Army Regulation 360–1

Army Public Affairs

The Army Public Affairs Program

Headquarters
Department of the Army
Washington, DC
25 May 2011

UNCLASSIFIED

SUMMARY of CHANGE

AR 360–1
The Army Public Affairs Program

This administrative revision, dated 8 December 2017—

- Notifies users that Army Directive 2017-27, Army Flyovers for Public Affairs Missions, dated 30 October 2017, updates policy in this regulation, specifically in paragraph 7-11*d*.

This major revision, dated 25 May 2011—

o Defines the staff relationship of public affairs officers and requires that public affairs offices, units, sections, and functions be managed and supervised only by qualified public affairs personnel (para 1-5a).

o Identifies public affairs as an inherently governmental function performed only by military or civilian officials of the Army, commanders, or their designated official spokespersons (para 1-5b).

o Clarifies the organization of the Office of the Chief Public Affairs and its field operating agencies (para 1-8).

o Requires commanders to appoint a unit public affairs representative to any unit that is not supported by a designated public affairs officer (para 2- 3a(5)).

o Requires public affairs officers to provide coordination and representation to planning, coordinating, and operations cells, as appropriate; provide training and support to command-designated unit public affairs representatives; and be designated as the command Web content manager (paras 2-4d, 2-4i, and 2-4n).

o Defines election year policies (para 3-4)

o Clarifies that release of information about U.S. Army counterintelligence personnel or activities must be coordinated in advance with the Deputy Chief of Staff, G-2 (para 5-24).

o Adds a requirement to comply with the Health Insurance Portability and Accountability Act of 1996 (para 5-25).

o Updates command policy on public access to, and photographing of, Army installations and equipment (para 5-33).

o Updates policy on unit activations, inactivations, and reorganizations (para 5-39).

Clarifies unofficial and special-case writing and speaking guidelines (para 6-8).

o Updates policies for authorized and prohibited participation of military assets (paras 7-2 through 7-4).

o Updates policy on activities involving Army aircraft use for public affairs missions (paras 7-8 through 7-11).

o Changes community relations councils to community relations working groups (para 8-1d).

o Updates policy on activities involving contractors and military-related organizations and associations (para 11-5).

o Requires capitalization of Soldier and Family when referring to U.S. Soldiers and Army Families (para 13-12b(4)).

o Adds official and unofficial Web site publishing guidance (paras 13-14 and 13-15).

- Makes administrative changes (throughout).

Headquarters
Department of the Army
Washington, DC
25 May 2011

*Army Regulation 360–1

Effective 25 June 2011

Army Public Affairs

The Army Public Affairs Program

By Order of the Secretary of the Army:

MARK A. MILLEY
General, United States Army
Chief of Staff

Official:

GERALD B. O'KEEFE
Administrative Assistant to the
Secretary of the Army

History. This publication is an administrative revision. The portions affected by this administrative revision are listed in the summary of change.

Summary. This major revision provides guidelines for command and public information, including information released to the media, and community relations programs intended for internal and external audiences with interest in the U.S. Army. This revision also defines the staff relationship of the public affairs officer; identifies public affairs as an inherently governmental function; requires commanders to appoint a unit public affairs representative to any unit that is not supported by a designated public affairs officer; updates policies for Army musical support; and adds official and unofficial Web site publishing guidance.

Applicability. This regulation applies to the active Army, the Army National Guard/Army National Guard of the United States, and the U.S. Army Reserve, unless otherwise stated. It also applies to civilian employees of the Department of the Army. Overseas commanders are responsible for the conduct of public affairs activities within their commands and will be guided by the policies of the Department of the Army and of the commanders of unified commands. In the event of conflict, the policies of the unified command will govern. During mobilization, chapters and policies in this regulation may be modified by the proponent.

Proponent and exception authority. The proponent of this regulation is the Chief, Public Affairs. The proponent has the authority to approve exceptions or waivers to this regulation that are consistent with controlling law and regulations. The proponent may delegate this approval authority, in writing, to a division chief within the proponent agency or its direct reporting unit or field operating agency, in the grade of colonel or the civilian equivalent. Activities may request a waiver to this regulation by providing justification that includes a full analysis of the expected benefits and must include formal review by the activity's senior legal officer. All waiver requests will be endorsed by the commander or senior leader of the requesting activity and forwarded through their higher headquarters to the policy proponent. Refer to AR 25–30 for specific guidance.

Army internal control process. This regulation contains management control provisions and identifies key management controls that must be evaluated (see appendix L).

Supplementation. Supplementation of this regulation and establishment of command and local forms are prohibited without prior approval from the Chief, Public Affairs (SAPA–ZA), 1500 Army Pentagon, Washington, DC 20310–1500.

Suggested improvements. Users are invited to send comments or suggested improvements on DA Form 2028 (Recommended Changes to Publications and Blank Forms) directly to the Chief, Public Affairs (SAPA–ZA), 1500 Army Pentagon, Washington, DC 20310–1500.

Distribution. This publication is available in electronic media only and is intended for command level B for the active Army, the Army National Guard/Army National Guard of the United States, and the U.S. Army Reserve.

Contents (Listed by paragraph and page number)

Chapter 1
Introduction, *page 1*
Purpose • 1–1, *page 1*
References • 1–2, *page 1*
Explanation of abbreviations and terms • 1–3, *page 1*
Responsibilities • 1–4, *page 1*
Staff relationships • 1–5, *page 1*
Public affairs mission, functional areas, and core processes • 1–6, *page 1*

*This publication supersedes AR 360-1, dated 15 September 2000.

UNCLASSIFIED

Contents—Continued

Direct communications • 1–7, *page 1*
Organization of the Office of the Chief Public Affairs • 1–8, *page 1*

Chapter 2
Responsibilities, *page 2*
Principal Headquarters, Department of the Army officials • 2–1, *page 2*
Chief, Public Affairs • 2–2, *page 2*
Commanders • 2–3, *page 2*
Public affairs officers, Army command level and below • 2–4, *page 3*
Army personnel • 2–5, *page 4*

Chapter 3
Policies, *page 4*
Activities, support to public events, and requests for access to military facilities • 3–1, *page 4*
Specific restrictions, limitations, and other considerations • 3–2, *page 5*
Department of Defense-coordinated activities • 3–3, *page 7*
Election year policies • 3–4, *page 7*
Public affairs publications • 3–5, *page 9*
Special purpose publications • 3–6, *page 10*
Visual information products • 3–7, *page 11*
Distribution of non-DOD commercial publications • 3–8, *page 11*

Chapter 4
Public Affairs Resourcing, *page 11*
Public affairs funding authority • 4–1, *page 11*
Use of Army funds and other resources • 4–2, *page 11*
Events qualifying for funding • 4–3, *page 12*
Events requiring user charges or payment for services • 4–4, *page 12*
Finance guidelines • 4–5, *page 12*
Advertising for environmental hearing notices • 4–6, *page 13*
Contracted services • 4–7, *page 13*
Contracting for a civilian enterprise publication • 4–8, *page 13*
Contracting for Army-Funded publications • 4–9, *page 13*
Contracting for Army-Funded video and television production • 4–10, *page 14*
Distribution of Army-Funded publications • 4–11, *page 14*

Chapter 5
Release of Information, *page 14*
Release of official Information • 5–1, *page 14*
Impartial and objective dissemination • 5–2, *page 14*
Authority to release information • 5–3, *page 14*
Safeguarding information • 5–4, *page 16*
Release of Army records • 5–5, *page 16*
Communicate to all audiences • 5–6, *page 16*
Consultation with state and local officials • 5–7, *page 16*
Visual information support • 5–8, *page 17*
Facilitating media visits • 5–9, *page 17*
News media accreditation • 5–10, *page 17*
Media day • 5–11, *page 17*
Official discussions with the media • 5–12, *page 17*
Unofficial discussions • 5–13, *page 18*
Release of unclassified official visual information material to foreign nationals or governments • 5–14, *page 18*
Personal privacy • 5–15, *page 18*
Release of information on disciplinary actions • 5–16, *page 18*
Criminal investigation, Department of the Army polygraph activities • 5–17, *page 18*

Contents—Continued

Release of information from criminal investigation and military police records, reports, and forms • 5–18, *page 18*
Military accidents • 5–19, *page 18*
Accident involving military personnel or equipment • 5–20, *page 18*
Casualties • 5–21, *page 20*
Access to Armed Forces Disciplinary Control Board meetings • 5–22, *page 20*
Interviews with and hometown-type news releases about foreign military personnel attending U.S. Army schools • 5–23, *page 20*
The U.S. Army counterintelligence personnel or activities • 5–24, *page 20*
Personnel under treatment in Army medical facilities • 5–25, *page 20*
Missing in action or whereabouts unknown • 5–26, *page 20*
Personnel participating in alcohol and drug abuse control programs • 5–27, *page 21*
Litigation and debarment cases • 5–28, *page 21*
Coverage of courts-martial • 5–29, *page 21*
Recording Soldiers • 5–30, *page 21*
Photographing and recording personnel in a hostile area • 5–31, *page 21*
Official photography and recording and media access to personnel under treatment in Army medical facilities • 5–32, *page 22*
Photographing military installations or equipment • 5–33, *page 22*
Army studies • 5–34, *page 22*
Opposing forces program • 5–35, *page 22*
Media coverage of equipment testing • 5–36, *page 22*
Battle labs and advanced warfighting experiments • 5–37, *page 22*
Activation, inactivation, or realignment of installations, facilities, or activities and/or associated personnel reductions • 5–38, *page 22*
Unit activations, inactivations, and reorganizations • 5–39, *page 22*
Training and movement of units • 5–40, *page 23*
Access to Military Entrance Processing Stations • 5–41, *page 23*
Access to commissaries • 5–42, *page 23*
Visits to installations with chemical munitions and/or a nuclear, biological, or chemical defense-related mission or activity • 5–43, *page 23*
Access to Army confinement facilities • 5–44, *page 23*
Criminal investigations • 5–45, *page 23*
Inspector general activities • 5–46, *page 23*
Army support to disaster relief and civil disturbances • 5–47, *page 23*
Release of information by manufacturers, research organizations, educational institutions, and other commercial entities holding Army contracts • 5–48, *page 24*
Release of information on unit deployments • 5–49, *page 24*

Chapter 6
Speakers and Clearance of Speeches, Manuscripts, and Internal Information, *page 24*
Speaking and manuscript clearance guidelines • 6–1, *page 24*
Requests for speakers • 6–2, *page 24*
Funding and travel for speaking engagements • 6–3, *page 24*
Presidential platform speakers • 6–4, *page 25*
Medal of Honor recipient speakers • 6–5, *page 25*
Clearance authorities • 6–6, *page 25*
Official speaking or writing guidelines • 6–7, *page 25*
Unofficial and special-case writing and speaking guidelines • 6–8, *page 26*
Speaking and manuscript clearance procedures • 6–9, *page 27*

Chapter 7
Use of Military Assets for Public Affairs, *page 27*
Musical, aerial, ceremonial, and troop units • 7–1, *page 27*
Authorized participation for Army musical, ceremonial, and troop unit support • 7–2, *page 27*
Prohibited participation by Army musicians • 7–3, *page 28*

Contents—Continued

Bands and other musical units • 7–4, *page 29*
Ceremonial units • 7–5, *page 29*
Color guards • 7–6, *page 29*
Exhibits, loans, explosives, and donations • 7–7, *page 30*
Aerial activities • 7–8, *page 31*
Criteria for Army aerial demonstrations • 7–9, *page 32*
Authority for approval of aerial activities other than travel • 7–10, *page 34*
Procedures for approval of aerial activities other than travel • 7–11, *page 34*

Chapter 8
Programs and Activities, *page 34*
Public engagement programs and activities • 8–1, *page 34*
Observance of the Army Birthday • 8–2, *page 36*
Armed Forces Day and Veterans Day • 8–3, *page 36*
Presidential wreath-laying ceremonies • 8–4, *page 36*
Open house • 8–5, *page 36*
Support to state governors' inaugural activities • 8–6, *page 37*
Joint Civilian Orientation Conference • 8–7, *page 37*
U.S. Army and Air Force Hometown News Service • 8–8, *page 37*
Army support to non-U.S. Government authors and producers of documentaries and entertainment-oriented publications and audio and audiovisual products • 8–9, *page 38*
Productions by Army agencies and commands • 8–10, *page 39*

Chapter 9
Other Policies with Public Affairs Impact, *page 39*
Environmental protection and enhancement • 9–1, *page 39*
Land acquisition • 9–2, *page 39*
Noninvestigative public affairs files on organizations and individuals not affiliated with the Department of Defense • 9–3, *page 39*
Procedures for handling requests for political asylum and temporary refuge • 9–4, *page 39*
Questionnaires, surveys, polls, and opinion research projects • 9–5, *page 39*
Distribution of literature on Army installations • 9–6, *page 39*
Personal privacy • 9–7, *page 39*
Release of information on disciplinary actions • 9–8, *page 39*
Criminal investigation, Department of the Army polygraph activities • 9–9, *page 39*
Release of information from criminal investigation and military police records, reports, and forms • 9–10, *page 39*
Counterintelligence • 9–11, *page 39*
Groundbreakings, dedications, and memorial ceremonies for U.S. Army Reserve centers • 9–12, *page 40*
Use of animals in research, development, test, and evaluation and biomedical training programs • 9–13, *page 40*
Commercial solicitation on Army installations • 9–14, *page 40*
Major disruptions and terrorism on military installations • 9–15, *page 40*
Civil disturbance off military installations • 9–16, *page 40*
Civil support • 9–17, *page 40*

Chapter 10
Public Affairs Travel, *page 40*
Use of military transportation assets • 10–1, *page 40*
Local media travel procedures and approvals • 10–2, *page 41*
Nonlocal media travel procedures and approvals • 10–3, *page 41*
Special travel categories • 10–4, *page 42*
Use of Army aircraft for nonmedia public affairs travel • 10–5, *page 42*
Very important person travel • 10–6, *page 42*

Contents—Continued

Chapter 11
Organizations and Associations, *page 43*
General • 11–1, *page 43*
Membership in organizations and associations • 11–2, *page 43*
Liaison with organizations and associations • 11–3, *page 43*
Support to national military association annual conferences • 11–4, *page 43*
Activities involving contractors and military-related organizations and associations • 11–5, *page 44*
Business and industry organizations and associations • 11–6, *page 44*

Chapter 12
Nuclear, Biological, and Chemical Accidents and Incidents Concerning Materials Under the Supervision or Responsibility of the Army, *page 45*
Policies and procedures • 12–1, *page 45*
Chemical munitions and nuclear, biological, and chemical defense information clearance • 12–2, *page 46*
Public affairs planning for biological and chemical incidents • 12–3, *page 46*
Nuclear weapon accidents and significant incidents • 12–4, *page 48*
Biological or chemical accidents or incidents • 12–5, *page 49*
Overseas commands • 12–6, *page 49*
Notification requirements • 12–7, *page 50*
Additional contingency releases of preplanned announcements • 12–8, *page 50*
Direct communications • 12–9, *page 50*

Chapter 13
Publications and Electronic Media Guidelines, *page 50*
Primary function • 13–1, *page 50*
Editorial contributions • 13–2, *page 51*
Use of color in publications • 13–3, *page 51*
Photographs and videos • 13–4, *page 51*
Civilian enterprise operations • 13–5, *page 52*
Use of Army-Funded operations • 13–6, *page 53*
Publication name • 13–7, *page 53*
Mastheads • 13–8, *page 53*
Advertising in civilian enterprise newspapers • 13–9, *page 53*
News and editorial material • 13–10, *page 54*
Civilian enterprise guides and maps • 13–11, *page 54*
Style • 13–12, *page 55*
Broadcasting • 13–13, *page 56*
Official Web site publishing guidance • 13–14, *page 56*
Web logs (blogs) and other unofficial posting on commercial Web sites • 13–15, *page 57*
Fund-raising publicity • 13–16, *page 58*

Appendixes

A. References, *page 59*

B. Department of Defense Principles of Information, *page 66*

C. Awards, *page 68*

D. Feasibility Study for Civilian Enterprise Newspapers, *page 69*

E. Guidance on Release of Information Under the Privacy Act, *page 71*

F. Clearance and Release of Contractor Materials and Information, *page 72*

G. Resolution of the Continental Congress–14 June 1775, *page 74*

H. Presidential Wreath-Laying Ceremonies, *page 74*

I. Nuclear, Biological, and Chemical Release Samples, *page 79*

J. Internal Information Materials, *page 88*

Contents—Continued

K. Mastheads and Disclaimers, *page 89*

L. Management Control Evaluation Checklist, *page 90*

Table List

Table 8–1: Quarterly report of designated presidential representatives, *page 36*
Table H–1: Presidential wreath-laying ceremonies, *page 75*

Figure List

Figure 10–1: Sample liability release, *page 41*
Figure B–1: Principles of information, *page 67*
Figure G–1: Resolution of the Continental Congress, 14 June 1775, *page 74*
Figure H–1: Presidential wreath-laying ceremony format, *page 78*
Figure I–1: Model PA checklist for DOD OSC or designee at a CONUS accident involving radioactive materials, *page 79*
Figure I–2: Nuclear accident and/or incident contingency release—no danger to the public, *page 80*
Figure I–3: Nuclear accident and/or incident contingency release—possible danger to the public (notification of local and state officials), *page 81*
Figure I–4: Nuclear accident and/or incident contingency release—possible danger to the public (general public), *page 82*
Figure I–5: Nuclear accident and/or incident contingency release—probable danger to the public (Sheet 1 of 2), *page 83*
Figure I–5: Nuclear accident and/or incident contingency release—probable danger to the public (Sheet 2 of 2), *page 84*
Figure I–6: Sample chemical public announcement—no danger to the public, *page 85*
Figure I–7: Sample chemical public announcement—possible danger to the public, *page 86*
Figure I–8: Sample chemical public announcement—on an installation—no danger to the public, *page 87*
Figure I–9: Sample chemical public announcement—on an installation—possible danger to the public, *page 88*
Figure K–1: Sample masthead, *page 90*

Glossary

Chapter 1
Introduction

1–1. Purpose
This regulation establishes policies and procedures for conducting Army public affairs (PA) programs.

1–2. References
Required and related publications and prescribed and referenced forms are listed in appendix A.

1–3. Explanation of abbreviations and terms
Abbreviations and special terms used in this regulation are explained in the glossary.

1–4. Responsibilities
Responsibilities are listed in chapter 2.

1–5. Staff relationships
a. Public affairs is a command responsibility. Due to the sensitivity and time criticality of incidents and issues with PA implications, public affairs officers (PAOs) require direct access to the commander. To ensure this, PAOs serve on the commander's personal staff. Commanders and agency heads may assign PAOs coordinating staff authority for certain actions or missions, as deemed appropriate. (Refer to FM 6–0 for guidance on the PAOs duties, staff roles, and relationship to other staff officers.) Qualified PA personnel designated by the Chief, Public Affairs (CPA) must manage and supervise PA offices, units, sections, and functions. Non-PA staff sections or officials will not be assigned primary responsibility for PA missions.

b. Public affairs is an inherently governmental function. Formulation and promulgation of Army PA policy is an official responsibility and may be performed only by military or civilian officials of the Army and commanders or their designated official spokespersons.

1–6. Public affairs mission, functional areas, and core processes
The PA fulfills the Army's obligation to keep the American people and the Army informed and helps to establish the conditions that lead to confidence in America's Army and its readiness to conduct full-spectrum operations. Every member of the Army contributes to effective PA. Soldiers are the most credible and influential spokespersons that the Army has. As such, they should be encouraged to communicate with the public by using all communication mediums and using and adhering to the guidance in this regulation. The primary PA functional areas are internal information, public information, and community engagement. The PA principles and core processes are detailed in FM 3–61. Appendix B of this regulation addresses the DOD principles of information.

1–7. Direct communications
The Office of the Chief Public Affairs (OCPA) is authorized to communicate directly with other HQDA agencies, Army commands (ACOMs) and installations, and subordinate Army elements, if attempts to contact the unit's and/or installation's higher headquarters in a timely manner have failed. Commands and installations are authorized to communicate directly with the OCPA when circumstances require—after they have made reasonable attempts to contact their higher headquarters first. Any headquarters bypassed as a result of a direct communication will be informed of the action as soon as possible by the office initiating the direct communication.

1–8. Organization of the Office of the Chief Public Affairs
The OCPA is organized into a HQDA element at the Pentagon and several field operating agencies.

a. The OCPA, Los Angeles branch (OCPA–LA), is the principal PA liaison between the Army and the entertainment, television, and motion picture industries.

b. The OCPA, New York branch, is the principal PA liaison with the broadcast, print, publishing, advertising, theatrical, and independent creative communities.

c. The Army Public Affairs Center is the proponent for all PA doctrine, training, leader development, organization, materiel, and Soldier and/or civilian support issues.

d. The U.S. Army Field Band (USAFB) conducts national and international concert tours in support of Army PA objectives.

e. Regional branch offices, as directed by the CPA, provide liaison and support to the Army, other Service, and local ACOMs throughout the continental United States (CONUS).

Chapter 2
Responsibilities

2–1. Principal Headquarters, Department of the Army officials

a. In accordance with this regulation, principal HQDA officials will prepare information, records, and material for the OCPA's dissemination to the public.

b. The OCPA staff officers will ensure that all necessary staff coordination and clearance have been completed prior to releasing information outside the Department of the Army.

2–2. Chief, Public Affairs

a. The CPA was established under the authority of Section 3014, Title 10, United States Code, (10 USC 3014). The Secretary of the Army (SECARMY) has assigned the CPA with the responsibility to conduct PA operations.

b. The OCPA assesses, plans, conducts, and evaluates PA policies and programs for the active Army (AA) and reserve components (RCs). The CPA is responsible to the SECARMY and responsive to the Chief of Staff, Army (CSA).

c. The CPA will—

(1) Serve as the principal advisor to the SECARMY and CSA on Army support to U.S. strategic communication.

(2) Manage the Army's Public Information Security Review Program.

(3) Manage the review and clearance of information for release outside DOD by the Office of the Secretary of the Army (OSA) and the Army staff (ARSTAF).

(4) Manage the OSA and ARSTAF PA program.

(5) Oversee the implementation of public law that authorizes Army special bands to produce recordings for commercial sale.

(6) Serve as the proponent for all PA issues across doctrine, training, leader development, organization, materiel, and Soldier and/or civilian support issues.

(7) Prescribe and monitor the level and nature of Army support to the annual conventions or conferences of national military associations.

(8) Approve DA-level PA awards (see app C for PA awards).

(9) Manage the Army's participant selection process for the DOD-sponsored Joint Civilian Orientation Conference (JCOC).

(10) Coordinate with the Army Chief Information Officer/G–6 (CIO/G–6) for visual information activity policy and authorizations, including management procedures for CONUS radio and television broadcast facilities (see AR 25–1) and Internet policies.

(11) Process PA policy exception requests.

(12) Process requests for U.S. Army Parachute Team (Golden Knights) demonstrations and approve the team's annual demonstration schedule.

(13) Process requests for Army aerial activities in public events.

(14) Produce timely news, information, and limited entertainment programming and distribute through Soldiers Radio and Television and Soldiers magazine.

(15) Ensure an Army Public Web Program is operated and maintained as the official primary point of access to Army information on the Internet according to Web site administration policies and procedures coordinated with the CIO/G–6.

(16) In concert with the CIO/G–6, provide oversight and control of the content on Army public Web sites.

d. The CPA has the authority to approve exceptions to Army PA policy in this regulation that are consistent with controlling law and regulations. The CPA may delegate approval authority, in writing, to the deputy CPA, principle deputy CPA, and division chiefs within the proponent agency in the grade of colonel or the civilian equivalent.

2–3. Commanders

a. All commanders will—

(1) Develop PA guidance, strategies, plans, and operations.

(2) Evaluate the effectiveness of PA projects, plans, and operations.

(3) Designate spokespersons to release information pertaining to their command. The PA is an inherently governmental function requiring that official spokespersons be military or DOD/Army civilian employees.

(4) Coordinate operational matters related to all U.S. Army special operations forces (ARSOF) with the U.S. Army Special Operations Command (USASOC). Resource and maintain a PA capability to operate on the Internet and to monitor the global information environment.

(5) Appoint a unit public affairs representative (UPAR) to any unit that is not supported by a designated PAO.

b. Commanders of all ACOMs, Army service component commands (ASCCs), and direct reporting units (DRUs) include the following:

Note. For the purpose of this regulation, the National Guard Bureau (NGB) and the U.S. Army Reserve Command (USARC) are considered ACOMs.

(1) *National Guard Bureau.* State adjutants general are responsible for PA activities, including public information, of Army National Guard (ARNG) units. The chain of communication for ARNG PA matters is through the NGB, PA office (NGB PA). The NGB and state adjutants general must keep ACOMs, ASCCs, and active installation PAOs informed of training activities on active installations that will involve media and visits by very important persons (VIPs). The NGB will establish publishing authority for ARNG unit publications.

(2) *U.S. Army Reserve Command.* The USARC will establish publishing authority for U.S. Army Reserve (USAR) publications.

(3) *U.S. Army Training and Doctrine Command.* The TRADOC will establish publishing authority for Reserve Officers' Training Corps (ROTC) publications.

(4) *U.S. Army Intelligence and Security Command.* The INSCOM will establish publishing authority for all INSCOM military intelligence units and provide security clearance procedures prior to publication.

(5) *U.S. Army Special Operations Command.* The USASOC will establish publishing authority for all ARSOF RC unit publications.

(6) *Army command commanders.* Commanders of all ACOMs—

(a) May delegate to commanders of installations or activities the authority to participate routinely in local events jointly planned and conducted by border communities in the United States, Canada, and Mexico. Participation is based on the following:

1. The significance of the event and DOD interest.

2. Advance consultation and approval of U.S. consular officials in the Canadian and Mexican communities involved or the American Embassy in Ottawa or Mexico City.

3. Coordination with other Federal agencies, as required.

4. Approval of chambers of commerce and municipal authorities involved.

5. Coordination according to chapter 7 of this regulation for aerial demonstrations.

(b) Will ensure periodic professional development seminars or video teleconferences in support of their PA programs are organized and conducted.

c. All senior commanders will—

(1) Support the PA mission of the senior commander.

(2) Develop inter-Service support agreements or memoranda of understanding that provide appropriate PA support to tenant units and activities, Army recruiters, and ARNG, USAR, and ROTC units.

(3) Ensure that all actions related to PA areas of responsibility are coordinated with applicable tenant and neighboring activities and up and down the chain of command. Conflicts that cannot be resolved at the local level will be referred to higher headquarters for resolution.

(4) Request assistance from ARNG and USAR PAOs to carry out PA responsibilities, if required. Requests must be submitted through proper ACOM, ASCC, or DRU; Chief, NGB; and/or USARC channels, when necessary.

d. All local commanders will—

(1) Give adequate publicity throughout the year to the global missions of the Army and the Army campaign plan, as directed by the CSA.

(2) Process and approve requests for Army support at the lowest practical command level and forward all requests requiring DA or DOD approval through command channels to the OCPA.

(3) Forward requests for approval of support to events (which by their nature or because of news media coverage could be of national or international interest) through command channels to the OCPA not later than 45 days prior to the event or immediately if the event is within 45 days.

(4) Forward requests for support from foreign countries through the proper U.S. Defense Attaché Office to the Office of the Assistant Secretary of Defense (Public Affairs) (OASD (PA)).

(5) Provide unclassified information about the Army and its activities to the public with maximum disclosure and minimum delay. Do not release information that would adversely affect national security or threaten the personal safety or invade the privacy of members of the Armed Forces.

(6) Release unfavorable news with the same care and speed as favorable news. Be candid when dealing with the American people.

(7) Ensure that all information provided to internal or external audiences is accurate.

(8) Take appropriate action to correct erroneous information about the Army that appears in any medium.

(9) Avoid promotional, self-serving releases and events staged solely for publicity purposes.

(10) Protect information classified in the interest of national security under AR 380–5.

2–4. Public affairs officers, Army command level and below

The PAOs, ACOM level and below will—

a. Advise commanders regarding the PA needs of the command.

b. Develop PA plans and programs.

c. Assist in formulating and releasing command messages.

d. Serve as a liaison between the commander and the next higher headquarters PAO. Provide coordination and representation to planning, coordinating, and operations cells, as appropriate.

e. Supervise the preparation, production, and distribution of printed and electronic PA information.

f. Assist in the development and acquisition of print and visual information products in support of PA programs used on installation command channels by the authorized cable television franchise.

g. Advise the commander on audience attitudes about and perceptions of policies, programs, and information needs. (Such advice may come from informal surveys and focus group interviews.) Other staff sections, such as the Director of Information Management (DOIM), Resource Management, and the environmental or natural resources personnel will assist PAOs to meet this objective.

h. Conduct regular assistance visits to command units to assess their PA programs and determine unit commanders' needs for support.

i. Provide training and support to the command-designated UPARs.

j. Coordinate with the installation DOIM to maintain a desktop publishing capability dedicated to the PA office. This applies to PAOs who are responsible for publications authorized by this regulation.

k. Assist in coordinating on-post distribution of non-DOD commercial publications as defined in AR 210–7 and paragraph 3–8*a* of this regulation.

l. Develop materials and products to meet the command's special PA needs. This applies to commands subordinate to HQDA.

m. Serve as the commander's designated review and approval authority for the release of official information to the public.

n. Serve as the command Web content manager, reviewing and releasing official information intended for the public World Wide Web and command Web sites.

o. Ensure Web content providers have followed the content approval process, including coordination with the command's operations security (OPSEC) officer, security manager, and staff judge advocate (SJA), if required.

p. Execute information-assurance and Web-risk assessment responsibilities as required by AR 25–1 and AR 25–2.

q. Conduct routine reviews of publicly accessible Web sites on a quarterly basis to ensure that each site is in compliance with the policies of AR 25–1 and that the content remains relevant and appropriate.

r. Prior to posting, approve for release *new content* (see Glossary) posted on the command Web site in accordance with DOD Web policy AR 25–1, paragraph 6–7; AR 25–2, paragraphs 4–5*a*(7) and 4–20*g*(11); AR 530–1, paragraph 2–3*a*(15).

2–5. Army personnel

Any individual governed by this regulation who intends to release information to the public must consult with a PAO. If applicable, material in its intended release form (book manuscript, magazine article, internet posting, and so forth) must be submitted in accordance with chapter 6, paragraph 6 of this regulation for a prepublication review. Retired personnel, former Army employees, and nonactive duty members of the RCs will use the security review process to ensure that information they submit for public release does not compromise national security. See paragraph 5-4 of this regulation.

