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# MAC PA Talk

NEWSLETTER FOR MAC COMMANDERS  
AND PUBLIC AFFAIRS PEOPLE

DEPARTMENT OF THE AIR FORCE  
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HQ Military Airlift Command  
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Gen. Duane H. Cassidy  
Commander in Chief

**FROM THE DIRECTOR**

## PA teamwork follows tragic crash

The recent C-130 crash and subsequent death of five military members at Pope AFB was a tragedy for all involved. We all grieve the loss of life and resources.

An incident such as this puts the Public Affairs wheels in motion as no other incident does. We have a job to do and we are prepared to do it. This particular accident had even more complications than the norm with the large number of spectators present at the crash including seven civic leader groups and several members of the news media.

Despite many challenges, Public Affairs staffers at all levels proved once again to be true professionals. The folks at the Pope PA shop (including the non-PAers who manned the phones), the PA civic leader escorts, PA staffs at several different bases (including several different com-

mands) and the headquarters staff all jumped in to handle the crisis. Every chore from responding to media queries, coordinating releases, calling base PA shops who had sponsored civic leaders, to calling the families of those civic leaders to let them know everyone was safe was handled swiftly and professionally.

It was a classic example of how Public Affairs staffers at all levels know and do a first-rate job under extremely difficult circumstances. It was teamwork at its best. A super job by all -- keep up the good work.

*Richard S. Fuller*  
**RICHARD S. FULLER, Colonel, USAF**  
 Director of Public Affairs

### AGENDA IDEAS NEEDED

Mark your calendar and put on your thinking cap for agenda ideas. The annual MAC Public Affairs Conference is set for Oct. 26-29 at McChord AFB, Wash.

We're already working the agenda so if you have a program suggestion, call us at AUTOVON 576-3687. We plan another "ice breaker" social on the evening of Oct. 25 so plan on arriving early that day. We'll end the conference by noon on the 29th.

Once again, we plan to invite the MAC-gained Air Force Reserve and Air National Guard unit PAOs to join us. We'll have more on the conference in future weeks.

### MIP HITS BIG

The Model Installation Program has captured the spirit and imagination of people throughout the Air Force. It has encouraged us to find ways to work smarter and get more defense for each dollar spent.

As of June 1, 1987, more than 13,300 ideas have been submitted since the MIP began in 1984. Of these, 922 were approved for use throughout the Air Force. More than 3,300 of these ideas have been submitted since the program went Air Force-wide in January 1987.

