

# Please fill out the form below and send to 2bw.pa@us.af.mil

<b>MULTIMEDIA WORK REQUEST FORM</b>		1. WORK ORDER NO. (For PA Use Only): _____	
		Received by (Initials): _____	
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	
<b>9. SUPPORT REQUESTED</b>			
<p style="text-align: center;"><b><u>PHOTOGRAPHIC SUPPORT</u></b></p> <ul style="list-style-type: none"> <li>- Includes support for:</li> <li>- Publicly releasable coverage of ASAB mission sets, operations, etc.</li> <li>- Airmen performing unique mission taskings</li> <li>- Historical documentation and/or relevant events as described in the AF Decision Logic Table per AFI 35-109, Visual Information</li> </ul>	<p style="text-align: center;"><b><u>WRITTEN ARTICLE</u></b></p> <ul style="list-style-type: none"> <li>- Includes support for:</li> <li>- Newsworthy events that highlight the mission Airmen with unique stories</li> <li>- Informational / relevant news/ features where the material will reflect command specific items that could potentially effect personnel, ops, etc.</li> </ul>	<p style="text-align: center;"><b><u>WEBSITE UPDATES</u></b></p> <ul style="list-style-type: none"> <li>- Includes support for:</li> <li>- Updating information on the ASAB website</li> <li>- General uploading and posting of items relevant to ASAB</li> <li>- Information corrections or deletions</li> <li>- Wing level biography updates</li> </ul>	
<p style="text-align: center;"><b><u>VIDEO SUPPORT</u></b></p> <p><b>***NOTE***</b> - Contact the PA office to further discuss this option. <b>DO NOT</b> request video support if your request falls into the Priority 4 or 5 category as described below.</p>	<p style="text-align: center;"><b><u>SOCIAL MEDIA SUPPORT</u></b></p> <ul style="list-style-type: none"> <li>- Includes support for:</li> <li>- Advertising official wing-level events, and non-MWR related events open to all wing personnel</li> <li>- Providing posts specific to ASAB personnel and families connected on FB</li> <li>- Instagram/FB posting requests</li> </ul>	<p style="text-align: center;"><b><u>SELF-HELP</u></b></p> <ul style="list-style-type: none"> <li>- Includes support for:</li> <li>- Camera check out to document retirements for E-8 and below/ O-5 and below</li> <li>- Unofficial office functions, sporting events, cake cuttings, morale events, etc.</li> </ul>	
<b><u>PLEASE READ</u></b>			
<p><b>PA PRIORITIZATION EXPLAINED</b> - 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>			
<p><b><u>PRIORITY 1:</u></b> Support for time-critical official investigations, crisis response, requests that directly impact the installations ability to perform its operational mission</p>			
<p><b><u>PRIORITY 2:</u></b> Support for NON-time sensitive official investigations, combat readiness, critical items that directly support commanders at the wing level or higher</p>			
<p><b><u>PRIORITY 3:</u></b> 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><b><u>PRIORITY 4:</u></b> Includes all other production services not outlined above and may need to be fulfilled through self-help services</p>			
<p><b><u>PRIORITY 5:</u></b> 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>			
<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>			
<b>10. FUNCTION BEING SUPPORTED BY REQUEST</b>			
<b>MISSION SUPPORT</b>	<b>COMMAND INFORMATION</b>	<b>INSTALLATION SUPPORT</b>	<b>MEDICAL/DENTAL</b>
<b>TRAINING / READINESS</b>	<b>CRIMINAL INVESTIGATION / ALERT PHOTO</b>	<b>RECRUITING</b>	<b>OTHER (Please explain)</b>
<b>11. EVENT TITLE</b>		<b>12. DATE/TIME</b>	<b>13. LOCATION(S)</b>
		YYYY-MM-DD      00:00 am/pm  p.m.	

**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: \_\_\_\_\_