

MULTIMEDIA WORK REQUEST FORM			1. WORK ORDER NO. (For PA Use Only):	
2. REQUESTER (LAST NAME, FIRST NAME)		3. GRADE/RANK	4. PHONE NO.	5. DATE (YYYY-MM-DD)
6. ORGANIZATION		7. OFFICE SYMBOL	8. EMAIL ADDRESS	
9. SUPPORT REQUESTED				
<u>PHOTOGRAPHIC SUPPORT</u> - Includes support for: - Publicly releasable coverage of ASAB mission sets, operations, etc. - Airmen performing unique mission taskings - Historical documentation and/or relevant events as described in the AF Decision Logic Table per AFI 35-109, Visual Information		<u>WRITTEN ARTICLE</u> - Includes support for: - Newsworthy events that highlight the mission Airmen with unique stories - Informational / relevant news/ features where the material will reflect command specific items that could potentially effect personnel, ops, etc.		<u>WEBSITE UPDATES</u> - Includes support for: - Updating information on the ASAB website - General uploading and posting of items relevant to ASAB - Information corrections or deletions - Wing level biography updates
<u>VIDEO SUPPORT</u> ***NOTE*** - Contact the PA office to further discuss this option. DO NOT request video support if your request falls into the Priority 4 or 5 category as described below.		<u>SOCIAL MEDIA SUPPORT</u> - Includes support for: - Advertising official wing-level events, and non-MWR related events open to all wing personnel - Providing posts specific to ASAB personnel and families connected on FB - Instagram/FB posting requests		<u>SELF-HELP</u> - Includes support for: - Camera check out to document retirements for E-8 and below/ O-5 and below - Unofficial office functions, sporting events, cake cuttings, morale events, etc.
PLEASE READ				
<p>PA PRIORITIZATION EXPLAINED - PA leverages its resources and capabilities to best support and convey relevant command and AF level themes and messages as outlined in the Lines of Effort and the COCOMs communication strategy. Below are brief descriptions of the PA priorities as based on the Prioritized Employment Plan.</p> <hr/> <p>PRIORITY 1: Support for time-critical official investigations, crisis response, requests that directly impact the installations ability to perform its operational mission</p> <p>PRIORITY 2: Support for NON-time sensitive official investigations, combat readiness, critical items that directly support commanders at the wing level or higher</p> <p>PRIORITY 3: Routine support for education and training, WING-LEVEL official recognition programs, and installation support, generally includes routine communication with internal and external audiences</p> <p>PRIORITY 4: Includes all other production services not outlined above and may need to be fulfilled through self-help services</p> <p>PRIORITY 5: Items that have specifically been designated as self-help services only (cake cuttings, SQUADRON-LEVEL changes of command, promotions unless those being promoted are O-6 and above or promoting to chief master sergeant, morale events, etc.)</p> <hr/> <p>PA will provide a consultation to explain the best level of support that will be most effective based on the nature of the request. This includes determining what PA product could best convey the requesters message to their intended target audience. PA will also provide media training as necessary. Please call if you need further clarification on the priorities and what it could potentially mean for your request.</p>				
10. FUNCTION BEING SUPPORTED BY REQUEST				
MISSION SUPPORT		COMMAND INFORMATION	INSTALLATION SUPPORT	MEDICAL/DENTAL
TRAINING / READINESS		CRIMINAL INVESTIGATION / ALERT PHOTO	RECRUITING	OTHER (Please explain)
11. EVENT TITLE		12. DATE/TIME		13. LOCATION(S)
		YYYY-MM-DD 00:00 am/pm		

14. PURPOSE AND JUSTIFICATION

EXPLAIN THE INTENT OF YOUR REQUEST AND HOW IT SUPPORTS THE MISSION. EXPLAIN THE SUPPORT YOUR REQUEST MAY PROVIDE TO YOUR AUDIENCE AND WHAT THE END GOAL OF HAVING THE PA PRODUCT PRODUCED WILL BE FOR YOU AND/OR YOUR ORGANIZATION. **BE SPECIFIC:**

15. SPECIFY TARGET AUDIENCE

Specify the target audience of your request. This information will help maximize reach. Examples of target audiences include but are not limited to: *E-3 Airmen, military spouses, retirees, Junior Airmen 18-21 years old, dependents, etc.*

PRIMARY AUDIENCE:

SECONDARY AUDIENCE:

16. REQUESTER SIGNATURE

“I CERTIFY THE PRODUCTS AND SERVICES RECEIVED FROM THIS REQUEST ARE FOR OFFICIAL GOVERNMENT USE ONLY.”

