrol as Senior Director of Marketing & Strategic Communications; Award-winning Graphic Designer and Branding Consultant Named Creative Director

By Julia L. Martin, Freelance Writer

The Marketing and Communications Department has announced two new hires. **Brad Nolan**, media industry veteran, has been named Civil Air Patrol’s senior director of marketing and strategic communications. **Matt Borrelli**, award-winning brand consultant and multi-media graphic designer, has been hired as creative director.

With a unique skill set honed from a 25-plus year marketing, communications and broadcast production career, Nolan will bring a fresh perspective to the organization. “We’re thrilled to welcome Brad Nolan to the team,” **Kristina Jones, CAP’s chief growth officer**, said. “As a former cadet and current member, Brad speaks the Civil Air Patrol experience with authenticity and passion. His strategic mindset and deep understanding of our mission is exactly what we need to convey our stories, amplify our voice, and expand our reach across the country.”

When first asked how he felt, Nolan said, “I’m incredibly honored to take on this role. Let’s get started, shall we? Go to HowCanMACHelp.com.”



Brad Nolan, Senior Director
Marketing & Strategic Communications
Civil Air Patrol

A nationally recognized on-air personality, podcast creator and executive producer, Nolan’s shows and projects have touched lives from small towns to Hollywood. “It’s a

rare moment in a career when you can combine a lifelong love, CAP, with what you do for work,” Nolan, a past squadron commander for the Washington Wing Green River Composite Squadron, said. Citing Civil Air Patrol’s mission of saving lives and shaping futures as an example, he said: “We are building safer communities, and creating a future our members can be proud of. I’m excited to share those stories with people,” he said.

“CAP has impacted four generations, and we are tasked with attracting *all* of them.” He added the landscape of recruitment and retention of volunteers, cadets and donors has changed. “We’re not just competing with other nonprofits — we’re competing with Hulu and Fortnite. Civil Air Patrol has so many stories to tell — of the cadets, of the volunteers, of saving lives. It’s time for the world to see the life-changing work happening here.”

Nolan’s own journey through Civil Air Patrol tells a tale of two lifelong loves — broadcast personality and cadet. His career in radio began when he was 12 and convinced a future Pennsylvania Wing commander, Col. Gary Fleming, to let him be an on-air host at Fleming’s radio station, WEXC. A later move to Arizona, having a flight-obsessed best friend then led to his other lifelong love: Civil Air Patrol. He said it went something like this: “My buddy Joel Hocker was like ‘want to go to this thing with me? You can ride in planes.’ (The “thing” being CAP’s Cochise County Composite Squadron meeting.) I was ‘like sure’ ... and I never stopped going.” After they joined their high school’s JROTC program, they transferred to Tucson Composite Squadron 105. “We commuted 90 minutes each way to Davis Monthan Air Force Base. Our adult squadron commander was an absolute [force] in CAP! Joel and I’d do five days of JROTC then we’d do CAP — and I was still on-air with a radio station.” The experiences he had left a lasting impression on him. Talking about his later solo flight in 2006 at age 18, he said: “When the plane left the ground, the seat next to me was empty for the first time, all I could feel was pride, nervousness ... and pure freedom.” And those are feelings he still experiences when he soars above the clouds.

During college, Nolan joined Army ROTC intending to fly, but the world of broadcasting had too strong a hold on him. “At that point, I was already 10 years into my broadcasting career.” His success in the broadcast world (using what CAP taught him) led to his current position with iHeart Media impacting on-air hosts, radio stations, and digital audiences worldwide.

But in 2017, the lure of the skies became too strong, and Nolan realized he truly missed CAP and became an adult member (Washington and California Wings) with roles at group, wing, and national levels including national cadet team podcast producer, several commands and being the 2023 National Conference local

coordinator. Nolan dedicates much of his energy in Civil Air Patrol to that high school best friend, Cadet Col. Joel Hocker, who passed away in a 2011 car accident during his time at Fort Rucker training to be a U.S. Army pilot.

Matt Borrelli is a former consultant and award-winning creative director creating advertisements, designs, marketing and brand campaigns for agencies and corporations. “Matt will be a force multiplier in our efforts at Civil Air Patrol. He brings with him a fresh, specialized and needed lens into the world. Anything feels possible,” Nolan said about Borrelli’s hire. “He will help us create an exciting and inviting new approach to our consistency and marketing strategies.”

A communications design graduate of Kutztown University of Pennsylvania, Borrelli also has a degree in multimedia design from Lehigh Carbon Community College. “I’m



Matt Borrelli, Creative Director
Civil Air Patrol

excited for the opportunity to collaborate with the marketing and communications team, combining the depth of their knowledge and skills with mine to build and create consistency in the CAP message,” Borrelli said.

“Civil Air Patrol has many stories of service, saving lives, impacting futures. I want to dig deep into that legacy and tell those stories in ways that will compel people to become involved, to interact with Civil Air Patrol.” Borrelli emphasized the need for a conversational approach. “The more we communicate the value CAP provides, the

more people in more communities we can reach and impact. The more we can tell our story, the more lives we can save and shape,” he said. “Telling people: we save lives. What’s more important than that?” Borrelli said.

Much like Nolan with Civil Air Patrol, Borrelli got involved in his life love — brand marketing — through a friend. He said he was always more interested in advertisements, typography, and branding of products than he was in drawing. “A friend was taking a course on graphic design in product branding. He was talking about it, and I realized that’s what I wanted to do. So I jumped in and joined him in design school.”

The stories of cadets and adult members on their CAP journeys — what they do and how they do it — are tales that Nolan and Borrelli both feel need to be told. Like the

friend's influence on Borrelli's path to a lasting career in brand marketing and strategies, and remembering the *Flying Escapades of Joel and Brad*— the story of two teens looking for adventure.

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