

Maryland Army National Guard

Unit Public Affairs Training

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MARYLAND 400

Agenda

- What Makes a good Unit Public Affairs Representative?
- MDNG PAO Webpage
Online UPAR Submissions & PAO Support Requests
- What makes a great photo?

UPAR

- One of the first things a commander should do is appoint a Unit Public Affairs Representative, or UPAR, as they're often called. As you consider a person to appoint, here are some recommendations to guide your choice:
 - ❖ Your UPAR should be someone who is familiar with your unit and has proven him or herself as dependable. You need someone you can rely on to work independently, without a great deal of supervision.
 - ❖ The UPAR should be able to communicate well; they should be able to talk clearly and effectively to unit members, or reporters
 - ❖ The UPAR must be well organized.
 - ❖ Whoever you appoint as the UPAR will need at least three important things from you, the commander, and your unit: time, material and support.

MDNG Public Affairs Webpage(s)

Official web page of the MDNG PAO

(It's full of great information, online forms, and contact info)

bit.ly/MDPAO

UPAR Submissions

(photos, videos, articles, storyboards)

bit.ly/UPARSUBMISSIONS

Public Affairs Requests

(For major events, deployments, large training exercises, etc.)

bit.ly/PAOREQUEST

UPAR Submissions

- One week after IDT weekend
- Comprehensive
- Action photos
- Captions
- “5 Ws” & identify the photographer
- After approval by CoC, submit content (photos, videos, articles, storyboards, etc.) to the MDNG PAO via the UPAR Submissions webpage.

bit.ly/UPARSUBMISSIONS



April IDT

1-158 CAV



WHO: 1-158 Cavalry

WHAT: 1-158th Cavalry conducted individual and collective METL training.

WHEN: 19-21; 26-28 APR 2013

WHERE: Annapolis, Easton, Camp Dawson, WV, Camp Baker, Fort AP Hill, VA

WHY: In order to improve cavalry skills and prepare for upcoming training exercises.

SUMMARY: 1-158th conducted a wide variety of training activities designed to improve squadron readiness and prepare for annual training at Fort Drum, NY. B Troop conducted the gunnery skills test, and A Troop conducted gunnery tables to improve crew gunnery skills in preparation for the eXportable Combat Training Capability live fire exercise in August. C Troop conducted mounted and dismounted situational training exercises at Camp Baker and Camp Dawson, WV. HHT completed mandatory briefings, Army Physical Fitness Test and necessary administrative tasks. Squadron staff completed the Warfighter Exercise Military Decision-Making Process to ensure the squadron finalizes a coherent and cohesive plan prior to the WFX in June.

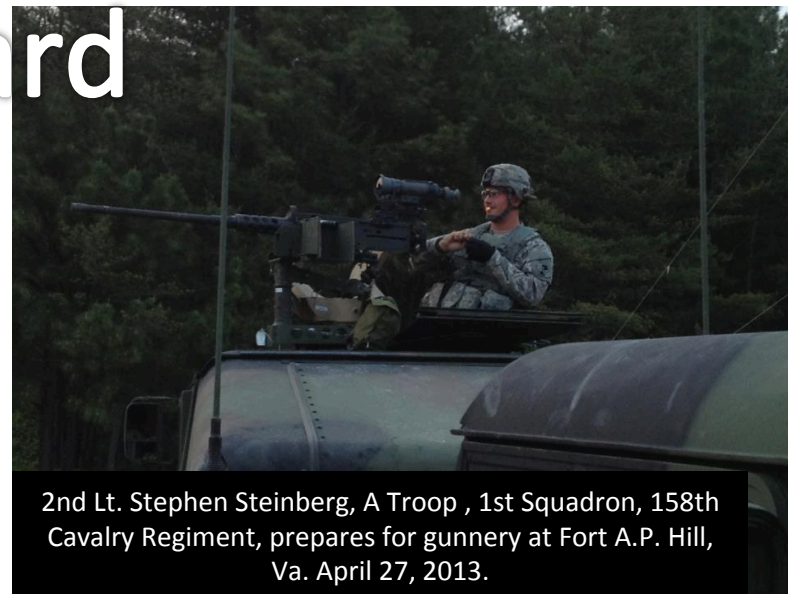


Sgt. Michael Barker, a medic with Headquarters and Headquarters Troop, 1st Squadron, 158th Cavalry Regiment, teaches Soldiers how to set up and analyze a wet bulb relative humidity apparatus April 20, 2013 in Annapolis, Md.



Soldiers from B Troop, 1st Squadron, 158th Cavalry Regiment, train on the M240 B machine gun in preparation for the gunnery skills test April 20, 2013 in Easton, Md.

Storyboard Example



2nd Lt. Stephen Steinberg, A Troop, 1st Squadron, 158th Cavalry Regiment, prepares for gunnery at Fort A.P. Hill, Va. April 27, 2013.