IAW AFI 35-109, PA CANNOT AND WILL NOT PROVIDE SUPPORT FOR: MARKETING, FUNDRAISERS, AND PERSONAL MEMENTOS. REQUESTS RECEIVED OF THIS NATURE WILL AUTOMATICALLY BE DENIED. ASK ABOUT OUR SELF-HELP OPTIONS FOR THESE REQUESTS TYPES.

SIGNATURE: _____ DATE: _____

-----**FOR PA USE ONLY**-----

17. PRIORITIES AND ASSIGNED PERSONNEL

- P1
- P2
- P3
- P4
- P5

CPT H
TSG DM
TSG MM
SSG DC
SRA P

NOTES AND OTHER USEFUL INFORMATION:

INSTRUCTIONS FOR COMPLETING THE BARKSDALE FORM 833

PAGE 1: (BLOCK 1 TO BE COMPLETED BY PA PERSONNEL ONLY, BLOCKS 2 -10 MUST BE COMPLETED BY REQUESTER)

1. Work order no.: PA personnel will input the work order number and initial the box to indicate they received the request.
- 2 – 8. The requester must provide all requested information ensuring it's accurate and reliable to receive PA correspondence.
9. Support Requested: PA personnel must assist customers when needed to clarify any of the PA support descriptions while also providing consult on the best option available depending on the nature of the request. 'PA Consultation' should only be checked if the requester seeks specific guidance for PA support in lieu of other potential provided support. 'Communication Planning' will include longer term research and planning on part of PA for the requester and is usually performed at a higher-level, which could result in various PA products being produced from the intended outcome of the planning. 'Other' should only be checked if the request is outside the normal scope of PA support but PA is still a stakeholder for the potential facilitation or production of the intended request.
10. Function Request Supports: The requester must select a category that best describes the kind of function the request supports. PA personnel must provide clarification on the categories when necessary and make recommendations based on the intended message.

PAGE 2: (BLOCKS 11 – 16 MUST BE COMPLETED BY REQUESTER, BLOCK 17 WILL BE COMPLETED BY PA PERSONNEL)

- 11 – 13: The requester must provide all relevant information requested in these blocks for scheduling purposes.
14. Purpose and Justification: The requester must provide an explanation on how completion of their request will support Barksdale's mission. The included example provides a basic template that the customer can reference.
15. Specific Target Audience: The requester must make a determination on who they intend to reach with their request by narrowing the audience down to a specific demographic. The primary audience must consist of three most important intended groups the requester wishes to reach. For example, if the event is a chapel sponsored single Airmen retreat, the primary audience could consist of "E3-E4 + single + living on base." A secondary target audience must also be provided to help broaden the scope of the primary audience and to help PA facilitate a suitable course of action to meet the intended audience goal of the requester.
16. Requester Signature: The requester must read and agree to the PA statement, and sign and date the request.
17. Priorities and Assigned Personnel: PA personnel will determine the PA mission priority and check the appropriate block on the left-side column. Personnel assigned to the request will have the appropriate block checked from the four columns broken down by sections: public affairs officers, command information, video, and media/community relations/graphics. Relevant notes and information should be annotated in the bottom row.

PAGE 3: (BLOCKS 18 – 25 MUST BE COMPLETED BY PA PERSONNEL FOR PRODUCTION TRACKING UPON COMPLETION OF THE REQUEST)

18. Photo Services: The assigned photographer(s) fulfilling the request will complete this portion upon completion.
19. Video Services: The assigned videographer(s) fulfilling the request will complete this portion upon completion.
20. Tasks and Materials: PA personnel who completed the work order must account for the equipment used to complete the task, who fulfilled the request, what equipment they used, and the hours they spent completing the request. Time tracking includes accounting for the time spent in early preparation, travel, setting up, tearing down, writing, editing, recording, transcribing, developing, etc.
21. Products Delivered: Provide a description of the finished product whether it's an article, photo, video, etc. Include quantities of multiple products such as the number of photos posted, or the number of videos copied, etc.
22. Quality Control: QC begins at the editing stage prior to product completion and ends when the final product is provided to the requester. The primary editor or section lead should provide QC for all released products produced their respective section, or assign this task to someone who can satisfactorily ensure the final product meets QC standards.
23. Customer Notification: PA personnel must annotate correspondences made to the requester upon completion of the product, or when additional information or correspondence is needed.