

MULTIMEDIA WORK REQUEST FORM		1. WORK ORDER NO. (For PA Use Only):	
2. REQUESTER (LAST NAME, FIRST NAME)		3. GRADE/RANK	4. PHONE NO.
6. ORGANIZATION		7. OFFICE SYMBOL	5. DATE (YYYY-MM-DD)
9. SUPPORT REQUESTED			
<input type="checkbox"/> PHOTO ----- - Barksdale's mission sets and operations - Airmen performing unique mission taskings - Command level support; etc.	<input type="checkbox"/> ARTICLE ----- - Newsworthy events of interest to BAFB and the general public - highlights the mission - Airmen with unique stories, etc.	<input type="checkbox"/> WEBSITE ----- - Updating unit information on the official BAFB website - General uploading and posting of items relevant to BAFB	<input type="checkbox"/> MULTICAST ----- - Broadcasts to the base populace events relevant to Barksdale personnel; this function pushes out a live stream accessible through the Barksdale intranet (DCS)
<input type="checkbox"/> VIDEO ----- ***NOTE***: For video requests, the requester will be contacted by the PA office for further consultation.	<input type="checkbox"/> SOCIAL MEDIA ----- - Advertising an official event - Non-mission related activities including cake cuttings, base sporting events, etc.	<input type="checkbox"/> SELF-HELP ----- - Camera check out to document retirements for E-8 and below/ O-5 and below - Unofficial office functions - Sporting events, etc.	<input type="checkbox"/> GRAPHICS ----- - Creating digital art for official functions - Web design - Poster designs, etc.
<input type="checkbox"/> PA CONSULTATION – Provides PA expertise on the level of PA support that will be most effective based on the nature of the request. This includes determining what PA product would best convey the requester's message to their intended target audience. PA Consultation also include news media preparation.			
<input type="checkbox"/> COMMUNICATION PLANNING – Provides PA expertise to facilitate one of the following communication plans: Deliberate – supports discrete objectives (aligned with broader priorities) with limited duration periods or specific events. EX: AF birthday, open house, change/addition to wing's mission, etc. Campaign – supports long-term enterprise level enduring efforts over a significant period of time. EX: plans for the nuclear enterprise, diversity, major acquisitions, etc. Contingency – addresses narrow or specific issues developed prior to or in conjunction with crisis events or emerging opportunities. EX: aircraft mishaps, nuclear-related incidents, on-base disturbances, high-profile courts-martial, etc.			
<input type="checkbox"/> - OTHER (EXPLAIN AND BE SPECIFIC):			
10. FUNCTION BEING SUPPORTED BY REQUEST			
<input type="checkbox"/> - MISSION SUPPORT EX: Flight ops, deterrence and assurance, documentation, etc.	<input type="checkbox"/> - COMMAND INFORMATION EX: Gate closures, new policies affecting BAFB, etc.	<input type="checkbox"/> - INSTALLATION SUPPORT EX: MILCONS, environmental impacts, Force Support functions, etc.	<input type="checkbox"/> - MEDICAL/DENTAL EX: Photo documentation, forensic photography, etc.
<input type="checkbox"/> - TRAINING / READINESS EX: Photo documentation for training purposes; PA training, Mission training, contingency exercises, IG inspections, etc.	<input type="checkbox"/> - CRIMINAL INVESTIGATION EX: Photo documentation for OSI/SF, alert photography	<input type="checkbox"/> - RECRUITING EX: PA support for military events in the local area excluding tours	<input type="checkbox"/> - OTHER (Please explain) EX: Research, development, test, and evaluation; intelligence; reconnaissance
11. EVENT TITLE		12. DATE/TIME	
		YYYY-MM-DD 00:00 am/pm	
13. LOCATION(S)			

14. PURPOSE AND JUSTIFICATION

EXPLAIN THE INTENT OF YOUR REQUEST AND HOW IT SUPPORTS THE MISSION. EXPLAIN THE SUPPORT YOUR REQUEST PROVIDES AND WHAT THE END GOAL OF HAVING THE PRODUCT WILL BE FOR YOU AND/OR YOUR ORGANIZATION:

(EX: "Communicate EVENT to AUDIENCE and gain NUMBER attendance to the event on DATE at LOCATION for REASON. This product will help REASON for MISSION, TRAINING, ETC.")

