



# **MUFON INTERNATIONAL**

## **STATE/PROVINCIAL DIRECTORS HANDBOOK**

**A MANAGEMENT GUIDE**

**2007 EDITION**

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Mufon International

By: **Chuck Reever**  
**Mufon International**  
**Director of investigations**

## INTRODUCTION

MUFON International profoundly thanks all of our state/provincial directors and their appointed staff, and field investigators for their dedication to MUFON and to UFO research.

The original State/Provincial Directors Handbook was incorporated into the MUFON field investigators Manual but has now been separated out in this new standalone version.

This new handbook is composed of five different sections: **Management, Reports, MUFON International Policy and Guidelines, Training, and Addendum.**

Each section has been expanded and rewritten to conform to conventional legal requirements. In addition there is an “At Will” Volunteer Agreement Form, which defines MUFON volunteer responsibilities to MUFON International.

This handbook outlines the expectations that MUFON International has for its appointed State Directors and staff. Please read this handbook carefully as it differs greatly from prior policies. As a State Director, it is of the utmost importance that you understand MUFON’s policies and procedures and follow them closely.

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With thanks to MUFON field investigator Vivian Walker and Phil Mackey for proofreading and editing this handbook.

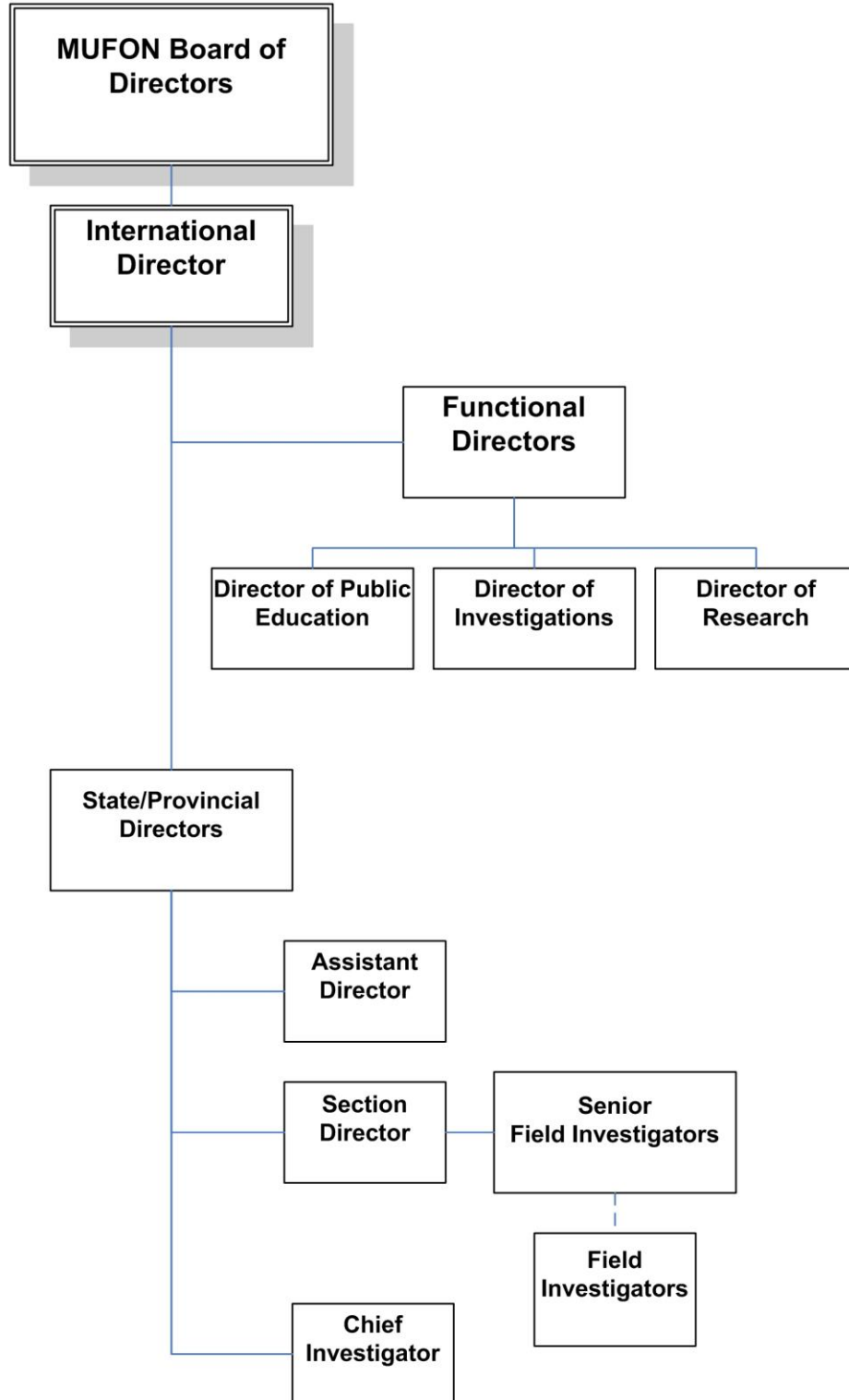
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# MUFON International

## Organization Overview



# MANAGEMENT

## STATE PROVINCIAL/ DIRECTOR RESPONSIBILITIES

### INTRODUCTION

This section is devoted to the duties and responsibilities of MUFON members who provide the leadership, direction, and support of activities within their state or province. The use of “State Director,” “Assistant State Director”, and “State Section Director” also reference positions of identical functions in a province of Canada, and other countries.

### STATE DIRECTOR

*The State Director assumes overall responsibility for MUFON leadership in the state or portion of the state assigned to them.* The primary objective of this position is to establish and maintain an investigative network in all geographic sections of the state with local supervision by State Section Directors. It is essential the State Director be a qualified field investigator, if not upon appointment, then no later than six months after appointment. It is recommended that State Directors delegate appropriate responsibilities to other MUFON members and should select individuals who need little motivation or management.

### Responsibilities

- Oversees the recruiting of new MUFON members and field investigators.
- Appoints individuals to supervisory positions to assist and coordinate state activities.
- Holds regular membership and public meetings at least once per quarter.
- Communicates regularly with all supervisory and field investigators in their area of responsibility.
- Builds relationships with law enforcement and dispatch personnel, local airports, media (newspapers, television and radio stations) and military installations and requests that these agencies pass UFO sightings on to MUFON for investigation.
- Assigns cases for investigation and monitors case progress.
- Develops public awareness of the UFO phenomena.
- Conducts field investigator training.
- Submits a semi-annual report to MUFON Headquarters as well as an annual report of activities at the MUFON Symposium.
- Attends the annual MUFON Symposium or designates a state representative to attend in their stead.

# **RECRUITING MUFON MEMBERS**

## **Recruiting New Members**

Openly discussing UFOs with friends and associates during social gatherings is a good way to recruit new MUFON members, as many people today are quite open to what MUFON does. However, the timing and situation must be right so that potential members are comfortable with discussing the subject of UFOs. Many MUFON members also belong to civic, fraternal and professional organizations from which potential members can be recruited.

