

PAO Academy Roundtable

MIO Use of Audio & Video

My thinking process for this topic was driven by several facts:

- The new CAPR 190-1 stresses
- Last time my wing had a multi-day search, our website traffic increased 1,000%
- The new CAPR 190-1 says: Para. 10. The PAO shall have the authority to develop and coordinate the public affairs aspects of electronic communications tools employed by the unit for internal and external communications, including unit websites and listservs...The content shall be created in collaboration with appropriate staff members and shall be facilitated by the staff member(s) designated as webmaster, listserv manager and/or information technology officer.
- Para. 11. The MIO...provides timely information to the public affairs staff of each higher headquarters.
- The revised MIO Checklist Guide (http://cap.gov/documents/ES_Checklist_Guides.doc) says: **Post copies of every release** at the incident command post, on your wing website, and copy each release to your wing and region PAOs concurrently with your distribution to the media. If requested, also copy National HQ.
- Online video is a new means of expression for people today, given the ease with which it can be created using digital cameras many people already own and free software, such as Windows Movie Maker. YouTube videos are easy to embed in other websites.
- Young people (and some not so old) spend huge amounts of time on YouTube and other video sites, which have become targets for "viral marketing" that uses short videos to promote many organizations and causes

My Idea:

On large/long missions, the MIO effort should take the next step beyond JUST providing news release information to mass media outlets.

Mission Information should include using medic channels CAP CONTROLS, such as our websites, to provide information directly to the public, including:

- Timely news releases, updated several times a day, obvious on the home page.
- Audio and video that the mass media cannot provide, including IC and other staff interviews, tours of the ICP, reports on what aircrews and ground teams do, etc.
- Such multimedia productions require an editorial stance to always show CAP in a positive light, comply with rules on release of mission information and OPSEC, but also reinforce the professionalism and fun that comes with being a CAP member
- Subtly focus in recruitment and strengthening relationships with partner agencies.