Chapter 3
Policies

3–1. Activities, support to public events, and requests for access to military facilities

a. Policies for planning and conducting Army PA activities and evaluating requests for access to military facilities and Army participation in public events are based on public law, executive order, DOD directives and instructions, DA regulations, and practical experience.

b. Strict adherence to this regulation and the ethics rules in Section 2635 Title 5 Code of Federal Regulation (5 CFR 2635) and DOD 5500.7–R as well as using common sense and good taste will result in public support and confidence in the Army.

c. Army participation in any public event within the scope of this regulation may be authorized only if admission, seating, and all other accommodations connected with the event are available to all without regard to sex, race, creed, color, sexual preference, or national origin.

d. Army resources will be used only to support events and activities of common interest and benefit to local, state, regional, national, or broadly represented audiences. Commanders must be willing to give equal consideration and

support to comparable events and sponsoring organizations. However, operational constraints preclude the Army from responding positively to every valid request for support.

(1) Local events and audiences are restricted to a single community, geographic area of responsibility, or commander's sphere of influence.

(2) Regional events and audiences include participation and/or interest from more than one state in a section of the United States.

(3) National events and audiences include participation and/or interest from the United States as a whole.

(4) The PAOs and their staffs will not initiate or conduct psychological or deception operations and will not permit PA resources to be used to support such activities.

e. Support to public events must primarily or mutually benefit the DA and conform to the following conditions:

(1) The support cannot interfere with official duty performance and will not detract from operational, training, or other readiness requirements.

(2) No additional fee may be charged specifically to observe Army participation. A general admission fee does not necessarily preclude Army participation in an event if such participation is incidental to the event and other proper criteria have been met.

(3) Other statutes or regulations do not restrict Army participation. See DOD 5500.7–R and AR 600–29 for additional guidance on fund-raising and membership drives.

f. Commanders may use commercial products if all fees have been paid and all rights to use the product have been obtained. Commanders should consult with their PAO, their local SJA, and their printing control officer, when appropriate.

g. Policy exception requests are forwarded through channels to the OCPA, Army Public Affairs Center policy division not later than 45 days prior to the required date.

3–2. Specific restrictions, limitations, and other considerations

a. Selective benefit. Army participation must not selectively benefit (or appear to benefit) any person, group, or corporation (whether profit or nonprofit); religion, sect, religious or sectarian group, or quasi-religious or ideological movement; fraternal organization; political organization; or commercial venture. The ACOMs or organizations that provide support to a non-Federal entity must be willing to provide equal support to comparable events sponsored by similar non-Federal entities.

b. Avoid endorsement.

(1) The PA activities will not support any event involving (or appearing to involve) the promotion, endorsement, or sponsorship of any individual, civilian enterprise (CE), religious or sectarian movement, organization, ideological movement, or political campaign.

(2) Lending or otherwise employing Army equipment, logistical support, or personnel for any PA activity cannot involve (or appear to involve) the endorsement, promotion, or sponsorship of any private individual, group, organization, or venture.

(a) The PA support may be provided to nonpartisan events sponsored by the Federal Government or State or local governments; schools; civic organizations; veterans associations; or recognized organizations whose primary purpose is fostering public service, stimulating patriotism, promoting understanding of national security issues, or fostering public appreciation of our national heritage.

(b) The PA support may be provided to events sponsored by organizations with a narrow membership base or interest (for example, CEs, religious or sectarian movements and organizations, ideological movements, and political organizations and campaigns) when it is clear that the support primarily benefits the community at large and/or the Army as opposed to benefiting the sponsoring organization. Examples of such instances include—

1. Using a house of worship as a site for a public concert, speech, or display when the activity is not part of a religious service.

2. Using a shopping mall as a site for an event when mall space is made available as a community service and not as a promotion.

3. Using a local airport for an aviation event. Air shows are of general community interest. Air show sponsors, who may be single CEs, routinely donate excess revenues to local charities. Consider such benefits to the local community during the evaluation process.

4. Closed events may also be considered of common interest and mutual benefit to the community and the Army if invitations are extended to a cross section of a broadly represented community. For example, an association convention representing an entire industry could be considered of common interest; a meeting of representatives from only one business in that industry would not be considered of common interest.

5. Testimonials to individuals generally are not of common interest or benefit to the community at large.

c. Support to religious organizations and activities. Religious facilities are often used as nonsectarian centers for community events and activities of common interest and benefit; therefore, Army support of community activities conducted in such facilities may be authorized if the following two criteria are met:

(1) The program is community wide, nonsectarian, and of common interest and benefit.

(2) The program is broadly publicized.

d. Support to veterans organizations. Participating in events sponsored by veterans organizations may be authorized when such participation supports programs oriented to the veteran rather than to the sectarian, fraternal, or national origin aspects of the organization's objectives.

e. Support to nonpublic school activities. This may be authorized when such participation is clearly—

(1) Educational.

(2) Patriotic.

(3) In support of Army recruiting programs.

f. Nature of sponsoring organization. Army participation in events sponsored by organizations with a narrow membership base may be supported if—

(1) The chief beneficiary of the support is the community at large rather than the organization.

(2) The result of such participation does not produce a special interest or benefit to the sponsoring organization.

g. Restricted access to organizational data. Community relations support or participation is not authorized for events sponsored by organizations whose constitution, bylaws, membership qualifications, or ritual are withheld from the general public.

h. Role of the Army in the event. Army participation must be incidental to the event. Exceptions are patriotic programs, national holiday celebrations, or other appropriate events. Such events must be open to the general public.

i. Prohibited use of personnel. Army personnel will not be used—

(1) As ushers.

(2) As bag handlers.

(3) As guards.

(4) As escorts at beauty pageants or similar events.

(5) As messengers.

(6) As attendants for parking lots.

(7) In similar capacities (paras (1) through (6), above) during public events conducted off military installations.

(8) In demeaning or inappropriate capacities to support unofficial programs conducted off military installations.

j. Support of recruiting.

(1) Recruiting potential will be weighed when evaluating requests for Army participation.

(2) This regulation applies to Army participation in public events and community relations activities undertaken in direct or indirect support of recruiting, whether such activities are initiated or sponsored by either of the following:

(a) Recruiters or other DA elements.

(b) Elements of the civilian community.

k. Support to commercial entities. Army participation is not authorized for events clearly designed or conducted primary for commercial benefit. This includes events to stimulate sales or increase business traffic. However, participation may be authorized in direct support of Army recruiting in a shopping center or mall.

l. Competition with commercial entities. Army personnel, equipment, transportation, or other resources or services will not be provided to civilian-sponsored activities if commercial resources and services available in the public domain could reasonably provide such support. Army support could be provided if documented evidence shows local labor unions and CEs waived this requirement; however, all other stipulations cited in this regulation must still be met. Army resources or services include items such as—

(1) Communications equipment.

(2) Transportation.

(3) Visual information support.

(4) Ambulances.

(5) Public address systems.

(6) Food handling equipment.

(7) Bleachers.

(8) Tents.

(9) Earthmoving or other construction equipment.

m. Monetary remuneration. No Army person or unit will realize a monetary profit or accept a gratuity or remuneration in any form not permitted by public law or by Army regulations.

n. Support to Armed Forces Day and Armed Forces Week. Community relations emphasis during the month of May will be on Armed Forces Day (AFD) (observed on the third Saturday in May) and Armed Forces Week (AFW) (beginning on the second Saturday of May and ending on the third Sunday in May). See chapter 8 for additional guidance. These observances will be used as occasions to—

(1) Report the status of the Army to the Nation.

(2) Demonstrate the unity and common purpose of the Armed Forces in fulfilling our national security requirements.

o. Speaking invitations. Army personnel are encouraged to accept speaking invitations at proper public events to inform the public of the Army's mission and its contribution to national security. See chapter 6 for more guidance.

p. Response to public interest. Maximum effort is made to satisfy public interest in the Army, either upon request or by invitation, through—

(1) Orientation visits and tours.

(2) Periodic open houses.

(3) Briefing and discussion programs.

q. Army National Guard of the United States and U.S. Army Reserve participation. The ARNGUS and USAR organizations are encouraged to participate in community relations activities, to the maximum extent possible.

r. Energy and environmental considerations. Energy conservation and environmental impact issues will be a prime consideration in planning and conducting community relations activities.

s. Support of political activities. Community relations activities cannot be associated with vote soliciting in any political election (see paragraph 3–4).

t. Participation in confrontational programs. Army PA support of, or participation in, community relations events or programs in which a public confrontation is planned or likely (or where the apparent purpose is to stage controversy) is unauthorized. This does not prevent Army participation where the purpose of the event is the fair and equitable exchange of diverse opinions. However, where the apparent purpose of the event is to increase a group's public or media visibility through direct public confrontation rather than through open and constructive discussion, Army participation is inappropriate.

u. Endorsement of, and participation in, membership drives or fund-raising activities. See DOD 5500.7–R and AR 600–29 for additional guidance.

(1) Generally, Army PA support will not officially endorse (or appear to endorse) membership drives or fund-raising activities for any non-Federal entity. However, the head of an ACOM or organization may (after consulting with the designated agency ethics official or designee) authorize the official endorsement of, and participation in, membership drives or fund-raising activities for the following:

(a) Combined Federal Campaign (CFC).

(b) Emergency and disaster appeals approved by the Office of Personnel Management.

(c) Army Emergency Relief.

(d) Fund-raising activities of organizations composed of primarily Army employees or their Family members, if the fund-raising is conducted among the members, will benefit the welfare funds of the members or their Family members, and is approved by the head of the ACOM or organization.

(2) The head of an ACOM or organization may provide limited authorization to use Army facilities and equipment (and the services of Army employees necessary to make proper use of the equipment) as logistical support of a charitable fund-raising event sponsored by a non-Federal entity. Such support will be provided only when the head of the ACOM or organization considers criteria identified in paragraph 3–2*b*, above.

v. Voluntary support to charities. This regulation does not prevent Army members from volunteering their private capacity support to charities of their choice. Such efforts are encouraged if they do not imply DA endorsement.

w. Support requests from other Federal agencies. Support such as a logistics, audiovisual, band, or color guard that is requested by other Government agencies for an official Government event is not considered a community relations activity and is not subject to the guidance in this regulation. However, if the official nature of the event is questionable, bring the matter to the attention of the OCPA.

3–3. Department of Defense-coordinated activities

The OASD (PA) may appoint a DOD representative to coordinate military participation at certain public events when more than one Service is involved. When a DOD coordinator is appointed, Army participation will be coordinated in advance through channels with the OCPA. Participation may include bands, color guards, marching units, drill teams, and equipment displays. This policy does not apply to the U.S. Army Military District of Washington (MDW) when it acts as DOD coordinator for events in the National Capital area.

3–4. Election year policies

a. Department of Defense public affairs guidance on election year activities. The DOD's annually issued PA guidance: Public Affairs Policy Guidance Concerning Political Campaigns and Elections amplifies this regulation. Generally, DOD does not engage in activities that could be interpreted as an association with any partisan political causes, issues, or candidates.

(1) The political activities of individual military members are regulated by DODD 1344.10.

(2) The political activities of civilian employees are restricted by the Hatch Act Amendments (5 USC 7321 through 5 USC 7326).

(3) Scope and definition of election time period: A political campaign or election begins when a candidate, including an incumbent officeholder, makes a formal announcement that he or she seeks to be elected to a Federal, state, or local political office. A political campaign or election also begins when an individual files a candidacy with

the Federal Election Commission or equivalent state or local regulatory agency. Once initiated, a political campaign or election does not end until one week after the conclusion of the relevant election.

b. Political campaign workers. Inquiries from political campaign workers are considered as queries from the general public and respond accordingly. Provide only information and/or material that is available to the general public.

c. Department of Defense public affairs broadcast activities and publications. The DOD PA broadcast activities and publications, both Army Funded (AF) and CE, will support the Federal Voting Assistance Program by carrying factual information about registration and voting laws, specifically information on absentee voting requirements and key submission and cutoff dates for the various states and territories.

d. American Forces Radio and Television Service. The AFRTS will broadcast a free flow of balanced, nonfunded, informational coverage of political campaigns and elections provided by U.S. commercial and public networks free of charge. The AFRTS outlets will exercise great care to provide news regarding political campaigns and elections absent political comment, analysis, or interpretation. Although AFRTS programming may include political comment, analysis, or interpretation from sources provided by U.S. commercial and public networks free of charge as part of its informational coverage, AFRTS will not endorse or oppose any candidates, causes, or issues. Additionally, AFRTS will not broadcast advertisements or announcements paid for by a candidate, an organized political party, or a private group seeking to influence the outcome of a political campaign or election.

e. Prohibitions.

(1) The DOD maintains a long-standing policy that personnel acting in their official capacity may not engage in activities that associate DOD with any partisan political campaign or election, candidate, cause, or issue. Consistent with this policy guidance, requests for U.S. Army personnel to appear in or support political or campaign election events will be denied. All U.S. Army personnel, to include ARNG and USAR forces, are prohibited from wearing military uniforms at political campaign or election events. This policy is not applicable to the provision of Joint Armed Forces Color Guards at the opening ceremonies of the Republican, Democrat, and other political parties formally recognized by the Federal Election Commission.

(2) No U.S. Army personnel, including ARNG and USAR forces, acting in their official capacity may engage in public commentary, including speeches and written submissions offered for publication, concerning political campaigns or elections without prior clearance from the OASD (PA).

(3) No U.S. Army personnel on active duty, including ARNG and USAR forces in a full-time status, will distribute partisan political campaign or election literature. Those not on active duty, specifically ARNG and USAR Soldiers not in a full-time status, are prohibited from distributing partisan political campaign or election literature while in uniform, while acting in their official capacity and/or, while on a military installation. Personnel on active duty are prohibited from speaking before a partisan political gathering, including any gathering that promotes a partisan political party, candidate, or cause.

(4) The PA programs, magazines, and publications will not publish information provided by a candidate's campaign organization, partisan advertisements, and discussions or cartoons, editorials, and commentaries dealing with political campaigns or elections, candidates, causes, or issues in accordance with DODI 5120.4.

(5) The CE newspapers or Web sites that are partnered with and have a primary client of the U.S. Army may not carry paid political advertisements or advertisements that advocate a particular position on a political issue.

(6) No PA program, DOD newspaper, or CE endeavor may conduct or publish a poll, survey, or straw vote relating to political campaigns, elections, candidates, causes, or issues.

(7) Military installations will not be used by any incumbents or new office-seeking candidates, their staff members, or their campaign representatives for political campaign or election events, to include—public assemblies or town hall meetings, polling or voting sites, speeches, fund-raisers, press conferences, postelection celebrations, or concession addresses. This policy does not prohibit members of Congress and other elected officials from visiting military installations to receive briefings, tours, or other official DOD information. Candidates that visit military installations to conduct official business are not permitted to engage in any political campaign or election activity during the visit. The PA personnel must notify their command Congressional affairs contact officer or the Office of the Chief of Legislative Liaison (OCLL) to provide visibility on all Congressional-affiliated visits of elected officials. Personnel who work in ARNG armories and other state facilities should review applicable state law for additional guidance and restrictions.

(8) When a candidate is invited to participate in official business, and the media seek to cover the event, the candidate may appear on camera and in photographs as an official participant and may make a statement or answer questions about the official business being conducted. Under no circumstances may a candidate receive approval to make a campaign or election-related statement or to respond to a campaign or election-related media query. When an elected official arrives or departs a military installation via military aircraft, media coverage of the arrival or departure is not authorized if the elected official's itinerary includes political campaign or election activity in the local community.

(9) Requests for community relations support (including bands, color guards, personnel, and speakers) to political meetings, ceremonies, and similar events (whether on the installation or in the civilian community) will be denied.

(10) Requests to tape or film political campaign commercials in front of military equipment on Government-owned or -leased military property will be denied. This guidance does not apply to candidates or their assistants who elect to

film, photograph, or tape military equipment from a location outside the confines of an installation. This does not apply to imagery of elected officials captured while on official business or travel.

(11) The preceding prohibitions do not apply to the President, the Vice President, or the Speaker of the House of Representatives. When anticipating an installation visit by the President, the Vice President, or the Speaker of the House of Representatives that may contain political campaign or election activities, coordination with the Office of the Assistant Secretary of Defense for Legislative Affairs is directed for guidance and instructions regarding specific visitation requests.

(12) To avoid the appearance of preferential treatment, all candidates for national office who are not current members of Congress or serving governmental officials should be offered the same access to installations as any other unofficial visitor. For concerns involving any issues beyond the scope of this regulation and the appropriate annual election year, PA guidance should be forwarded to the OASD (PA) for guidance. Ultimate authority for resolution of any issues or problems related to elected officials on military installations lies with the DOD General Counsel.

3–5. Public affairs publications

Unless otherwise indicated, all references to publications in this regulation refer to PA products only (intended to support Army PA programs).

a. Commanders may establish or publish Army PA publications when the following three criteria have been met:

(1) A valid mission requirement exists.

(2) The commander and ASCC, ACOM, or DRU (through surveys, focus groups, or informal meetings, for example) determine a publication to be the most effective means to fulfill and sustain the PA requirement.

(3) The ASCC, ACOM, or DRU grants approval.

b. Normally, only one post publication (newspaper or magazine) will be authorized at an installation, command, or community.

(1) Commands supported by the installation publication are required to submit articles and assist with the news coverage of their own activities and are encouraged to provide personnel as contributing staff to the publication.

(2) The publishing commander may designate a subordinate command to publish the single authorized publication at the installation.

c. Commanders wishing to issue a publication will conduct a feasibility study with a CE (see app D). The CE publications are newspapers, magazines, guides, and installation maps that support command internal communications. The commander or PA office provides oversight and final approval authority for the news and editorial content of the publication. Detailed guidance is contained in chapter 13.

d. Major ACOM PAOs should establish a command-wide news service for subordinate organizations.

e. Requests for a policy exception to issue more than one publication at an installation must be submitted through command channels to the OCPA. Requests must show that the existing installation or organization publication cannot meet all of the requesting commander's PA needs. The requesting commander must—

(1) Show that the audience is so dispersed as to render impractical any use of the existing installation publication for internal information purposes.

(2) Be involved in a significantly different mission from that of the installation so that the required information needs cannot be met.

(3) Submit a policy exception request that includes the following information:

(a) The commander's requirement for publication to meet mission needs.

(b) The publication's mission statement.

(c) A definition of the intended audience (who and how many).

(d) A PAO-conducted feasibility study for CE publication.

(e) The publication's format, name, frequency of issue, reproduction method, minimum editorial pages, color use, circulation, and geographical area.

(f) The total number of editorial personnel required.

f. Using nonappropriated funds (NAFs) for AF and CE publications is not authorized. (See AR 215–1 for guidance on expending NAFs.)

g. Appropriated funds may not be used to pay any part of a civilian printer's direct costs to issue a CE publication.

h. Major ACOM approval is required for CE publications in languages other than English.

i. Commercial information products may be used if all fees have been paid and copyright conditions have been met.

j. Publicizing fund-raising activities, goals, quotas, or tallies is only authorized for CFC, Army Emergency Relief, and as provided in paragraph 3–2*u*.

k. Publicizing games of chance has specific constraints that are provided in paragraph 13–9g.

l. The CE newspaper contracts will contain a provision prohibiting exclusive advertising agreements.

m. No private non-Government organization or association will be favored over another in PA products.

n. Appropriated funds will not be used to produce AF publications unless the command has determined that a CE method is impractical. When the CE method is impractical, these publications may be procured through the installation

printing facility according to the printing guidelines in AR 25–30. The AF publications will not contain commercial advertisements but may contain personal classified advertising at no cost to the internal audience.

o. The news and editorial content of CE publications must be approved by the PA office. These publications contain advertising sold by the civilian printer and may include supplements or inserts. Publications and inserts become the property of the command, installation, or intended recipient upon delivery, according to the terms of the contract.

p. Other AF or CE publications augment the PA program. These publications are base and installation guides (with or without telephone directories) and maps.

q. Each PA office and post library will maintain a record copy (AR 25–400–2) of each issue of every publication produced under the auspices of this regulation.

r. Publications will distinguish between editorials (command position) and commentaries (personal opinion) by clearly identifying them as such.

s. Local SJA and the installation provost marshal should be consulted for current guidance on placing legal notices required by Federal and state laws in Army PA publications.

t. The guidance for mandatory distribution of Army PA publications follows:

(1) All Army PA publications are mailed in envelopes only. First-Class mail is used for required mailing. The PAOs of CE publications should have the printer make the mandatory distribution. The required number of copies of each issue of each publication produced under the authority of this regulation will be mailed to the following addresses:

(a) Headquarters, Department of the Army (SAPA–ZDA), Room 1E487, 1500 Army Pentagon, Washington, DC 20310–1500 (1 copy).

(b) Director, American Forces Information Service, 601 N. Fairfax Street, Alexandria, VA 22314–2007 (1 copy).

(c) Director, Journalism Department, Defense Information School, Fort George G. Meade, MD 20755–5602; (1 copy).

(d) The State Historical Society of Wisconsin, ATTN: Newspaper Archives, 816 State Street, Madison, WI 53706–1488 (1 copy).

(2) Commanders will also mail copies as required by their respective ACOM, using the guidelines stated in paragraph (1), above.

(3) Official mail may be used to mail ARNG and USAR newspapers—provided they are mailed at the cheapest rate possible to the home addresses of individual unit members. Every attempt will be made to have a CE contractor distribute as many as possible.

(4) The USAR newspapers will follow mandatory distribution as prescribed by U.S. Army Forces Command (FORSCOM) and USARC. The ROTC and Cadet Command newspapers will follow mandatory distribution as prescribed by TRADOC. The ARNG newspapers will follow mandatory distribution as prescribed by the NGB.

(5) Publications issued according to this regulation may be distributed through official channels.

(6) The PA publications may also be placed in racks or stands which allow readers to readily recognize the publication. Racks or stands should be placed in high-traffic areas such as the troop living areas, exchange, commissary, clubs, Army Community Services, and other locations designated by the commander.

u. Restrictions are as follows:

(1) Newsletters, information bulletins, training publications, and similar publications are defined by AR 25–30 and will not be printed under the provisions of this regulation.

(2) The CE publications authorized by this regulation are the only Army PA publications allowed to contain paid advertisements on a regular basis. The morale, welfare, and recreation (MWR) may sell advertising under some circumstances outlined in DODI 1015.10, enclosure 10.

v. To conserve resources, installations will consolidate safety, personnel, and other widely distributed bulletins into the post newspaper, as feasible.

3–6. Special purpose publications

a. Publications covered in this paragraph include, but are not limited to, those required for exercises, contingency operations, special missions, overseas deployments, and summer camps. Publications authorized under this regulation will be incorporated into exercise and/or training planning. Normally, only one publication under one name will be published during each event.

b. The commander who directs the publication to be produced will provide the ASCC, ACOM, or DRU PAO with a notification of intent to publish that includes the publication's date, name, frequency of issue, printed circulation, page count, and purpose. A copy of the information will also be furnished to the hosting ACOM and/or command PAO. This requirement may be accomplished telephonically or by electronic message for contingency operation requirements or special missions that involve little or no deployment notice.

c. The commander will send one copy of each publication issue to the unit's ASCC, ACOM, or DRU PAO; the hosting command PAO; and the OCPA.

d. The exercise or training PA evaluator or the ASCC, ACOM, or DRU publication program manager will evaluate

special purpose publications at least once during the publication period. Copies will be included in the exercise and/or training after action report and provided to the ASCC, ACOM, or DRU and the hosting command.

3–7. Visual information products

a. All original visual information materials or requirements for visual information products, services, and capabilities meeting criteria for record documentation will be processed according to AR 25–1. Commanders or PAOs wishing to produce or revise visual information products must submit requests to the local service provider or multimedia and/or visual information manager.

b. Visual information products that are commercially leased, rented, or purchased are controlled by the DOIM at the installation level and the Deputy Chief of Staff for Information Management and/or ACOM visual information manager at the ASCC, ACOM, or DRU level (see AR 25–1).

3–8. Distribution of non-DOD commercial publications

Commanders will afford reputable distributors of other publications the opportunity to sell or give away publications at the activities they command.

a. Requests from civilian publishers or distributors to distribute materials not produced under this or other Government regulations will be considered solicitations and referred to the appropriate staff agency that is the local proponent for implementing AR 210–7. Examples are local daily or weekly newspapers, shoppers, real estate guides, community magazines, television guides, newspapers, magazines published in the best interests of the military, and other publications containing advertising or editorial information not produced under Government authority.

b. The PA officer, in coordination with the SJA and other responsible agencies, will advise the commander on approving or denying such requests.

c. Such publications will not be distributed through official channels. They will be placed only in stands or racks provided by the responsible publisher in general use areas such as the Army Post Exchange (PX), commissary, clubs, Army Community Service, hospital, or other areas approved by the commander. The responsible publisher will properly maintain the stand or rack. Care must be taken to protect the exclusive distribution rights of any authorized CE publication on the installation.

d. Paid subscriptions may be hand delivered, door to door by the distributor in installation residential areas according to AR 210–7, this regulation, and local command policies.

e. The commander may prohibit distribution within the command of any non-DOD commercial publication that may be detrimental to the morale, welfare, and discipline of the command; illegal publications; or publications that violate any provision of this regulation.

f. Military installations and commands are usually considered nonpublic forums. Therefore, first amendment rights do not guarantee or allow unrestricted distribution access by civilian publishers. Commanders must stipulate controlled distribution (by location and quantity) of all non-DOD commercial publications on their installations or risk losing this nonpublic forum status.

Chapter 4
Public Affairs Resourcing

4–1. Public affairs funding authority

Defense Finance and Accounting Service (DFAS) 37–100 provides fiscal authority on funding of PA activities. Personnel should consult with the command or activity resource management office for clarification and guidance on funding issues.

4–2. Use of Army funds and other resources

The PA funds may be used to defray the costs of PA activities that are part of the command's approved PA program.

a. Funding requirements may include, but are not limited to, costs for—

(1) Civilian pay.
(2) Travel.
(3) Printing.
(4) Contracts.
(5) Supplies.
(6) Speaking engagements.
(7) Support for civic ceremonies, AFD and AFW, and those activities listed in paragraph 8–1.
(8) Public announcements of Army support to community events of mutual support to the Army and the public.
(9) Web publishing.

b. The following are exceptions as authorized by this regulation:

(1) The use of Army resources to support public events will be at no additional cost to the Government; that is, costs incurred solely for participating in or supporting unprogrammed activities or events.

(2) Costs for Army participation in public events will be paid by the event sponsors.

(3) Costs that the Army would have incurred notwithstanding support to PA activities are not reimbursable. Such costs may include, but are not limited to, local travel and transportation pay and allowances, local telephone calls, and aviation fuel when support is provided as part of an ongoing training activity.

c. The Army will pay all unprogrammed costs of supporting those PA programs that are specifically authorized by public law, executive order, the Secretary of Defense, or the SECARMY, and the following types of programs when they are in the primary interest of the DA:

(1) Official Federal Government functions.

(2) Army or civic-sponsored observances of United States or host-country national holidays.

(3) Official civil ceremonies and functions.

(4) Official speaking engagements.

(5) Events considered being in the national interest or in the professional, scientific, or technical interest of an ACOM or element, when approved by the OCPA.

(6) Direct support of recruiting and personnel procurement activity, when the costs of such support are charged to recruiting or personnel procurement program funds.

4–3. Events qualifying for funding

The Army may fund for support to the following types of activities, if such participation is in the best interest of the Army and authorized funds are available:

a. Official Federal Government functions.

b. Public observances of national holidays, including AFD and AFW, when sponsored by either military or civilian organizations.

c. National conventions of veterans associations.

d. Official civil ceremonies and functions.

e. Speaking engagements.

f. Activities in support of recruiting including ROTC programs.

g. Appearances or demonstrations by special units.

h. Other events considered in the national interest or in the congressional, scientific, or technical interests of the Army. Such events must be approved by the Secretary of Defense or by an overseas unified combatant commander.

i. Local events held within the PA's area of an installation.

4–4. Events requiring user charges or payment for services

a. Army organizations may participate in events that do not meet the criteria stated in paragraphs 4–2 and 4–3, above, if event sponsors pay the associated costs as follows:

(1) The event sponsor will pay the additional costs ordinarily financed from funds available to the Army organization furnishing the Government resources. Additional costs normally include—

(a) Travel and transportation of military personnel and equipment.

(b) Meals and lodging or per diem allowances payable under provisions of the Joint Travel Regulations.

(c) Transportation, handling, and costs of aviation fuel, if such fuel is not available at military contract price at the staging point.

(d) Exhibit space, rental, utilities, and custodial services.

(e) Public liability and property damage insurance, if required.

(f) Other services deemed necessary per agreement with the sponsor.

(2) Using routine training to transport military personnel may be considered as an Army share of costs for a PA activity of mutual benefit.

b. The PA funds will not be expended for hosting and representational purposes; for example, luncheons, dinners, buffets, cocktail parties, or theater tickets, gifts, and similar items that would constitute entertainment events. Official hosting and representational expenses may only be charged to the SECARMY's contingency fund (limitation .0012) for events such as official receptions involving civic dignitaries and extending official courtesies to certain foreign officials. (See AR 37–47 for criteria.)

c. Operation and maintenance, Army (OMA) funds may be used to pay for incidental costs associated with unprogrammed community relations activities when the event sponsor agrees to pay for the activities.

4–5. Finance guidelines

a. Funds programmed and expended for PA activities are an integral part of each component's OMA account (Army working capital fund for depots, arsenals, and Government-owned ammunition plants). Funding requirements for these

purposes will be kept to the minimum necessary to accomplish the Army's objectives. Beyond these OMA funds, PA activities will be at no additional cost to the Government.

b. Using PA funds to purchase and distribute promotional items for command-approved PA objectives are authorized within the limits of DOD 5500.7–R. Promotional items must clearly support the mission and/or the PA objectives of the activity or command. An example is promotional recordings by the USAFB to support the band's public concert touring mission.

c. Financing will be accomplished according to the DA Planning, Programming, Budgeting and Execution System. (See AR 1–1 for budgeting guidance.)

d. Procedures for reimbursement by other Government agencies are in DFAS–IN 37–1. Reimbursement procedures for support to non-Government programs are also in DFAS–IN 37–1.

4–6. Advertising for environmental hearing notices

Events and activities required by environmental laws such as environmental hearings will be paid with funds from the environmental program budget.

4–7. Contracted services

The PAOs may contract with commercial firms for services and products. These contracts will be let according to applicable laws, regulations, and policies.