Many UFO conferences are held throughout the country and many conference attendees are not MUFON members. They need to be educated about the benefits of joining MUFON and if they express an interest, how they may become a MUFON field investigator. The State Director should rent a booth if possible at the UFO conferences held in state to pass out MUFON brochures and membership applications (both available from MUFON HQ) and to answer questions about MUFON's mission and goals.

\*Newspaper advertising and Public Service Announcements (PSA's) are also good ways to raise public interest and awareness.

## **Recruiting Field Investigators**

Field investigators must be MUFON members in good standing with current membership dues paid.

There are individuals who desire to become a MUFON Field investigator but who would not be compatible with the position. The State Director makes the decision on whether or not to promote a MUFON member to the position of field investigator and should only do so if the member meets MUFON's stringent requirements.

Many times a new MUFON member will order the MUFON Field Investigators Manual and subsequently take and pass the field investigator examination, however passing the field investigator exam does not automatically make them a MUFON field investigator. Additional training and mentoring is required before they can be promoted (the additional training/mentoring requirements are addressed in this handbook).

The position of field investigator requires dedication and availability as investigations must be completed in a reasonable amount of time.

Some of the desired characteristics of a qualified field investigator are: good interpersonal skills, trustworthiness, technical adeptness in one or more scientific disciplines, good writing skills, and comfortable with computer data entry. Engineers, psychologists, amateur astronomers, social workers, police officers, teachers, and accident investigators are all potential field investigator candidates. At the same time, it should be mentioned that many great contributions to the field have been made by individuals who have little formal training in the technical, scientific, or human services fields.

As in many volunteer organizations, care must be taken that the field investigator does not join MUFON or become an investigator for reasons of prestige. The candidate must know that field investigation is hard work, and takes many hours of volunteer time. It requires a

stable, dependable and objective person who has an above-average interest in the UFO phenomenon and available free time to volunteer.

The primary goal of all investigations is to collect accurate data for entry into the MUFON Case Management System which will then be used in MUFON research.

## **MEMBERSHIP MEETINGS**

State Directors should hold meetings with MUFON members and their invited guests at least quarterly. The goals for each meeting should be to promote member retention and field investigator interest, and to disseminate the latest MUFON organization and general UFO information. Many State Directors encourage the general public to attend as well. Membership meetings allow the State Director and staff to promote education and understanding of the UFO phenomenon.

**It is very important that all MUFON representatives refrain from political discussions at MUFON meetings. MUFON has no political affiliation and all discussions regarding the Government's role in the UFO phenomenon should be unbiased and based on facts.**

### **Meeting Agendas**

It is recommended that most meetings include the following items as part of the meeting activity:

- A guest speaker if possible. This could be an investigator, a witness, an author, or teacher who has a special interest which coincides with UFO activity, such as astronomy, psychology, etc. UFO related video presentations or documentaries can also be shown.
- Summaries of recent completed cases. On-going cases may also be discussed.
- Additional training on MUFON CMS or field investigator techniques.
- Recruiting of new members and field investigators.

Meetings should be structured and interesting. An appropriate fee should be charged to cover expenses as well as provide extra funds for other events or future expenses (More on this in the Finance section).

If the state area is quite large, then Assistant State Directors and/or State Section Directors may be asked to hold regional meetings. This is currently being done in many states that cover a large geographic area and where State Director participation is difficult due to travel time and transportation costs.

### **Meeting Locations**

If the state has a small number of members, the State Director may choose to simply hold meetings in a member's home. As the organization grows, a larger room will be required to accommodate more people. Ideas for meeting places include financial institution conference rooms, restaurants, hotel meeting rooms, and libraries. Experience indicates that Monday through Friday evenings, and Sunday afternoons are the best times to hold public meetings.



There are a number of things to consider when developing a meeting strategy such as the meeting time and length, refreshments, transportation, accessibility, room size and costs (if any), and the guest/member entry fee. Occasional special events should also be considered to supplement regular meetings.

Some State Directors hold “Skywatches” and camp out for a night or even several days in areas which are UFO hot spots or simply to do some sky watching. This promotes group camaraderie between new and older members and investigators who can freely talk about investigations and current activity in an unstructured atmosphere. While skywatching, the participants can use various investigation devices such as cameras, binoculars, telescopes and night vision goggles. Even if no activity is witnessed, it is an opportunity for members to learn how to properly use these instruments. Understanding the basics of Astronomy is an important skill for any MUFON field investigator.

## **Newsletters**

In geographically large areas, it may not be possible for all members to travel to a state meeting. State Directors should use other communication methods with state members to retain member and investigator interest. E-mail is probably the most efficient method but a regular (at least quarterly) printed and mailed newsletter can also be used.

A basic newsletter format may include the following:

- Summaries of recently completed cases and selective release of current case information, being careful not to compromise an on-going investigation.
- Announcements of future meetings, summaries of recent meetings, and information on other activities of the MUFON state organization.
- Review of investigative techniques. This could include CMS training tips.

Many states today also have Internet websites for communicating with both the general public as well as members. Websites do cost money however to both host and maintain. State Directors have the option to publish their local state meeting schedule through MUFON International’s website at [www.mufon.com](http://www.mufon.com). Please send meeting announcements to James Carrion at [jcarrion@mufon.com](mailto:jcarrion@mufon.com) for publishing on the MUFON web site.

MUFON Headquarters hosts public and member only message boards at <http://mufonmembers.proboards55.com>. There is an UFO Talk board that the general public can access, a password protected board for MUFON members only and another password protected board for MUFON field investigators only. The password for the MUFON Members Only Board is advertised monthly in the MUFON Journal and the MUFON Field Investigators Only Board password is sent on request (email [jcarrion@mufon.com](mailto:jcarrion@mufon.com)). State Directors and their staff should frequently monitor and participate in these message boards.

## **PUBLIC RELATIONS**

Public relations involves interacting with local, state and federal government agencies, local news media and the general public to solicit UFO reports and or for educating the public on the UFO phenomenon and MUFON mission and goals.

\*A more thorough treatment of Media Policy Guidelines is found in the Addendum section of this handbook.

### **Public Service Announcements-PSAs**

The use of PSAs is a way to educate the public about MUFON International. The FCC requires TV stations to periodically air PSAs as a service to the public in order to maintain their broadcast license.

PSA's may be downloaded from the MUFON website. You will need a high speed Internet connection to download the PSA and burn it to a CD or DVD. If you are not sure how to burn to CD or DVD, please contact [jcarrion@mufon.com](mailto:jcarrion@mufon.com) or call MUFON Headquarters at 888-817-2220.

and call the TV station and introduce yourself as a MUFON International member and that you have a Public Service Announcement you would like the station to air.

A TV station is not required to air your PSA and may give the time slot to another organization; therefore some salesmanship may be in order. Explain the mission and goals of MUFON International and that it is a non-profit 501C3 organization. The PSA does not solicit donations but simply lets viewers or listeners know there is a place where they may report a possible UFO sighting. (It is estimated that 9 out of 10 sightings go unreported because witnesses do not know where to make a report.)

