

Topic: COVID-19 Photography Guidelines v09
Date: 25 Mar 2021
Supersedes: 18 Oct 2020 v07 (v08 never published)



I. BACKGROUND

Since Civil Air Patrol's first COVID-19 mission on March 4, 2020, the situation has been fluid. Wings have advanced into various stages of remobilization at different paces – some have advanced but fallen back as virus outbreaks have spiked. Differing levels of mobilization make showing imagery on national channels a challenge. This updated memo provides guidance as of this effective date above.

II. SITUATION

As a national organization, especially one that involves the requirement to safeguard youth, all imagery used on a national level must comply with the highest level of personal protection (mandatory mask/face covering) to help assure people from every part of the country that CAP is taking the issue seriously and is in compliance with the necessary precautions to mitigate the spread of the virus and protect members.

Each person has a different perspective on an acceptable level of COVID-19 exposure risk shaped by personal beliefs and agency guidance for their area. The degree of precaution recommended, and in places required, to mitigate the spread of COVID-19 also varies by state and county. The fact that there is no formal, national recommendation for personal protection creates a challenge for an organization like Civil Air Patrol with a national audience, because members from every state, district, and territory consume content from NHQ national channels (websites, social media channels, etc.)

Consequently, CAP must demonstrate in every national-level communication that the organization has the safety of its members and families as the highest priority so as not to appear complacent about the use of personal protective equipment (PPE) or noncompliant with Centers for Disease Control (CDC) guidance. For example, including an image on PROPS of CAP members in one wing not wearing face masks may raise concerns for the parent of a cadet in another wing where the PPE guidelines are much stricter.

III. GUIDANCE

Regardless of where a wing is in the remobilization phase and until further notice, imagery submitted for national-level marketing and communications must adhere to this guidance so as to eliminate the misconception that Civil Air Patrol is not protecting members, families, and the general public.

- 1) **NATIONAL:** regardless of wing-level CDC guidelines, NHQ will use **ONLY** images that show people wearing PPE and social-distanced to the extent possible. This helps avoid someone in one state with much stricter mandates and CDC guidance (e.g., mandatory PPE) seeing images from another wing (e.g., TXWG) with relaxed standards and wrongfully assuming CAP members and not taking necessary precautions.
- 2) **WING:** All photography used for local/wing purposes (e.g., social media, websites, submitted with media releases, etc.) must conform to CDC guidance for the area. That means if there is a statewide mask mandate, all persons in the image must be wearing masks properly. If there is a social distancing standard, it must be followed except when not practical in the execution of mission activities. Please note that bunching together for

photo ops and selfies – especially with no mask mandate -- is not deemed mission-essential. Take shots of people working together in a mission environment rather than posing. For states where the mask mandate has been rescinded, NHQ won't use those images in national communications.

SUBJECT TO CHANGE: NHQ reserves the right to make changes as needed, but we're fairly strict out of an abundance of caution to set the best example possible from a safety perspective. These guidelines are subject to change as the local or national health situation dictates.

III. TIPS