4–8. Contracting for a civilian enterprise publication

a. General. Commanders are authorized to contract in writing for CE publications. Oral contracts are not acceptable. The command or installation will guarantee first publication and distribution of locally produced editorial content in the publication. The publication should become the property of the command, installation, or intended reader upon delivery according to the terms of the contract.

b. The contracting process. Guidelines for contracting for CE publications are contained in DODI 5120.4. Civilian enterprise newspaper contracting is not subject to the Federal Acquisition Regulation (FAR) because appropriated funds are not used. However, commanders may use FAR procedures in the contracting process.

c. Gratuities. Army military and civilian personnel are prohibited from soliciting or accepting any gratuity from a current or prospective CE contractor. Family members may also be prohibited from accepting gratuities from a current or prospective CE contractor. The servicing SJA should be consulted for guidance on this subject. (See 5 CFR 2635. 202(a) and DOD 5500.7–R.)

d. Employment and conflicts of interest.

(1) To avoid the appearance of a conflict of interest, Army military and civilian personnel whose official duties involve the selection or approval of a CE contractor or the production or distribution of a CE publication may not accept off-duty employment with any prospective bidder or CE printer.

(2) Army personnel are required by law to disqualify themselves from participating in any official matter that might affect a CE contractor with whom a Family member or business partner has an employment or financial relationship. Army personnel who cannot effectively discharge their responsibilities when so disqualified may face reassignment unless the employment or financial relationship is terminated.

(3) Commanders and PAOs should consult with their ethics counselors whenever a situation involving a potential conflict of interest arises.

e. Travel costs. The command will pay travel costs incurred by Government personnel to create or review material for use in the CE publication. Government personnel will not accept reimbursement for transportation, accommodations, meals, gratuities, or other incidentals from the CE contractor.

f. Contracting officer. Personnel must coordinate with the command's contracting officer for contract requirements and content.

4–9. Contracting for Army-Funded publications

a. The AF publications normally are printed by a civilian printer under contract or in Government printing facilities. The editorial content of these publications and their distribution are accomplished by the contracting command. Overseas, AF newspapers are authorized under contract with Stars and Stripes (S&S). Where printing by S&S is not feasible because of distance or other factors, AF newspapers may be printed by other means. These are evaluated on a case-by-case basis with the defense printing service office.

b. Printing an AF publication will be in conjunction with the PA office. Using four-color process is authorized if the commander and PAO determine it enhances communication.

c. The AF publications will not carry commercial advertising. As a service, the AF newspaper may carry nonpaid listings of personally owned items and services for sale by members of the command. Noncommercial news stories and announcements concerning MWR activities and commissaries may be published in AF publications.

4–10. Contracting for Army-Funded video and television production

a. Centralized visual information contracts. The PAOs will use the Production Acquisition Division (PAD), Army Multimedia and Visual Information Directorate, under the Administrative Assistant to the Secretary of the Army, as the primary source for establishing multimedia and television production contracts. Using PAD contract offerings makes contracting more efficient, thereby simplifying and centralizing contract management throughout the Army enterprise.

b. Production Acquisition Division. The PAD will ensure that all applicable FAR-required rights and data clauses are included in contracts acquiring multimedia, visual information productions, or services to ensure that the Army owns all rights to the productions and master materials. The Army will not be required to pay royalties, recurring license or run-time fees, use tax, or similar additional payments for any production or associated materials developed for the Army.

c. Production Acquisition Division contracts. Organizations will use the PAD contracts, regardless of the dollar value of the production. They will contact the Chief, PAD (Commercial: 703–428–1118) for further information and requirements.

4–11. Distribution of Army-Funded publications

a. Mail and distribution costs must be kept to a minimum, consistent with timeliness and applicable postal regulations. (Restrictions outlined in AR 25–51 are applicable.) Army newspapers may be distributed through official channels.

b. Other than mandatory distribution specified in paragraph *a*, above, the most effective and efficient method of mailing will be used at all times. The DOD Postage and Fees Paid indicia are an authorized method of mailing AF publications and may be used by or for—

(1) Mailing copies to satisfy mandatory distribution requirements.

(2) Mailing copies to other PA offices and for administrative purposes.

(3) Mailing copies to each headquarters in the chain of command.

(4) Bulk mailing Army newspapers to subordinate units for distribution to unit members.

(5) Mailing complimentary copies to other Government agencies, members of Congress, libraries, hospitals, schools, and depositories.

(6) Mailing one issue of a newspaper in response to a specific, unsolicited request from a private person, firm, or organization, if such response is in the best interest of the command.

(7) The PAOs may use appropriated funds to mail copies of AF or CE publications when they are mailed for official reasons (for example, public information and community relations, or newcomer packet) as determined by the commander.

c. A CE contractor will not use official postage.

d. Unless otherwise provided for in this regulation, Army newspapers will be mailed as controlled circulation, Third or Fourth Class, or Third Class bulk.

e. Mailing of AF publications by CE contractors should be included in the CE contract. Printers may charge a reasonable postage and handling fee for mailing publications to personnel requesting the publication, provided the request has been approved by the PAO.

Chapter 5
Release of Information

5–1. Release of official Information

The DOD policy requires any official information intended for public release that pertains to military matters, national security issues, or subjects of significant concern to the DOD be cleared by appropriate security review and PA offices prior to release. This includes materials placed on the Internet or released via similar electronic media.

5–2. Impartial and objective dissemination

Information about policies of the United States and its allies will be disseminated impartially and objectively, according to local command guidance.

5–3. Authority to release information

a. General procedures. The Office of the Secretary of Defense (OSD) normally releases general military information on the overall plans, policies, programs, or operations of the DOD, the DA, or the Federal Government. Information that meets any of the criteria below will be submitted to the OCPA for OSD clearance prior to release. Doubtful cases also will be submitted for clearance. Prior unofficial publication of information does not constitute authority for official release.

(1) Information that originates from, or is proposed for release at, the Seat of Government.

(2) Information that is or has the potential to become an item of national interest or international interest.

(3) Information and public statements with foreign policy or foreign relations implications.

(4) Information and public statements concerning high-level military or DOD policy.

(5) Information concerning U.S. Government policy or policy within the purview of other Government agencies.

(6) Information approved by HQDA for release by OSD.

(7) Information on subjects of potential controversy among the military Services or with other Federal agencies.

(8) Initial information on new weapons or weapon systems or significant modifications or improvements to existing weapon systems, equipment, or techniques.

(9) Information on significant military operations, potential operations, OPSEC, and military exercises.

(10) Information on military applications in space.

(11) Information on weapons of mass destruction (including nuclear weapons) and the components of such weapons including—

(a) Nuclear weapons effects research.

(b) Chemical warfare and defensive biological and toxic research.

(c) High-energy lasers and particle beams technology.

(d) Nuclear, biological, and chemical (NBC) defense testing and production, policies, programs, and activities.

(12) Information on National Command Authorities and National Command Authority command posts.

(13) Information and materials, including submissions by defense contractors, involving critical military technology.

(14) Information concerning communications security, electronic warfare, signal intelligence, and computer security.

(15) Initial announcement of general officer assignments.

(16) Initial announcement of awarded Army contracts will be made in accordance with the applicable provisions of the FAR, the Defense Federal Acquisition Regulation Supplement, and the Army Federal Acquisition Regulation Supplement (AFARS).

(17) Lists of names and/or duty addresses of military personnel assigned to units that are sensitive, routinely deployed, or stationed in a foreign territory (see app E).

(18) Casualty information on key U.S. Government personnel or equivalent foreign government personnel.

(19) Information on activation, inactivation, or reorganization of AA brigade or larger units.

(20) Information on DOD counterterrorist activities as defined by DOD policy.

b. Headquarters, Department of the Army.

(1) The OCPA has authority to release information about the Army as a whole. Such information is normally obtained from the ARSTAF agency having primary interest and is cleared, as necessary, with OSD. The ARSTAF agencies with technical liaison officers or PAOs may respond directly to requests for routine information.

(2) The OCPA will coordinate with the OCLL, other DA Staff agencies as appropriate, and the OASD (PA) on all replies to congressional inquiries, requests, or other transmittals of information which may have significant PA implications prior to such information being forwarded to Congress by the OCLL.

(3) Interviews and press conferences at the Pentagon will be arranged by the OCPA. These events will be monitored by the PAO or by the PA liaison officer of the ARSTAF agency concerned.

c. Commands below Headquarters, Department of the Army level.

(1) Commanders below HQDA level are authorized to release information that is wholly within the mission and scope of their commands and is not restricted by the provisions of paragraphs *a* and *b*, above, to local media. Normally, such information is submitted to the appropriate PAO who will prepare material for release and ensure a security review is conducted. The PAO either will grant clearance or forward the information to the appropriate headquarters for clearance.

(2) Commanders below HQDA level will inform the OCPA, through command channels as soon as possible, when national news media requests have been received or situations concerning their commands exist that have the potential for national exposure. Local commanders have maximum flexibility in releasing information. However, local commanders should alert the OCPA of national media interest in a particular subject so that it may be determined if the national media is pursuing it at more than one location. National media are defined as network television (to include local affiliates if national interest is likely), national news magazines, or metropolitan newspapers with national distribution such as the New York Times or Washington Post.

(3) If a crisis or emerging event occurs in an area of PA responsibility, the first PAO contacted or on the scene will ensure appropriate information is released as quickly as possible to pertinent audiences. Simultaneously, the PAO will coordinate with the next higher headquarters to define PA responsibilities.

(4) Whenever DOD is supporting other Federal agencies (such as the Federal Emergency Management Agency (FEMA), the Federal Bureau of Investigation, or the Department of Interior on issues not pertaining to ongoing criminal investigations), PAOs will use the operational chain of command to coordinate visits, media opportunities, and information release.

(5) Releasing military intelligence and security related information, photographs, and video and audiotapes must be authorized by INSCOM.

(6) Releasing operational information on all ARSOFs will be coordinated with the USASOC.

5–4. Safeguarding information

a. Safeguarded information will not be discussed, shown, or made available to unauthorized individuals. All Army personnel must be aware of and support the Army's OPSEC program. Information, materials, or records must be reviewed for OPSEC considerations in accordance with AR 530–1 prior to public release. The staff office or agency providing the information, materials, or records to the PA office for release should accomplish OPSEC reviews.

b. Additionally, releasable information must be accurate and must adhere to published DOD and Army policies.

5–5. Release of Army records

a. Army records will only be released when approved by the appropriate authority, in accordance with AR 25–55 and AR 340–21. Officials who release Army records will inform their PAOs if the records contain controversial information (denying a request for release of the records will probably be contested or the records will be released to a media representative). The PAOs will then notify their commanders and will contact the OCPA.

b. Records that would be released if requested under the Freedom of Information Act (FOIA) should be released to media representatives when requested through PA channels. This precludes invoking the FOIA and provides timely information to the public. (See AR 25–55, para 1–300.)

5–6. Communicate to all audiences

a. Commanders are responsible for providing information within their units. The role of PA personnel and others is to assist, advise, plan, train, and conduct PA operations.

b. Commanders will consider the following methods when deciding how to communicate with all audiences:

(1) Holding quarterly commander calls, open houses, sensing sessions, Family support group meetings, and other venues that explain subjects of interest and importance to all audiences.

(2) Hosting formal or informal discussions or associating with civilian professional groups.

(3) Writing articles for publications and accepting invitations for public speaking engagements.

(4) Participating in local community affairs to understand community cultural makeup and interests.

c. Mass communications.

(1) Print media are usually available to unit commanders in many forms in the civilian and Government sectors. Commanders will maximize the opportunities that print media offer to increase confidence in and visibility for the Army. Print media can be retained and distributed in a timely manner. A major advantage of print media is that the readers can refer to articles in detail and at their convenience. A major drawback of print media is a lack of immediate feedback.

(2) Military installations and commands compete with civilian organizations for civilian broadcast coverage on other than breaking news. Internal radio and television assets can ease the effort required to conduct PA sessions in person. Lack of direct personal contact and feedback limits the commander's ability to convey and assess the impact of the message being communicated.

(3) Using electronic mail and the Internet are alternative means of immediate information access. Both provide an avenue for timely feedback.

(4) Internet and Intranet allow the commander to further increase the distribution of print and broadcast mediums to reach a wider audience. Creators and designers of this material will ensure that it meets OPSEC requirements.

(5) The PAOs will assess and evaluate all audiences to develop a sound PA program through sensing sessions, focus groups, surveys, or interviews.

(6) Commanders must be aware of all the subgroups in their commands. Each has some unique information needs that must be met. Important subgroups in most commands are first-term Soldiers, junior noncommissioned officers (NCOs), senior NCOs, company grade officers, field grade officers, spouses, children, and civilian employees. In many commands, there are also ROTC cadets, RC Soldiers, retirees, and local nationals who have their own special information needs.

5–7. Consultation with state and local officials

a. Presidential, DOD, and HQDA policies require that, within national security and congressional constraints, state and local officials be consulted at the earliest stages of planning and developing major policy, budget, or reorganization proposals that have significant state and local impact.

b. The OCPA will provide consultation guidance to the ASCC, ACOM, or DRU and activities involved in the proposal, based on DOD guidance. If no problems are perceived, the OCPA will authorize ACOMs and activities to begin consultation at the earliest time. However, no early consultation with state and local officials will take place without HQDA guidance.

c. Commands or activities may know or receive an inquiry about a particular local or congressional issue that

HQDA should be aware of. The ASCC, ACOM, or DRU and activities will then advise HQDA OCPA and the OCLL of these situations through the local PAO and congressional affairs contact officer.

5–8. Visual information support

Official photography, television, audio, and graphic art support to public information programs is authorized.

a. Recording and reproducing is kept to the minimum required to satisfy official needs.

b. Photographic and video coverage of VIP visits is restricted to minimum essential requirements.

c. Using PA resources to produce documentation or a visual or written record of Service for Soldier's use is authorized in a limited capacity, when not interfering with the primary mission and focus of PA. Some examples include, but are not limited to, farewell books, slideshows, and videos.

d. The PA is authorized to take news-related photographs only. Using PA resources to take photographs for promotion boards, ceremonies, changes of command, or social events that are not newsworthy is inappropriate.

5–9. Facilitating media visits

a. News media representatives may visit those areas of an installation normally open to the public when the subject matter is of local interest or deals with news events that happen without prior planning or knowledge and the information is releasable under existing regulations. The news media and the public are restricted from areas where access must be controlled for criminal justice purposes. Media coverage of subjects of potential controversy or national level interest will be coordinated through channels to the OCPA for review and approval. Installation commanders or contractors will cooperate in a timely manner with bona fide media representatives who request permission to visit an installation under Army jurisdiction or the facilities of DOD contractors to obtain information for public release.

b. Local procedures will be developed to handle news media personnel during disaster and civil disturbance conditions.

c. Commanders and news media representatives will establish basic ground rules that ensure the free flow of information while safeguarding classified materials or operational plans.

d. Under no circumstances will Army PA personnel use physical force against media representatives refusing to cooperate with ground rules or protection of classified or sensitive information or confiscate media equipment or products. Appropriate authorities will be notified immediately of violations.

e. The OCPA is the sole authority for approving requests by foreign news media representatives to visit Army installations, activities, or agencies in CONUS. (See AR 380–10 for exceptions to this policy.) Requests are forwarded, with recommendations, through PA channels to the OCPA. Foreign news media representatives are always prohibited access to classified information, activities, and/or areas.

5–10. News media accreditation

a. Accreditation is a means of identifying correspondents with a legitimate need for gathering news about military affairs and fostering a professional relationship between the military and the media. Accreditation does not provide correspondents with any special privileges. Accessing military areas, receiving information, and using facilities remain the commander's prerogatives within the bounds of security and the provisions of this regulation.

b. The OASD (PA) establishes accreditation criteria for news media representatives to cover combat operations. Though not required, commanders may establish accreditation systems for local media in connection with covering a specific event.

c. Staff privileges and credentials.

(1) *Public affairs reporters.* The PAOs will issue credentials to identify staff reporters and photographers who prepare material for use in AF or CE publications. The PAOs will establish local forms and will exercise caution in issuing credentials to anyone outside the PA office.

(2) *Contractors.* Employees of a CE contractor will not be provided with PAO credentials; rather, they should carry credentials that identify them as employees of the printer.

(3) *Stars and Stripes reporters.* The S&S reporters will be provided with credentials as civilian news media representatives.

(4) *Military journalists.* Military journalists will be afforded the same rights and privileges as civilian media representatives.

5–11. Media day

Each year commanders of active installations should schedule a media day to encourage area news media representatives to visit the installations and for commanders to establish or renew contacts with those news media representatives. The type program and the date selected are at the discretion of the installation commander. Media days should be conducted in conjunction with scheduled on-post special events and/or ongoing training.

5–12. Official discussions with the media

To broaden public awareness of the Army, Army personnel are encouraged to speak with the media factually, candidly,

and fully about unclassified matters on which they have personal knowledge and expertise. Senior commanders and staff officers are expected to discuss military matters within their purview with news media representatives.

5–13. Unofficial discussions

Anyone subject to this regulation may agree to a media request for an interview in an unofficial capacity. Army personnel may express personal opinions unless limited by law or regulation. They should discuss candidly matters about which they have personal knowledge if the information is not classified or otherwise nonreleasable. When questioned on a classified matter, they will state frankly that the information cannot be discussed.

5–14. Release of unclassified official visual information material to foreign nationals or governments

The procedures and policies in this regulation on release of information to U.S. media, organizations, or individuals also apply to the release of official visual information material to foreign nationals. Requests of an unusual or sensitive nature should be referred to the OCPA for coordination and approval. Requests from foreign governments for information or visual information materials should be referred to the nearest security manager in accordance with AR 380–10.

5–15. Personal privacy

The Privacy Act of 1974 (5 USC 552a), implemented by AR 340–21, generally prohibits Department of the Army from publicly releasing certain items of information about an individual without that individual's consent.

5–16. Release of information on disciplinary actions

See AR 25–55 for guidance.

5–17. Criminal investigation, Department of the Army polygraph activities

See AR 195–6, paragraph 2–9, for guidance.

5–18. Release of information from criminal investigation and military police records, reports, and forms

See AR 190–45, AR 195–2, and AR 340–21 for guidance.

5–19. Military accidents

a. Consistent with national security, military authorities will give maximum cooperation to U.S. news representatives covering military accidents occurring outside military installations. This does not apply to accidents or incidents involving NBC weapons or research or to military accidents occurring outside the continental United States (OCONUS), its territories, or its possessions. Guidance for these circumstances is given in treaties, international agreements, and laws of other nations.

b. Normally, civilian law enforcement and emergency response agencies will be on the scene before the military. Commanders or activities will coordinate and plan with agencies before a crisis. The commanders will advise the agencies that they may be called upon for assistance and cooperation when military accidents occur in their areas. The civilian law enforcement agencies will be made aware of the provisions of 18 USC 793(d), 18 USC 793(e), 18 USC 795, and 18 USC 797. These USC sections make it unlawful to photograph, publish, or refuse to surrender classified information.

c. The military authority at the scene of an accident in which classified material is involved will—

(1) Inform news media representatives of the presence of exposed classified material that cannot be removed or covered immediately and will ask the representatives to cooperate in its protection. Photographers will be informed that violations of the ban against photographing classified material are also violations of Federal criminal laws (18 USC 795 and 18 USC 797).

(2) Not use force if news media representatives refuse to cooperate in protecting classified material. The military authority will request immediately the assistance of appropriate civilian law enforcement officials to prevent compromise of such material and to recover all photographs, negatives, and sketches presumed to contain classified information. The military authority also will request the cooperation of the superiors of offending news media representatives and tell them that publication of such classified information or refusal to return it to the military authority is a violation of Federal laws 18 USC 793(d), 18 USC 793(e), 18 USC 795, and 18 USC 797.

(3) Report through channels to the OCPA for transmittal to OASD (PA) refusals of news representatives or their superiors to cooperate.

5–20. Accident involving military personnel or equipment

Public release of information on injured or deceased personnel (including names) will be made as soon as possible, within Privacy Act constraints, after the local casualty assistance officer has confirmed that the next of kin have been officially notified.

a. When circumstances permit, one-story, single-release coverage of accidents or incidents is desirable. Normally, information released will be as follows:

(1) Announcement that an accident or incident occurred.

(2) Location and time of the accident or incident.

(3) Names and addresses of deceased or injured will be withheld until such time as next of kin have been officially notified. After notification, PAO may release the names and city and state addresses.

(4) Before official findings are available, state, "An investigation is being conducted to determine the cause."

(5) To remove or lessen the anxiety of other personnel on the installation, names and addresses should be released simultaneously with the release of accident news or as soon thereafter as possible.

b. For this regulation, a civilian aircraft under military charter is considered a military aircraft and information concerning casualties will be released accordingly.

c. When accidents involving civilian or military vehicles, trains, commercial or private airplanes, or when any other types of accidents occur outside Army installations (whether overseas or within CONUS), the PAO nearest the scene will coordinate with local law enforcement officials, representatives of transportation companies (if applicable), and Army casualty personnel to ensure that the next of kin are notified prior to public release of names and addresses of military personnel.

d. For news media requests for additional personal information on deceased, injured, and missing release—

(1) Information to the Soldier or the Soldier's next of kin. Any communication with a requester will be the option of the next of kin or the Soldier.

(2) Reports of casualty investigations to the individual involved (or to the next of kin if the individual is deceased or missing).

e. Because of national and international interest and implications, casualty information on key U.S. Government personnel or equivalently ranked foreign government visitors killed, injured, or listed as missing while on a military installation or while being transported by military vehicle will be released at the following levels:

(1) The White House Press Secretary has sole approval authority for release of news about the—

(a) President of the United States.

(b) Vice President of the United States.

(c) Speaker of the House of Representatives.

(d) President Pro Tempore of the Senate.

(e) Members of the Cabinet.

(f) Foreign visitors of political or royal rank equivalent to the above listed U.S. Government officials.

(g) Members of foreign governments below the rank cited in paragraphs (a) through (f), above, when guests of the United States.

(h) Chiefs of foreign military services below the rank cited in paragraphs (a) through (f), above, when guests of the United States.

(2) The Secretary of Defense (Public Affairs) will approve the release of news about the following:

(a) United States Senators.

(b) United States Representatives.

(c) Secretaries of the Military Departments.

(d) Chairman, Joint Chiefs of Staff.

(e) Chief of Staff, U.S. Army.

(f) Chief of Naval Operations.

(g) Chief of Staff, U.S. Air Force.

(h) Commandant, U.S. Marine Corps.

(i) Commanders, Unified and Specified Commands.

(3) The commander concerned will handle information on accidents involving military or civilian personnel designated as special interest according to AR 600–8–1 (for example, general officers, general officer designees, selected commanders, and civilians of comparable status) and visiting foreign students and officers. If possible, the OCPA duty officer will be informed of the accident prior to release of any information. After duty hours or on weekends, the Army Operations Center (AOC) is called to ask for the OCPA staff duty officer.

(4) Local PAOs are authorized to release information in response to press queries about named individuals prior to notifying the OCPA. However, once the information has been released, the OCPA should be immediately notified through channels.

(5) Accidents occurring OCONUS require additional coordination with U.S. Embassy or Consulate personnel to ensure proper notification of the host government.

(6) Names of special operations personnel will be coordinated with the USASOC prior to release.

f. Information resulting from official investigations regarding line-of-duty status or findings of misconduct by

individuals will not be released to the public without the approval of The Adjutant General, HQDA for USAR or retired Army members, or HQDA (DAPC–PED) for AA members.

5–21. Casualties

Avoid using the term casualty in news releases when referring to military personnel. Instead, identify personnel as follows:

a. Deceased—indicate cause.

b. Very seriously wounded or injured or very seriously ill—indicate cause.

c. Seriously wounded or injured or seriously ill—indicate cause.

d. Slightly wounded or injured or slightly ill—indicate cause.

e. Missing.

5–22. Access to Armed Forces Disciplinary Control Board meetings

News media representatives may attend those meetings of Armed Forces Disciplinary Control Boards that are open to the public. (See AR 190–24, appendix B, for additional guidance.)

5–23. Interviews with and hometown-type news releases about foreign military personnel attending U.S. Army schools

a. The PAOs will not initiate interviews with foreign military personnel attending Army schools or training under Army auspices in the United States. They will refer interview requests to the proper country's senior officer in residence for approval. The senior officer should be encouraged to find out his or her embassy's desires. If an interview is approved, the PAO will help make the necessary arrangements.

b. The U.S. Army and Air Force Hometown News Service (HNS) will not release any news regarding foreign military personnel. It releases news only on U.S. personnel to U.S. media.

5–24. The U.S. Army counterintelligence personnel or activities

Public release of information about U.S. Army counterintelligence personnel or activities must be coordinated in advance with the Deputy Chief of Staff, G–2, in accordance with AR 381–20.

5–25. Personnel under treatment in Army medical facilities

a. Information about patients under treatment in Army medical facilities will be released only in accordance with the FOIA, the Privacy Act of 1974, and the Health Insurance Portability and Accountability Act of 1996. Biographical data, other than that releasable under AR 340–21, as well as Protected Health Information, will not be released without the prior consent of the individual or, if the individual is unable to function for him or herself, by his or her representative. The consent will be recorded on DA Form 4876 (Request and Release of Medical Information to Communications Media). In response to news media queries, the following information may be provided, as specified:

(1) The date the patient was admitted to and/or released from the medical facility.

(2) General information identifying the type of injury or disease (for example, burn, fracture, gunshot wound, or pneumonia). Any statement that may invite speculation should be avoided.

(3) A description of the patient's specific condition but only with the informed consent of the patient. This consent must be in writing.

(4) A current assessment of the patient's condition but the statement is limited to, "The patient's condition is stable (or good, fair, serious, or critical)." A prognosis is not given under any circumstances.

b. When personnel of other military Services or Government agencies are under treatment or hospitalized in an Army medical facility, authority to release information about such patients rests solely with the other Service or agency concerned. Army PAOs will assume such responsibility only upon the official request of the other Service or agency concerned and in accordance with the policies of AR 25–55, AR 340–21, and paragraph *a*, above.

c. Releasing information about or permitting interviews with psychiatric or other mental patients is prohibited.

5–26. Missing in action or whereabouts unknown

a. The names and addresses of the next of kin or photographs and videos of a person missing in action (MIA) or whereabouts unknown will not be released. The individual's name, grade, and date of birth; a statement indicating the individual's status; and other proper information may be released. However, such information will be released only after the PA office receives verification that the next of kin were officially notified and search-and-rescue operations were terminated.

b. Information regarding the circumstances of or other details about the release, escape, or other method of return to military control of personnel classified as MIA or whereabouts unknown; data on their physical condition or scheduled return to the United States; or information these individuals may provide about other persons known or believed to be

casualties or in a missing status will not be released until after the PA office receives verification that the next of kin were officially notified.

5–27. Personnel participating in alcohol and drug abuse control programs

Public release of information regarding personnel who are or were participating in Army alcohol and drug abuse control programs is prohibited.

5–28. Litigation and debarment cases

To preclude the premature release of information about litigation or debarment cases, a close liaison with the SJA concerned must be maintained.

a. Litigation. As discussed in AR 27–40, paragraph 7–9, matters in litigation or with the potential for litigation will not be discussed unless the information is a matter of public record. In this case, the PAO and SJA will coordinate responses to queries. The PAOs will never speculate on such matters but will advise the SJA concerned of any media queries regarding cases in litigation.

b. Debarments. Information about debarment of a company holding a Government contract will not be released until a final decision has been made. In the interim, PAOs may acknowledge that a specific company has been proposed for debarment. The media should be referred without comment to the contractor when questions arise about the basis for the case or the status of the proceedings.

5–29. Coverage of courts-martial

Approving news media requests to photograph or video record a trial by court-martial will be guided by the following, unless more restrictive measures are necessary to ensure a fair trial:

a. Photographing or video recording the courtroom interior may be permitted when persons involved in the proceedings are not present.

b. During the trial, photographing or video recording the accused may be permitted when he or she is outdoors in public view. Photographing or video recording the accused in a courtroom, cell, cell block, prison yard, or similar area or in the presence of other prisoners is not permitted.

c. The PAO will establish a means to accommodate media coverage to include courtroom pool reporting and a separate media center near the courtroom.

5–30. Recording Soldiers

When releasing visual information documentation of Soldiers, PAOs will ensure accurate portrayal in situations reflecting Army activities, missions, and uniforms.

5–31. Photographing and recording personnel in a hostile area

a. Care will be taken when releasing official information, photographs, and video recordings of U.S. and allied forces personnel killed, wounded in action, hospitalized, detained as a result of hostile action, or MIA. Give every consideration to the rights of the individuals concerned and the effect publishing information or photographs would have on Families and friends.

b. Common sense, good taste, and awareness of safety and security concerns are used when authorizing media access to operational locations. The PAOs will encourage media compliance with official release proprieties. If a photographer persists in taking photographs, the PAO should not take any action to recover the film but will immediately report the problem through PA channels to higher headquarters.

c. The following provisions apply while a wounded person is in an area of hostile action, at a point of embarkation or entry, at a hospital or other military convalescent installation, or in transit. Unless the individuals shown have given permission to release and a notation is placed at the end of the identifying caption, official release of the following is prohibited:

(1) Photographs or video recordings of recognizable wounded or deceased personnel not identified by name.

(2) Photographs or video recordings of recognizable wounded personnel identified by name until next of kin have been notified, unless the release has been approved by the wounded or persons requested that their next of kin not be notified.

(3) Surgical or other major medical care photographs or video recordings that identify the patient.

(4) Photographs or video recordings showing deceased and/or wounded personnel in large numbers. Official photographs of combat deceased under field conditions normally will not be released to the public media. Photographing graves registration facilities or temporary cemeteries is prohibited.

(5) Photographs or video recordings showing mangled bodies, obvious expressions of agony, or expressions of severe shock.

(6) Photographs or video recordings of psychiatric or other mental patients.

(7) Photographs or video recordings of plastic surgery or severe disfigurement cases.

(8) Photographs or video recordings of blind or deaf patients.

(9) Photographs or video recordings of amputees demonstrating prosthetic appliances.

5–32. Official photography and recording and media access to personnel under treatment in Army medical facilities

Permission to photograph or record a patient in a U.S. Army medical facility will be given only when prior informed written consent of the patient has been obtained. In addition, the attending physician and/or medical facility commander must determine that such activity will not jeopardize the condition or welfare of the patient or nearby patients. Photographing a patient will be prohibited when it infringes on the patient's right to privacy or causes embarrassment. Photographing patients must always meet accepted standards of propriety.