If a TV station agrees to run a PSA, inform them the PSA is on a CD or DVD in .mpeg2 format. Send both the CD/DVD and a copy of MUFON Internationals Articles of Incorporation (available at [www.mufon.com/articles.htm](http://www.mufon.com/articles.htm)) to the TV station (preferably hand-carry them in). If the TV station cannot accept the .mpeg2 files, MUFON HQ can create a Betacam SP broadcast tape for the TV station. Always be courteous and thank the station when your MUFON PSA has been aired.

### **Sighting Referrals**

Many sighting events are reported to local law enforcement agencies, with the initial report usually taken by a dispatcher. In other cases the event may be reported directly to a law enforcement officer. Witnesses do not generally initiate hoaxes when contacting law enforcement because they are concerned with the legal consequences of false reporting.

Many MUFON members and investigators are involved in community affairs and discussing your MUFON affiliation with your local law enforcement officials will be helpful in gaining witness referrals.

It is equally important to establish a personal relationship with local Airport officials and air traffic controllers. The investigator should be aware of normal airport activity patterns in their area and how to monitor air traffic radio. Many investigators are already amateur radio operators and can use the same equipment to monitor airport communications.

Airport staff are normally helpful and willing to cooperate with a MUFON investigator if the investigator has taken the time to establish a personal relationship with the staff and educate them on MUFON's mission and goals.

Investigators should also monitor local radio and television stations for UFO reports and follow up promptly on these sightings.

### **Newspaper Columns**

Many local newspapers encourage letters to the editor, guest editorials or columns written on a re-occurring basis. Many businesses such as real estate, insurance, and restaurants participate in this activity as a form of advertising to gain new customers as well as educating the general public on the services they provide. Since there is wide public interest in the UFO phenomena, some editors would welcome a special interest column on UFOs. This type of approach would give the State Director or State Section Director a large forum for educating the public on MUFON's mission and goals.

When writing an article for the local newspaper that discusses a UFO case reported to MUFON, witness anonymity and confidentiality must be maintained. The 2007 edition of the MUFON Field Investigators Manual contains a sample media release form as well as MUFON Forms (most of which require signatures from the witness).

### **Radio and TV Appearances**

Most MUFON staff will never be on national TV but there are opportunities for a MUFON staff person to be featured on local television and radio stations, including public interest or community television stations. Some broadcast to a very limited market or area, while others broadcast over a much wider range to a larger audience.

Experience has shown that public service stations prefer to interview guests on a wide range of subjects and you should be prepared to not only discuss local UFO cases but national or historical cases as well. It is important that you review the archived shows of your media host so you understand the host's personality, potential biases, and susceptibility to the "giggle factor". Normally a host that makes disparaging remarks about UFOs or closes a media segment with a joke or tongue-in-cheek remark is only reflecting how uncomfortable they are with the subject of UFOs. If you can, please take the time beforehand to contact the host and educate them on MUFON's mission and goals and how seriously MUFON takes the UFO phenomenon.

These interviews may either be in person, live, or taped prior to airing. Television programming is usually videotaped ahead of time but may also be live.

These media opportunities provide the public with valuable information about UFOs and MUFON's role in investigating the phenomenon. They are also a good way to solicit additional sighting reports. When making a media appearance, always try to provide contact information to the public by giving out MUFON's website [www.mufon.com](http://www.mufon.com) and encouraging the public to report their sightings.

## **Public Lectures**

Many community groups and organizations seek a variety of speakers to address their regular meetings. MUFON staff persons should proactively contact these organizations and offer their services as a speaker. MUFON HQ is currently creating canned presentations that can be used in a public lecture, including the general history of UFOs as well as MUFON's organizational history, mission and goals. These generic presentations can be supplemented with local sighting cases.

The following is a partial list of groups which may be interested in speaker services:

- Fraternal (Elks, Eagles, Masons, Moose, Shriners)
- Civic (Jaycees, Lions, Kiwanis, Rotary, Optimists, Chambers of Commerce)
- Veteran Groups (American Legion, Veterans of Foreign Wars)
- Professional (Mensa, Zonta, and professional associations).
- Church groups
- University/College student groups.

You should contact an organization well ahead of the date you are available to speak as organization meeting schedules and agendas are planned well in advance. Since scheduled speakers sometimes cancel at the last minute, you can also volunteer to be called in as a last minute replacement, although this may involve advanced preparation.

It is important that only those MUFON staff members who are knowledgeable on the subject of UFOs and have a temperament that precludes making rash statements or speculative remarks should represent MUFON in a public lecture or media interview.

## STATE CHAPTER FINANCES

It is important that State Directors exercise due diligence in maintaining their state organization's financial viability. Funds are generally required to pay for meeting places, brochures, postage and printing, computer equipment, and optionally field investigator travel expenses, etc. A State Director should establish a realistic annual budget and stick to it.

MUFON International is a 501C3 (Tax Exempt) organization but this status does not extend to state chapters, many of whom have opted to secure their own 501C3 status. If MUFON International's 501C3 status was extended to a state organization, all state monetary transactions would have to be remitted to MUFON International. State chapters have elected to manage their own finances.

There are many ways to raise funds for your chapter:

- You can hold a **raffle**. The items raffled can be donated or purchased (if enough revenue is expected to offset the purchase). Raffles are time consuming but are also generally successful.
- Ask for **donations** at the door when conducting a MUFON meeting. The amount collected should at least cover the room rental expense (if any) with remaining funds saved for future expenses.
- **Public activities** are also a good source of income. Skywatches are a good way to involve the public while raising funds at the same time (through donations).
  - Public appearances in shopping malls (permission must be granted), can also generate public interest. A booth with "Story boards" (foam board 20 X 30 mounted on easels) detailing local sightings, UFO photographs, photos of MUFON meetings, training sessions, and other MUFON activities will generate interest. In place of the story boards, you can also set up a TV display connected to a DVD player or laptop computer that displays the same images.
- Actively court **benefactors** who are willing to donate funds on a periodic basis to your state chapter.

## STATE STAFF POSITIONS

The State Director position is always appointed by the International Director. Other State staff positions are primarily appointed but if the state wishes to vote in their officers, it is recommended that a general election be held where MUFON members in good standing are allowed to vote.

### **Assistant State Director Responsibilities**

To reduce the State Director's workload, appropriate responsibilities should be delegated to the Assistant State Director. This may include fund raising, public appearances, meeting organization, etc. There should be close and constant communication between the State Director and Assistant State Director. If the state geographically encompasses a very large area, additional Assistant State Directors can be appointed

### **Chief Investigator Responsibilities**

The Chief Investigator is a senior field investigator appointed to the position by the State Director. The Chief Investigator must work closely with field investigators (first level and senior) and State Section Directors to ensure that the state's caseload is efficiently managed. The Chief Investigator must be thoroughly familiar with MUFON's Case Management System (CMS). The Chief Investigator may also provide periodic investigator training to state members.

The Chief Investigator is responsible for the initial review of the investigator's case report to assess its completeness, including reviewing the *Vallee Definitions* and *Certainty Index calculations*. In addition, the Chief Investigator may also actively manage an investigation at the request of the State Director.

