

DEMONSTRATE THE ABILITY TO COORDINATE VISITS OF NEWS MEDIA TO MISSION SITES

CONDITIONS

You are the Information Officer for a missing aircraft mission and the Incident Commander has asked you to escort the media to the mission base and on a ground team sortie.

OBJECTIVES

- 1. Describe proper procedures for dealing with media visits to mission sites.
- 2. Coordinate media visits to mission sites.

TRAINING AND EVALUATION

Training Outline

1. Often the media will want to get an up close and personal look at the functions of a working mission. They will often request a visit to the mission base or ask to be allowed to travel along with an aircrew or a ground team on a sortie. It is the job of the IO to setup and coordinate these visits, provide assistance to the media and to minimize the interference to the mission.

a. Authorize all media visits and activities with the Incident Commander. Ensure they will not interfere with the operation of the mission in any way.

b. Verify credentials of any and all media personnel to be involved in the visit. Make a note of the names of the reporters and the agency they represent.

c. Have copies of the latest press release to give the media upon arrival.

2. Plan your visit ahead. Most media agencies appreciate a well thought out and professional presentation

a. Verify ahead of time the places you are authorized to take the media.

b. Inform any ground teams and aircrews that will have media accompanying them on sorties. Assist them on how to deal with the media and what they are authorized to speak about. Make sure all members have your contact information.

c. At the end of the visit, thank the media for their time and make sure they have a way to contact you later

Additional Information

More detailed information on this topic is available CAPR 190-1, Volumes 1 & 2

Evaluation Preparation

Setup: This evaluation should be conducted during a mission, preferably a practice mission.

Brief Student: That they have been instructed by the Incident Commander to conduct media visits of several mission sites

Evaluation

<u>Performance measures</u>	<u>Results</u>
1. Student must demonstrate the ability to properly record media visits.	P F
2. Student must demonstrate the ability to coordinate media visits to mission sites.	P F
3. Demonstrate a briefing to an aircrew or ground team prior to media accompanying them	P F

Student must receive a pass on all performance measures to qualify in this task. If the individual fails any measure, show what was done wrong and how to do it correctly.