5–33. Photographing military installations or equipment

a. Public access to Army installations is determined by local commands. Photographing historical buildings or areas of public interest for private use is generally permitted but also subject to approval by the local command.

b. Ground or aerial photographs, sketches, or graphic representations of classified military equipment or installations designated as restricted areas is punishable by law (18 USC 795). Reproducing, publishing, or selling this type of material is also punishable by law unless the photograph, sketch, or graphic representation indicates it has been reviewed and cleared for release by proper authority.

5–34. Army studies

Premature release of emerging results of Army studies and/or analyses before official approval is prohibited.

5–35. Opposing forces program

AR 350–2, para 2–7, contains guidance on policy for releasing public information on opposing forces (OPFOR) equipment and training and for public displays and/or demonstrations of OPFOR equipment and training.

5–36. Media coverage of equipment testing

Media coverage of developmental, technological validation, or operational testing of Army systems is prohibited. Exception to policy is through channels to the OCPA.

5–37. Battle labs and advanced warfighting experiments

Major ACOM-level approval may be given for media coverage of the Army battle labs and Army warfighting experiments in coordination with the OCPA.

5–38. Activation, inactivation, or realignment of installations, facilities, or activities and/or associated personnel reductions

a. Accurate and timely information, consistent with security and the policies of AR 5–10, will be released to the public when the decision has been made to activate, inactivate, or realign an installation, facility, or activity, and/or associated personnel reductions. Criteria for initial announcements of such actions are made at HQDA level, through OSD, when the action—

(1) Requires prior notification of Congress, as specified in AR 5–10, paragraph 3–4, because of military or civilian personnel reductions which will go into effect either in the near term or by attrition over an 18 to 36 month period.

(2) Involves reductions in Government personnel as a result of commercial activity actions (see AR 5–20).

(3) Involves accessing Government installations or facilities.

(4) Has generated congressional and/or public interest or has been a subject of public controversy during the decisionmaking process.

b. The criteria are flexible and the CPA may make exceptions as to the level at which initial public announcements will be issued. The commands concerned will be notified when such exceptions are to be made.

c. The CPA will issue guidance to the commands concerned prior to the scheduled announcement date for actions discussed in paragraph *a*, above.

d. Army personnel will avoid making statements that can be interpreted as official and may invite speculation about possible inactivations, realignments, or strength reductions.

e. Commanders will implement procedures available to the public to provide feedback to the command on installation, unit, or personnel realignments.

5–39. Unit activations, inactivations, and reorganizations

a. Normally, the initial release of information on activations, inactivations, and reorganizations of AA units of brigade or larger size will be made at the national level. Activations, inactivations, or reorganizations of smaller AA units may be announced by the ASCC, ACOM, or DRU concerned, except when such actions involve one or more of the criteria in paragraph 5–38, above. In such instances, an initial public announcement will be made at HQDA, through OSD, for units smaller than brigade size, as well. Regardless of units involved, initial public release will not be made at any level until authorized by the Deputy Chief of Staff, G–3/5/7 and following release of the Information for

Members of Congress, as applicable. Provisions of this subparagraph do not apply to announcements of such actions for RC units (see AR 5–10).

b. Safeguarded information contained in paragraphs (1) through (4), below, is generally not releasable, except as provided in paragraph *c*, below, on any phase of unit activations, inactivations, redesignations, reorganizations, training, or movements within the CONUS or OCONUS.

(1) Exact personnel strength and composition of units.

(2) Status, amounts, or quality of equipment.

(3) Combat efficiency.

(4) Deployment of units to combat areas.

c. When an activation, inactivation, redesignation, or reorganization involves a RC unit, information will be released as follows:

(1) *U.S. Army Reserve units.* The local commander may release information listed in paragraphs *b*(1) through (3), above, about the local unit.

(2) *Army National Guard units.* The NGB will notify the unit concerned. When such notification has been received, the state adjutant general concerned may release information listed in paragraphs *b*(1) through (3), above, about the local unit.

5–40. Training and movement of units

Information on unit training or movement that is not safeguarded or restricted by paragraph 5–4 or other provisions of this regulation may be released by the responsible commander, except in the cases of major or Joint exercises. Initial release of information on major Army exercises will be made at HQDA, through the OSD. Initial release of information on major Joint exercises will be made by the OSD with later announcements by the Joint commander.

5–41. Access to Military Entrance Processing Stations

See Joint service regulation AR 601–270, paragraph 3–12 for guidance.

5–42. Access to commissaries

All requests received from news media representatives to visit commissary facilities will be coordinated with the PA office of the Defense Commissary Agency, Fort Lee, VA.

5–43. Visits to installations with chemical munitions and/or a nuclear, biological, or chemical defense-related mission or activity

All news media requests to cover NBC missions or activities will be considered on a case-by-case basis and should normally be approved by the chemical activity or installation commander when such visits will not interfere with operational requirements. Approval may be denied for safety or security reasons.

5–44. Access to Army confinement facilities

News media access to and photography in an Army confinement facility normally is prohibited (see AR 190–47, paragraph 10–12).

5–45. Criminal investigations

Generally, no information should be released concerning ongoing investigations without close coordination with local authorities. The PAOs may acknowledge the existence of an investigation after coordination has been made and any information released cannot violate the Privacy Act or impede an ongoing criminal investigation.

5–46. Inspector general activities

Inspector general (IG) records are privileged documents and contain sensitive information and advice. All IG records, including USAR IG records and ARNGUS IG records concerning Federal matters are the property of the SECARMY. The IGs maintain these records on behalf of the SECARMY. Unauthorized use or release of IG records can seriously compromise IG effectiveness as a trusted adviser to the commander or state adjutant general and may breach IG confidentiality. The designated release authority for all IG records is The Inspector General. (See AR 20–1, chap 3 for more information.)

5–47. Army support to disaster relief and civil disturbances

a. Policy related to disaster relief and civil disturbances is found in DODD 3025.15.

(1) Information on Army participation in disaster relief operations will be made available promptly to news media.

(2) The PAOs of ARNG and USAR units are encouraged to forward to the OCPA news and news feature material of their activities for possible dissemination at national level. The ARNG PAOs will provide information copies to the NGB PA office (NGB PA). The USAR PAOs will provide information copies to USAR communications.

(3) Upon conclusion of disaster relief activities, PAOs will provide the OCPA with a narrative summary of PA activities and their results. Information copies of the report will be provided to intermediate headquarters.

b. The OCPA is responsible for PA activities in connection with civil disturbances. Questions on public information matters related to civil disturbances will be referred to the OCPA by AA elements and/or RC units on active Federal duty status. The ARNG units on state active duty will refer questions to the NGB PA.

5–48. Release of information by manufacturers, research organizations, educational institutions, and other commercial entities holding Army contracts

a. This paragraph covers the Army's review and clearance of materials proposed for release to the public by contractors, manufacturers, scientific researchers, and other entities regarding contractual agreements and awards, products, services, military sales, technology, scientific studies, and other areas of production and research.

b. Army policy is to make available to the public the maximum accurate information on Army contractual relationships, industry accomplishments, and scientific achievements. Exceptions to this policy include—

(1) Safeguarded information, as well as data, that offers unfair and competitive advantages to specific entities and individuals.

(2) Nonexportable commercial information or data and information subject to international traffic in arms control.

(3) Information about material in the Militarily Critical Technologies List. This list is available in military contracting and research and development offices.

c. Public release clearance at the lowest level of responsibility is authorized and encouraged. When higher headquarters release is required, or when a question exists on release authority, PAOs will send the proposed release material and a recommendation to the OCPA to coordinate clearance within HQDA and with OSD.

d. The PAOs will not release or authorize release of material that contains implied DA endorsement of a commercial firm, product, or service; comparison of the merits of one item of military material with another; DOD specification details or results of acceptance tests; or information involving critical military technology.

e. Procedures for reviewing and clearing material are at appendix F.

5–49. Release of information on unit deployments

a. The DOD will provide the initial public release for deployments of units at the brigade combat team level and above. Unit PAOs will make every effort to notify Families prior to the initial announcement.

b. Separate units below the brigade combat team level, whose deployments are not announced by the DOD or the OCPA, may make a public announcement following receipt of deployment orders and Family notification.

Chapter 6
Speakers and Clearance of Speeches, Manuscripts, and Internal Information

6–1. Speaking and manuscript clearance guidelines

a. Speaking engagements with and writing for key public and influential audiences are critical to maintaining public awareness and support for the Army. Commanders down to installation level will establish a PA speakers and writers bureau and make every effort to engage with the American public.

b. Clearance, through security review and PA channels, is required for all official speeches and writings that are presented or published in the civilian domain, to include materials placed on the Internet or released via similar electronic media. (See DODD 5230.09 and chap 5 of this regulation for additional information and guidance on releasing information.)

c. Individual speech writers, authors, and speakers are responsible for ensuring content review and clearance of official speeches and writings prior to release to the public.

d. All personnel should maximize the use of electronic mail in the clearance process.

6–2. Requests for speakers

Organizations or groups wanting to extend a speaking invitation to the Army are referred to the PAO of the nearest installation likely to have an assigned subject matter expert on the proposed subject. If local spokespersons are not available, requesters should be referred to the OCPA.

6–3. Funding and travel for speaking engagements

a. Official public speaking is considered mission related and may be charged to normal mission travel and per diem accounts without incurring an additional cost to the Government.

b. Accepting a gratuity or fee is prohibited. (See chap 4 of this regulation for exceptions.) Necessary travel and lodging costs may be reimbursed by the sponsoring organization in lieu of Government reimbursement under the Joint Travel Regulations.

c. Travel to distant points for speaking engagements may be authorized as follows:

(1) Where participation by a member of the command is clearly in the best interests of the Army, in observances such as—

(a) Armed Forces Day and Armed Forces Week.

(b) Memorial Day.

(c) Independence Day.

(d) Prisoner of War (POW)/MIA Recognition Day.

(e) Veterans Day.

(2) Other significant patriotic ceremonies.

(3) Where the audience and the occasion clearly justify the presence of a member of the command, military education institution students, faculty, and staff members are encouraged to speak in civilian higher education forums.

6–4. Presidential platform speakers

The Department of the Army is sometimes required to furnish an officer to represent the President of the United States at occasions where *remarks* or *an address* are required. A general officer will be designated in such situations unless there are overriding reasons that preclude general officer participation.

6–5. Medal of Honor recipient speakers

a. Commanders will give special attention to public appearances by Medal of Honor (MOH) recipients. These persons, by their acts of gallantry, have earned the respect and admiration of the Nation and the right to public recognition. Likewise, they also have the right to be protected from exploitation and overexposure. Special attention is required to achieve a balance.

b. In acting on requests for appearances by MOH recipients, the following policies are observed:

(1) The person's personal preferences should be considered along with a careful evaluation of the event and its value to the Army. Each of these factors should be given equal consideration.

(a) Discourage public appearances of MOH recipients attending military or civilian schools to permit them to devote maximum efforts to training or education.

(b) Obtain proper clearances, if absence from instruction or regular duty is necessary.

(2) The public event sponsor will be responsible for the costs of transportation, food, and lodging, if required.

(3) Local commanders may approve appearances outside the local community relations area.

c. The unit of assignment will maintain biographical data. Upon transfer or change of rank, the PAO forwards an updated biography and photograph to the OCPA.

6–6. Clearance authorities

a. Headquarters, Department of the Army and/or the OSD clearance is required for all speeches, manuscripts, or other communications products containing information or otherwise meeting the criteria outlined in paragraph 5–3. Information proposed for posting on publicly accessible Internet Web sites must also be reviewed and approved by the appropriate proponent office prior to release. The PAO will be consulted if questions arise on the public release of information under the purview of this regulation.

b. This regulation authorizes completing PA clearance review actions at installation or ACOM level to the maximum extent possible.

c. In accordance with DODD 5230.09, any anticipated or otherwise proposed communications products (such as book manuscripts) mentioning names of military personnel or DOD employees, military operations, and/or any of the subjects specifically listed in paragraphs 5-3*a*(1) through (20) must be submitted for prepublication review through Army PA channels (see paragraph 6-9 of this regulation). Material to be reviewed is to be submitted prior to any release to non-DoD persons, including, but not limited to, ghostwriters, literary agents, editor, and publishers.

d. Unofficial materials not dealing with the military as specified in paragraph 5-3*a* do not require clearance. These include materials produced on personal time, using personal equipment and open sources. Unofficial letters to the editor, book or similar reviews, and works of fiction (to include those based upon real events) do not need clearance. It is the author's responsibility to ensure that security has not been compromised. Information that appears in open sources does not constitute declassification. The combination of several open source documents may result in a classified document.

6–7. Official speaking or writing guidelines

a. Speeches or remarks must address a subject within a speaker's official expertise. This policy does not prevent DA military or civilian members from speaking on matters unrelated to the official concerns of the U.S. Government when such activities are consistent with other laws and regulations and do not conflict with official duties or imply Government endorsement.

b. Official speech text and written materials must be reviewed through PA channels and cleared for security, accuracy, policy, and propriety by proper authority, at the lowest level possible. The PAOs who have subject matter

expertise and know the audience will review and clear speeches and writings at the lowest level. If material cannot be cleared at the local level, clearance will be done at the next appropriate level.

c. The review and clearance process is not a censorship activity. Its purpose is to act as a safeguard for both authors and speakers and the Army to prevent the accidental release of classified or otherwise inaccurate or inappropriate information. The process also assists PAOs in staying knowledgeable of their commands public communications.

d. For review and clearance purpose, full-text format speeches are preferred. Speech outlines, slides without text, or bullet-format presentations may be reviewed and cleared to allow PAOs to remain informed of their command's public communications and to facilitate appropriate unofficial advice regarding proposed content.

e. Official speeches and writings must not contradict U.S. Government policy or law. They must adhere to DOD 5500.7–R.

f. In general, Army employees will not officially endorse, or appear to endorse, membership drives or fund-raisers for any non-Federal entity. (See 5 CFR 950, DOD 5500.7–R, and AR 600–29).

g. Except for fund-raising events and membership drives (addressed separately in paragraph 3–2*u*), the head of an ACOM or organization may provide Army employees in their official capacities to express Army policies as speakers, panel members, or other participants.

h. Situations where an event's real or apparent purpose is to stage controversy and/or confrontation will be avoided. The OCPA must be consulted before providing speakers for events where public confrontation or debate of national policy is planned or likely.

i. Material must not endorse, promote, or sponsor any private individual, group, or venture or give the appearance of doing so. The event itself should be of common public interest and benefit. Participating in any public program is authorized only if admission, seating, and all other accommodations and facilities connected with the program are available without regard to race, creed, color, national origin, gender, or physical or mental handicap. Army support or participation is authorized for programs sponsored by organizations whose qualifications for membership are based on gender or national origin only when the program so supported is oriented to the broad community rather that those particular aspects or objectives of the organization itself.

j. The Army may fill requests for speakers for certain events in which other forms of Army support would not be appropriate, such as religious or fraternal gatherings or those sponsored by business or professional organizations, subject to specific restrictions, limitations, and other considerations detailed in paragraph 3–2.

k. Accepting press, radio, and television interviews in conjunction with speaking engagements is encouraged, subject to this regulation and Army PA policy in effect at the time. Army speakers should consult the appropriate Army PA office for guidance before participating in media interviews.

l. Advance distribution of copies of cleared material may be arranged and is encouraged to gain the widest possible public dissemination of Army information. Speech texts may be distributed in cooperation with the host organization.

m. When requesting active participation by Army speakers in partisan political gatherings, Army personnel should review AR 600–20 for appropriateness. Army civilian personnel should contact their local legal office for additional guidance.

n. Prior to repetitively using a previously cleared speech or manuscript, the clearance should be revalidated by the approving PAO.

6–8. Unofficial and special-case writing and speaking guidelines

a. Individuals may write articles for official DOD publications if the manuscripts are cleared prior to publication. Individuals preparing material may use military facilities and clerical assistance. Official DOD publications do not include commercial service-oriented publications.

b. Materials that require review must be approved or cleared before such materials are provided to or are committed to be provided to non-DOD publications or other public forums.

c. To ensure a climate of academic freedom and to encourage intellectual expression, students and faculty members of an academy, college, university, or DOD school are not required to submit papers or materials prepared in response to academic requirements for review when they are not intended for release outside the academic institution. Information intended for public release or made available in libraries to which the public has access will be submitted for review. Clearance will be granted if classified information is not disclosed, DOD interests are not jeopardized, and the author accurately portrays official policy, even if the author takes issue with that policy.

d. Any individual who uses a title or other identification connected with DOD in an unofficial writing or speech will include with such material a disclaimer stating that "the views expressed in this article (book) are those of the author and do not reflect the official policy or position of the Department of the Army, DOD, or the U.S. Government." The writer will not use a title or other DOD identification in connection with the material if requested to refrain from doing so by the reviewing authority.

e. Individuals may accept payment for unofficial speeches or writings in accordance with the provisions of 5 CFR 2635.807, DOD 5500.7–R, and SJA guidance.

f. Notes, abstracts, manuscript, or speech outlines will not be cleared as a substitute for the complete text but may be

reviewed unofficially as a courtesy. However, abstracts to be published in advance require clearance. An abstract clearance does not substitute for clearance requirements for the full and final text manuscript.

g. Retired personnel, former DOD employees, and nonactive duty members of the RCs will use the DOD security review process to ensure that information they submit for public release does not compromise national security.

h. Department of Defense personnel, while acting in a private capacity and not in connection with their official duties, have the right to prepare information for public release through non-DOD media. This information must be reviewed for clearance if it meets the criteria in DODI 5230.29. Such activity must comply with the ethics rules at 5 CFR 2635 and DOD 5500.7–R and may not have an adverse effect on duty performance or the authorized functions of the DOD.

6–9. Speaking and manuscript clearance procedures

a. The PAOs will establish local clearance procedures. Most clearances will be completed at local level. There is no requirement for submitting material for clearance to HQDA based solely upon the rank of the author or speaker.

b. Materials that require HQDA or the OSD clearance will be submitted to the OCPA using the following procedures:

(1) The full and final text of material requiring review, including any supplemental visual information material, will be submitted.

(2) Manuscripts, speeches, or other materials will be submitted in triplicate in sufficient time to allow the review before the desired release date.

(3) Denial of clearance or directed mandatory changes of any material submitted for review may be appealed through the channels of original submission to the OCPA.

c. Manuscripts lacking proper clearance, which are submitted by authors to official Army publications, will be sent by the editor to the proper clearance authority at the lowest command level appropriate.

d. Material originating in Army components of the unified or Joint commands will be cleared according to the procedures established by those commands.

Chapter 7
Use of Military Assets for Public Affairs

7–1. Musical, aerial, ceremonial, and troop units

a. Army commanders at all levels are encouraged to provide Army marching units, bands, color guards, drill teams, ceremonial units, other personnel formations or units, aerial demonstrations, static displays, exhibits, and similar support for functions conducted in the public domain. Such units will be used to maximize the number of public events that can be supported. (See AR 220–90 and DA Pam 220–90.)

b. Requests for support that require DOD and/or DA approval will be forwarded through command channels to the OCPA. For ARNG units, requests should be sent to HQDA (NGB PA).

c. Requests for military support to public events requiring DOD and/or DA approval will be submitted on DD Form 2535 (Request for Military Aerial Support) or DD Form 2536 (Request for Armed Forces Participation in Public Events (Non-Aviation)).

d. Requests from local event sponsors will be addressed to the nearest military installation and forwarded, if required, through command channels to the appropriate approval authority with local command recommendations.

7–2. Authorized participation for Army musical, ceremonial, and troop unit support

Army musical, ceremonial, and troop unit support participation is authorized for—

a. Official military functions whether on or off military installations.

b. Official civil ceremonies and functions sponsored and conducted by Federal, State, county, and municipal governments. This includes those conducted in overseas areas with corresponding authorities of the host nation. Official civil ceremonies include inaugurals, dedications of public buildings and projects, ceremonies for officially invited governmental visitors, and convening of legislative bodies.

c. Civilian-sponsored public events such as parades, rallies, and concerts intended to stimulate interest in the Armed Forces, support the Army recruiting mission, stimulate patriotism, or celebrate a national holiday.

d. Civilian-sponsored social, civic, and cultural events such as community concerts, banquets, dinners, receptions, carnivals, festivals, sports season openings, and anniversaries, if the musical participation includes patriotic music as opposed to pure entertainment and clearly establishes the support as an appearance by an Army unit. The patriotic portion of an Army presentation normally consists of military or patriotic songs, honors, and/or music to accompany the presentation of the colors.

e. An event that is a traditional military event intended to foster the morale and welfare of members of the Army and their Families. This would include such events as military balls, dining-ins, mess nights, in accordance with 10

USC 974, as amended by Public Law 111–84, Section 591. Support cannot be provided if the event is solely or primarily for the benefit of Family members.

f. Sports events or games, when possible, to provide maximum support to recruiting programs. Activities other than those described below require the approval of OASD (PA). Requests are forwarded, using DD Form 2536, through channels to the OCPA. Army participation in sports events is authorized under the following conditions:

(1) The game is a scheduled regular season event in which a military team competes and when such participation is in the best interests of the Army.

(2) The game is an amateur regular season event, even though admission is charged, and neither of the competing teams is military. Participation must be incidental to the event and in the best interest of Department of Army. In addition, the event must be strictly local or regional (see the glossary for the definition of incidental support).

(3) Local commanders may authorize color guards and Army musical units to participate in pregame activities at professional sports events and preseason or postseason collegiate events at no additional cost to the Government only when the following two conditions exist:

(a) The game is not being televised nationally.

(b) Such participation is confined to pregame or half-time activities associated with rendering proper honors to the colors, including a patriotic musical program.

g. Activities in shopping centers and malls to support recruiting. Local commanders must authorize such participation. The following guidelines must be met:

(1) All musicians must be in uniform.

(2) Community relations support must not be advertised or presented as a promotion for the shopping center or mall or for special business activities, such as promotional sales.

(3) The primary purpose of the musical activity must be to gain attention and attract visitors to the recruiting display.

(4) The relationship between the location or event and the band members will not impact unfavorably on the Army and such appearance is not otherwise contrary to this regulation.

7–3. Prohibited participation by Army musicians

a. Army musicians on official duty are prohibited from providing background, dinner, or dance music at events funded solely by NAFs. As an exception, background, dinner, and dance music is permitted at an event sponsored by a military welfare society identified in 10 USC 2566. Per Assistant Secretary of Defense (Public Affairs) guidance, performances are restricted to events that do not receive support or donations from prohibited sources and the event is held only for Servicemembers or Servicemembers and their immediate Families. Military musical events are prohibited from performing at events sponsored by a military welfare society when solicitation is not limited to the historical "by our own, from our own, for our own" premise. The sponsor's charter or objective will not be grounds for exception.

b. Army bands and musicians on official duty are prohibited from receiving remuneration for furnishing music away from an installation in competition with local civilian musicians.

c. Unless specifically authorized by law or by DODD and/or DODI, an Army band, band member, and/or Army performer may not receive pay in any form for official performance of duty in support of public events.

d. Generally, off-duty Army officers, warrant officers, and enlisted personnel are not barred from receiving pay for performing music outside the limits of a military installation, unless a complaint is received and verified by subsequent investigation that they are competing with local civilian musicians. Once a complaint has been received and verified, the person may not return to that specific place of employment. Complaints of competing with local civilian musicians will be verified by facts on a case-by-case basis.

e. All Army band personnel are subject to the provisions of 10 USC 974, as amended by Public Law 111–84, Section 591 and DOD 5500.7–R; this regulation; and other local regulations governing off-duty employment.

f. Army participation and support is not authorized for the following:

(1) Motion picture premieres or regular movie presentations, fashion shows, or similar events sponsored or conducted solely for commercial interests.

(2) Parades sponsored solely to support commercial or promotional aspects of a holiday or event. Participating in a parade sponsored by the community as a whole may be authorized if the orientation of the parade is civic or patriotic rather than commercial. Regardless of sponsorship, certain events (such as holiday parades) attract crowds in the local business district. When evaluating requests for support to such events, commanders must determine if the sponsor is cooperating with the spirit and intent of the foregoing policy and if the event will benefit the Army.

(3) Beauty contests, pageants, and similar events sponsored by civilians.

g. The duration of Army band and musician participation will normally not exceed 3 days per event. This is to ensure proper use of Army personnel and resources.

h. Policy on the impact of adverse weather on band activities is in AR 220–90.

7–4. Bands and other musical units

a. Tour procedures.

(1) All Army bands (including special bands) in CONUS participating in public events that require travel outside their normal community relations area will coordinate through channels with the OCPA in advance.

(2) All Army musical units in CONUS desiring to conduct concert tours (defined as a series of performances with more than 3 nights spent away from home station) must obtain prior approval from the OCPA.

(3) All military Service touring bands are assigned touring areas by the OASD (PA). Tour areas are coordinated among the Services biannually (1 Jan–15 Jul and 16 Jul–3l Dec). Any tour by a band outside its assigned area requires the approval of the OASD (PA) and the military department to which that area is assigned.

(4) Band tours OCONUS will not exceed 15 days without OASD (PA) approval. Tours to single locations will not exceed 7 days.

b. Guidelines.

(1) Musical support includes, but is not limited to, parades, concerts, choral presentations, patriotic openers or presentations, and other events where a band or band detachment performs.

(2) No event will receive the support of more than one band and/or choral group from any Service without prior OASD (PA) approval. Commands receiving requests for such support will ensure that other DOD musical units are not scheduled to support the same event.

(3) Musical support of events sponsored by non-Federal entities is limited to patriotic, military, and other musical selections clearly demonstrating the professionalism of the performers and focusing attention on the performance as an Army music presentation. Authorized programs include concerts, parade participation, and patriotic presentations. Dinner music, background music, and dance music are not authorized at civilian sponsored events, unless the event sponsor is a military welfare society as identified in 10 USC §2566 as amended by FY10 National Defense Authorization Act. Per Assistant Secretary of Defense (Public Affairs) guidance, performances are restricted to events that do not receive support or donations from prohibited sources and the event is held only for Servicemembers or Servicemembers and their immediate Families. Military musical events are prohibited from performing at events sponsored by a military welfare society when solicitation is not limited to the historical "by our own, from our own, for our own" premise.

(4) Military musicians may attend music conferences or seminars for professional development and may perform nontraditional music as part of these programs.

(5) Background, dinner, or other social music programs are authorized for official U.S. Government events supported solely, or in part, by appropriated funds, regardless of location.

(6) Musical units will only support memorial services if the deceased is authorized a state funeral, customary military honors, or is OASD (PA) approved. Additional restrictions on supporting non-Federal events are contained in DOD 5500.7–R, paragraph 3–211a.

(7) Musical units may not perform backup support for other entertainers at public programs held away from military installations, unless the military musical unit performs as a featured participant, and it has received a waiver from the American Federation of Musicians.

(8) United States-based Army musical units may perform OCONUS only with the prior approval of the OASD (PA), the appropriate OCONUS commander, and the host nation. All requests for OCONUS musical support are referred to the OCPA. Requests for OCONUS musical support may be approved only if—

(a) The event sponsor sends the request for support to the unified combatant commander or the OASD (PA), as appropriate.

(b) The unified combatant command determines that adequate in-theater assets are not available and the event is sufficiently important to warrant CONUS assets.

(c) The OASD (PA) evaluates the request and, if approved, forwards it to the appropriate military Service for action.

7–5. Ceremonial units

a. Ceremonial units include special or unit color guards, drill teams, and other specialized units that are appropriate for military and patriotic ceremonies in the civilian domain. These units may be either of the following:

(1) Activated according to an approved table of organization and equipment or table of distribution and allowances.

(2) Composed of volunteers serving in an official or unofficial capacity as authorized by the local commander.

b. Locally authorized volunteer units should be—

(1) Well-trained and have professional bearing.

(2) Operated at no additional cost to the Government.

7–6. Color guards

a. In public programs for which Army support has been authorized and at which the display of colors is appropriate, a Joint Armed Forces Color Guard will be employed, when available, using the following composition:

(1) Two Army flag bearers with national and Army colors.

(2) One each Marine Corps, Navy, Air Force, and Coast Guard flag bearer with individual military Service colors.

(3) One Army and one Marine Corps rifleman as escorts.

b. When a Joint Armed Forces Color Guard cannot be formed, the senior member of the senior military Service in the color guard will carry the national colors. Soldiers, when present, will carry the colors since the Army is the senior Service.

c. Army personnel may carry flags of foreign nations in official civil ceremonies when an official of the nation concerned is present in an official capacity and the official is one for whom honors normally would be rendered. In all other public programs or ceremonies, Army personnel in uniform and in an official capacity are not authorized to carry flags of foreign nations, veterans groups, or other nonmilitary organizations.

7–7. Exhibits, loans, explosives, and donations

Public affairs' projects or programs may be supported by Army exhibits, equipment, and facilities as outlined below.

a. Army exhibits. Exhibits consist of displays such as mission exhibits, models, devices, and other information and orientation materials at conventions, conferences, seminars, demonstrations, exhibits, fairs, or similar events. Also included are exhibits displayed on military installations during open house programs.

(1) While Army exhibits contribute to the PA program, their primary purpose is to accomplish either of the following:

(a) Support recruiting and retention efforts.

(b) Further Army professional, scientific, and technical interests.

(2) The OASD (PA) must approve PA exhibits in national and international events. This includes approving exhibits at national conventions or private and professional organizations and non-Government associations (including business and industry groups). Requests must be forwarded using DD Form 2536, through channels, to the OCPA at least 45 days prior to the date of the event.

(3) Local commanders, down to and including installation commanders, may approve exhibit participation at local events.

(4) Exhibits may be displayed—

(a) In any location or event, including commercially owned spaces such as shopping centers and malls if the general public gathers in such areas and the exhibit is not used specifically to draw the public to that location.

(b) In conjunction with events conducted at shopping centers or malls, if such events are sponsored by a civic group and Army participation is not used in advertising or promotional activities.

(5) The U.S. Army Center of Military History maintains the inventory of Army art. Many of these paintings are packaged into exhibits and available for loan to military installations and activities and to civilian sponsors. The requesting agency is responsible for any required indemnification and shipping charges. (See AR 870–5, chap 7.)

(6) Policy regarding public display of OPFOR material is in AR 350–2.

(7) The period of time authorized for exhibits to remain on display is based on of the type of event and the proper use of Army personnel and resources. Normally, an Army exhibit may remain for the duration of the event.

(8) Indemnity insurance is normally only required for Army exhibits described in paragraph (5), above.

b. Exhibits at the Pentagon. Armed Forces exhibits may be displayed in designated exhibit space on the Pentagon Concourse and other areas in and around the Pentagon.