### **State Section Director Responsibilities**

The State Section Director is responsible for managing the field investigators and members in the counties under their supervision. The State Section Director has the responsibility for reviewing investigation case reports from their area to ensure accuracy and completeness. As additional field investigators are added to the area, the State Section Director should assume less responsibility for conducting investigations directly, and concentrate instead on assigning and monitoring cases.

### **Senior Field Investigator Responsibilities**

The Senior Field Investigator expected to assist the State Section Director in the same way that the Assistant State Director helps the State Director. The additional responsibilities would include mentoring of new field investigators, training potential field investigators and initial review of case reports.

A State Section Director may appoint (with the concurrence of the State Director) an experienced field investigator to the position of Senior Field Investigator. The senior field investigator should have extensive experience investigating UFO sightings; have good writing skills; foster good interpersonal relationships; show good judgment, and be willing to assume the additional responsibilities expected of them.

### **Local Staff Positions**

Other local staff can be appointed as necessary including Treasurer, Librarian, Public Relations Director, etc.

# REPORTS

## *CMS MONTHLY STATISTICAL REPORT*

The MUFON CMS Monthly Statistical Report is a compilation of sighting reports from around the world.

- The first part is the world-wide sighting count.
- The second part is the United States sighting count.
- The third part lists reports by object shape
- The fourth part lists reports by witness proximity and the number of landings, entity sightings, and takeoffs, etc.

### *Sample Monthly Statistical MUFON Report - for March 2007:*

CMS continues to amass sighting reports from around the globe. In March 2007 there were 238 sightings reported to MUFON through CMS from the following countries;

<b>Country</b>	<b>Number of Reports</b>
UNITED STATES	204
CANADA	10
AUSTRALIA	3
BRAZIL	3
MEXICO	3
CYPRUS	2
UNITED KINGDOM	2
PUERTO RICO	2
JAPAN	1
NORWAY	1
RUSSIAN FEDERATION	1
IRELAND	1
VIET NAM	1
ARGENTINA	1
INDIA	1
SERBIA AND MONTENEGRO	1
UNITED STATES MINOR OUTLYING ISLANDS	1
<b>TOTAL:</b>	<b>238</b>

Within the United States the distribution by State was as follows;

<b>State</b>	<b>Number of Reports</b>
California	31
Texas	17
Arizona	17
New York	9
Oregon	8
Florida	8
Illinois	7
Missouri	7
Pennsylvania	7
Michigan	6
Indiana	6
New Mexico	5
Colorado	5
Washington	5
New Jersey	5
Massachusetts	4
Iowa	4
Ohio	4
Virginia	4
Kentucky	4
Nevada	4
Connecticut	4
Alabama	3
Georgia	3
Maine	3
Wisconsin	3
Tennessee	2
Alaska	2
Minnesota	2
North Carolina	2
Kansas	2
New Hampshire	2
Rhode Island	2
Utah	1
Arkansas	1
Mississippi	1



If you are getting more sighting reports than listed here, please be sure to enter them manually into CMS. To make this happen automatically, make sure your local MUFON Website is pointing to the CMS Reporting form on [www.mufon.com](http://www.mufon.com) and direct all calls you get to the MUFON website so that witnesses can enter their own report directly into CMS.

ALL sighting reports received by CMS are already filled in by the witness, saving you and your investigators time. Each report is automatically sent to YOU, the State Director and Assistant State Director, for you to assign someone to follow-up and complete the report.

If a UFO sighting comes in over the phone, or by e-mail, and you want to enter it yourself, simply go to CMS at <http://mufoncms.com/cgi-bin/login.pl> and click on "UFO Sighting Reports" on the main menu and then click "ADD" in the upper right hand corner of the screen. This gives you a blank sighting reporting form that you can fill out while the witness is on the phone. Once the report is filled out be sure to click "SAVE" and you will have easily added your NEW report to CMS.

Other interesting data points in CMS during March 2007 are the shape of the UFOs reported which were as follows;

<b>Shape of Object</b>	<b>Number of Reports</b>
Sphere	37
Other	36
Star-like	35
Triangle	33
Disc	29
Circle	25
Unknown	23
Cigar	18
Flash	18
Oval	15
Boomerang	15
Fireball	15
Square/Rectangular	9
Cylinder	9
Bullet/Missile	9
Egg	7
Diamond	6
Teardrop	5
Blimp	3
Cross	3
Chevron	2

as well as the distance from the observer;

**Distance from Witness Number of Reports**

< 100 ft	19
101-500 ft	23
501 ft - 1 Mile	39
Over 1 Mile	36
Unknown	40

Most impressively there were 19 Landings, Hovering, or Takeoffs reported and 24 Entities observed.

To review the CMS data yourself go to [www.mufon.com](http://www.mufon.com) and click on "UFO Case Files" to 1.) Easily look at the Last 20 Sightings, or 2.) Do a customized search of the CMS database by date and/or location, or 3.) Logon to CMS for even more detailed UFO sighting information about your State and the World.

I hope you are enjoying our new internet based Sighting and Reporting System. For questions regarding its use please refer to the User Guide available on your CMS main menu screen. Please send your questions and/or suggestions to Jan Harzan at [janharzan@hotmail.com](mailto:janharzan@hotmail.com).

Thank you!

## MONTHLY CMS STATUS REPORT

The CMS Monthly Status Report indicates the number of investigations and the current status of those investigations. This is a way for the State Director to visually and quickly understand their progress in completing investigations and the action required to make investigations current.

### Sample Monthly CMS Status Report:

Date Received	Date of Sighting	Witness Name	Short Description	County	State	Assigned Investigator	Assigned Status	Closed-out Status
2007-03-27	2007-02-28	Ed Stone	While filming two jets flying over my home I saw what appeared two small bright objects fly by the jets. One seemed to turn away, the other flew pass the jet.	Wapaha	XX	Joe Smith	2 days late	
2007-03-09	1997-12-27	Mary Killory	appeared to be round with lights flashing in sequencesm y	Grand	XX	Henry Dahl		Completed
2007-02-16	0000-00-00	Len Travis	UFO in Movie?	Linton	XX	Mike Stanton	15 days late	Completed

## MONTHLY CMS RANKING REPORT

This report is based on two measures of UFO Investigation effectiveness; assigning reports within 48 hours of receipt and completing all investigations within 60 days of being assigned. The **Assigned** column is a six month running average of the number of cases assigned within 48 hours divided by the total number of cases received within that six month period. The **Completed** Column is the number of cases completed beginning sixty-two (62) days back and going back six months from there (For a total of eight months back), divided by the total number of cases reported during the same period. The **Weighted Rank** is simply the average of the two columns expressed as a percent.

### Sample Monthly CMS Ranking Report

Here is March's CMS Ranking Report for all State Directors. Congratulations to Kenneth E. Cherry (Texas), Bland Pugh (Florida), Donald R. Burluson (New Mexico) for being 1st, 2nd and 3rd respectively in the month of March. The top 10 State Directors are highlighted in yellow.

The report is based on our two measures of UFO Investigation effectiveness. Assigning reports within 48 hours of receipt, and completing all investigations within 60 days of being assigned. The "**Assigned**" column is a six month running average of the number of cases assigned within 48 hours divided by the total number of cases received in that six month period. The "**Completed**" column is the number of cases completed beginning sixtytwo (62) days back and going back six months from there (for a total of eight months back) divided by the total number of cases reported in the same period. The "Weighted Rank" is just the average of the two columns expressed as a percent.