Online Hometown News Release

(DD Form 2266)

- Quick and easy way to promote Soldier, unit, and Guard activities.
- A multiplier; One submission will generate additional articles.
- A time saver; One submission for Annual Training or other large events will be applied to all those involved.

Hometown News Release cont.

- <https://hnforms.dma.mil/presentation/lfserver/MDNG>
- Fill out for all newsworthy events.
- Do not submit for initial entry or graduation from Basic Training.
- Once the UPAR submits the form, the state public affairs office will approve it electronically.

Hometown News Release

RA CODE
281

JOINT HOMETOWN NEWS SERVICE NEWS RELEASE INFORMATION

[CLICK to read PRIVACY ACT and form instructions](#)



STEP 1: SERVICE MEMBER INFORMATION

Last Name	First Name	MI	Sex	Rank (no abbreviations)	Pay Grade
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="radio"/> M <input type="radio"/> F	<input type="text"/>	<input type="text"/>
Service Branch	Status	MOB/AFSC	Full Job Title (do not abbreviate)		Years of Service
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>		<input type="text"/>
Home Unit (no abbreviations)	Home Post/Base or City if no base	STATE or Country	Service member Email		
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>		

STEP 2: RELATIVE INFORMATION

[Look Up Your ZIP Codes](#)

YOUR LIVING PARENTS, INLAW S, STEPPARENT S, GUARDIAN S, GRANDPARENT S OR ADULT SIBLING S

<p>First Name M I Last Name <input type="text"/></p> <p>Relationship to You <input type="text"/></p> <p>Street Address <input type="text"/></p> <p>City <input type="text"/> State <input type="text"/> Zip Code <input type="text"/></p>	<p>First Name M I Last Name <input type="text"/></p> <p>Relationship to You <input type="text"/></p> <p>Street Address <input type="text"/></p> <p>City <input type="text"/> State <input type="text"/> Zip Code <input type="text"/></p>
<p>First Name M I Last Name <input type="text"/></p> <p>Relationship to You <input type="text"/></p> <p>Street Address <input type="text"/></p> <p>City <input type="text"/> State <input type="text"/> Zip Code <input type="text"/></p>	<p>First Name M I Last Name <input type="text"/></p> <p>Relationship to You <input type="text"/></p> <p>Street Address <input type="text"/></p> <p>City <input type="text"/> State <input type="text"/> Zip Code <input type="text"/></p>
<p>Spouse's Name (First MI Last) <input type="text"/></p>	

STEP 3: EDUCATION INFORMATION

(FOR ANY BLOCK THAT DOES NOT APPLY LEAVE IT BLANK)

High School or GED Information

Received at: Diploma GED N/A

Name of High School or GED Institution Grad Year City State ZIP

College Information (fill only if awarded a degree)

College Name (fill only if awarded degree) Grad Year Degree College City State

(If you have more than one degree, include same information in COMMENTS block)

Basic Photography Techniques

- You might have the best equipment in the world and could have the best technique, but if you don't see photographically, you won't get good photos.
- We have to train ourselves and cultivate a photographic eye. The best way to do it is to take lots of pictures. With patience. With a lot of thought behind each composition.
- Learn from your mistakes, technically and compositionally.
- Imitate good photography.

What is Composition?



Basic Composition

- With these simple tips on composition, your photos will take a different dimension.

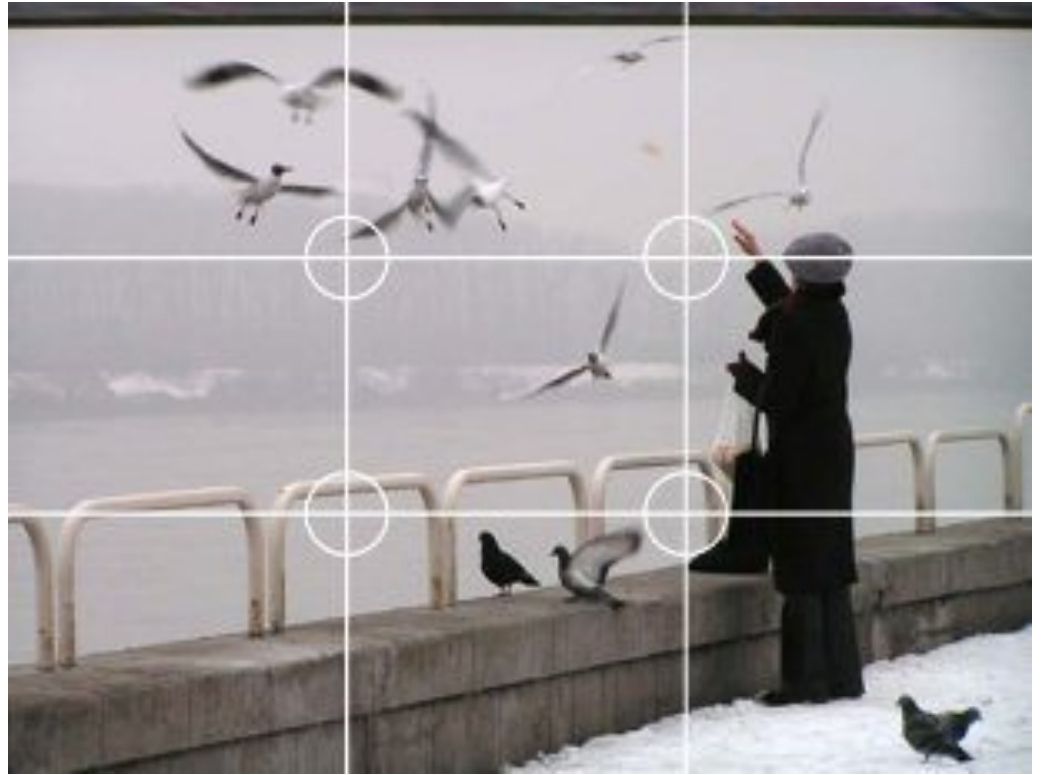
Composition is the plan, placement or arrangement of the elements of art in a work.