(1) *Policy.*

(a) Exhibits will conform to this regulation.

(b) No classified material will be displayed.

(c) The maximum permissible weight of an exhibit on the Pentagon Concourse is 150 pounds per square foot.

(d) Proposals, projects, or products offered by commercial concerns can be construed as a promotional device benefiting or favoring commercial ventures. Therefore, only items currently in the military inventory or in a service-testing program may be displayed. Reference to a commercial concern is limited to a standard nameplate on military equipment or a 4– by 6–inch plaque, giving credit to the lender, placed in the lower right corner of an exhibit.

(2) *Procedures.* Requests are forwarded for display space to the OCPA for OASD (PA) approval at least 40 calendar days before the first day of the desired display period. The requests will contain the following data:

(a) Size of the area desired (maximum space available on the Pentagon Concourse is 30 feet by 45 feet, or three bays).

(b) Time period desired (normally, the maximum period of each exhibit is 1 week).

(c) Alternate acceptable dates.

(d) Name, office, and telephone number of the person in charge of the display.

(e) Special electrical requirements, if any (110–volt or 200–ampere outlets are available).

(f) The title and a brief description of the exhibit to be displayed. If the volume can be controlled, exhibits may contain tapes, records, sound tracks, movies, or other devices that produce sound. However, the volume must be kept low at all times to avoid interference with nearby commercial establishments.

(g) A statement that a proper security review has been made per paragraph 5–1 of this regulation. If the exhibit has

not been cleared, four copies of text, diagrams, sketches, and photographs, and one copy of films, slides, and sound tracks will accompany the request.

(h) A statement that the display will contain no reference to a commercial concern other than a 4– by 6–inch plaque, credit line, or standard nameplate (on equipment).

c. Lending or leasing materiel and facilities.

(1) General Army policy on lending or leasing materiel and facilities is in AR 700–131.

(2) Army policy on lending property to veterans and scouting organizations (Boy Scouts of America and Girl Scouts of the United States of America) is in AR 725–1.

(3) Army policy on lending, selling, or donating flags is in AR 840–10.

(4) Army policy on using the DA Seal and using and selling the DA Plaque is in AR 840–1.

(5) Army policy on private persons or organizations using Army real estate is in AR 405–80.

(6) Army policy on lending Army property to other military and nonmilitary U.S. Government agencies is in AR 700–131 and AR 735–5.

d. Explosives and pyrotechnics. Except in rare cases, participation of Army personnel (military or civilian) in public events involving the use of explosives is not advisable because of the possibility of injury and legal liability. However, ACOMs may approve such participation when it meets established safely criteria and is clearly in the interest of the Army.

(1) Using explosives in connection with events conducted on a military installation will be at the discretion of ACOMs. Using antique weapons not routinely fired is prohibited, including using them for national salutes.

(2) The restrictions mentioned in paragraph (1), above, do not apply to routine salutes as authorized in AR 600–25. Local commanders may approve rifle and cannon salutes conducted off post as part of an approved PA program if a safety assessment has been done.

e. Donation of obsolete or condemned combat equipment.

(1) Under 10 USC 2572, the following organizations are authorized to acquire, through donations, various obsolete or condemned combat equipment for public display or ceremonial purposes (see also AR 870–20, para 2–11):

(a) Municipal corporations.

(b) Soldiers' Monument associations.

(c) State museums.

(d) An incorporated museum operated and maintained for educational purposes only, whose charter denies it the right to operate for profit.

(e) A local post, charter, or unit of the Veterans of Foreign Wars of the United States, the American Legion, or any recognized war veterans association.

(f) A local or national unit of any war veterans association of a foreign nation which is recognized by the national government of that nation (or by the government of one of the principal political subdivisions of that nation).

(g) A post of the Sons of Veterans Reserve.

(2) Recognizing veterans associations for the purpose of acquiring obsolete or condemned property is based upon the size and purpose of the organization and services rendered to veterans, if the organization is composed of honorably discharged American Soldiers, sailors, airmen, Marines, coast guardsmen, merchant marines, or members of the National Public Health Service. Services rendered include efforts—

(a) To inform veterans and their Family members of employment rights and benefits.

(b) On behalf of disabled veterans.

(3) For local posts, chapters, and units of veterans organizations to acquire property by donation, their national headquarters must submit a request for eligibility to the OASD (PA). The request will contain the following information and a statement that the organization is composed of honorably discharged military personnel:

(a) A citation to or copy of the act granting charter or recognition as a bona fide veterans organization (Federal or State).

(b) A statement outlining the association's purpose and the intended use of the property requested.

(c) The names, titles, and addresses of all officers.

(d) A copy of the last financial statement.

(e) A copy of the association's constitution or charter and bylaws.

(f) The total membership.

(4) Once eligibility has been determined by the OASD (PA), eligible organizations should submit requests for donations of obsolete or condemned property directly to Commander, U.S. Army Tank-Automotive and Armaments Command (AMSTA–IM–OER), 6501 East 11 Mile Road, Warren, MI 48397–5000. Requests from local posts, chapters, and units of eligible veterans organizations should include written approval from their national headquarters.

7–8. Aerial activities

Aerial demonstrations include performances by the DOD demonstration team (U.S. Army Parachute Team (Golden

Knights)), flyovers, command parachute demonstration teams, tactical demonstrations, aerial reviews, static displays, and other aerial activities as defined in DODD 5410.18 and DODI 5410.19.

7–9. Criteria for Army aerial demonstrations

a. Army aerial demonstrations may be authorized at public events that meet the following criteria:

(1) *Safety.* Safety is the primary consideration. All pertinent safety regulations of the Federal Aviation Administration (FAA), United States Parachute Association (USPA), DOD, and DA will be rigidly observed. These regulations will take precedence over any or all conditions or circumstances. In the interest of safety, maximum visual awareness, and compliance with flight regulations, flyovers performed under this regulation will not be flown lower than FAA-regulated altitudes and in no case, flown less than 500 feet above ground level. Flyovers must comply with all applicable FAA regulations unless a waiver has been obtained from the FAA.

(2) *No additional cost to the U.S. Government.* Aerial demonstrations (excluding those by the DOD demonstration teams) at public events, including those held OCONUS, will be provided at no additional cost to the U.S. Government.

b. Qualifying air shows.

(1) Aerial demonstrations may be performed at air shows sponsored by either nonprofit or for-profit civilian organizations. Participation is not authorized when such air shows are held to promote the sale of weapons systems or other defense articles. Air shows for which participation is authorized must meet the following criteria:

(a) The logistical support does not interfere with the performance of official duties and does not detract from readiness.

(b) Army community relations with the immediate community and/or other legitimate Army public affairs or military training interests are served by the support.

(c) The involvement of the Army with the event is in the best interest of the DOD.

(d) The event is of interest and benefit to the local civilian community as a whole, the Army command or military organization providing the support, or any other part of the DOD.

(e) The ACOM or organization is able and willing to provide similar support to comparable events that meet the criteria of paragraphs 7–9*b*(1)(a) through (d), above, and paragraphs 7–9*b*(1)(f) and (g), below, sponsored by similar non-Federal entities.

(f) Army and/or DOD participation is not restricted by other statutes or regulations, which limits support that is not based on customary community relations or PA activities.

(g) No admission fee (beyond what will cover the reasonable costs of sponsoring the event) is charged for the event, or no admission fee (beyond what will cover the reasonable costs of sponsoring the event) is charged for the portion of the event supported by the DOD and/or Army, or DOD and/or Army support is incidental to the entire event.

(2) Aerial demonstrations may also be performed at broadly based fund-raising air shows (or air shows sponsored by broadly based charities and nonprofit groups) that focus on the community as a whole when Army and DOD support is incidental to the overall event, or for-profit organizations that donate at least half of any excess event revenues (revenue beyond what will cover the reasonable costs of sponsoring the event) to local broadly based community organizations, such as the local Combined Federal Campaign.

(3) Participation in air shows conducted in overseas theaters will use resources under the operational control of the theater commander or, with concurrence of the parent command, those on temporary duty within the theater. Requests for participation must be submitted to the OCPA for approval.

c. Air show performance requirements–DOD demonstration teams. The following policies pertaining to aerial performances by the DOD demonstration team (U.S. Army Parachute Team (Golden Knights)):

(1) Appearances on a military installation, including Joint-use airfields, will only be approved in support of an official open house program or other similar event open to the public. All events sponsored by a military organization must be held on a military installation unless an exception is granted by the Secretary of the Army.

(2) All activities undertaken by the Golden Knights demonstration teams that are likely to result in national media exposure (for example, videos, orientation flights, and television appearances) will be reported to the OCPA.

(3) Army demonstration teams cost analyses will be conducted at the conclusion of the demonstration season each year and forwarded to the Secretary of the Army through the OCPA.

d. Air show performance requirements–Army demonstration teams. The following policies pertain to aerial demonstrations performed by any demonstration team and/or aircraft other than the Golden Knights.

(1) Any aerial demonstration will be entirely dependent on the Army's ability to provide such resources at the time of the event.

(2) Activities such as mass parachute jumps (those involving more than one aircraft), aerial delivery (airdrop) of equipment, aircraft assault demonstrations, and tactical helicopter troop landings (those involving more than four aircraft or more than one military Service) under simulated tactical conditions will not be performed at CONUS public events without prior approval by the OCPA, the DCS, G–3/5/7 Aviation, and the Vice Chief of Staff of the Army.

(3) When aircraft are on static display, qualified military personnel must be available at the aircraft to answer

questions on aircraft performance and missions. Placards placed near the aircraft describing basic aircraft specifications and missions are encouraged.

(4) When flight demonstrations involving several maneuvers or capabilities are scheduled at military or civilian air shows, a narrator or narration shall be provided by the appropriate unit describing the maneuvers performed.

e. Gubernatorial inauguration flyovers. Military flyovers of gubernatorial inaugural ceremonies by State ARNG assets are authorized only when flown in conjunction with a previously scheduled training mission and at no additional expense to the Federal government under the following conditions:

(1) The governor's office must request the flyover in writing.

(2) The participating aircraft are limited to those ARNG resources assigned to the State or Territory concerned. States may not request ARNG aircraft from another State or Territory. This policy is based on the fact that the governor is the commander-in-chief of his or her State National Guard.

(3) The flyover will be performed by only one type of aircraft asset (for example, fighters, helicopters, transports, or refuelers) in a single, straight and level flight over a fixed point, and not involving aerobatics or aircraft demonstrations.

(4) The flyover is limited to up to four aircraft and one Service component, either ARNG or Air National Guard, not both.

(5) Multiple flyovers or aerial reviews are prohibited.

(6) The military flyover must occur during the actual inauguration ceremony—at a patriotic juncture in the ceremony, such as the playing of the National Anthem, or a specific salute to the governor, or during the pass in review by National Guard units. States must coordinate the flyover with the appropriate Federal and State aviation agencies.

f. Flyovers other than gubernatorial inaugurations. To conserve personnel, aircraft, and flying hours to meet operational requirements and predeployment training, the Army has suspended flyover support in the civilian domain. Requests for exception to this policy will be granted only in rare circumstances for exceptional high impact events that meet specific strategic communication requirements.

g. Exceptions to policies. Exceptions to policies will be considered by the OCPA, and when appropriate the OASD (PA), on a case-by-case basis. Requests, forwarded through command channels, must include the following:

(1) Character and significance of the event.

(2) Recruiting benefits and involvement.

(3) Expected media attendance and coverage.

(4) Other military participation planned (for example, bands or color guards).

(5) Unit to conduct flyover, if approved.

(6) Impact if flyover is not approved.

(7) Specific benefits that cannot be achieved by involving any other form of military participation.

(8) In the interest of safety, risk assessments.

h. Competition. Army aerial assets (to include parachute demonstration teams) may not compete for prize money.

i. Charges for admission. Charges for admission to Army aircraft or other equipment are specifically prohibited. The sale of photos of attendees seated in Army aircraft or equipment is also prohibited.

j. Aerial demonstrations.

(1) Army aerial demonstrations are normally limited to 2 days in any one aerial event. However, parachute demonstrations may extend to a 3–day period. These provisions may be waived when—

(a) Extended participation does not compromise another event because of travel time.

(b) It is determined that the audience will change each day.

(c) The event is national or international and participation will be in the best interests of the Army.

(2) Normally, no two aerial demonstrations of the same type will be approved for a single public event. However, when DOD aerial demonstration teams are performing at an event, other aerial demonstrations may be authorized if they are performed on days other than when the DOD teams perform.

(3) Aircraft performance record demonstrations are restricted to aircraft that are assigned to an operational unit of a military Service for at least 6 months. Demonstrations that imply competition among military Services are not authorized.

(4) If a flyover or demonstration involves only Army aircraft, a nonparticipating Army aviator will be designated to act as an Army controller. When two or more Services are participating, the military coordinating commander will designate a senior military controller. (Safety and operational procedures are in AR 95–1.) The controller is responsible for—

(a) Coordinating between the event sponsor and the Armed Forces participants.

(b) Ensuring that flight and safety regulations of the military departments and the FAA are observed.

(5) Flying time devoted to aircraft participation will be used to the fullest extent for combat readiness or training purposes.

(6) Assault aircraft demonstrations and helicopter troop landings under simulated tactical conditions, when conducted for public viewing, are restricted to military installations capable of supporting such activities.

(7) The event sponsor is required to obtain an FAA waiver for any public demonstration by military aircraft or parachutists. Final authorization for such demonstration depends upon the event sponsor securing a waiver far enough in advance to permit adequate planning. An FAA waiver is normally required at least 60 days prior to the event.

(8) Support to aerial demonstrations depends on the availability of resources.

(9) Maximum advantage for Army recruiting will be taken at public events where aerial demonstrations are authorized. Coordination should he made with the appropriate Army recruiting battalion advertising and PA office.

7–10. Authority for approval of aerial activities other than travel

a. Requests for aerial support must be submitted on DD Form 2535 and/or electronically through the Defense Outplacement Referral System (DORS).

b. Requesters must obtain the OCPA approval for all aerial support for events in the civilian domain.

7–11. Procedures for approval of aerial activities other than travel

a. Army aerial support. All requests from event sponsors for Army aerial support of community relations activities in the civilian domain will be submitted for processing and approval to OCPA on DD Form 2535 and/or electronically through the DORS. Requests include, but are not limited to, aircraft performance record demonstrations, static displays, flyovers, command parachute team demonstration, aerial insertion demonstrations, aerial infiltration and exfiltration demonstrations, and aerial reviews.

b. Aircraft performance record demonstrations. All requests to engage in aircraft performance record demonstrations and to release information on new performance records will be submitted electronically through the DORS and/or DD Form 2535 to OCPA. Submissions will include the following:

(1) A description of the aircraft.

(2) A justification for the proposed record attempt.

(3) The supporting flight and PA plans.

c. Golden Knights demonstrations. All requests for demonstrations by the Golden Knights will be submitted electronically through the DORS to OCPA prior to 30 September of the year prior to the event. An Army scheduling conference is conducted each October for the following year. Requests must be electronically submitted to OCPA by 30 September to be evaluated at the conference.

d. Flyovers. To conserve personnel, aircraft, and flying hours to meet operational requirements and predeployment training, the Army has suspended flyover support in the civilian domain. Requests for exception to this policy will be granted only in rare circumstances for exceptional high impact events that meet specific strategic communication requirements. These requests must be approved by the Vice Chief of Staff of the Army through the OCPA. Request submissions will be made through the DORS and/or DD Form 2535.

e. Aerial infiltration and exfiltration demonstrations. These requests must be approved by the Vice Chief of Staff of the Army through the OCPA. Request submissions will be made through the DORS and/or DD Form 2535. These demonstrations from Army aircraft or fixed objects in the public domain may be considered for approval if the following conditions are met:

(1) Army participants must be properly qualified.

(2) For aerial rappelling demonstrations, the commander will ensure compliance with the safety and operational requirements of AR 95–1, FM 3–21.38, and other pertinent regulations.

Chapter 8
Programs and Activities

8–1. Public engagement programs and activities

a. Official programs. A number of command-initiated actions are effective in informing the public about the Army and in developing and maintaining a viable relationship with the civilian community.

(1) An active speakers bureau program.

(2) Ongoing liaison with organizations (including those at local, state, and regional events).

(3) Participatory membership in civic, business, and professional organizations.

(4) Using exhibits, bands, color guards, and other ceremonial units in the public domain.

(5) Periodic open houses and an active installation tour program.

(6) Participating in national holiday observances.

(7) Supporting overseas host-nation activities (American youth, holiday, and traditional programs).

b. Unofficial programs.

(1) Programs that involve direct contact with the civilian community are the most effective unofficial means of improving community relations. Commanders should encourage military and civilian personnel and their Family members to participate as private persons in local community activities such as educational, religious, organizational, recreational, and youth projects.

(2) Military personnel lending voluntary support during off-duty time to a community activity may be authorized to participate in uniform, if such participation is consistent with DOD 5500.7–R. (See AR 670–1 for appropriate off-duty uniform wear.)

c. Liaison with persons and organizations in the civilian community.

(1) Commanders must maintain continual liaison with persons and organizations in the local community to help resolve common problems and develop cooperation and understanding between the installation and the local community by—

(a) Developing an effective two-way channel of communication between the Army and the community.

(b) Fostering cooperation among all civilian and military agencies.

(c) Sponsoring joint social activities.

(d) Providing adequate off-post housing, public facilities, entertainment, and other services to all military personnel and their Family members without regard to race, creed, color, sex, national origin, or physical or mental handicap.

(e) Providing maximum support of Army activities, such as AFD/AFW and other special events.

(f) Exchanging clergy and chaplains.

(g) Providing recreational facilities for Service personnel within the community.

(h) Supporting the Army recruiting mission and better community understanding of the benefits of an Army enlistment.

(i) Participating in and hosting civic, professional, and business clubs at regular luncheons with one of the military units at the installation.

(j) Promoting United States Military Academy (USMA) and ROTC scholarship opportunities through educators and counselors.

(k) Promoting use of ARNG armories or USAR centers by civic organizations.

(2) Any official civilian advisory committees and councils must comply with AR 15–1.

d. Informal community relations working groups. Commanders are encouraged to organize informal community relations working groups (formerly community relations councils) consisting of key military and civilian staff members and subordinate commanders. This forum should be composed of personnel assigned to a particular installation and their counterparts from the civilian community. The PAO should manage the working groups. As a minimum, these forums should—

(1) Plan a continuous community relations program.

(2) Establish and maintain contact with civilian service, business, economic, professional, minority, and veterans organizations.

(3) Establish and maintain contact with key civilian community officials.

(4) Evaluate the possible effects of command operations and policies on community relations, and advise the commander of actions that can reduce or prevent adverse reaction.

(5) Maintain a consistent orientation program on community relations for all members of the command.

(6) Promote new ways for members of the command to participate actively in local community activities.

(7) Conduct a periodic appraisal of public attitudes toward the command to see if modification or new procedures are needed for community relations policies and operations.

e. Community survey and analysis. Community surveys and analyses are helpful in developing a sound public engagement program. (FM 3–61.1 has guidance on conducting community surveys.) Caution will be taken to ensure that surveys do not violate the FOIA, the Privacy Act, or AR 380–13, which concerns the acquisition and storage of information on nonaffiliated persons and organizations.

f. Fund-raising.

(1) Army support may be provided to—

(a) United, federated, or Joint fund-raising campaigns authorized by AR 600–29.

(b) Other appeals authorized by the President of the United States or the Director, Office of Personnel Management.

(c) Efforts sponsored by military Service aid societies.

(2) Army support for local fund-raising events is governed by DOD 5500.7–R and Joint Ethics Regulation (paragraph 3–210).

(3) Volunteer efforts by Army personnel as private individuals on behalf of charities of their choice are encouraged.

(4) Fund-raising concerts by military bands (including The U.S. Army Band and USAFB) will be limited to those sponsored by or held to benefit the campaigns and appeals cited above. Exceptions may be made if the Department of the Army determines that benefits are sufficiently widespread throughout a community.

(5) Commanders of combatant commands may authorize exceptions to this policy in overseas areas, except Hawaii

and Alaska, to permit participation in athletic or sports competition within their commands to support local fund-raising efforts.

8–2. Observance of the Army Birthday

a. June 14 is observed as the anniversary of the founding of the U.S. Army as the Continental Army.

b. Guidance on public events in this regulation applies to observance of the Army birthday.

c. Commanders at all levels are encouraged to remind their personnel of the proud traditions they have inherited by reading the Resolution of the Continental Congress at troop formations (see app G).

8–3. Armed Forces Day and Veterans Day

a. By presidential proclamation, the annual observance of AFD is celebrated on the third Saturday of May each year. Armed Forces Week includes AFD plus the preceding six days. Veterans Day is celebrated on November 11 of each year.

b. Armed Forces Day and Veterans Day are holidays that pay tribute to past and present members of the Armed Forces. The theme is announced annually by DOD.

c. It is DOD policy to provide military support for—

(1) Armed Forces Day and Veterans Day observances at communities designated as official DOD regional sites by the DOD and the Veterans Day National Committee.

(2) Smaller local observances held in communities not designated as official DOD regional sites, as resources permit.

d. Major ACOMs have the authority to approve military flyovers for AFD and Veterans Day, when the event occurs within 7 calendar days of the official holiday date.

e. Special AFD commemorative editions of unit, installation, or activity newspapers that stress the Army's contribution to national security may be published. Editions may include AFD messages from commanders and senior personnel and other special features and articles.

8–4. Presidential wreath-laying ceremonies

a. The OASD (PA) policy governs placing presidential wreaths at the tombs and resting places of former U.S. presidents.

b. Army elements at appendix H are responsible for developing an appropriate ceremony and providing a Presidential representative to place a wreath at each site. A sample ceremony format and diagram (fig H–1) are also at appendix H.

c. General officer is the minimum military rank of a designated Presidential representative, except when practical considerations may preclude the availability of a general officer. Army elements will provide the OCPA with the name, rank, title, address, and telephone number of the designated presidential representative for each ceremony. This information is required on a continuing basis as shown in table 8–1.

Table 8–1
Quarterly report of designated presidential representatives

Report due by—	For ceremonies in—
1 November	January–March
1 February	April–June
1 May	July–September
1 August	October–December

8–5. Open house

a. An open house is a military program conducted on an installation or other military facility to which the general public is invited. It is designed to present military missions, equipment, facilities, and personnel to a local or regional civilian community to satisfy public interest in the defense establishment and its role in national security affairs. An open house can establish and maintain cordial relationships between military installations and surrounding civilian communities. An open house may be scheduled to coincide with AFD, the Army birthday, Service branch birthdays, anniversaries that mark the history of installations or units, or community events, or in support of a media day.

b. Commanders of military installations are encouraged to hold at least one open house annually, within the limits of available resources and operational capabilities. Open house displays, events, and attractions should come from the resources of the host installation or local community with the exception of military equipment or personnel who may be invited from other installations to demonstrate equipment or capabilities not found at a local installation.

c. Open houses, demonstrations, displays, and traveling exhibits should encourage attendance and participation by

Family groups. Spectator participation events such as vehicle rides, junior jump towers, vision devices, communications equipment, physical fitness skills, and first aid techniques that appeal to children are considered proper.

d. Discretion is used in spectator participation events related to the violent aspects of combat training. Improper events include, but are not limited to,—

(1) Simulated or electronic weapons firing or handling.

(2) Grenade throwing.

(3) Bayonet training.

(4) Hand-to-hand combat demonstrations.

e. Military open house programs are primarily PA activities and are not intended as MWR fund-raising events. This does not prevent MWR involvement in these events—as long as fund-raising does not become the primary objective.

f. Any commercial sponsor of activities will follow guidelines used for MWR events as outlined in AR 215–1, chapter 7. Commercial sponsors will not restrict public viewing of aerial activities.

g. Owners and/or operators of vintage (warbird) aircraft will not be permitted to impose a mandatory admission charge for the general public to view or enter their aircraft. However, donations for tours of the aircraft or donations to the sponsoring organization may be accepted.

h. No charges or fees for admission, parking, or viewing any activities will be imposed on the general public by the military installation or its agents. Installations may provide special seating for distinguished visitors at no charge. Programs containing advertising may be sold, but a schedule of activities must be available at no cost. Charges for admission to military aircraft or other equipment are specifically prohibited. Selling photographs of open house attendees donning military equipment or clothing or seated in military aircraft or equipment is also prohibited. Installations may not impose unreasonable restrictions on visitors to encourage purchase of services. For example, coolers may not be prohibited solely to stimulate soft drink sales; lawn chairs may not be prohibited solely to stimulate bleacher seat sales.

i. Maximum use of ARNG armories and USAR/Air Force Reserve centers for open houses, exhibits, and other programs of interest to the general public should be encouraged.

8–6. Support to state governors' inaugural activities

a. Joint military Service support to state governors' inaugural ceremonies and parades is appropriate, subject to the availability of resources.

b. If military Service support is desired, but no troops or resources are stationed within that state, the circumstances should be reported to the OCPA for resolution.

c. Unless approved by the OASD (PA), bands, troop units, and equipment from outside the local area may be provided only if no additional cost to the Federal Government will be incurred.

d. Support should be limited in size and scope, bearing in mind the potential demands that may be generated from state to state.

e. The ARNG may be ordered to state duty by appropriate state authority even though Federal funds are not made available.

f. The duties performed by ARNG and Air National Guard personnel in Federal status or involving Federal assets will conform to the policies in this regulation.

g. Military aviation flyovers of inaugural ceremonies by ARNG assets are authorized when flown in conjunction with a previously scheduled training mission and at no additional expense to the Government.

8–7. Joint Civilian Orientation Conference

a. The JCOC is the only civilian-orientation program sponsored by the Secretary of Defense that offers an in-depth orientation to the military Services' missions and programs. Participants attend briefings in the Pentagon and visit field installations in the United States that are representative of each military Service. Approximately 60 influential professional and civic leaders are selected, and they are expected to share their JCOC experiences with colleagues and peers after the conference.

b. Nominees must be influential leaders in their professions and in their communities. They cannot possess extensive knowledge of the DOD or have existing strong relationships with senior members of the military. The only U.S. citizens not eligible are prior participants, partisan public officials, political candidates, persons engaged in paid partisan activities, persons (working or retired) drawing any Federal paycheck, or salaried employees of Government contractors whose primary work duties are military related.

8–8. U.S. Army and Air Force Hometown News Service

a. The U.S. Army and Air Force HNS is a dual-service Field Operating Agency operating as a directorate of the Air Force News Agency. The HNS provides releases about Army and Air Force people to media organizations in their hometowns. Final approval and release authority is the Director, Hometown News.

b. Commanders at all levels should—

(1) Support the Hometown News Program by providing suitable, timely information to the HNS.

(2) Conduct a continuing orientation program to acquaint all Army personnel with the purposes and advantages of the Hometown News Program. Encourage members involved in a newsworthy event to complete a DD Form 2266 (Information for Hometown News Release) or be interviewed by a HNS field team.

(3) Notify the HNS as quickly as possible of any significant change in the status of a news subject after the news material has been sent to the HNS. Status changes include death of the member or the listed next of kin, arrest, change in marital status, or any change of address for named relatives.

(4) Meet Privacy Act requirements where the DD Form 2266 originates. The Privacy Act statement is printed on the release form.

(5) Send completed DD Form 2266 and supporting information and photographs to the HNS. Photographs, award citations, and other supporting material must accompany the DD Form 2266.

(6) Verify that DD Form 2266 was completed more than 30 days before or after an event (such as an exercise) by signing and dating item 21 of DD Form 2266.

(7) Package DD Forms 2266 together with the cover story for events, exercises, or deployments involving large numbers of submissions. Each form must include a project identification phrase such as JOINT ENDEAVOR in the event item (item 8 of DD Form 2266).

(8) Consolidate DD Forms 2266 from schools by military occupational specialty.

(9) Whenever possible, send hometown news releases electronically to the HNS.

c. Guidelines for hometown news releases on the ARNGUS and USAR members are the same as for active duty Soldiers.

d. Civilian employees are eligible for hometown news coverage.

e. The ROTC and the USMA cadets are eligible for hometown news coverage. The detachment commander or academy PAO is responsible for submitting DD Form 2266.

f. To request field news team coverage, send requests for print or broadcast news teams to Headquarters, Air Force News Agency/HNS at least 30 days in advance. This limitation does not apply for unforeseen events such as disaster relief and emergency military operations. Initial contact by e-mail or by telephone is encouraged. Field news team per diem and travel costs are borne by Hometown News.

8–9. Army support to non-U.S. Government authors and producers of documentaries and entertainment-oriented publications and audio and audiovisual products

a. When the subject matter is of local interest and the resulting product will be distributed only within the command's local area, Army installations, commands, agencies, and activities are authorized to assist authors and producers without prior HQDA approval. When the subject matter is of regional or national interest or when the product will be distributed outside a command's local area, requests must be forwarded to the OCPA. (See para 3–1*d* for local, regional, and national events and areas of interest.)

b. Support will be provided only when cooperation will benefit DA and DOD or when assistance is in the national interest.

(1) The product must be authentic in its portrayal of actual persons, places, military operations, and historical events. If the portrayal is fictional, the product must depict military life in a plausible manner.

(2) The product must foster an improved understanding of the Army and the DOD.

(3) The product cannot appear to condone or endorse activities that are contrary to U.S. Government policy or that are not in the best interest of the U.S. Army or the DOD.

c. The OCPA–LA processes requests for support to film, television, and multimedia entertainment-oriented projects. Upon receiving a request, PAOs should request a copy of the OCPA–LA guide to working with the entertainment industry.

(1) Appearances by Army personnel in an official capacity or unofficially while in uniform must be approved by the appropriate authority based on the level of interest (local, regional, or national).

(2) Army personnel participation in talk shows with either regional or national interest requires approval by the OCPA.

(3) Any Army personnel participation or support must be unique in character, must not have a commercial counterpart, must not benefit DA and DOD, and must be in the national interest. The participation or support must not interfere with the customary employment and regular engagement of civilian performers. The sponsor must agree before the broadcast to satisfy all copyright requirements.

(4) Prior approval for appearing on audience participation programs is usually not possible due to the spontaneity of the program. Conduct on such programs should reflect favorably on the Army.

d. Promotional assistance to publishers or producers of entertainment-oriented products will be submitted, with recommendations, to the OCPA.

e. Army policy prohibits using Army themes, material, uniforms, or insignia in advertisements and promotions for entertainment-oriented products that could imply Army endorsement of the product.

8–10. Productions by Army agencies and commands

Visual information productions made by the Army and intended primarily for public release (excluding materials to be used locally or dealing with spot news events that occur without prior planning or knowledge) must be approved by the OCPA and the OSD prior to committing military funds. (See DA Pam 25–91 for policies and procedures on producing visual information materials.)