To improve your score be sure to assign all cases within 48 hours, and follow-up with your field investigators to ensure all reports are completed within 60 days. To be considered complete a report must have been investigated and placed in one of the three completed status codes (Unknown, Hoax or IFO) by you the State Director.

If you have any questions or need help with your investigations please contact me at 530-414-4341 or 530-582-8339 or via e-mail at [wizard@telis.org](mailto:wizard@telis.org)

Chuck Reever  
Director of Investigations  
MUFON International

Rank	State	Director	Weighted Rank (50/50)	Assigned	Completed
1	Texas	Kenneth E. Cherry	89 %	29/37	38/38
2	Florida	Bland Pugh	87 %	57/77	82/82
3	New Mexico	Donald R. Burluson	86 %	16/22	19/19
4	Kansas	Thomas H. Nicholl	86 %	8/11	8/8
5	Washington	Laurence Childs	76 %	11/21	13/13

## ***SEMI-ANNUAL STATE DIRECTOR REPORT***

MUFON International Headquarters and staff are interested in knowing what activities are carried out by state chapters throughout the year. Although State Directors make an annual report each year at the MUFON Symposium, MUFON headquarters appreciates a brief report on state activities on a semi-annual basis. The report can be submitted via email to both the International Director and the Director of Investigations.

- **Current state membership**
- **State Section Director list and the counties they are responsible for.**
- **Membership recruitment activities**
- **Public relations activities (media interviews, public presentations, conference booths, community outreach, coordination with local, state, and federal agencies)**
- **Chapter challenges and suggestions for improvements or assistance**
- **Field investigator activities (Significant case investigations)**
- **Field investigator training classes (frequency, location)**
- **General membership meetings (frequency, location, speaker list)**

## ***STATE DIRECTOR-SYMPOSIUM ATTENDANCE AND ANNUAL REPORT***

Since 1970, MUFON has sponsored an Annual International UFO Symposium featuring leading researchers in the field of Ufology. The symposium is an excellent forum for State Directors to network with their peers and share the latest investigative data as well as organizational ideas.

The State Directors meet with the MUFON International Business Board members at the Symposium to discuss administrative issues, common concerns, and to develop strategies for improving the state chapters and MUFON as a whole. State Director attendance is required, however if circumstances prevent the State Director from being present, a state representative should attend in their place. The State Director must inform the International Director if a proxy representative attends in their stead. The State Director (or their representative) is expected to deliver their state's annual report at the Symposium State Directors meeting.

### **What to include in an annual report:**

- **Current state membership compared to previous year state membership**
- **State Section Director list and the counties they are responsible for.**
- **Membership recruitment activities**
- **Public relations activities (media interviews, public presentations, conference booths, community outreach, coordination with local, state, and federal agencies)**
- **Chapter challenges and suggestions for improvements or assistance**
- **Field investigator activities (Significant case investigations)**
- **Field investigator training classes (frequency, location)**
- **General membership meetings (frequency, location, speaker list)**

# MUFON POLICY AND GUIDELINES

## **NON-DISCRIMINATION, SEXUAL HARASSMENT, and SUBSTANCE ABUSE POLICY**

*MUFON practices a Non-Discrimination policy, which if violated* is cause for immediate termination of MUFON International membership and volunteer activities.

*MUFON is committed to the principle of equal opportunity and does not discriminate against individuals on the basis of race, color, sex, sexual orientation, gender identity, religion, disability, age, veteran status, ancestry, or national or ethnic origin in the administration of its policies, membership, employment, and other MUFON administered programs and activities.*

### **Sexual Harassment Policy:**

Unwelcome sexual advances, requests for sexual favors, and other verbal and physical conduct of a sexual nature constitute “hostile environment sexual harassment” when such conduct is directed toward an individual because of his or her gender and has the purpose or effect of 1) creating an intimidating, hostile, or offensive work or academic environment, or 2) unreasonably interfering with another’s work or academic performance.

All members of MUFON have a general responsibility to contribute in a positive way to a environment that is free of sexual harassment. Supervisory personnel like State Directors however, have additional responsibilities. State Directors are not only responsible for educating and sensitizing members in there states about sexual harassment issues, but they are also directed to take all appropriate steps to prevent and stop sexual harassment in their areas of responsibility.

### **Substance Abuse Policy**

MUFON reserves the right to terminate membership and volunteer activities of individuals violating MUFON’s substance abuse policy. This includes but is not limited to unauthorized use and or distribution of alcohol and or use, possession, or distribution of illegal drugs during MUFON activities.

# DOCUMENT POLICY

## Classified Documents

There is always the possibility, however remote, that a MUFON member may be asked to accept what may appear to be classified government documents. If this should occur, the International Director must be notified immediately. Lawsuits, loss of MUFON's tax exempt status, and other legal actions could occur if these documents are accepted and handled improperly.

## Witness Documents

- Documents written by the witness, photographs taken by the witness and personal property of the witness, **do not** belong to the investigator. If they are to be used in a MUFON publication, make sure the witness first signs a Media Release Form (found in the Addenda Section of the field investigators Manual). A separate release form must be signed by each witness. Release forms should preferably be signed when the chain of custody changes from the witness to the investigator.

## Publication

The investigator should inform the witness that all documentation generated by the investigator during the investigation (with the exception of the witness documents previously mentioned) are the property of MUFON and may be published in the MUFON UFO Journal.

# WITNESS HANDLING

## Witness Interview

MUFON investigators should treat the witness with courtesy and respect during the interview. Should either the witness or the investigator feel uncomfortable during the interview, the interview should be terminated and other arrangements made.

If the witness is a minor and agrees to be interviewed, at least two MUFON members (the investigator and preferably someone higher up in the MUFON chain of command) along with at least one parent or legal guardian should be present for the interview.

## **FIELD INVESTIGATOR VOLUNTEER AGREEMENT FORM**

MUFON International is a volunteer based scientific research and investigation organization and all positions at the state level are on a volunteer basis only.

The MUFON field investigator is a volunteer position that requires initial significant training. A MUFON member who has passed the field investigator examination has only completed the first step in a series of training requirements they must meet before they can undertake their first investigation. These requirements are outlined in the Training Section of this handbook.

*In addition to passing the field investigator exam and completing follow up training, an “At Will” contract must be signed by the field Investigator before they can be promoted to Field Investigator status. The “At Will” contract specifies that a field investigator may be dismissed from their position at any time and for any reason. This dismissal action could be related to nonperformance, unprofessional behavior, insubordination, etc.*

The volunteer agreement must be signed by both the field investigator trainee and the State Director. The State Director should fax a signed copy to MUFON Headquarters. Even though the contract is “At will” the State Director should first counsel the field investigator when they violate a MUFON policy and assist the investigator in remedying the problem. If the problem can not be remedied, the State Director should notify the investigator in writing that they have been dismissed from their position and a copy of the letter sent to MUFON International headquarters.

