

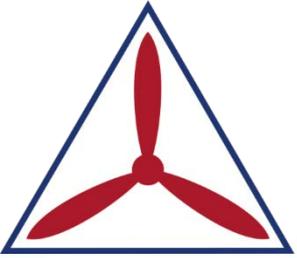
Civil Air Patrol



Takeaways *from* Hurricane Harvey

Lt Col Johanna Augustine
Public Information Officer
Hurricane Harvey

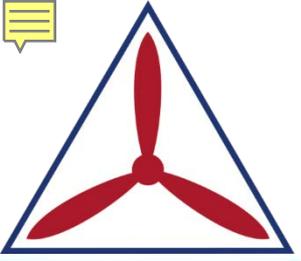
PAO Academy
August 2018



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Texas braces for Hurricane Harvey

Hurricane Harvey is forecast to become a category three storm before making landfall along the Texas coast on Friday night

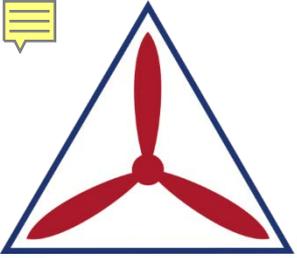


Source: National Hurricane Centre

© GRAPHIC NEWS

GN35751 Graphic shows projected path of Hurricane Harvey and storm track area.

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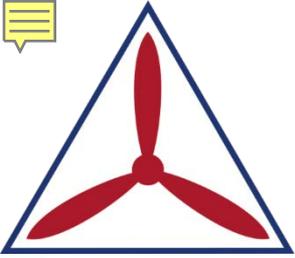
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How to handle media from the Incident Command Post



Partnering with emergency service providers & PAOs to make it happen



How to handle media from the ICP



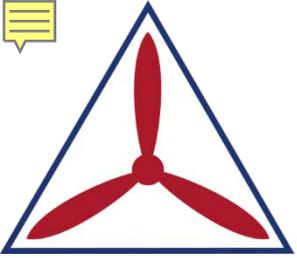
Are you aware that



the media operates differently than it did in previous years?



the media will get it what it wants from somewhere else if you can't deliver?



How to handle media from the ICP



Questions to ask yourself?



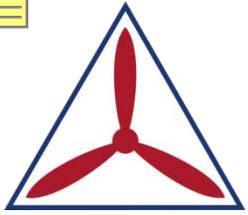
Are you assigned to the mission as the PIO?



Have you spoken to the incident commander about media coverage?



Is the IC on board with your ideas? Can they provide media flights – if requested?



How to handle media from the ICP



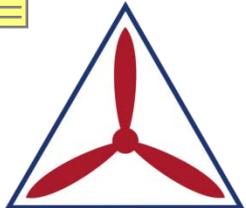
Where will the PIO be working?



Will the ICP be near the near incident?



Will the ICP be located far from incident or at one of the forward operating bases?



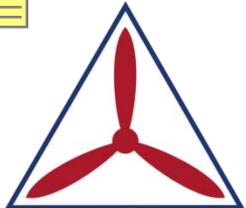
How to handle media from the ICP



What type of media coverage do you want or expect to get?



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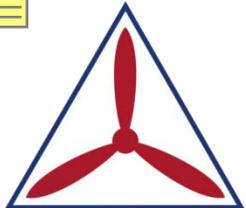
How to handle media from the ICP



How should you contact the media?



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Partnering with emergency services providers & PAOs to make it happen

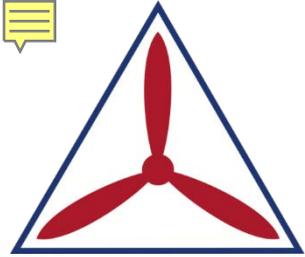


American Red Cross



- **and other agencies that request CAP's services**

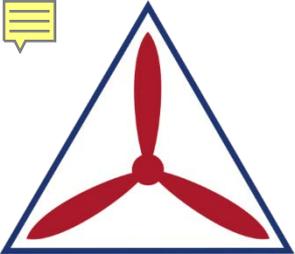
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Partnering with emergency services providers & PAOs to make it happen



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Partnering with emergency services providers & PAOs to make it happen



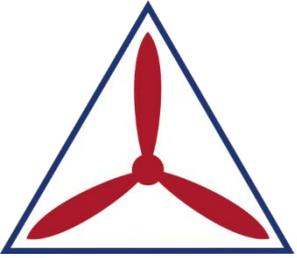
Be flexible –



Additional missions can be added at any time

- **High bird**
- **Ground teams**
- **Air search**

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Overwhelmed yet?

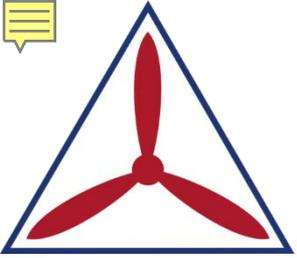
Don't



PANIC!

It's time to find someone to help.

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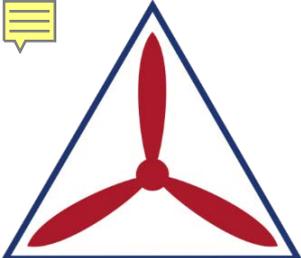
Partnering with emergency services providers & PAOs to make it happen



Where can you go for help?

First:

- 1. Qualified PIOs**
- 2. PIOs already entered into training**
- 3. PAOs who meet requirements to be entered into PIO training**



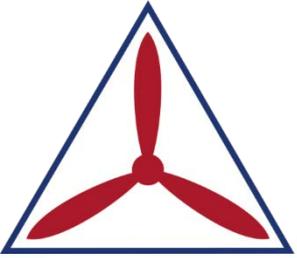
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Second:

Find CAP members who can work from a FOB or go out on a mission.

- 1. Squadron PAOs that have special skills**
- 2. Pilots and/or ground team members**



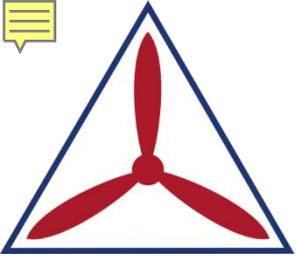
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Skills & Duties

Have dependable PIOs and MSAs help at ICP & FOBs.

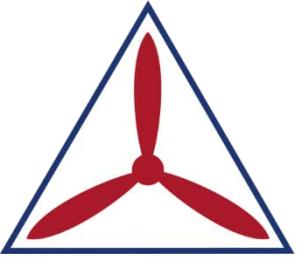
- **Assist with escorting duties, logging information, press releases, social media updates.**
- **Maintain calendar: Schedule visitors, media flights, phone calls.**



What would I've done differently?



- ✓ **Provided a briefing for aircrews**
- ✓ **Confirmed funding for media flights & elected official flights**
- ✓ **Taken more photos of ICP staff, aircraft, CAP members working, ICP work area**



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Questions

Concerns



Comments

Criticisms

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