Chapter 9
Other Policies with Public Affairs Impact

9–1. Environmental protection and enhancement

The PA responsibilities and support in connection with the Army Environmental Protection and Enhancement Program are in AR 200–1. The PAOs at all levels must be familiar with environmental laws, which include the requirements of the National Environmental Policy Act (see AR 200–1) and Executive Order 12088. This order charges the Army to comply with Federal, state, and local environmental standards and demonstrate leadership in environmental enhancement. The PAOs should work closely with their local engineers and environmental coordinators. This should be done on a continuing basis and especially when conducting environmental impact statement (EIS) actions. These actions include installation activations; base closures, realignments, and reductions; real estate acquisition; major construction projects; training exercises when significant environmental damage may occur; opening or closing of areas; dredging waterways; and movement or other actions on chemical agents or munitions. The EIS process may include public hearings of crucial interest and concern to the news media and the public.

9–2. Land acquisition

Inform and engage the public about land acquisition studies as thoroughly and as quickly as possible and throughout the acquisition process. Congressional notification must precede or coincide with public release. Close coordination among local and ACOM PAOs and the OCPA on all land acquisition actions is imperative (see AR 405–10).

9–3. Noninvestigative public affairs files on organizations and individuals not affiliated with the Department of Defense

See AR 380–13, paragraphs 3*b* and 8*b*(10), for guidance.

9–4. Procedures for handling requests for political asylum and temporary refuge

See AR 550–1, paragraph 2–3, for guidance.

9–5. Questionnaires, surveys, polls, and opinion research projects

Contact the Army Research Institute for guidance (see AR 600–46 for information).

9–6. Distribution of literature on Army installations

See AR 210–7 and AR 600–20 for guidance.

9–7. Personal privacy

The Privacy Act of 1974, 5 USC 552a, implemented by AR 340–21, generally prohibits the Department of the Army from publicly releasing certain items of information about an individual without that individual's consent. (Guidance on applying the Privacy Act to PA activities is in app E.)

9–8. Release of information on disciplinary actions

See AR 25–55 for guidance.

9–9. Criminal investigation, Department of the Army polygraph activities

See AR 195–6, paragraph 2–9, for guidance.

9–10. Release of information from criminal investigation and military police records, reports, and forms

See AR 190–45, chapter 3; AR 195–2, paragraph 4–3; AR 25–55; and AR 340–21 for guidance.

9–11. Counterintelligence

See AR 381–12 and AR 381–20 for guidance.

9–12. Groundbreakings, dedications, and memorial ceremonies for U.S. Army Reserve centers

See AR 1–33, section IV, for guidance.

9–13. Use of animals in research, development, test, and evaluation and biomedical training programs

See AR 40–33 for guidance.

9–14. Commercial solicitation on Army installations

See AR 210–7 for guidance.

9–15. Major disruptions and terrorism on military installations

See AR 190–45 for guidance.

9–16. Civil disturbance off military installations

See DODD 3025.1 and DODD 3025–12, and paragraphs 5–9*b* and 5–47 of this regulation for guidance.

9–17. Civil support

Civil support operations are conducted in an interagency environment. A lead Federal agency (usually not DOD) directs civil support operations. In many cases, a Federal Joint Information Center will be established by the lead agency for PA operations and release of information. The senior DOD PAO in the area of operations will coordinate with the lead agency, and in most cases, DOD will assign PA representation to the Joint Information Center. Local PA support will be governed by PA guidance provided by U.S. Northern Command through U.S. Army Forces North.

Chapter 10
Public Affairs Travel

10–1. Use of military transportation assets

a. Military transportation assets will not be used to compete with commercial carriers of U.S. registry (to include sea, air, or land transportation) if commercial transportation is available, adequate, and meets the PA objectives of the proposed travel.

b. Travel or transportation for PA purposes must be primarily in the interest of DA or DOD.

c. No commitment of military transportation for PA purposes will be made until the request has been coordinated and approved.

d. Orders covering transportation will be issued by the command with primary interest.

e. The DOD must approve PA travel or transportation arranged with another Federal agency or foreign government.

f. Travel to serve humanitarian purposes or increase goodwill does not, by itself, meet the criteria for PA travel.

g. The DOD has determined it is in the best interest of the military to obtain liability releases for non-DOD personnel for PA travel on military transportation.

(1) Liability releases are required by non-DOD personnel for PA travel on military aircraft. Figure 10–1 contains a sample liability release form for local use.

(2) Approval authority to use military carriers for nonlocal community relations travel by non-DOD persons rests with the SECARMY. That authority is delegated to all commanders (in the grade of major general or above) and the Director, NGB and may not be further delegated.

h. Each commander may grant approval for local travel or transportation for PA purposes if—

(1) The PA impact will be confined primarily to the vicinity of that command.

(2) Transportation is provided for an approved local PA program.

(3) The PA subject matter is not properly the responsibility of a higher command.

i. Military transportation for media representatives, authors, and writers will be on a space available, nonreimbursable basis.

In consideration of receiving free transportation from the United States *(service branch)* by *(type* of *conveyance)* from *(origin)* to *(destination),* including such other transportation by this and other means that may be reasonably required, commencing on or about *(date),* I hereby release the United States Government, including its subdivisions, officers, military personnel, employees, and agents from all liability for any
injuries or death that may result to me from this transportation, whether caused by negligence or otherwise.

I understand that in transporting me, the United States Government is not acting as a common carrier for hire and does not bear the liabilities attaching to that status.

I acknowledge that I voluntarily accept such transportation and that I am under no compulsion to do so.

I understand that by accepting such transportation, I incur no obligation towards the United States Government except as imposed by this release.

I agree that this release not only binds me, but also my family, heirs, assigns, administrators, and executors.

(Signature) (Date)

Witness

Witness

Figure 10–1. Sample liability release

10–2. Local media travel procedures and approvals

a. Local travel is travel within the command's geographic area of responsibility or the command's PA sphere of influence.

b. News media representatives may be authorized travel or transportation in connection with an assignment to cover Army programs or operations when the travel is an integral part of a story and is provided on a space available basis.

c. The commander in whose area the travel occurs may approve local travel for local news media representatives.

d. All local travel or transportation provided for national media representatives will be brought to the attention of the OCPA.

10–3. Nonlocal media travel procedures and approvals

a. All nonlocal media travel requires DOD approval.

b. Nonlocal media travel will be approved under the following conditions:

(1) Travel by military transportation is an integral part of the story or stories being covered by the news media

representatives (for example, evacuations, maneuvers, or the movement of troops). In such cases, transportation will be limited to the extent and duration of the assignment requiring travel. Transportation will not be used solely for point-to-point movement.

(2) The proposed news coverage is of a major emergency nature and the coverage will be impaired or delayed to the serious detriment of the Army if military transportation is not provided. A request based on this paragraph will be submitted by the fastest means, including telephone, directly to the OCPA. Intervening headquarters will be notified subsequently.

(3) The travel is a matter of special interest to the Army or the command involved and is a part of an approved PA project.

c. Approval procedures for nonlocal travel requests are as follows:

(1) Forward requests for nonlocal travel through command channels to the OCPA.

(2) Ensure that the requests contain the dates of travel, destinations, justification, and a point of contact who will—

(a) Be familiar with all regulations and directives on such travel.

(b) Ensure that the military and civilian news media representatives are properly briefed on the purpose of the travel and on appropriate security matters.

(c) Ensure that news media representatives are briefed on passport, visa, immunization, and other requirements.

(3) Ensure that news media representatives have proper protective gear, if required.

(4) Submit copies of newspaper clippings and/or summaries of radio and television coverage resulting from the travel through channels to the OCPA after the event.

d. The PA officers are not required or encouraged to accompany news media representatives on nonlocal travel.

10–4. Special travel categories

a. State adjutants general may approve PA travel within their respective states. The NGB PA office must approve local travel to facilities outside their states or territories. Other media travel involving ARNG units requires DOD approval.

b. Air transportation procedures for members of Congress and their staffs are in AR 1–20.

10–5. Use of Army aircraft for nonmedia public affairs travel

a. The following are examples of PA activities that may qualify for travel in Army-owned or -controlled aircraft:

(1) Invitational and other authorized travel or transportation to support approved PA activities. This includes tours and conferences sponsored by DA and DOD.

(2) Tours and other PA activities arranged jointly with another Federal agency or with a foreign government.

(3) Authors and writers covering approved Army programs or stories when the travel is an integral part of the story and is provided on a space available basis.

(4) Guests of the Secretary of Defense or the SECARMY participating in official programs, such as the JCOC.

b. Approval may not be provided under this regulation for—

(1) An aircraft flight during which a record attempt is made.

(2) A first flight on an aircraft just entering the inventory.

(3) A first flight over an isolated geographical area.

(4) Any other flight of a similar or special nature where abnormal conditions may exist.

c. Army aviation assets are not used to transport persons costumed as Santa Claus, Easter bunnies, witches, or any other holiday-related character whether the person is military or civilian—on or off a military installation.

d. The purpose of orientation flights to support community relations is to improve understanding of the Army mission.

(1) Such flights may be provided only in suitable passenger-carrying aircraft.

(2) Travelers must wear proper organizational uniforms, if applicable, and must present proper identification.

(3) If passengers are under 18 years of age, written parental consent is required.

(4) Orientation flights will normally originate and terminate at an installation or agency. The ACOMs may grant exceptions on a case-by-case basis.

10–6. Very important person travel

a. General information on VIP travel will be handled as for official use only information. Specific information on VIP travel itineraries should be classified confidential for security reasons.

b. Paragraph 6–3 of this regulation contains guidance on travel for official Army speakers.

Chapter 11
Organizations and Associations

11–1. General

a. The OCPA maintains liaison with national service-oriented organizations.

b. Support to non-Government organizations must conform to DOD 5500.7–R and this regulation.

c. The DOD 5500.7–R contains policy on meetings co-sponsored by DA and industry or DA and non-Government associations.

(1) Department of the Army personnel are not prohibited from participating as panel members, paper contributors, speakers, or spectators at meetings determined to be in the interest of the Army.

(2) Civic and community activities cosponsored by DA and industry or DA and non-Government associations may be authorized if the industry or association involvement is separate from their business purpose.

d. The OCPA must be notified in advance of command cooperation in industry or non-Government association programs that have the potential to generate significant public interest beyond the local or regional level.

e. The OCPA periodically sends information on DA policies, programs, budgets, and other activities in response to organization requests. Major ACOMs are encouraged to provide proper materials to the OCPA for inclusion in these mailings. Examples of such material are the following:

(1) Posture statements and other significant statements presented by Army officials at congressional hearings.

(2) Internal publications outlining important programs that will have a significant impact.

(3) Other major policy pronouncements and speeches.

11–2. Membership in organizations and associations

a. Policy on DA military or civilian personnel membership or participation in private organizations and associations is in DOD 5500.7–R and DODI 1000.15.

b. Command memberships in local civic organizations are authorized when deemed beneficial to the Army. Only one command membership in each organization may be purchased for the headquarters of each ACOM and each installation. Commanders should, if possible, register membership in civic organizations in the name of the Army installation or command. This eliminates name changes that occur because of reassignments.

c. Normally, command membership in civic organizations will be purchased with appropriated funds. Commanders that control nonappropriated welfare funds at major command and installation level may approve NAF expenditures for command memberships if both of the following apply:

(1) Membership supports morale, welfare, and mission objectives.

(2) Appropriated funds are not available.

d. Using appropriated funds to pay individual membership fees and dues in any society, club, or association is prohibited by 5 USC 5946. This section does not prohibit using appropriated funds to pay for professional society, club, and association memberships in the name of and for the direct benefit of Federal agencies when such memberships are necessary to accomplish the agencies' authorized activities. (See references in paragraph 11–2*a*, above.)

e. Department of the Army military and civilian personnel are prohibited from accepting an honorary office or membership in private associations whose membership includes business entities engaged in or endeavoring to engage in providing goods or services to a DOD component, including NAF activities. An honorary office or membership includes any position (termed honorary or otherwise) selection that is made on the basis of an official DA position or assignment.

11–3. Liaison with organizations and associations

a. The OASD (PA) is the principal point of contact for all national non-Government organizations as well as their local and regional chapters in the National Capital area. The OASD (PA) authority does not apply to—

(1) Matters bearing directly on the Army.

(2) Requests for speakers.

(3) Matters involving contractual or consulting relationships.

(4) Matters properly handled by scientific and technical information services of the Defense Logistics Agency.

b. Outside the National Capital area, local commanders may communicate directly with local and regional chapters of national organizations. However, matters pertaining to the Army as a whole or its principal headquarters will be referred to the OCPA.

11–4. Support to national military association annual conferences

a. General. The type and extent of national military association support requested varies with each organization. At conventions with multi-Service support, a DOD coordinator is normally assigned to coordinate Armed Forces support.

b. Approval authority. The SECARMY has approval authority to provide military support to specified national military associations. This authority may be further delegated to the Director, NGB, as deemed appropriate. The

specified national military associations eligible for military support must be designated and approved in advance by the OASD (PA).

c. List of approved national military associations. The OASD (PA) retains the authority to modify the list of associations granted approval for DOD support. Requests to support associations not appearing on the list of approved associations must be submitted in writing, through appropriate Army channels, to the OCPA, at least 90 days before the association's scheduled event. A copy of the list of approved national military associations may be obtained by contacting the OCPA. Associations approved for such support generally will be added to the DOD-designated association list.

d. Limits on annual support. Army support to approved national military associations is limited to the annual conference or convention of each designated association, one conference or convention per calendar year.

e. Eligibility requirements. Military associations must be noncommercial in nature, must be national in scope, and must focus their efforts on active duty, ARNG, and/or USAR activities. Associations oriented primarily toward military veterans (whether veterans in general or of a specific military Service) or any associations primarily oriented toward specific military units, campaigns, gender, ethnic group, religion, or region do not meet the eligibility criteria.

f. Authorized support. While on duty status, Army members are restricted to performing duties that relate directly to their designated military specialties. In addition, the use of personnel and equipment must be at no additional cost to the Government, and all logistical support must be incorporated into legitimate, scheduled training missions.

(1) *Limited air and ground transportation.*

(a) Air. Conference attendees who are military members traveling on official orders or traveling space available without orders may travel to and from conferences aboard military aircraft. Civilian spouses not designated by the military Services cannot use military air transportation. All such flights must be legitimate scheduled training missions and must be approved in advance by the OCPA to ensure propriety and cost effectiveness.

(b) Ground. With the exception of travel to and from personal residences, official conference attendees may travel to and from conferences, and official conference functions, by Government-owned or Government-contracted ground transportation. The VIP sedan transportation is restricted to general or flag grade officers and/or distinguished civilians of equivalent grade and their spouses. Spouse functions do not qualify for Army transportation. All plans involving the use of Government-provided ground transportation must be approved in advance by the OCPA to ensure propriety and cost effectiveness.

(2) *Communications.* Limited communications support may be provided for, but not limited to, such functions as message distribution, communications systems management, automation services, and portable radio and cellular phone use.

(3) *Medical assistance.* Medical support may be provided only for support of emergency and lifesaving functions.

(4) *Administrative support.* Administrative support may be provided for, but not limited to, such functions as typing, filing, photocopying, distribution processing, telephone answering, and accounting duties. All support must be related directly to official conference events and should be of a reasonable duration, generally no more than 2 weeks prior to and 1 week after the officially announced dates of the conference or convention.

(5) *Security support.* Security support may be provided if local civilian resources are not sufficient. A requirement for such support must be documented by official requests from local civilian law enforcement agencies.

11–5. Activities involving contractors and military-related organizations and associations

Accepting gratuities from private companies in connection with an association's activities is prohibited. Except as specified in 5 CFR 2635 and DOD 5500.7–R, this policy prohibits Army civilian and active duty military personnel from—

a. Attending social functions, including those related to association meetings, as guests of any contractor or potential contractor.

b. Accepting hospitality from any such contractor.

c. Accepting invitations to association banquets, luncheons, and similar events, unless the sponsoring organization assures, by demonstrating in advance, that the following criteria have been met:

(1) The affair will have open seating.

(2) Seating is neither selected nor influenced by contractor interests.

d. Accepting gifts of other than specialty advertising items of trivial intrinsic value for themselves or their Families.

e. Accepting invitations to association functions, unless the sponsor assures that no single contractor or industry-developed guest lists or seating plans reflect their special interests.

11–6. Business and industry organizations and associations

a. The Army is obligated to contract for its products and services in the most economical manner. The American business and industrial community can only respond effectively to Army requirements if its members are aware of Army policies, programs, proposals, plans, budgets, and activities. One of the most effective means of maintaining a continual flow of information to those potential product and service providers is through non-Government associations and organizations. Such groups represent many like-oriented companies. Commanders are encouraged to cooperate

with industry and organizations representing industry in PA programs and projects that are consistent with DA interests.

b. Normally, Army participation will be limited to the following types of events sponsored by industry or associations:

(1) Luncheons, dinners, meetings, and similar gatherings hosted by an organization representing diverse business interests.

(2) Public ceremonies of mutual interest to industry and the Army (for example, equipment demonstrations or first flights).

(3) Industrial programs (such as the following examples) that support Government policy:

(a) Industry-sponsored seminars to explain Government policies.

(b) International exhibits which promote U.S. scientific and technological achievements.

(4) Civic and community-oriented projects where industry relationship is separate from business purpose and objectives.

(a) Business-sponsored scouting activities for military Family members.

(b) Industry-subsidized awards to military personnel or Family members and civilian employees for civic or community achievement.

(5) Special events in which Army interests dictate participation, if such participation is consistent with the provisions of DOD 5500.7–R.

c. Unclassified material and records for release outside of DA will be made available upon request to industry representatives or associations representing industry. (See AR 25–55 and chap 3 of this regulation.)

d. These guidelines will not be interpreted to prohibit Army support available to non-Government organizations. Specifically, such traditional community relations support can include—

(1) Designating DOD and Army coordinators.

(2) Providing bands, troops, and/or speakers.

(3) Lending or leasing materiel.

(4) Supporting major conventions of veterans organizations.

(5) Supporting the myriad of other community relations activities conducted by Army units and governed by the OCPA guidance.

Chapter 12
Nuclear, Biological, and Chemical Accidents and Incidents Concerning Materials Under the Supervision or Responsibility of the Army

12–1. Policies and procedures

a. Nuclear, biological, and chemical accidents and incidents. Although prompt action is essential in coping with any accident or incident, NBC accidents and incidents magnify this importance. The public is entitled to all unclassified information concerning an accident when this regulation or other directives or instructions allow such release. Furnishing such information to the public in a positive manner is in the national interest and is a command function. To meet this responsibility, PAOs must know the details of AR 50–5, AR 50–6, other AR 50-series regulations, and AR 380–86, which govern the chemical and nuclear surety programs, as well as the requirements of this regulation.

(1) *Nuclear*. Department of the Army policy is that, normally, the presence of nuclear weapons or nuclear components will not be confirmed or denied. However, in the event of a serious accident involving a nuclear weapon, official confirmation of the presence of such weapons may be made when it will have public safety value or will reduce or prevent widespread public alarm. The on-scene commander (OSC) may confirm or deny the presence of nuclear weapons or radioactive nuclear weapons components. The Deputy Director of Operations (DDO), National Military Command Center (NMCC), may invoke this exception to policy before the OSC arrives, based on available information and in coordination with the chief or designee of the responsible military Service. The OASD (PA) will be notified in advance, if practicable, or as soon as possible thereafter, if this exception to policy is initiated. This will enable the OASD (PA) to continue initial PA responsibilities and to ensure the release of timely, accurate information at the national level.

(2) *Biological.* Unless precluded by valid security concerns, information on a serious incident involving biological weapons or agents will be provided to the public and news media in a timely and accurate manner consistent with requirements. Releasing officials are specified in paragraph 5–3.

(3) *Chemical.* Unless precluded by valid security concerns, information on a serious incident involving chemical weapons or agents will be provided to the public and news media in a timely and accurate manner consistent with requirements.

b. Nuclear reactors or facilities.

(1) The responsible official will release information about the facility and nuclear materials either voluntarily or in response to news media inquiry. This will be only to the extent deemed necessary to—

(a) Ensure public safety.

(b) Prevent or reduce widespread public alarm.

(c) Ensure public understanding of the extent and nature of the public hazard resulting from the accident and of the safety precautions being taken.

(2) Releasing information about the reactor or nuclear materials which is beyond the scope of the above guidance must be approved in advance by the OCPA. Direct communication with the OCPA is authorized.

(3) It is Army policy not to comment on facilities, nuclear materials, or matters involving agencies outside the Department of the Army.

12–2. Chemical munitions and nuclear, biological, and chemical defense information clearance

Prior to the initial release of information on chemical munitions and NBC defense-related matters outside the DOD, the information will be coordinated with the OCPA. This applies to all Army agencies, contractors, subcontractors, vendors, and suppliers. Releasing new information on chemical munitions and NBC defense-related matters may become an item of national interest. Such information must be cleared through the OASD (PA) by the OCPA.

a. Material once cleared for public release may be used in subsequent releases only if the following conditions have been met:

(1) Competent authority has confirmed that the information remains in conformance with current DOD policy.

(2) The original context of the information has been preserved.

(3) No new material has been added.

b. No commitment will be made to release chemical warfare and NBC defense information to any information medium until it has been properly cleared for release.

c. Participation by Army agencies and individuals in television programs, on-camera interviews, or print media interviews primarily on chemical warfare or NBC defense will be cleared in advance with the OCPA.

d. The policy in paragraph *c*, above, does not apply to requests for information under the FOIA processed under AR 25–55. When information is to be released under the FOIA, the OCPA will be notified as soon as possible through PA channels.

e. The guidance in paragraph *d*, above, does not restrict Army units and agencies from releasing information on—

(1) The routine use of nonchemical surety material, such as pyrotechnics, flamethrowers, smoke agents and delivery means, and incendiaries.

(2) Unclassified agents, items of equipment, or techniques used for training purposes only.

12–3. Public affairs planning for biological and chemical incidents

a. Comprehensive PA planning (including adequate personnel and administrative, communications, and logistical support aspects) must take place well ahead of a scheduled exercise, operation, or anticipated contingency.

b. An incident is not as urgent as an accident; however, an incident may impose a responsibility to inform the public. This determination depends upon the type and scope of the incident and the severity and potential impact the presence of biological and chemical components, materials, or facilities at the incident site may have on the public.

c. The PA plans for dealing with biological and chemical accidents and incidents will be prepared by—

(1) All ACOM commanders. Subordinate installation commanders will implement PA plans when an accident or incident occurs on the installation.

(2) The ACOM and subordinate commanders responsible for storage, handling, or transportation of biological and chemical materials. Subordinate commanders' PA plans will be reviewed and approved by the ACOM PAO.

d. Plans prepared by Army overseas UC components will conform to the regulations and directives of their respective UC.

e. Plans prepared by Army components of UCs within CONUS will conform to this regulation unless the policies conflict with regulations or directives of their respective UC. Conflicts will be reported to the OCPA.

f. Plans prepared by tenant activities will be coordinated with plans of host installations to ensure PA procedural agreement.

g. Commanders with chemical accident and incident response and assistance responsibility and those responsible for storing or transporting chemical weapons or materials will ensure that PA plans are reviewed at least once each year and updated when required.

h. Commanders at all levels will ensure that appropriate personnel are briefed every 6 months on the requirements of this regulation and implementing instructions that apply to the particular command. Military police, intelligence, operations, and PA personnel should be included in these briefings.

i. Commanders of Army installations in CONUS, Alaska, and Hawaii will advise local civil law enforcement agencies in advance that the Department of the Army may call upon them for assistance and cooperation if a military accident occurs outside the military installation. These officials and the news media will be informed that unauthorized

photographing or publishing and refusal to surrender classified defense information are criminal offenses (18 USC 793(e), 18 USC 795, and 18 USC 797).

j. When a military accident occurs in a foreign country, and the public interest requires disclosing the presence of a nuclear, chemical, or biological weapons or materials, the announcement will be made with the concurrence of the concerned Chief of the U.S. Diplomatic Mission, if time permits. Plans for such coordination will be worked out in advance.

k. As a minimum, the PA plan will include the following measures:

(1) Designating a responsible official who is authorized to release information on accidents or incidents. The official will be one of the following:

(a) The responsible commander as designated by DOD, or the OSC, or the courier appointed by the military department having physical possession of the weapon or materiel.

(b) The commander of the military installation or facility nearest the accident scene, if the responsible commander is not immediately available or is not physically capable of issuing such information.

(c) An experienced PAO who, acting on behalf of the OSC, is dispatched to the accident scene to handle PA matters.

(2) Procedures governing release of information, taking pictures, and dealing with news media representatives at the scene of the accident.

(3) Procedures to be followed by potential OSCs under the DOD component's command in the United States, its territories, and possessions. These PA procedures will be in the form of a checklist. A model checklist for CONUS accidents involving radioactive materials is at appendix I.

(4) Procedures to notify military personnel, civilian employees, and military dependents at an Army installation that becomes the scene of an NBC accident or incident.

(5) Conditions and procedures for an experienced PAO to assume PA responsibilities upon arrival at an accident scene.

(6) Procedures for the OSC, or designee, at an NBC or radioactive nuclear weapon component accident or significant incident site in the United States, its territories, or possessions to establish direct communication with OASD (PA) by any means available, if an accident or incident affecting the public requires implementing public safety measures. Direct communication between OASD (PA) and the OSC, or designee, ensures appropriate coordination of PA policy matters for DOD and provides timely and accurate information for public release at the national level until the military Service responsible for the weapon is delegated PA responsibility by OASD (PA).

(7) Procedures, once the OASD (PA) has delegated PA responsibility for an accident or incident to the Department of the Army, to establish direct communications with the OCPA or the AOC by the most direct means available to ensure that appropriate coordination on PA matters continues.

(8) Provisions for informing key local leaders, civilians, and state officials of radiation and other hazards that may or may not exist. For nuclear weapons or radioactive nuclear weapon component accidents and significant incidents, this may be accomplished with a community emergency action team (CEAT) comprising PA, medical, legal, security, communication, administrative, logistics, or appropriate personnel from DOD and civil resources. As these resources become available, they will function under the direction of the OSC. The CEAT will be physically located in the Joint Information Bureau (JIB) to facilitate coordination. Activities of the CEAT will be coordinated through the senior FEMA official with similar activities of other agencies to ensure a unified approach in working with the community. In overseas areas, the OSC may constitute a CEAT that will coordinate through the appropriate unified commander or designee; the Chief of U.S. Mission, Department of State; and host nation authorities. For military nuclear reactor or radiological accidents in the United States, its territories, and possessions, state and local officials will be informed through FEMA. For military nuclear reactor or radiological accidents in overseas areas, host governments will be notified through the Commander in Chief or designee, and the Chief of U.S. Mission, Department of State.

l. Public announcements and the conditions for the OSC or designee using them during nuclear accidents or incidents are discussed below. Adaptation of these releases to suit particular local contingencies requires prior approval from the OCPA. These announcements will be used under the following conditions:

(1) Contingency Release 1–No Danger to the Public (fig G–2) is used when there is no danger to the public from contamination or blast, but it is necessary to confirm officially the presence of nuclear weapons or components at the scene of an accident to reduce public alarm.

(2) Contingency Release 2–Possible Danger to the Public (notification to local and state officials) (fig G–3) is used to notify local and state officials that hazardous cargo has been involved in an accident, the possibility for contamination exists because of fire or explosion, and details are unknown. This release neither confirms nor denies the presence of nuclear weapons or materials. This release is not intended for release to the general public.

(3) Contingency Release 3–Public Possibly in Danger (general public) (fig G–4) is used when public safety considerations require a public release that hazardous cargo was involved in an accident, the possibility exists for contamination because of fire or explosion, and details are unknown. This release neither confirms nor denies the presence of nuclear weapons or components. Information released to the public must not go beyond that contained in the sample.

(4) Contingency Release 4–Probably Danger to the Public (fig G–5) is used when the public is probably in danger and public safety considerations require announcement that a nuclear weapon has been involved in an accident and contamination is likely because of fire or conventional high explosive detonation of the weapon. This release confirms the presence of nuclear weapons or radioactive material. Information released must not go beyond that contained in the sample.

12–4. Nuclear weapon accidents and significant incidents

a. In the United States, its territories, and possessions, the OASD (PA) will retain initial PA responsibility for nuclear weapons accidents and significant incidents. In overseas areas (with the exception of losses, thefts, or seizures), the unified commanders, in coordination with the OASD (PA), and the appropriate Chief of U.S. Mission, Department of State, will have initial PA responsibility for nuclear weapons accidents and significant incidents.

b. The presence of nuclear weapons or radioactive nuclear weapon components at any specified location may neither be confirmed nor denied except as follows:

(1) In the interest of public safety in the United States, its territories, and its possessions, any OSC may confirm the presence of nuclear weapons or radioactive nuclear weapon components. The DDO, NMCC also may invoke this exception to policy before the OSC arrives, based on available information and in coordination with chief or designee of the responsible military Service. Notify public authorities in a timely, candid manner to enable them to take public safety action. Notifying public authorities to confirm the presence of nuclear weapons or radioactive nuclear weapons components is required if the public is, or may be, in danger of radiation exposure or any other danger posed by the nuclear weapon or radioactive nuclear weapon components. Confirm promptly when actions in the interest of public safety must be taken, particularly when protective action or evacuation of civilians may be required. These actions may include releasing statements to the news media to expedite public safety procedures (see app I). Advise the OASD (PA) as soon as practicable when confirmation has been made directly by the OSC or the DDO.

(2) To reduce or prevent widespread public alarm in the United States, its territories, and possessions, the OSC may issue an official statement of reassurance to the public that confirms or denies the presence of nuclear weapons or radioactive nuclear weapons components. Before the OSC arrives, the DDO may invoke this exception to policy with available information and coordination with the chief or designee of the responsible military Service. An official confirmation should be accompanied by appropriate assurances such as a statement, if correct, that the chance of injury from high explosive detonation or of potential exposure to radiation is highly unlikely. The confirmation may state also that the use of explosive ordnance disposal teams and the evacuation of DOD personnel is only a preventive measure to limit the number of personnel at the accident or incident scene. A denial should characterize the accident or incident as a nonnuclear event. The OASD (PA) will be notified in advance, if practicable, or as soon as possible thereafter, if this exception to policy is initiated to enable OASD (PA) to continue initial PA responsibilities and to ensure the release of timely, accurate information at the national level.