### **Why it is important for all Field Investigators to sign this form:**

This agreement serves two purposes, one to state in unambiguous terms that even though the Field Investigator position is voluntary, you should not assume the position unless you are both willing to and capable of performing the required duties of the position. Second, it is also an acknowledgement that if you ever wish to resign from the position, you can do so at any time. MUFON International understands that life circumstances (loss of job, divorce, etc.) may prevent you from performing the duties that you have agreed to and therefore it is prudent to relinquish the position.



**FIELD INVESTIGATOR  
VOLUNTEER AGREEMENT**

**Date:** \_\_\_\_\_ / \_\_\_\_ / **20**\_\_\_\_\_

Your volunteer position as a MUFON field investigator is “At Will.” This means you are free to end your relationship with MUFON International at any time and for any reason. It also means that MUFON International can terminate your volunteer position as a MUFON field investigator at any time and for any reason which is not unlawful under state or federal law. No oral commitments to you regarding your volunteer appointment are valid, now or in the future.

If this agreement is acceptable to you, please sign one copy of this agreement and return it to the MUFON Director of Investigations at the address below.

**Certification and Release**

A photocopy of this release can be used for all purposes. I understand that nothing in this volunteer agreement, in MUFON’s statement of personnel policies or in my communication with any MUFON employee or official is intended to create an employment contract between MUFON and me. Accordingly, either I or MUFON may terminate my employment at-will/volunteer service at any time with or without cause or notice. I understand that the at-will nature of the employment/volunteer service relationship can only be changed in a specific writing signed by the MUFON International Director. I hereby acknowledge that I have read, understand, and agree to the preceding statement

**Volunteer’s Signature:** \_\_\_\_\_

**Printed name:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**State Director’s Signature:** \_\_\_\_\_

**Printed Name:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**The State Director should fax this agreement to MUFON HQ at 1-866-466-9173.**

## MUFON STATE STAFF APPOINTMENT NOTICE

The following form should be faxed to MUFON International Headquarters when a state staff member appointment is made or changed. The state director should also keep a copy for their records. The staff member should also sign a State Staff volunteer agreement form.

**Fax this document to MUFON Headquarters at 1-866-466-9173. Alternatively you can mail it to MUFON HQ at PO Box 279, Bellvue, CO 80512.**

**State:** \_\_\_\_\_ **State Director:** \_\_\_\_\_.

This notice is to inform MUFON Headquarters of the following change:

ADD     REMOVE    \_\_\_\_\_  
NAME

Effective Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Assistant State Director

Chief Investigator

State Section Director

Senior Field Investigator

Field Investigator

### PERSONAL INFORMATION:

Appointee's Address:

\_\_\_\_\_  
Street/P.O. Box

City

ZIP

Home Telephone: (     ) \_\_\_\_\_

Work Telephone: (     ) \_\_\_\_\_

Cell Phone: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

**MUFON STATE STAFF  
VOLUNTEER AGREEMENT**

**Date:** \_\_\_\_\_ / \_\_\_\_\_ / **20**\_\_\_\_\_

Your volunteer position as a (circle one):

- MUFON State Director
- MUFON Assistant State Director
- MUFON State Section Director

is “At Will.” This means you are free to end your relationship with MUFON International at any time and for any reason. It also means that MUFON International can terminate your volunteer state staff position at any time and for any reason which is not unlawful under state or federal law. No oral commitments to you regarding your volunteer assignment are valid, whether now or in the future.

If this agreement is acceptable to you, please sign one copy of this agreement and fax it to MUFON HQ at 1-866-466-9173 within ten days of your appointment. Alternatively you can mail it to MUFON HQ, PO Box 279, Bellvue, CO 80512.

**Certification and Release**

A photocopy of this release can be used for all purposes. I understand that nothing in this volunteer agreement, in MUFON’s statement of personnel policies or in my communication with any MUFON employee or official is intended to create an employment contract between MUFON and me. Accordingly, either I or MUFON may terminate my employment at-will/volunteer service at any time with or without cause or notice. I understand that the at-will nature of the employment/volunteer service relationship can only be changed in a specific writing signed by the MUFON International Director. I hereby acknowledge that I have read, understand, and agree to the preceding statement

**Volunteer Signature:** \_\_\_\_\_

**Printed name:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Witness Signature:** \_\_\_\_\_

**Printed Name:** \_\_\_\_\_

**Date:** \_\_\_\_\_

# FIELD INVESTIGATION/TRAINING

The passing of the field investigator examination is only the first step in achieving field investigator status. The State Director is responsible for promoting a MUFON member to field investigator status only after all training requirements are met.

Field investigator training encompasses many different skills, knowledge and proficiency in various aspects of case investigation and data collection. These areas include but are not limited to the following:

- **Investigative Ethics.** The field investigator must understand and adhere to the tenet of anonymity. (The withholding of witness identification information from persons who are not directly involved in the MUFON case investigation and evaluation).
- **Interviewing Methods.** Interview preparation, controlling the interview setting, obtaining a complete narrative, analyzing witness body language, active listening, interpreting the oral account, and drawing conclusions.
- **Collateral Contacts.** The field investigator may contact public officials, air traffic controllers, weather station staff, military personnel, character witnesses, etc. to determine whether a sighting report was due to a misinterpretation, to determine the witness reliability or to identify additional witnesses.
- **Technical Expertise.** Ongoing field investigator training should include instruction in basic astronomy, weather phenomenon, aircraft recognition, space satellite tracking, soil analysis, photographic equipment, computer imaging, Internet use, etc.
- **MUFON Case Management System.** Training on the four different investigation reports and CMS data entry.

Field investigator training need not be restricted to a lecture format as on-the-job training is just as valuable. The Senior Investigator, State Section Director, Chief of Investigations or even the State and Assistant State Director can all play an active role in mentoring field investigator trainees. Role playing through mock witness interviews as well as shadowing experienced field investigators conducting live investigations are excellent ways to train new field investigators.

All MUFON field investigators are encouraged to read the latest UFO literature and news, and to acquire new technical skills as they continue honing their investigative skills.

## FIELD INVESTIGATOR EXAMINATION

In order to be promoted from Trainee status to the position of field investigator, every member must achieve a favorable score on the MUFON field investigator's examination. The purpose of the examination is to test an individual's ability to properly evaluate a UFO sighting. The exam also tests on the proper usage of MUFON's Case Management System (CMS).

The examination will contain questions on the following:

- Light and optics
- Sound
- Electrical-magnetic properties
- Measurements
- Physical traces
- Photography

- Radio and radar
- Celestial objects
- Investigation platforms
- Case Management System (CMS)

A person with leadership potential may be appointed initially to a State Director or State Section Director position even though they have not passed the field investigator exam, but will have to pass the exam within six months of their appointment. Contact MUFON Headquarters to request copies of the MUFON field investigator exam.

## **FIELD INVESTIGATOR RESPONSIBILITIES**

### **New Field Investigators**

State Directors should appoint a mentor for each new field investigator. The mentoring process should include teaching the new investigator how to enter cases in CMS, shadowing an experienced investigator in the field, and teaching them the proper way to complete a case. Mentoring will help the new investigator to understand the complexities of investigations.