- In other words, how you arrange people, backgrounds, objects, etc... will determine the mood of the picture, the story and what emotion it evokes.

Rule of Thirds

- The Rule of Thirds is essential in order to tell a story with your picture. It is also the one rule most of us never follow because we tend to center the subject in our pictures.
- The rule is simple. Divide your photos into thirds, horizontally and vertically (see next slide). Then place your interest along the intersection of two lines, sometimes referred as the power point.

Rule of Thirds (cont.)



- Here is a sample of a picture where the subject is exactly in the middle. This might be a great picture, but it does not tell a the whole story and also does not include the beautiful background as part of the picture.

Rule of Thirds cont.



- In this other example the subject is now placed in one of the dots of the Rule of Third, allowing the background now to be part of the story and capturing an emotional moment.



You should always consider the path of moving subjects and, generally, leave space in front of them into which they can move.

Framing...



- One of the easiest ways to take a creative photograph is to compose your subject with a frame around it. A photographic frame is an object that acts as a border or frame for your subject. The frame directs the viewer's attention to a particular subject or point of interest within the photograph. Frames also create perspective and show depth.

Framing cont.

- **Creatively think of objects to use as a frame.** Some examples include branches, windows, tunnels, doorways, and archways. Anything that lets you look through one thing at another thing will make a good frame.
- **Use an interesting frame for your photograph.** If possible use a symbolic object for framing your subject, something that has a meaning in relation to the subject

Framing cont.



- **Keep the camera's focusing and lighting sensors on the main subject.** If possible, use a foreground frame that is a darker object than the background. Expose for the subject in the background and let the frame darken.
- **Emphasize your subject.** All framing directs the viewer's attention to the subject, but you do not need to always go tightly into the frame. You can leave the subject framed but still leave other objects around the edges of the photograph.

Awards & Promotions



- Pick the best side to photograph as much of the subject's face as possible.
- In an ideal situation chose the left side to capture the subject's name tape.
- Capture the action (pinning award, rank, etc.) then get a photo of the subject standing proud, hand shake, etc..



Show Action



- Photos should show action. Give viewers a reason to want to look at the photo.
 - The action should be clear and easy to understand.
1. Apache lands on deck.
 2. Convoy drives down road.



Finally...

- **The Most Important Rule in Photography:**
Frame your image tightly, keep out the extraneous garbage.
- What are you really photographing?
- Never let extraneous elements distract the viewer from what you want to portray.
- Photographs should be concise, and to the point.



TIPS

- Get closer to the action/subject
- Use flash when indoors
- Read your camera's user manual
- Capture vertical images
- Always include basic info when sending photos (who, what, when, where, why/how) and your name and unit.

What should I take photos of?

- Awards
- Promotions
- Unit Training
- Annual Training
- Ceremonies of any kind

Social Media

Whether or not to participate in social computing is an individual's personal decision. Guardsmen maintain their First Amendment Rights and do have the right to express themselves in a public forum. If, however, a Guardsman is participating in a social networking site where he or she is or may be identified or associated with the National Guard they must be very cognizant of how they appear to represent their organization and the United States of America. UCMJ and other guidelines and regulations apply in the virtual space just as they do in any other.



Social Media

Any individual making statements on a public forum should identify him or herself and their affiliation with the National Guard if they are commenting on National Guard matters or issues. Be transparent. If an individual is not a public affairs officer speaking on behalf of the National Guard he or she should make it clear that the statements are their own and do not represent an official National Guard stance (Example: This statement is my own and does not constitute an endorsement or opinion of the National Guard or Department of Defense).