(3) In overseas areas OCONUS, its territories, and possessions, unified commanders or their designees, with concurrence of the host government through the appropriate Chief of U.S. Mission, Department of State, may confirm officially or deny the presence of nuclear weapons or radioactive nuclear weapon components at the scene of an accident or significant incident in the interest of public safety or to reduce public alarm. The OASD (PA) will be advised in advance, if practicable, if exception to policy is necessary. Civil authorities of foreign governments will be informed through the appropriate Chief, U.S. Mission, Department of State, of an accident or significant incident involving nuclear weapons or radioactive nuclear weapon components in those countries where international agreements require this information.

c. The DOD OSC or designee at a nuclear weapon or radioactive nuclear weapon component accident or significant incident site in the United States, its territories, and possessions will expedite direct communication with the OASD (PA) by any means available if an accident or incident requires public safety measures. Direct communication between the OASD (PA) and the OCPA after PA responsibility has been delegated to that office, and the OSC or designee ensures appropriate coordination of PA policy matters and provides timely, accurate information for public release at the national level.

(1) If a nuclear weapons accident or significant incident happens, or appears likely to happen, outside a DOD or U.S. Department of Energy (DOE) facility's boundaries, a JIB will be established near the scene as a focal point for public release of information in a timely, accurate manner. The OSC, or designee, will establish the JIB in coordination with DOE, FEMA, state, and local authorities, as appropriate, without delay. If the senior FEMA official or designee arrives at the accident scene before the DOD OSC or designee, the senior FEMA official or designee may establish and supervise a JIB until the OSC or designee arrives. The JIB capabilities will be expanded when additional personnel and resources arrive. The JIB will have dedicated administrative, communications, and logistical support for use by all participating agencies.

(2) The OSC will assume primary leadership and direction of the JIB until such time as transition of JIB responsibility may occur, as described below. To provide a coordinated Federal response to the public, the OSC or designee will ensure that on-scene DOD PA activities such as news releases, briefings, or interviews are coordinated in advance with other agencies represented in the JIB. Other agencies also are obligated to coordinate PA activities in advance with the OSC or designee.

(3) In CONUS, the OASD (PA) and the Director of Public Affairs for FEMA, by mutual agreement, may transfer JIB responsibility and authority from the OSC to the senior FEMA official at any time. However, when a President-declared emergency or disaster exists, the appointed Federal coordinating officer or designee will assume leadership and direction of the JIB. In all cases, the DOD, through the OSC, will retain authority on security classification matters. When JIB responsibility and authority are delegated to the senior FEMA official or Federal coordinating officer, all PA matters pertaining to the Federal technical response will be coordinated in advance with the OSC or designee.

d. The PA responsibility for the DOD rests with the OASD (PA) in cases where actions by terrorists or other dissident groups cause the seizure, loss, or theft of nuclear weapons, materials, or components; seizure of nuclear storage sites; or seizure of any nuclear weapon system sites or locations. Information will not be released until it has been approved by the OASD (PA). However, this guidance does not apply in areas OCONUS, its territories, and possessions where governmental agreements exist for the release of this information. These agreements will govern information release.

e. Most information on nuclear weapons and their storage is classified as restricted data or formerly restricted data and is very sensitive. Examples include information on the design of nuclear weapons and components, disclosure of whether or not a weapon contains tritium, disclosure of tritium's physical state and chemical form, and data on the specific location of nuclear weapons. The OSC and other responsible persons at the scene will follow the contingency releases (figs G–2 through G–5) to preclude compromise of classified information. If declassification of other information is needed, it will be referred to DOD for consideration and coordination with DOE, as required.

12–5. Biological or chemical accidents or incidents

a. Biological or chemical accident or incident occurring off a military installation in CONUS.

(1) If an accident or incident occurs in CONUS outside a military installation, only the AOC, designated military person in charge, the OSC, and the explosive ordnance disposal officer, through the on-scene PAO, or the technical escort officer may release information to properly identified news representatives.

(2) Public announcements tailored to meet local requirements and the conditions for their use will be incorporated in the plans outlined in paragraph 12–3, above. Figures G–6 through G–9 contain sample announcements that can be used as guides in developing local announcements.

(3) If classified material has been exposed and cannot be removed or covered immediately, the military authority at the scene will comply with the provisions of paragraph 5–19*c*(1).

(4) The technical escort officer accompanying the shipment is responsible for making news releases and for notifying the proper authorities. If the technical escort officer is a casualty and cannot perform these actions, the designated military person in charge, the OSC, or the PAO will make the proper releases and notifications. If this is not possible because of mass casualties at the scene, the consignee military shipping agency or proper official at the nearest military installation first receiving notice of the accident will make the necessary releases and notifications.

(5) If accidental release of toxic agents in a populous area makes immediate warning and evacuation necessary, persons in paragraph (4), above, will request assistance of newspapers, local radio and television stations, and police and civil disaster relief agencies.

b. Accident or incident occurring on a CONUS installation.

(1) An accident or incident involving chemical or biological material that occurs on a military installation in CONUS or one in which the agent may have escaped the boundaries of the installation, may require the release of certain information for health and safety reasons. If such an accident or incident occurs, the following will govern:

(a) The installation commander will be responsible for making news releases through the PAO and for notifying the proper authorities.

(b) Public announcements tailored to meet local requirements and the conditions for their use will be incorporated in the plans outlined in paragraph 12–3. (App I contains sample announcements that can be used as guides in developing local announcements.)

(c) The installation commander will make the notifications required by paragraph 12–7, below.

(2) If accidental release of toxic agents makes immediate warning and guidance on seeking shelter or evacuation of populated areas necessary, assistance will be requested of local news media, law enforcement agencies, and civil disaster relief agencies.

12–6. Overseas commands

a. If an NBC accident or incident occurs on or off a U.S. military installation overseas, the release of information will be governed by the following:

(1) Applicable treaties.

(2) International agreements.

(3) The laws of the host nation.

(4) Service-to-Service technical arrangements.

(5) Army component and UC plans.

b. For Army accidents or incidents, the Army component may constitute a JIB that will coordinate through the appropriate UC; the Chief, U.S. Mission, Department of State; and host nation authorities.

c. Upon receiving this regulation, overseas commands will translate the announcements in appendix I to the language of the host country. This will ensure quick response and public understanding if the announcements are used.

12–7. Notification requirements

a. Persons making news releases on NBC accidents or incidents will notify, by the fastest means available, the following:

(1) If the accident or incident occurs within CONUS off the installation, the Commander, Movement Control Center. The Commander, Movement Control Center, in turn, will provide the release content, accident or incident circumstances, and actions taken to—

(a) The OASD (PA).

(b) The OCPA (during off-duty hours, the commander notifies the OCPA duty officer through the AOC).

(c) The PAO, U.S. Army Materiel Command (AMC) (during off-duty hours, the commander notifies the AMC duty officer).

(d) The PAO, FORSCOM, by calling the FORSCOM emergency operations center.

(e) The PAO of the nearest Army installation.

(f) If the movement is by commercial carrier, the PAO, Surface Deployment and Distribution Command (during off-duty hours, the commander notifies the Surface Deployment and Distribution Command duty officer.)

(2) If on an installation within CONUS, the OCPA and the AMC PAO. (During off-duty hours, notify the OCPA duty officer and the AMC duty officer as indicated in paragraph 12–7*a*(1), above.)

(3) If OCONUS, through the chain of command to the NMCC.

b. Persons making news releases on biological or chemical accidents or incidents will notify the OCPA by the fastest means available. Notification will include the content of the release. The OCPA will notify other organizations outside the chain of command on a need-to-know basis.

12–8. Additional contingency releases of preplanned announcements

Other releases or announcements (or modifications) may be included in nuclear accident or incident PA plans to suit local contingencies, if approval has been given in advance by the OCPA.

12–9. Direct communications

The PA communications channel should parallel the command communication channel. However, to expedite PA actions in the event of an NBC accident or incident, direct communication by the fastest means possible is authorized with the OCPA.

Chapter 13
Publications and Electronic Media Guidelines

13–1. Primary function

a. The primary function of Army publications and electronic media is to support a commander's internal objectives (see app J). Army publications and electronic media should—

(1) Provide both Armywide and local information.

(2) Assist the commander in identifying and correcting command problems.

(3) Act as tools for two-way communication.

b. Editorial and news policies must support the commander's responsibility to keep the readership informed. However, they should be only one part of a total information program. The editorial and news policies are as follow:

(1) Provide a free flow of news and information to all DA personnel without censorship or news management. The calculated withholding of news unfavorable to the DA is prohibited.

(2) Ensure that news coverage is factual and objective. Select news and headlines using the dictates of good taste. Avoid morbid, sensational, or alarming details that are unessential to factual reporting.

(3) Distinguish between fact and opinion, both of which may be part of a news story. When an opinion has been expressed, identify the source. Accuracy and balance in coverage are paramount.

(4) Distinguish between and clearly identify editorials (command position) and commentaries (personal opinion).

(5) Attribute opinions and information sources. Attribution is essential to credibility.

(6) Base news content on releases, reports, and materials provided by the DA, subordinate commands, newspaper staff members, and other Government agencies. Credit all material from nonlocal or external sources. This includes, but is not limited to, Army News Service, American Forces Information Service (AFIS), and command news releases.

(7) Provide specific published or broadcasted items to anyone who requests them, following distribution or broadcast. However, the PAO may release specific items prior to that when determined to be in the best interests of the command.

(8) Manage Army publications and audiovisual material using the highest standards and principles of good journalism, conforming to the guidance of the local commander and higher headquarters, and employing contemporary design principles.

(9) Design editorial policies to improve the ability of Army personnel to better perform their missions by keeping them informed of Army policies and programs and the role of the individual in accomplishing Army missions.

Note. Army editors will conform to applicable regulations and laws involving libel, copyright, and trademark use (see The Associated Press (AP) Stylebook and Briefing on Media Law) and U.S. Government printing and postal regulations.

c. Periodic readership surveys can assist the commander to determine the value of internal information publications.

13–2. Editorial contributions

a. Editorial contributions may include articles and products produced outside official channels (for example, stringers or local organizations) providing permission has been legally obtained, and they do not otherwise violate provisions of this regulation.

b. Editors may use bylines over stories. Using rank is optional but will be consistent in style.

c. Commercially sponsored Armed Forces Professional Entertainment Program and MWR events may be mentioned with other pertinent facts in news stories and announcements. Event titles using the name of commercial sponsors may be included, if newsworthy, and if the use clearly meets Army needs. (See AR 215–1, chap 7 for policy governing commercial sponsorship.)

d. Book, radio, television, movie, restaurant, and other entertainment reviews may be included if there is no implication of DA selective benefit or endorsement. Accepting gratuities in connection with these reviews is prohibited by DOD 5500.7–R. This paragraph does not prevent PA staff members from accepting press credentials or passes.

e. All private organizations approved to operate on the installation may have meetings announced and other material considered for use. No organization, including authorized veterans organizations, will receive preferential treatment.

f. The CE and AF publication editors will edit letters to the editor at their discretion. Commands are not obligated to respond to or return unsolicited editorial material.

g. Covering ongoing test or evaluation programs is prohibited. Exceptions to policy are through channels to the OCPA (see para 5–36 of this regulation).

h. All commercial advertising should be clearly identified, including advertising supplements. Paid advertorials and advertising supplements may be included but must be clearly labeled as advertising and readily distinguishable from editorial content.

i. Although DA Internet Web sites are normally discouraged from linking to commercial activities, the commander may authorize an installation's Web site to be linked to the Web site carrying the authorized CE publication.

j. Publications will not—

(1) Contain any material implying Army endorsement of a commercial product, commodity, or service.

(2) Subscribe, even at no cost, to a commercial or feature wire or other service whose primary purpose is advertising or promoting commercial products, commodities, or services.

(3) Carry any advertisement that violates or rejects DA equal opportunity policy.

13–3. Use of color in publications

a. Using both spot color and full-color processes in AF publications will be governed by AR 25–30. Color must be functional and add value to the publication. Color will not be used just for color's sake or availability. The PAOs will be sensitive to funding availability and to the degree to which using color contributes to the communication process.

b. Using color in CE publications is limited by the contract and the CE contractor's ability to make color available.

13–4. Photographs and videos

a. Official imagery includes all photographic and video images that are recorded or produced by persons acting for or on behalf of DOD activities, functions, or missions, regardless of the medium in which they are acquired, stored, or displayed.

b. Photographs in publications authorized by this regulation will support PA goals, objectives, and principles. All photographs should be of the highest photojournalistic quality. This means photographic reporting that visually communicates information with a journalistic view of the subject or event. Historical and documentation photographs are not a function of PA.

(1) Taking photographs for promotion boards, ceremonies, changes of command, or social events, except for news publication, is not a PA function. Non-PA photo requirements (for example, combat documentation for command and control, personnel, logistics, history, or protocol) will be referred to the installation Training and/or Visual Information Support Center (see AR 25–1).

(2) Photographic clichés of the grip and grin and check presentation genre have little news value in PA operations. Photographs should show people doing their jobs or otherwise performing the activity that warrants newspaper coverage.

(3) The PAOs must comply with the provisions of DA Pam 25–91 concerning disposition of visual information documentation.

c. No one acting for or on behalf of the Department of the Army will alter official imagery. The following modifications are authorized:

(1) Photographic techniques common to traditional darkrooms and digital imaging stations (such as dodging, burning, color balancing, spotting, and adjusting contrast to accurately record an event or object) are not considered alterations.

(2) Photographic and video image techniques for enhancing, exploiting, and simulating unique cartography; geodesy; intelligence; medical; research, development, test, and evaluation; scientific; and training requirements are authorized, if they do not misrepresent the subject of the original image.

(3) Obviously masking portions of a photographic image for specific security or criminal investigation requirements is authorized.

(4) Cropping, editing, or enlarging to selectively isolate, link, or display a portion of a photograph or video image is not considered alteration. However, cropping, editing, or image enlarging that misrepresents the facts or circumstances of the event or object as originally recorded constitutes a prohibited alteration.

(5) Digitally converting and compressing photographic and video imagery is authorized.

(6) Photographic and video postproduction enhancements (including animation, digital simulation, graphics, and special effects) for dramatic or narrative effect in education, recruiting, safety, and training illustrations, publications, or productions is authorized under either of the following conditions:

(a) The enhancement does not misrepresent the subject of the original image.

(b) It is clearly apparent from the context or content of the image or accompanying text that it is a representation of an actual event.

13–5. Civilian enterprise operations

a. The CE publications are newspapers, magazines, installation guides and maps, and Web sites that support internal communications. The commander or PA office provides oversight and final approval authority for the publication's news and editorial content. The CE contractors sell advertising to cover costs and secure earnings, to print the publications, and when necessary, to make full or partial distribution. Periodically, CE contractors compete for contracts to publish these publications. Appropriated or NAFs will not be used to pay for any part of a CE contractor's incurred publishing costs.

b. Only material approved by the commander or the PAO acting as the commander's representative may appear in the editorial portion of CE publications. The printer may recommend material, but approval authority remains with the command.

c. Guidelines for contracting for CE publications are contained in DODI 5120.4. The CE newspaper contracting is not subject to the FAR; however, commanders can opt to use procedures spelled out in the FAR in the contracting process.

d. The commander or the PAO will provide oversight and final approval authority for news, information, photographs, editorials, and other materials to be used in a CE publication. Space is allotted for this purpose by written contract with the commercial publisher. Using commercial news and opinion sources (for example, AP, United Press International, or New York Times) in DA publications is not normally authorized except as stated below. Using such sources is beyond the mission scope of command or installation newspapers and puts them in direct competition with commercial newspapers. The following applies to DA internal publications, including active duty, USAR, and NG components. It does not apply to the S&S newspapers and business operations.

(1) Army newspapers are authorized to use commercial news and opinion sources when other sources of national and international news and opinion are not available and are authorized by the OCPA. Waiver requests must be forwarded through channels to the OCPA, Newspaper Branch, for approval.

(2) Syndicated comics purchased as part of a clip art collection may be reprinted under that clip art collection's licensing agreement.

(3) Overseas UC newspapers published OCONUS may purchase or contract for and carry news stories, features, syndicated columns, and editorial cartoons from commercial services or sources. Selecting commercial news sources, syndicated columns, and editorial cartoons purchased or contracted will be approved by UC commanders. Overseas UC newspapers, news bulletins, and news summaries authorized to carry national and world news may include coverage of U.S. political campaign news from commercial news sources. Political campaign news will be presented in a balanced, impartial, and nonpartisan manner.

(4) Publications of deployed or isolated commands and ships may be compiled from national and international news and opinion obtained from authorized sources. News bulletins or summaries may be authorized by the next higher level of command when no daily English language newspapers are readily available.

e. Contractor-military relationships.

(1) The relationship between the PA staff and CE contractor employees is that of Government employees working with private contractor employees. Supervising CE employees—the responsibility to rate performance, set pay rate, grant vacation time, exercise discipline, and assign day-to-day administrative tasks—remains with the CE contractor.

(2) Military or DA civilian personnel will not be assigned duty on the CE contractor's premises.

(3) Military or DA civilian personnel will not perform job functions that are part of the CE contractor's business activities or contractual responsibilities at the contractor facility or the Government facility. The PAO and staff who produce the nonadvertising content of the CE publication may perform certain installation liaison functions on the contractor's premises, to include monitoring and coordinating layout and design and other publishing details set forth in the contract to ensure effective information presentation.

(4) The PA staff will not supervise the printer's employees to produce editorial copy or other content. Printer employees may seek technical guidance and information from the PA staff to clarify questions they might have regarding individual stories and photos.

(5) Civilian-owned newspaper text-editing-system pagination and copy terminals may be placed in the command or installation PA office under contractual agreement. These terminals will be used by the PA staff to coordinate layout and ensure preparation of editorial material has been performed to enhance the efficiency and effectiveness of the printing and publication functions performed by the CE contractor. All costs of these terminals will be borne by the CE contractor, who retains title to the equipment and full responsibility for any equipment damage or loss.

(6) Conflicts of interest must be avoided. Situations that may give rise to conflicts of interest, such as the employment of spouses and minor children of PA staff, must be brought to the attention of the servicing SJA. Appropriate action must be taken to resolve any potential conflicts of interest, in accordance with DOD 5500.7–R.

f. The contracting officer is responsible for contract modifications.

13–6. Use of Army-Funded operations

a. The AF newspapers and magazines support the command communication requirements of the Department of the Army and its subordinate commands. Normally, AF publications are printed by a commercial printer under contract or in a Government printing facility. Editorial content and distribution are accomplished by the contracting command. Overseas, AF newspapers are authorized to be printed under contract with the S&S. Where printing by S&S is not feasible because of distance or other factors, AF newspapers may be printed by other means.

b. The AF publications may be distributed through official channels. Appropriated funds and manpower may be used for distribution of AF publications, as required.

c. The expense of publishing and distributing AF newspapers is charged to appropriated funds of the publishing command.

d. Recommended minimum circulation (copy-to-reader ratio) is one copy to three readers based on total intended audience for AF publications. The number actually printed will determine published circulation figures.

e. Both AF and CE publications will comply with AR 340–21.

f. Both AF and CE publications may be distributed through local official channels. Appropriated funds and personnel may be used for distribution of AF newspapers, as required. Compliance with AR 25–51 on using official mail is mandatory.

13–7. Publication name

a. The publication name may include the command or installation name, or the command or installation name may appear separately in the nameplate (flag). The command or installation emblem may also be included in the nameplate. However, using the Department of the Army or other defense organization's plaque or shield emblem is prohibited except as authorized by AR 840–1.

b. Commanders will trademark the names of all publications produced under authority of this regulation. Except in those cases where the CE printer already owns the name of a CE publication, all appropriate steps should be taken to ensure that the Army owns the name of the publication. The contract will stipulate that the name is lent to the printer for use only for the duration of the contract. For information about trademarks, write to: Patents, Copyrights, and Trademarks Division, U.S. Army Legal Services Agency, 5611 Columbia Pike, Room 332A, Falls Church, VA 22041.

13–8. Mastheads

All publication mastheads will contain a disclaimer in no smaller than 6–point type (see app K for a sample disclaimer). The names of the commanding officer and PAO, the names and editorial titles of the staff assigned with the duty of preparing the editorial content, a circulation figure, and the office address and telephone number of the editorial staff will be listed in the masthead of DA newspapers and magazines. The disclaimer is not required in CE guides and installation maps. The names of the publisher and the publisher's employees may be listed separately.

13–9. Advertising in civilian enterprise newspapers

a. Only the CE contractor will use the space agreed upon for advertising. While the editorial content of the

publication is completely controlled by the installation, the advertising section, including its content, is the responsibility of the CE contractor. The PA staff, however, retains the responsibility to review advertisements before they are printed.

b. Any decision by a CE contractor to accept or reject an advertisement is final. The PAO may discuss with a publisher their decision not to run an advertisement but cannot substitute his or her judgment for that of the publisher.

c. Before printing each issue of a CE publication, the PA staff will review advertisements to identify any that—

(1) Are contrary to law or Army regulations.

(2) May pose a danger or detriment to DA personnel or their Family members.

(3) Interfere with the command or installation missions.

d. It is in the command's best interest to carefully apply DA regulations and request that those advertisements that clearly violate this regulation be excluded. If such advertisements are identified, the PA office will obtain a legal opinion on the proposed exclusion. After coordination, the PA office will request, in writing if necessary, that the CE contractor delete such advertisements. If the CE contractor prints the issue containing the objectionable advertisement, the commander may prohibit on-post distribution.

e. The commander has the authority to prohibit distribution on the installation of a CE publication containing advertising likely to promote potential riots or other disturbances or have an adverse effect on the loyalty, discipline, or morale of personnel. Each commander will determine whether a CE publication advertisement may interfere with the command's mission. Considerations include the local situation, the content of the proposed advertisement, and the past performance of the advertiser. Before prohibiting distribution of a CE publication, the commander will coordinate with their legal staff.

f. The CE publications may carry paid and nonpaid advertisements, NAF activity, and commissary products and services.

g. Advertisements or editorial material about games of chance are prohibited. State lottery exceptions are authorized by 18 USC 1307; gaming conducted by an Indian tribe pursuant to the Indian Gaming Regulatory Act exceptions are authorized in 18 USC 2720. Nonlottery activities (such as dining at a restaurant or attending a musical performance) of a commercial organization whose primary business is conducting lotteries may be advertised in CE publications. Exceptions are also allowed for lotteries conducted by a nonprofit organization or a Government organization or as a promotional activity by a commercial organization and are clearly occasional and ancillary to the primary business of that organization.

(1) Lottery is defined as containing the following elements:

(a) Prize (whatever items of value are offered in the particular game).

(b) Chance (random selection of numbers to produce a winning combination).

(c) Consideration (requirement to pay money in order to play).

(2) Provisions of this paragraph do not apply to activities that require no payment of money or other consideration to play.

h. All commercial advertising, including advertising supplements, will be clearly identifiable and labeled. Paid advertorials and advertising supplements may be included but must be clearly labeled as advertising and readily distinguishable from editorial content.

i. Although DA Internet Web sites are normally discouraged from linking to commercial activities, the commander may authorize an installation Web site to be linked to the Web site carrying the authorized CE publication.

j. Each CE contractor's salesperson actively involved in obtaining advertising for the CE publication will be provided with a copy of the commander's authorization letter (para 13–11*j*).

13–10. News and editorial material

a. Material to appear in the editorial portion of the CE publication will be provided to the printer and approved by only the commander or PA officer, as the commander's representative. This authority may be delegated in writing, but the commander retains ultimate responsibility. The printer may recommend material to the PA office, but the commander decides what will be used.

b. The paper may publish civilian community news and announcements that benefit the readership.

13–11. Civilian enterprise guides and maps

a. The following provisions apply specifically to CE publications other than newspapers published at the discretion of the commander with prior approval by the ACOM.

b. The CE guidebooks are intended primarily for a commander's internal newcomer audience. These guidebooks contain information to orient the newcomer and Family to the command or installation.

c. Articles about command history and achievements are important but the content of the guidebook must be kept in perspective and help the reader with important information about services and facilities. Articles and photos covering pay, benefits, and quality of life at the installation should be included.

d. The CE maps are intended for visitors, as well as newcomers, and may be contracted for as part of a package that

includes the guide. A CE map is an unofficial publication. A CE map may be produced as a section of the guide, as a separate publication with its own cover and advertising, or both. Single CE contracts for guides and maps may vary delivery dates to make them more attractive to advertisers.

e. The name of a CE guide or map will include the name and location of the installation on the front cover, and when possible, on the spine. Include the name of the printer in the disclaimer.

f. Phone numbers of service facilities such as the PX, commissary, hospital, craft shop, theater, swimming pool, post newspaper, and other service offices and facilities may be included. Installation commanders may include a telephone directory section in the installation CE guide in lieu of printing an installation telephone book. Personnel listings may be included. However, personal addresses, telephone numbers, and other items of private information may not be included.

g. Guidance is obtained from the installation communications officer for producing the guide or directory telephone section. Coordinating with the communications officer ensures proper format and required communications and security messages are used.

(1) Format and other considerations in applicable regulations on telephone directories will be used.

(2) The required communications and security message will be placed on the cover page of the telephone directory.

(3) Words that state that the guide or directory contains telephone numbers may be used on the front.

h. Photographs and biographies of current military officials are not included. However, materials relating to the history of the installation, including brief sketches of individuals important to that history, may be included.

i. In addition to other contract provisions in this regulation, guide and map contracts will also require the following:

(1) The printer and advertising representatives must explain the publication's unofficial nature to every firm or person solicited for advertising.

(2) The publication's table of contents page must contain a masthead that includes the printer's name, permanent business address, and telephone number.

(3) The publication must contain an editorial masthead showing the names of the editor and other personnel responsible for editorial content.

(4) The printer's stationary or other materials used to solicit advertising will not contain an on-post address or the names of military persons.

j. The commander will issue the printer a letter of authorization. The printer may reproduce the letter of authorization in as many copies as needed to give one each to the salespersons actively involved in obtaining advertising for the CE publication. The letter of authorization will explain the—

(1) Relationship between the command and the printer.

(2) Purpose of the publication.

(3) Number of copies to be provided to the command.

(4) Manner of distribution.

(5) Address and telephone number of the office designated to answer inquiries about the publication and contract expiration date.

k. The decision to select a firm will be based on that firm's demonstrated potential to meet the specifications of the contract written according to this regulation. One printer will not be selected over another on the basis of inducements such as the offer of audiovisual packages, stationery, calling cards, or VIP copies of guides and maps. Such materials will not be requested and, if offered, will be declined.

l. In addition to the installation guide or directory, a CE pocket guide for personnel in transit may be contracted. The pocket guides may contain advertising from businesses in the community whose services the personnel in transit may need. Normally, these pocket guides, like the installation CE map, may be procured as a part of the installation guide or directory contract.

13–12. Style

a. While this regulation does not dictate one particular style for AF or CE publications, the style for AF or CE newspapers should be consistent. The AP Stylebook and Briefing on Media Law is the preferred style guide for AF and CE publications. Webster's New World Dictionary of the American Language, Second College Edition, or equivalent, is the preferred dictionary.

b. Terms of reference are as follows:

(1) The AP Stylebook states, "In subsequent reference, do not continue using the title before the name. Use only the last name of a man. Use Miss, Mrs., or Ms. before the last name of a woman, depending on her preference." For AF and CE publications, use only the last name in subsequent reference regardless of gender.

(2) In AF and CE publications, refer to Soldiers by rank (for example, staff sergeant or lieutenant colonel) rather than by pay grade (for example, E–6 or O–5). Refer to pay grade only in pay scales.

(3) In AF and CE publications, omit a Soldier's rank in sports and other competition stories.

(4) In all command information products and AF or CE publications, “Soldier” will be capitalized when referring to U.S. Soldiers. “Families” will be capitalized when referring to Army Families.

13–13. Broadcasting

a. The CONUS-based stations are authorized to use the following materials:

(1) News, entertainment, and PA programs produced by Soldiers Radio and Television.

(2) Commercial records and tapes purchased from local retail outlets, such as the PX or record stores, when broadcast rights to use this material have been obtained. Broadcast rights are normally obtained from the artist.

(3) Commercial production and entertainment music packages procured through local purchasing and contracting procedures, if procured and cleared under visual information policy in AR 25–1.

(4) The PA materials produced by ACOM headquarters for use within the command.

(5) Promotional and no-cost programs.

(6) Visual information materials produced by or for the Department of the Army that are cleared for broadcast use according to AR 25–1.

(7) Visual information productions of other U.S. Government agencies that have been adopted by the U.S. Army according to AR 25–1.

(8) News services procured through local purchasing and contracting procedures.

b. The CONUS-based stations are not authorized to use any programming produced exclusively for AFRTS use.

c. Acquisition of program materials will be according to DOD directives.

d. Authorization to use radio and television programming produced by other DOD and Federal agencies is requested through channels to the OCPA.

13–14. Official Web site publishing guidance

a. All information residing on a publicly accessible Web site is public information. Information contained on Web sites is subject to the policies and clearance procedures listed in this regulation for releasing information to the public. Official Web sites hosted, sponsored, or controlled by the U.S. Army must comply with the policies contained in AR 25–1, AR 25–2, AR 340–21, AR 380–5, AR 530–1, DODD 5230.09, DODI 5230.29, and JP 3–13.

b. An official Web site is a DOD Web site that is developed and maintained with command sponsorship and approval, and for which the DOD component, a subordinate organization or individual, exercises editorial control over content. The content of official DOD Web sites is of an official nature that may be endorsed as the official position of the DOD component.

c. Each public Web site (or Web presence) must have a clearly defined purpose and Web site plan supporting the organization’s mission. The plan should be approved by the organization’s commander or director and comply with the review procedures outlined in AR 25–1, paragraph 6–7. Army public Web sites should only post information of value to their visitors. These visitors include users from Army organizations, other Government agencies, universities and other academic organizations, the private sector, and citizens with an interest in the missions performed. Both official Web sites (listed here) and unofficial or commercial Web sites (detailed in para 13–15, below) are enabling mediums that can significantly assist commanders in connecting and engaging with their target audiences. With the prevalence of social media outlets as a viable and accessible means of quick, pinpoint information release, commanders are encouraged to include them in their PA planning.

d. Official Web sites or Web logs (blogs) should not have any information that is considered nonreleasable. Nonreleasable information is any official information that is generally not available to the public and that would not be released under the FOIA. Examples of information prohibited from public release include, but are not limited to,—

(1) Classified information.

(2) Casualty information before verification that the next of kin has been formally notified by the military Service concerned.

(3) Information protected by the Privacy Act (for example, age, date of birth, home address, marital status, and race).