After the new field investigator has gone through the mentoring process and has received State Director approval, only then are they allowed to conduct an investigation on their own.

The new Investigator should be competent to work alone but should recognize when they need assistance in specialized cases like abduction investigations. If an investigator is uncomfortable for any reason at all with a particular investigation, they should immediately communicate that to their Section Director, Senior or Chief Investigator, State or Assistant State Director. If necessary, another investigator can be asked to help complete the case.

### **Field Investigator Trainee**

An individual who has passed the MUFON field investigator's examination is considered a field investigator Trainee until they have spent an adequate time being mentored and their State Director determines they are ready to conduct investigations on their own.

It is important to note that not all field investigator trainees should be promoted to field investigator status. The State Director and/or his staff must consider a trainee's qualifications, interpersonal skills, etc. before making a decision to promote.

## **CASE ASSIGNMENT AND RESOLUTION**

Although some UFO sightings will be reported directly to a field investigator by the general public, by family or friends, or from local newspaper, television and radio reports, the main source of reports will probably come from MUFON's Case Management System (CMS).

CMS is an Internet web based system that the public can use to report a UFO sighting (current or historical).

- When a report is received through CMS, an email notice is automatically sent to the State Director.
- The State Director should refer the case to the State Section Director responsible for the county in which the witness resides.
- The State Section Director should immediately contact the principal witness in order to verify the reported information and determine whether further investigation is warranted. If face to face interview is justified, a Senior field investigator may be assigned to manage the investigation.
- If a qualified field investigator does not live close to the sighting or witness area, then the case should be assigned to the nearest qualified field investigator.
- The State Director should use CMS to review all cases under investigation and track their status.
- In a very high profile or sensitive case the State Director, MUFON Director of investigations, or even MUFON International Director may assume direct responsibility for the investigation.
- The State Director serves as a "traffic cop" to route the case to the proper individual(s) for investigation. The State Director should monitor the investigation progress and ensure that necessary follow-up is made. If the "traffic cop" role is delegated to the Assistant State Director, Chief Investigator, State Section Director or Senior field investigator, the State Director nevertheless retains overall responsibility for the quality, timeliness and completeness of case reports.

### **SIGHTING REPORTS-CASE REVIEW**

All reports submitted by new field investigators should be reviewed for accuracy and completeness. The review task can be delegated to a person in the state chain of command or a State Director may choose to monitor and review all completed reports them self.

# ADDENDUM

## ADDITIONAL GUIDELINES

### COMMUNICATING WITH MUFON HEADQUARTERS

MUFON International is dedicated to maintaining open lines of communication with all MUFON members. Due to the high volume of phone calls, email, etc. that MUFON HQ receives on a daily basis, it may not be possible for the MUFON International Director to respond immediately but a response will be forthcoming. If the matter is of a general nature and not time sensitive, email is probably the most efficient form of communication. If the matter is of extreme importance or time sensitive, phone communication is preferred. The contact information for MUFON HQ is:

International Director: James Carrion [jcarrion@mufon.com](mailto:jcarrion@mufon.com)

Director of Investigations: Chuck Reeve [investigations@mufon.com](mailto:investigations@mufon.com)

Phone: 888-817-2220

Fax: 866-466-9173

### CHAIN OF COMMAND

MUFON has an established hierarchical chain of command, and it is important that all field investigator and directors follow this chain of command unless an urgent matter makes it necessary to bypass it on a temporary basis. This is especially true of field investigations. The Field Investigator should communicate directly with their State Section Director, the State Section Director with the State/Assistant State Director and the State/Assistant State Director with the MUFON Director of Investigations or International Director. For example, if a Field Investigator has a high priority investigation and requires assistance, but their State Section Director is unavailable (on vacation, sick, etc.) it is appropriate to contact the State/Assistant State Director directly on a temporary basis.

MUFON is a team and it is important that you work as a team member in meeting MUFON's three primary goals of investigation, research and education. One way to ensure team cohesiveness is to follow the chain of command. However, if you feel that there are abuses of power/privilege in the chain of command, you are welcome to report those in confidence to the MUFON International Director at any time.

### MUFON CODE OF ETHICS

Adhering to the MUFON Code of Ethics (found in the Field Investigators Manual) may be time consuming but necessary to guarantee the scientific validity of data collected and to protect all parties. Failure to follow the Code of Ethics could result in useless data, bad public relations, and lawsuits. The investigator must always be sensitive to the reality that any case important enough to involve informed consent is likely also to be scrutinized at some later time by parties of different interests, including the courts. Accordingly, failure to carry out the objectives and

tenets of the MUFON Code of Ethics may result not only in unpleasant consequences for the investigator, but for MUFON International as well.

A thorough reading of the MUFON field investigators Manual will acquaint you with the **General Code of Ethics** as well as the **ethics guidelines for investigating abduction experience cases**.

Ufology has a long history of fragmented relationships and research efforts due to political infighting, personal attacks, perceived competition, etc. At no time should a MUFON member result to personal attacking any individual, because of a difference in opinion. MUFON works on the basis of valid data and the facts and there is no room for personal attacks.



## **MEDIA POLICY GUIDELINES**

### **PROVIDING PUBLIC INFORMATION AS A MUFON REPRESENTATIVE**

- Please remember that you are representing MUFON International. Proper business attire (MUFON polo shirt allowed) and clean appearance are expected. If in the field conducting an investigation, proper investigator clothes (jeans, MUFON FI T-shirt/jacket) can be worn instead.
- Only the subject of UFOs and related phenomenon (abductions, cattle mutilations and crop circles) should be discussed. There is currently a very tenuous connection between cattle mutilations or crop circles with the UFO phenomenon and this should be explained in any public interview.
- You should not discuss metaphysics as it could give the impression that the UFO phenomenon is related to esoteric subjects. MUFON is a scientific research organization and all discussion of UFOs should be within a scientific context.
- Speculation must be avoided and public comments should be based on factual information. Claiming ignorance or “I don’t know” is much less damaging than open-ended speculation or fabrication of events or history.
- Care must be taken to express objective views while at the same time refraining from personal viewpoints.
- The State Director should always be notified when a MUFON member in their state makes a public presentation.

### **DISSEMINATING CASE INFORMATION TO THE PUBLIC**

- Witness identity should not be revealed unless explicit written permission is obtained from the witness.
- Incomplete cases under investigation should not be discussed.
- Witnesses should be notified of investigator findings and case resolution prior to reporting the case to the media or public. If a witness does not agree with a conclusion or finding, the investigator should notify the State Director of the witness disagreement.
- MUFON International has not made any official pronouncement as to the specific origin, nature, or purported intelligence of “UFO’s.”

At this writing we know the following:

- **UFO’s are real.**
- **Our universe is teeming with life**
- **UFO’s deserve scientific study.**

### **LECTURE FEES**

- Lecture fees from educational, civic or other non-profit organizations and institutions and remuneration from reputable media publications are acceptable.
- Any remuneration from sensationalist tabloid or other publications of questionable news content should be rejected.