15. SPECIFIC TARGET AUDIENCE

INCLUDE A PRIMARY AND SECONDARY TARGET AUDIENCE. YOUR TARGET AUDIENCE SHOULD BE BASED ON A SPECIFIC DEMOGRAPHIC IN WHICH THE END PRODUCT WILL BE MOST VALUABLE AND USEFUL. FOR EXAMPLE: IF YOU WANTED PHOTOS OF B-52 PRE-FLIGHT CHECKS, WHAT GROUP OF PEOPLE WOULD BENEFIT THE MOST FROM THESE PHOTOS? WOULD THEY BE RELEASEABLE OR PRIMARILY FOR TRAINING THE FLIGHT CREWS? RESOURCING PUT INTO YOUR PROJECT IN WHICH PA SUPPORT IS REQUESTED SHOULD ALSO BE CONSIDERED WHEN DETERMINING SOLICITING ATTENDANCE FOR AN EVENT AND/OR THE AUDIENCE WHO WILL BE GIVEN THE INFORMATION. **DO NOT LEAVE ANY SPACE BLANK.**

PRIMARY AUDIENCE: _____ + _____ + _____
 (EX: E-3/E-4 + married + on-base)

SECONDARY AUDIENCE: _____ + _____ + _____
 (EX: off-base deployed spouses + 18-24 year old + CGO's)

16. REQUESTER SIGNATURE

"I certify the products and services received from this request are for official government use only."

Per IAW AFI 35-109, PA CANNOT provide support for:

- Marketing
- Fundraisers
- Mementos

SIGNATURE: _____ DATE: _____

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

17. PRIORITIES AND ASSIGNED PERSONNEL

ASSIGNED PERSONNEL				
<input type="checkbox"/> - P1 <input type="checkbox"/> - P2 <input type="checkbox"/> - P3 <input type="checkbox"/> - P4 <input type="checkbox"/> - P5	PAO: <input type="checkbox"/> - CAC <input type="checkbox"/> - LTJH	CI: <input type="checkbox"/> - TSGM <input type="checkbox"/> - SSGBR <input type="checkbox"/> - SRADC <input type="checkbox"/> - SRALH <input type="checkbox"/> - A1CSC <input type="checkbox"/> - A1CSB <input type="checkbox"/> - A1CTC	V: <input type="checkbox"/> - SSGK <input type="checkbox"/> - SRAGS <input type="checkbox"/> - A1CCJ <input type="checkbox"/> - A1CAR <input type="checkbox"/> - A1CJB <input type="checkbox"/> - A1CCW	M/C/G: <input type="checkbox"/> - TSGWB <input type="checkbox"/> - SSGMC <input type="checkbox"/> - SRADK
	NOTES AND/OR SPECIAL INSTRUCTIONS:			

18. PHOTO SERVICES							
	PHOTO SHOOT	STUDIO	PRINTS	ALERT	POSTED ONLINE	ACCESSIONED	TOTAL
TOTAL NUMBER OF IMAGES							
TOTAL NUMBER OF PRODUCTS DELIVERED							

19. VIDEO SERVICES								
	RECORDING	EDITING	EDITED VERSION	RAW FOOTAGE	HARD COPIES PRODUCED	ACCESSIONED	AMRDEC / ELECTRONIC TRANSFER	TOTAL
TOTAL VIDEO MINS/HOURS								
TOTAL NUMBER OF PRODUCTS DELIVERED								

20. GRAPHICS												
PRODUCTS DELIVERED	2D /3D ART	ANIMATION	BOOK COVERS	CERTIFICATES	CHARTS	MULTIMEDIA PRESENTATIONS	POSTER	SIGNS	SLIDES	WEB PAGE DESIGN	ACCESSIONED	OTHER
ELECTRONIC												
MANUAL												

21. MULTICAST			
	CONFERENCE EQUIPMENT SET UP/ TEAR DOWN	CONFERENCE FACILITATION, SITE SURVEY AND FUNCTIONALITY TESTING	DCS FACILITATION
HOURS			

22. TASKS AND MATERIALS			
TASK DESCRIPTION	PERFORMED BY	EQUIPMENT/MATERIALS USED	HOURS SPENT FULFILLING REQUEST(S)
TOTAL HOURS			

23. PRODUCTS DELIVERED	
DESCRIPTION OF PRODUCTS PROVIDED TO REQUESTER:	QTY.

24. QUALITY CONTROL	
PRODUCT COMPLETION DATE: (YYYYMMDD)	QC PERFORMED BY:

25. CUSTOMER NOTIFICATION		
DATE/TIME (YYYYMMDD/0000)	INDIVIDUAL NOTIFIED AND REASON	NOTIFIED BY

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. Graphics: The assigned graphic artist must complete this portion based on the services provided.
21. Multicast: PA personnel assigned to this tasking must account for the total time spent preparing, broadcasting, and closing out a multicast request.
22. 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.
23. 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.
24. 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.
25. Customer Notification: PA personnel must annotate correspondences made to the requester upon completion of the product, or when additional information or correspondence is needed.