



# The search for Scott Crossfield's downed aircraft April 19-20 2006

# Mission Information Officer

In conjunction with the mission coordinator or the IC, the MIO prepares and disseminates information about a *mission* to the media and coordinates media access to base activities.

# April 19, 2006

## What we knew.....

- Pilot's name
- Pilot's family and address
- Aircraft type
- Flight Plan
- Pilot's skill level
- Weather
- Loss of radar contact





# Issues



CAP notified MIO around 15:00 hrs that N6579X, C210A, belonging to Scott Crossfield had disappeared from radar around 11:15

Disbelief and shock on our part  
Media calls were already beginning  
Getting the correct information out quickly

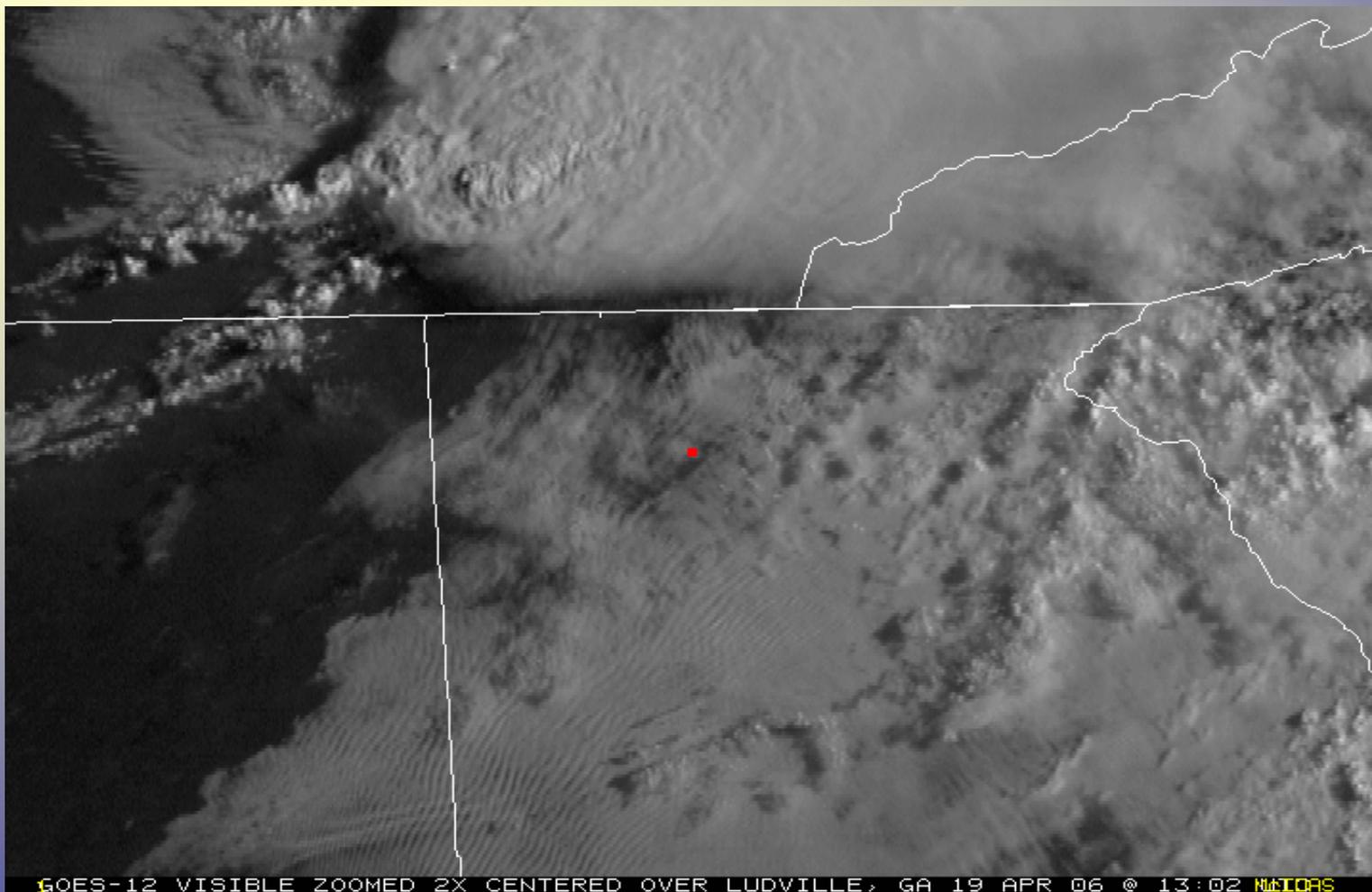


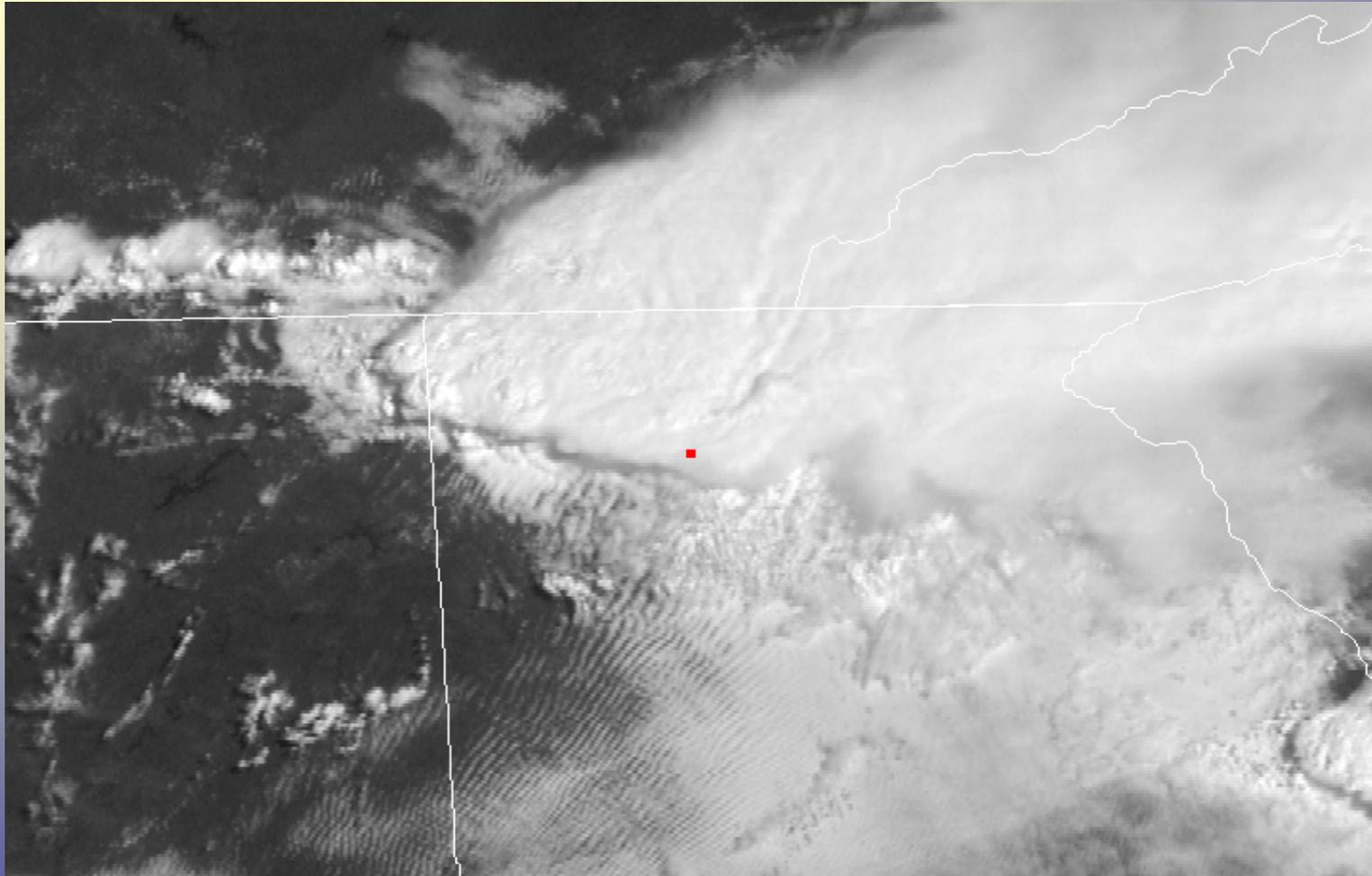
# Issues



- Media discovered plane belonged to Scott
- Squelch that he was on it until 100% sure
- Rumors that Scott was not alone
- GEMA releasing info early on 20<sup>th</sup> that plane had been found.....wrong
- Crash site confirmed around 13:30
- Family notified prior to briefing
- Press Conference scheduled for 14:00

# Weather





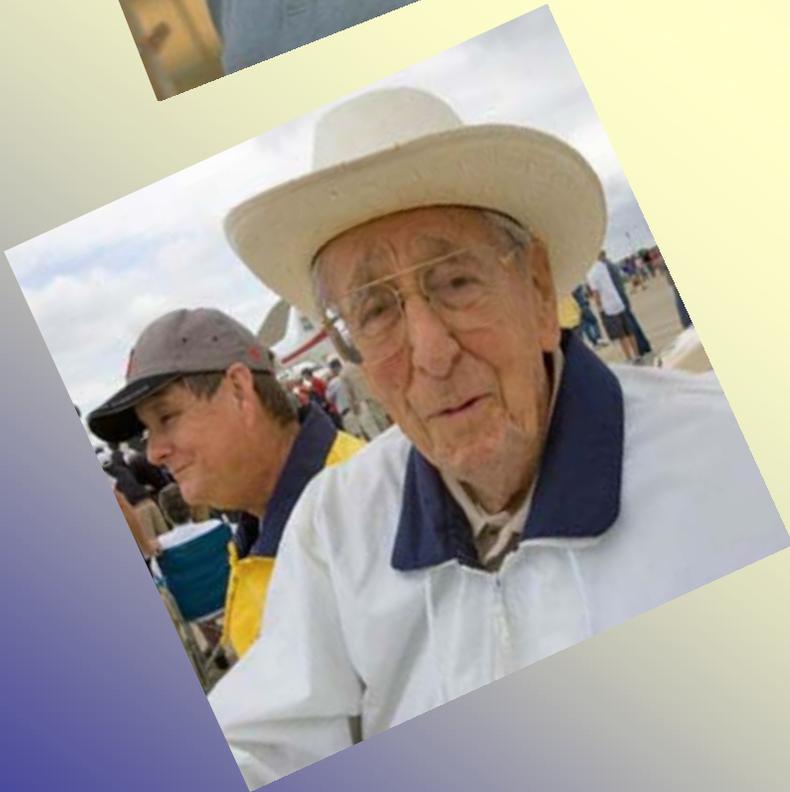
GOES-12 VISIBLE ZOOMED 2X CENTERED OVER LUDVILLE, GA 19 APR 06 @ 15:15 [MLTOPS](#)

April 20, 2006









# Highlights

- Great worldwide media coverage
  - Radio Spots
  - TV Spots
  - Multitude of Print and Internet Coverage
    - Esquire Special
- Good coordination with locals and in-field press briefing
- Good coordination with National and USAF ACC/PAM.

# Lessons Learned



- Set up Press Briefing earlier to take load off locals
- For this magnitude, enlist other MIOs.
- Have internet access in field
- Have ability to fax for locals
- More copies of release



# MIO Synopsis 06M0616

- 4/19 42 media calls
- 4/20 362 media calls
- 4/21 17 media calls
- TV interviews to local WSB, Fox, CBS, NBC, ABC. Stations from across the country
- Greta van Sustern requested on air
- Radio CNN, 750, AP, Fox
- Press Releases to all majors

# The End

- Questions?????