## MEDIA RELATIONS

### HANDLING THE PRESS AND SECRETS OF SUCCESSFUL MEDIA RELATIONS

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#### PRESS RELEASES

A press release also known as a news release is a written or recorded communication directed at members of the news media to announce something claimed as having news value. The press release can be used to announce special MUFON events, significant case investigations, etc. The purpose of the press release is to generate media attention that is positive towards MUFON.

Press Release Tips:

- Communicate who, what, where, when, why and how.
- Keep it simple and specific
- Include contact information, phone and fax numbers, email addresses, etc.
- Distribute the press release via regular mail or email to the appropriate media contact
- Follow up with a phone call

#### INTERVIEW SUGGESTIONS

A newspaper, magazine, community service anchor, radio, or television reporter has made an appointment with you to write a story on the Mutual UFO network, our activities, and recent sightings and investigations. *What preparations will you want to make?*

- If possible, send the reporter a MUFON brochure, Journal, a general review of sightings in your area, and other information pertinent to your state before the interview. This will enable the interviewer to formulate questions that may in turn be familiar to you. If you volunteer positive rather than negative statements, the reporter is more inclined to use the positive statements.
- Upon meeting the reporter or interviewer, be relaxed and friendly. Remember that you probably know much more about UFOs than the reporter does. Think of this as your chance to educate the public.
- Keep your answers interesting and short. Avoid using UFO jargon such as “waves,” “flaps”, “contactees”, and so on. Formulate one or two major points you wish to get across in the finished story.
- Short and specific answers are better than long ones as fewer words provide less opportunity for interviewer misinterpretation. Seldom will you have a chance to edit a reporter’s story, so any misunderstandings should be corrected during the interview.
- Be positive in your answers. Reporters may be confrontational and ask negative questions. As an example:  
**Reporter:** “Aren’t UFO sighting reports diminishing these days, because one does not see reports of them in the newspapers,”

**Your Reply:** “On the contrary, reports have actually increased because the public is more aware of organizations like MUFON and are learning there is a place to report sightings which will be investigated.”

This is a positive approach to the interviewer’s question.

- Honesty is always the best policy. The only contact most people have with the subject of UFOs is through various sensationalist tabloid periodicals or TV documentaries.
- Do not let the interviewer “put words in your mouth” and therefore expose yourself to attack and the loss of credibility by overstating MUFON’s position, philosophy, or policies.
- Do not be afraid to say, “I don’t know”. Do not speculate. Confine your answers to know facts. Do not release case information without media releases. If you commit yourself to answer questions after the information becomes available, make certain you follow up.
- When the interviewer asks a “loaded question”, remain calm, relaxed, and very directly answer their question while at the same time correcting any misconceptions. Do not be confrontational, but rather remain in control of your emotions. Remember, you are the guest.
- Refer to the interviewer by their name whenever it feels comfortable, but do not overdo it. Use Mr., Miss, Mrs., unless the interviewer asks you to use their first name.
- Butterflies are normal! Part of being a State Director or field investigator is talking with people, and this of course will include the media occasionally. The more you do it the better you get at it.
- Speak in the first person using “I” statements. Remember that you are a MUFON spokesperson but avoid starting a statement with “*MUFON believes,*” or “*we feel,*” which sound impersonal. Stating “*MUFON policy is—*,” is correct as long as the policy is stated.

## **RADIO AND TELEVISION**

- In broadcast interviews it is very important that you make your key points at the beginning of the interview and in as few words as possible. Your interview in most cases will be edited to 30 seconds or less.
- Radio stations typically conduct interviews by telephone; however, many large city radio stations prefer live guest appearances.
- Many cities and towns have community television stations will tape interviews for broadcast at a later time. It is helpful to prescript questions and answers and provide them to the interviewer prior to the interview.
- All media recording is edited prior to broadcast and significant portions of the interview may be edited out which has the effect of modifying your message. Guarding against this almost impossible.

## **THE INTERVIEW- SETTING THE STAGE**

- Be careful of the chair you select. Do not swivel or lean away from the camera. A solid straight back chair is desirable as a soft cushiony chair may cause you to sink down, feel trapped and position you below the interviewer. Try and sit up straight observing good posture.
- If you are interviewed at your home office or place of business, do not completely clean off your desk prior to an interview, however tidy it up. Your desk should reflect a business atmosphere.

- Your office is not a television studio and may need to be rearranged before an interview to accommodate the video equipment. It is always best to cooperate with the reporter/interviewers requirements.
- If you wear glasses, keep them on, as the cameraman will know how to avoid glare.
- Lapel microphones are easy to use and will not cause the volume to fade. If a desk microphone is used, speak directly into it. Do not turn your head or body away from the microphone as sound may be lost.
- Talk to the reporter, not the camera, unless you are asked to do so for emphasis.

### **EFFECTIVE TELEVISION INTERVIEWS**

- A TV interview is a wonderful opportunity to impart important UFO information to the public. Remember that you are the expert and are being interviewed because of this expertise. Get to know your local TV news personalities and maintain a favorable relationship whenever possible.
- Check your appearance and then forget about it. If you have prepared properly for the interview, the only things you need to concentrate on are the questions being asked.
- Prepare yourself properly for the interview. Rudyard Kipling had a saying: “There are six honest serving men, they taught me all I know; their names are ‘What’, ‘Why’, ‘When’, ‘How’, ‘Where’ and ‘Who’.” The idea here is to anticipate questions the reporter may ask you related to material you have provided beforehand.
- Sit up straight
- Communicate the most important information first.
- Answer all questions as direct as possible without being too brief or uncommunicative.
- If you don’t know the answer to a question, say so.
- Be open, friendly, and helpful. Do not be afraid to smile or inject proper humor into your answers when appropriate.
- Don’t talk down to your audience or display a superior attitude.
- Be yourself. Speak distinctly and deliberately as you have an important message to impart.

Abridged and Expanded from field investigators Manual Fourth Edition-HANDLING THE PRESS: THE SECRETS OF SUCCESSFUL MEDIA RELATIONS

## **MUFON CONSULTANTS AND RESEARCH SPECIALISTS**

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MUFON International has many members who volunteer their expertise and lab equipment for research and analysis purposes. If a MUFON field investigator needs the expertise of a MUFON Research Specialist or Consultant, contact the MUFON Director of Investigations at [sightings@mufon.com](mailto:sightings@mufon.com) or the International Director at [jcarrion@mufon.com](mailto:jcarrion@mufon.com) .

### **CONSULTANT BACKGROUND AND DUTIES**

A MUFON Consultant holds a Doctorate in an applicable discipline and is expected to:

- Respond to a written request (email, fax or letter) from a State Director (copy to the International Director) for their expertise in a case investigation.
- Participate in UFO research projects as directed by the International Director.
- Provide case related progress reports to the International Director and State Director as required.

### **RESEARCH SPECIALIST BACKGROUND AND DUTIES**

The MUFON Research Specialist holds a *Master of Arts/Sciences* degree in an applicable discipline and is expected to:

- Respond to a written request (email, fax or letter) from a State Director (copy to the International Director) for their expertise in a case investigation.
- Participate in UFO research projects as directed by the International Director.
- Provide case related progress reports to the International Director and State Director as required.