(4) Information regarding incidents under ongoing investigation.

(5) Information or imagery of U.S. Coalition Forces without an official release signed by the individuals in advance or of enemy personnel killed, wounded in action, or hospitalized.

(6) Information that misrepresents the Army or statements in conflict with good order, morale, discipline, and mission accomplishment.

(7) Photographs containing sensitive images, especially those showing the results of improvised explosive devices strikes, battle scenes, casualties, and destroyed or damaged equipment.

e. The PA officials responsible for posting unclassified information to official Web sites, regardless of domain, must complete the Web site training course offered through https://iatraining.us.army.mil. This training also applies to

Soldiers, DA civilians, and supporting contractors who review, post, and maintain Army content on non-Army.mil Web sites.

13–15. Web logs (blogs) and other unofficial posting on commercial Web sites

a. Soldier and Government civilian-owned and maintained unofficial Web sites or blogs are created on personal time and not produced in connection with military or government duties or funded with DOD funds. These unofficial Web sites or blogs are located on commercial networks (.com, .org, .biz, .edu, and so forth).

b. Government personnel using Internet technology should do so in a manner that supports individual freedom of speech and expression but at the same time demonstrates good order and discipline, reflects the Army Values, and safeguards the privacy of fellow Soldiers and civilians by not making available their personally identifiable information or the operational security of their military units or missions.

c. Personal Internet home pages, message boards, blogs, Web-based video logs, standard e-mail, wireless devices, and other evolving forms of electronic media have become increasingly popular as convenient means for Army personnel to communicate in real and near-real time with Families, friends, and the general public (national and international). The increased speed and capability of digitized and wireless communications requires increased personal and unit responsibility. Soldiers and civilians, regardless of rank or duty position, are required to protect information in order to prevent the nation's adversaries from acquiring and using that information against the United States.

d. Government employees must use the tenets provided in AR 530–1 as guidelines when using a computer or other wireless device to communicate. The same precautions must be observed when using the World Wide Web to record personal experiences. Individuals are responsible when blogging, posting photographs or video clips to the Internet, or posting information to a personal Web page to ensure that the content of the posting does not violate the disclosure of critical information. All personnel must be cognizant of critical information content when describing experiences, locations, or places in e-mail. (Critical information examples are provided in AR 530–1, annex C.)

e. Commanders and other officials must hold personnel accountable for adherence to OPSEC regulations and any other applicable policies addressing communications. To ensure that Government employees understand that they are responsible for the content of their Web sites and understand regulations and policy, including penalties for infractions, commanders and other officials must educate them regarding those responsibilities.

f. Basic points of communication are as follows:

(1) Personnel should always assume that the entire world—adversaries, friendly, and neutrals alike—is viewing all transmitted or posted material (e-mail, blog, or personal Web page). Government employees are required to review all information and postings to ensure that the information posted will not put themselves, other employees, or their Families at risk.

(2) The Army is a values-based organization. Army personnel will ensure all writings and postings of information appropriately represent or convey the Army Values.

g. Information publishing guidance is as follows:

(1) Personal Web sites and blogs produced in a personal capacity and not in connection or reference to official duties require no advance clearance.

(2) Unofficial and personal Web sites—in which individuals identify themselves as Soldiers or civilians affiliated with the U.S. Army—must comply with local command policy and the policies contained in references identified in paragraph 13–14*a* of this regulation.

(a) It is the personal responsibility of Soldiers, DA civilians, and DOD contractors to ensure that any personal Web sites and blogs do not contain nonreleasable information.

(b) Personnel must add a disclaimer to unofficial personal Web sites—in which the individual refers to him or herself as a Soldier, employee, or contractor of the U.S. Army—to preclude readers from assuming unofficial sites represent an Army position.

(c) Reasonable restrictions on free speech (such as no political commentary while in uniform) extend to electronic communications.

(d) Questions concerning the sensitivity of information should be submitted for OPSEC and PA review prior to releasing or posting.

h. When releasing information, personnel must remember the following:

(1) Once information has been released, it is irretrievable. Information on the World Wide Web cannot be released to target only certain audiences without the risk of making it available to all. Personnel should only post what they don't mind everyone viewing.

(2) All visual information (still and video imagery) produced in a personal capacity and provided directly to any media outlet, organization, public Web site, Family, or friends, whether in hard copy or electronic form, is subject to this regulation.

(a) Do not release imagery, digital, still, or video of deceased, wounded, hospitalized, or detained personnel.

(b) Do not release images of battle-damaged vehicles or equipment damaged by improvised explosive devices, direct enemy contact, or any other damages caused by enemy action.

(3) Information placed on or sent over DOD computer systems is subject to monitoring, inspection, and audit by

command or agency management or their representatives at any time with or without notice or user consent. This includes personal information, e-mail, personal user files and directories, and any products created on DOD computer systems. Commanders are encouraged to implement additional guidance or restrictions based on current technologies, areas of operation, atmospherics, or mission parameters.

13–16. Fund-raising publicity

a. The PA operations will support officially authorized fund-raising campaigns (for example, CFC) in accordance with AR 600–29 and this regulation. News coverage of the campaign will not discuss quotas, competition, or tallies of solicitation between or among agencies. To avoid any appearance of endorsement, features and news coverage will discuss the campaign in general and focus on participation by command personnel, not specific CFC agencies.

b. Fund-raising events are covered through balanced, factual accounting of the campaign's progress to include command or installation goals. Such coverage is a normal news story. However, coverage will not state, imply, or in any way inspire the existence of competition among units, offices, activities, or personnel to raise funds. Stories that compare unit participation or progress of subordinate units are prohibited.

c. Content worded to urge participation in a fund-raising campaign, to include editorials, will focus on the period of the campaign, the command's position, and reader participation. Editorial opinion will not selectively benefit any organization.

Appendix A
References

Section I
Required Publications

AR 25–1
Army Knowledge Management and Information Technology (Cited in paras 2–2*c*(10), 2–4*p*, 2–4*q*, 2–4*r*, 3–7*a*, 3–7*b*, 13–4*b*(1), 13–13*a*(3), 13–13*a*(6), 13–13*a*(7), 13–14*a*, 13–14*c*, L-4*j*.)

AR 25–30
The Army Publishing Program (Cited in paras 3–5*n*, 3–5*u*(1), 13–3*a*, J-3*a*.)

AR 25–51
Official Mail and Distribution Management (Cited in paras 4–11*a*, 13–6*f*.)

AR 25–55
The Department of the Army Freedom of Information Act Program (Cited in paras 5–5*a*, 5–5*b*, 5–16, 5–25*b*, 9–8, 9–10, 11–6*c*, 12–2*d*.)

AR 50–5
Nuclear Surety (Cited in para 12–1*a*.)

AR 50–6
Nuclear and Chemical Weapons Materiel Chemical Surety (Cited in para 12–1a.)

AR 95–1
Flight Regulations (Cited in paras 7–9*j*(4), 7–11*e*(2).)

AR 200–1
Environmental Protection and Enhancement (Cited in para 9–1.)

AR 340–21
The Army Privacy Program (Cited in paras 5–5*a*, 5–15, 5–18, 5–25*a*, 5–25*b*, 9–7, 9–10, 13–6*e*, 13–14*a*.)

AR 530–1
Operations Security (OPSEC) (Cited in paras 2–4*r*, 5–4*a*, 13–14*a*, 13–15*d*.)

Section II
Related Publications

A related publication is merely a source of additional information. The user does not have to read it to understand the regulation. DOD publications are available at http://www.apd.army.mil. The United States Codes are available at http://www.gpoaccess.gov/uscode/index.html.

AR 1–1
Planning, Programming, Budgeting, and Execution System

AR 1–20
Legislative Liaison

AR 1–33
The Army Memorial Program

AR 5–10
Stationing

AR 5–20
Competitive Sourcing Program

AR 11–2
Managers' Internal Control Program

AR 15–1
Committee Management

AR 20–1
Inspector General Activities and Procedures

AR 25–2
Information Assurance

AR 25–400–2
The Army Records Information Management System (ARIMS)

AR 27–40
Litigation

AR 37–47
Representation Funds of the Secretary of the Army

AR 40–33
The Care and Use of Laboratory Animals in DOD Programs

AR 70–31
Standards for Technical Reporting

AR 70–45
Scientific and Technical Information Program

AR 190–24
Armed Forces Disciplinary Control Boards and Off-Installation Liaison Operations

AR 190–45
Law Enforcement Reporting

AR 190–47
The Army Corrections System

AR 195–2
Criminal Investigation Activities

AR 195–6
Department of the Army Polygraph Activities

AR 210–7
Personal Commercial Solicitation on Army Installations

AR 215–1
Military Morale, Welfare, and Recreation Programs and Nonappropriated Fund Instrumentalities

AR 220–90
Army Bands

AR 350–2
Opposing Force (OPFOR) Program

AR 380–5
Department of the Army Information Security Program

AR 380–10
Foreign Disclosure and Contacts with Foreign Representatives

AR 380–13
Acquisition and Storage of Information Concerning Nonaffiliated Persons and Organizations

AR 380–49
Industrial Security Program

AR 380–86
Classification of Former Chemical Warfare, Chemical and Biological Defense, and Nuclear, Biological, Chemical Contamination Survivability Information

AR 381–12
Subversion and Espionage Directed Against The U.S. Army (SAEDA)

AR 381–14
Technical Counterintelligence (TCI)

AR 381–20
The Army Counterintelligence Program

AR 405–10
Acquisition of Real Property and Interests Therein

AR 405–80
Management of Title and Granting Use of Real Property

AR 420–1
Army Facilities Management

AR 550–1
Processing Requests for Political Asylum and Temporary Refuge

AR 600–8–1
Army Casualty Program

AR 600–20
Army Command Policy

AR 600–25
Salutes, Honors, and Visits of Courtesy

AR 600–29
Fund-Raising Within the Department of the Army

AR 600–46
Attitude and Opinion Survey Program

AR 601–270
Military Entrance Processing Stations (MEPS)

AR 670–1
Wear and Appearance of Army Uniforms and Insignia

AR 700–131
Loan, Lease, and Donation of Army Materiel

AR 725–1
Special Authorization and Procedures for Issues, Sales, and Loans

AR 735–5
Policies and Procedures for Property Accountability

AR 840–1
Department of the Army Seal, and the Department of the Army Emblems and Branch of Service Plaques

AR 840–10
Flags, Guidons, Streamers, Tabards, and Automobile and Aircraft Plates

AR 870–5
Military History: Responsibilities, Policies, and Procedures

AR 870–20
Army Museums, Historical Artifacts, and Art

Army Directive 2010–08
Army aircraft use for public affairs missions

DA Pam 25–1–1
Information Technology Support and Services

DA Pam 220–90
Army Bands: A Guide for Senior Commanders

DA Pam 25–91
Visual Information Procedures

DFAS–IN 37–1
Finance and Accounting Policy Implementation

DFAS–IN 37–100
Department of Defense Federal Acquisition Regulation Supplement (Available at https://www.alt.army.mil/portal/page/portal/oasaalt/documents/AFARS_Revision_22.pdf.)

DOD Policy Memorandum, DTM–08–37
Policy for Department of Defense (DOD) Interactive Internet Activities

DOD Policy Memorandum, DTM–08–038
Policy for Combatant Command (COCOM) on Regional Web sites Tailored to Foreign Audiences

DOD 5220.22–M
Industrial Security Program Operating Manual

DOD 5220.22–R
Industrial Security Regulation

DOD 5500.7–R
Joint Ethics Regulation (JER)

DOD 6025–18–R
DOD Health Information Privacy Regulation

DOD 7000.14–R
DOD Financial Management Regulations (FMRs)

DOD 8580.02–R
DOD Health Information Security Regulation

DODD 1344.10
Political Activities by Members of the Armed Forces

DODD 3025.1
Military Support to Civil Authorities (MSCA)

DODD 3025.12
Military Assistance for Civil Disturbances (MACDIS)

DODD 3025.15
Military Assistance to Civil Authorities

DODD 5122.05
Assistant Secretary of Defense for Public Affairs (ASD (PA))

DODD 5230.09
Clearance of DOD Information for Public Release

DODD 5230.16
Nuclear Accident and Incident Public Affairs (PA) Guidance

DODD 5230.24
Distribution Statements on Technical Documents

DODD 5230.25
Withholding of Unclassified Technical Data from Public Disclosure

DODD 5400.11
DOD Privacy Program

DODD 5410.18
Public Affairs Community Relations Policy

DODI 1000.15
Procedures and Support for Non-Federal Entities Authorized to Operate on DOD Installations

DODI 1015.10
Military Morale, Welfare, and Recreation (MWR) Programs

DODI 5120.4
Department of Defense Newspapers, Magazines and Civilian Enterprise Publications

DODI 5230.29
Security and Policy Review of DOD Information for Public Release

DODI 5410.19
Public Affairs Community Relations Policy Implementation

DOD Public Affairs Policy Guidance Concerning Political Campaigns and Elections
(Available through the DOD message center.)

Executive Order 12088
Federal compliance with pollution control standards (Available at http://www.archives.gov/federal-register/codification/executive-order/12088.html.)

Federal Compliance with Pollution Control Standards
Federal Acquisition Regulation

FM 3–21.38
Pathfinder Operations

FM 3–61.1
Public Affairs Tactics, Techniques, and Procedures

FM 5–0
The Operations Process

FM 6–0
Mission Command: Command and Control of Army Forces

FM 3–21.38
Pathfinder Operations

Freedom of Information Act
(Available at http://www.justice.gov/oip/.)

JFTR Vol. 1
The Joint Federal Travel Regulations–Uniformed Servicemembers

Joint Ethics Regulation, paragraph 3–210
Fundraising and Membership Drives

Joint Publication 3–13
Information Operations (Available at http://www.dtic.mil/doctrine/new_pubs/jointpub.htm.)

National Gaming Regulatory Act
(Available at http://www.nigc.gov/Laws_Regulations/IndianGamingRegulatoryAct.aspx.)

National Defense Authorization Act FY 2010
(Available at http://www.dod.mil/dodgc/olc/docs/2004NDAA.pdf.)

National Environmental Policy Act
(Available at http://www.epa.gov/compliance/nepa/.)

The Associated Press Stylebook and Briefing on Media Law
(This book can be purchased from The Associated Press Web site at http://www.ap.org/pages/order.html#reference.)

Webster
Basic Dictionary of American English

5 CFR 950
Solicitation of Federal Civilian and Uniformed Service Personnel for Contributions to Private Voluntary Organizations

5 CFR 2635
Standards of Ethical Conduct for Employees of the Executive Branch

5 CFR 263 202(a)
General prohibitions

5 CFR 2635.807
Teaching, speaking and writing

5 USC 551
Definitions

5 USC 552a
Records maintained on individuals

5 USC 5946
Membership fees; expenses of attendance at meetings; limitations

5 USC 7321
Political participation (Available at http://www.gpoaccess.gov/uscode/index.html.)

5 USC 7322
Definitions (Available at http://www.gpoaccess.gov/uscode/index.html.)

5 USC 7323
Political activity authorized; prohibitions

5 USC 7324
Political activities on duty; prohibition

5 USC 7325
Political activity permitted; employees residing in certain municipalities

5 USC 7326
Penalties

10 USC 973
Duties: officers on active duty; performance of civil function restricted

10 USC 974 as amended
Military musical units and musicians: performance policies; restriction on performance in competition with local civilian musicians

10 USC 2566
Space and services: provision to military welfare societies

10 USC 2572
Documents, historical artifacts, and condemned or obsolete combat materiel: loan, gift, or exchange

18 USC 793
Gathering, transmitting, or losing defense information

18 USC 795
Photographing and sketching defense installations

18 USC 797
Publication and sale of photographs of defense installations

18 USC 1307
Exceptions Relating to Certain Advertisements and Other Information and to State–Conducted Lotteries

25 USC 2720
Dissemination of information

Section III
Prescribed Forms

Except where otherwise indicated below, the following forms are available on the Army Publishing Directorate Web site at http://www.apd.army.mil.

DA Form 5963
Youth Certificate of Recognition (Prescribed in para J–3.) (This form is available only in paper through normal forms supply channels.)

DD Form 2266
Information for Hometown News Release (Prescribed in para 8–8*b*(2).) (In addition to the OSD Web site, this form is also available in paper through normal forms supply channels.)

Section IV
Referenced Forms

Except where otherwise indicated below, the following forms are available on the Army Publishing Directorate Web site at http://www.apd.army.mil.

DA Form 11–2
Management Control Evaluation Certification

DA Form 4876
Request and Release of Medical Information to Communications Media

DD Form 254
Department of Defense Contract Security Classification Specification

DD Form 2535
Request for Military Aerial Support

DD Form 2536
Request for Armed Forces Participation in Public Events (Non-Aviation)

Appendix B
Department of Defense Principles of Information

Figure B–1 presents the Secretary of Defense's memorandum on principles of information.

PRINCIPLES
OF INFORMATION

It is the policy of the Department of Defense to make available timely and accurate information so that the public, Congress and the news media may assess and understand the facts about national security and defense strategy.

Requests for information from organizations and private citizens will be answered in a timely manner. In carrying out the policy, the following principles of information will apply:

- *Information will be made fully and readily available, consistent with statutory requirements, unless its release is precluded by current and valid security classifications. The provisions of the Freedom of Information Act will be supported in both letter and spirit.*
- *A free flow of general and military information will be made available, without censorship or propaganda, to the men and women of the Armed Forces and their dependents.*
- *Information will not be classified or otherwise withheld to protect the government from criticism or embarrassment.*
- *Information will be withheld only when disclosure would adversely affect national security or threaten the safety or privacy of the men and women of the Armed Forces.*
- *The Department's obligation to provide the public with information on its major programs may require detailed public affairs planning and coordination within the Department and with other government agencies. The sole purpose of such activity is to expedite the flow of information to the public: propaganda has no place* in *Department of Defense public affairs programs.*

The Assistant Secretary of Defense for Public Affairs has the primary responsibility for carrying out this commitment.

(signed)

_____ _____

Date Robert M. Gates
Secretary of Defense

Figure B–1. Principles of information

Appendix C
Awards

C–1. Public service awards

Commanders at all levels may recognize private citizens, local community leaders, and citizen groups and organizations for their support of the Army by public service awards. Commanders will coordinate recommendations with the local civilian personnel office, which normally controls the supply of awards.

a. Major awards include the following:

(1) The Decoration for Distinguished Civilian Service is awarded by the SECARMY to civilians not employed by the Army or Army contractors, Federal Government officials at the policy developmental level, and technical personnel who serve the Army in an advisory capacity or as consultants who render distinguished service which contributes substantially to the accomplishment of the Army's mission.

(2) The Outstanding Civilian Service Award is awarded by the SECARMY or a major commander to civilians not employed by the Army or Army contractors, Federal Government officials at the policy developmental level, and technical personnel who serve the Army in an advisory capacity or as consultants for outstanding service that makes a substantial contribution or is of significance to the ACOM concerned.

b. To recognize regional and local presidents or commanders of service-oriented or veterans organizations and civic leaders at each command level, suggested activities include—

(1) Letters of congratulations upon election to office.

(2) Invitations to visit senior Army officials.

(3) Tours and briefings.

(4) Periodic newsletters.

(5) Invitations to Army social affairs.

(6) Establishment of a liaison contact at the command or installation concerned.

C–2. Community Relations Award of Excellence

The CPA presents the Community Relations Award of Excellence to recognize outstanding community relations achievements. Awardees may include AA, ARNG, and USAR units and personnel (both military and civilian), their Family members, retirees, and Army community private organizations such as spouses' clubs, Family member youth organizations, and membership organizations like rod and gun clubs, sports parachute clubs, and aero clubs. Entries may be submitted by any person or organization at any time through command channels to the OCPA. Entries should cover planning, execution, and results, and contain a summary of not more than two single-spaced, typed pages describing the program or event.

C–3. Youth Certificate of Recognition

The Army recognizes outstanding youth in the civilian and military community with the DA Form 5963 (Youth Certificate of Recognition). The award consists of a full color certificate signed by the CSA , or other Army leaders. The certificate may be used to recognize youth attaining Eagle Scout or the Girl Scout Gold Award; acts of heroism; extraordinary academic, athletic, or public service achievements; or other accomplishments of excellence. Officials from sponsoring youth organizations, schools, civic and service groups, or other community leaders may submit nominations. Requests should include the youth's name (first, middle initial, last), troop number or other organization as appropriate, city and state, and justification for the award. Nominations may be forwarded to any local Army Recruiting office for processing. The U.S. Army Recruiting Command administers the Youth Recognition Program and presents the certificate. The Secretary of the Army, Public Affairs is the proponent for DA Form 5963.

C–4. Point of the Spear Award

The U.S. Army PA Point of the Spear Award recognizes members of senior military leadership, both civilian and military, who have been proactive in telling the Army story by repeatedly engaging in media interviews on highly controversial, sensitive, or unpopular subjects relating to the U.S. Army.

a. Awardees may be former or current DOD general or flag officers, former or current members of the DOD senior executive service (or equivalent), equivalent military and civilian members of the U.S. Coast Guard, or others deemed appropriate by the CPA.

b. Any Army employee may submit a written nomination through command channels to the CPA. Nominees must have negated or seriously reduced potentially negative national and international publicity about issues directly relating to the Army, molded public opinion on a controversial issue or series of issues, or significantly enhanced positive

public opinion about the Army. Recipients will be determined by a selection board chaired by the CPA and composed of senior PA officers, a senior civilian, and a senior NCO. In the CPA's absence, the Deputy CPA may preside.

c. The U.S. Army PA Point of the Spear Award consists of a trophy inscribed with the name of the award and the name of the recipient. The trophy will include a medallion on a chain inscribed with the specific event and time period for which the award was given. Subsequent awards will consist of additional medallions, suitably inscribed and displayed with previous awards on the trophy. The CPA will schedule award ceremonies, as appropriate.

C–5. Silver Anvil award

National recognition for outstanding PA programs and activities may be achieved through the annual Silver Anvil competition sponsored by the Public Relations Society of America. The award encourages improved performance and program techniques. Competition is open and membership in Public Relations Society of America is not a requirement nor will it affect the judging. Guidance for preparing entries is issued each fall by the OCPA.

C–6. Army Print and Broadcast Media Awards

The OCPA conducts the MG Keith L. Ware Public Affairs Communications Competition in March of each calendar year to recognize excellence in PA communications. This includes the Army's internal and/or external information and community relations programs.

a. The competition is named after MG Keith L. Ware, a former Army CPA. Ware, a Medal of Honor recipient in World War II, was killed in Vietnam in 1968 while commanding the 1st Infantry Division.

b. A HQDA letter to ACOM PAOs announces specific rules and categories. Entries must meet the highest standards of production, presentation, execution, professional excellence, and originality.

c. The MG Keith L. Ware communications awards are presented to individuals and organizations to recognize excellence in journalism, community relations, and communications categories. Judges also consider the following:

(1) The Paul D. Savanuck (Military) Print Journalist of the Year Award is presented to the outstanding military print journalist in the Army for that year. The award is named in memory of Staff Sergeant Paul D. Savanuck, who was killed in action in 1969 while on assignment for Pacific Stars and Stripes.

(2) The Moss-Holland Civilian Print Journalist of the Year Award is presented to the outstanding civilian print journalist in the Army. The award is named in memory of John Moss and Peggy Holland, PA practitioners for the Oklahoma City Recruiting Battalion killed in the bombing of the Murrah Federal Building in April 1995.

(3) The John T. Anderson (Military) Broadcast Journalist of the Year Award is presented to the Soldier selected as the outstanding military broadcast journalist in the Army. It is named after Master Sergeant John T. Anderson, captured in Vietnam in 1968 while serving as NCOIC of the AFRTS affiliate in Hue. Master Sergeant Anderson remained a prisoner of war until his release in March 1973.

(4) The (Civilian) Broadcast Journalist of the Year Award is presented to the outstanding civilian broadcast journalist in the Army for that year.

(5) Kathy Canham-Ross Community Relations Award of Distinction is presented to an Army organization or an individual to recognize extraordinary community relations contributions. This special award is named after Kathy Canham-Ross, a consummate Army PAO for 30 years, who set a standard of professionalism for others to emulate.

Appendix D
Feasibility Study for Civilian Enterprise Newspapers

D–1. Overview

The PAOs should use this appendix as a guide to conduct feasibility studies concerning publishing a CE newspaper (as required by paras 3–5*c* and 3–5*e*(3)(*d*)). The study's objective is to develop a list of qualified companies potentially interested in competing for a contract to print a CE newspaper. Much of this data can be obtained from the local standard installation and/or division personnel office.

D–2. Getting started

Begin by coordinating with the local contracting office and SJA. Brief the contracting office on the provisions of this regulation. Inform the contracting office that printers will be contacted to determine potential interest in printing and distributing a CE newspaper. (See paras 4–8 and 4–9 for additional information on contracting guidelines.) Invite the contracting representative to be present during any scheduled appointments with the printers. Assure the contracting representative that civilian printers will be informed that a contract or agreement is not being sought at this time; these appointments are to identify printers who demonstrate possible interest to produce a CE newspaper. To publicize the potential CE newspaper contract to commercial sources, the contracting officer should announced it in the Commerce Business Daily. Where additional publicity is necessary, use press releases or advertisements in local area newspapers to develop commercial interest.

D–3. Preparing a briefing

Prepare a briefing for potential printers. The command must sell the printer on the CE concept. (What is in it for the CE printer?) Information should include, but not be limited to, the following:

a. Provide a brief mission statement of the community and/or unit and the newspaper. How does the newspaper meet the interests and needs of the audience?

b. Provide the following demographics (the market) information:

(1) Military population broken down into the three categories of junior enlisted, senior enlisted, and officers (include RC personnel and retirees).

(2) Civilian population (number of civilians both general schedule and NAF).

(3) Total military payroll.

(4) Total civilian payroll.

(5) Grade demographics. (Determine the number of personnel in the organization by grade. Develop categories for E–1 to E–4, E–5 to E–6, E–7 to E–9, W–1 to W–4, O–1 to O–3, and O–4+. List the monthly pay for each category (for example, E–6 over 10 years Service base pay plus separate rations is $XXXX). Use round figures. Do not try to calculate tax, basic allowance for quarters, or other deductions.

(6) Children. (If data is available from local schools, give information on the number of children.)

(7) Local national employees. (If overseas, the number of local national employees and the amount of the local national payroll.)

(8) Number of Family members. (Also try to determine what percentage of Family members work and an average income. This may have to be broken into categories.)

(9) Geographical dispersion of the unit. (Geographically dispersed units may want to give approximate numbers at each location).

c. Focus on purchasing power.

d. Emphasize that the paper reaches a captive market and the exclusive distribution access to the audience.

e. Include any other facts about the market (for example, where people shop, work, live, and relax).

f. Conduct a resource study to define demographics and buying intentions.

D–4. Identifying potential printers

Identify potential printers through local Chambers of Commerce, business directories, and your local contracting office. Check at local PX, commissary, library, and clubs for newspapers, television guides, or other publications distributed in your area. Check for printer names and addresses.

D–5. Contacting printers

Contact printing representative by phone or, better yet, in person. Initial contact should indicate that you are interested in meeting to discuss the possibility of the printer producing your newspaper. Face-to-face contact is preferred.

a. Successful scheduling. If the attempt to schedule a meeting is successful, continue on to the procedures in paragraph E–6.

b. Unsuccessful scheduling. If attempts to schedule a meeting are unsuccessful, forward documentation through PAO channels to the ACOM PAO. (Information should contain dates, times, and brief description of each attempt. Remember, authorized funds may be used for printing Army newspapers only after it has been documented that a CE newspaper is not feasible.)

D–6. Meeting the printing representative

Begin the meeting with the printing representative by informing the representative once again that seeking information is the objective. Implying or leading the representative to believe that you are obtaining an agreement during this meeting is unauthorized. Tell the representative that specifications and official contacts, should they come, will be done by the contracting office.

D–7. Giving the presentation

During the presentation, show the representative the newspaper. If possible, obtain CE newspapers from other installations and units where advertising appears. Explain the difference between the newspapers. Present demographics of your organization. Show the printer profit potential. Be careful how information is presented. For example, the current press run may be 2,000 but the total population may be 8,000. Do not mislead the printing representative into believing that the circulation figure represents readership. Talk about the potential with the CE (for example, more copies of the paper or exclusive distribution). Let the representative know that local official distribution channels can be used to distribute a CE newspaper. If possible, obtain case study information from other printers serving military installations.

D–8. Bidding

Tell representatives who show an interest that their name, along with other prospective bidders, will be provided to the contracting office.

D–9. Contracting

Commands will follow the provisions of this regulation for CE requirements for contracting. (Paragraphs 4–8 and 4–9 contain more guidance on CE contracting provisions.) Additional provisions may be added as long as they do not contradict this regulation, but additional provisions should be realistic. The civilian printer needs to succeed for the command to get a quality publication. If the civilian printer is very successful the first year, changes might be negotiated the second year for additional specifications and improved services. The contracting office and the SJA are key executors in negotiating contracts and any changes.

Appendix E
Guidance on Release of Information Under the Privacy Act

E–1. Scope of the Privacy Act

The term individual as defined in the Privacy Act applies only to living citizens of the United States or an alien admitted for permanent residence. The Privacy Act rights of a minor or an incompetent individual may be exercised by the parent or legal guardian. The Privacy Act confers no rights on deceased persons, nor may next of kin exercise any rights for them. However, information that is contained in a Privacy Act system of records may be exempt from release under the FOIA. A request for information is processed under the substantive provisions of both the Privacy Act and the FOIA. Under FOIA exemption 6, the privacy interests of a deceased person's surviving Family members are considered. Information may be withheld to protect the privacy of the surviving Family members, if release of the information would cause a disruption to their peace of mind. Some examples might include autopsy reports and graphic details of murder. These examples are not intended to be all inclusive.

E–2. Age or date of birth

Age or date of birth information is not routinely or normally releasable. Reasons for disclosure must be evaluated and balanced against the degree of personal privacy invasion.

E–3. Home of record and/or present address

a. No general rule exists for disclosing an individual's home of record because of the different circumstances present when requests for this information are made. Therefore, requests are weighted on a case-by-case basis. The home of record may usually be released if no street address is given.

b. Usually, in response to questions, an individual's present location (for example, Clinton, Maryland) may be provided but not the individual's street address.

c. The desires of the individuals or next of kin should be considered in disclosing the home of record or present geographic location. Often, consent to release may be obtained, which removes the problem. However, the desires of the individual or next of kin do not necessarily control the decision to release. When an objection to release has been made, a balancing of interests under the FOIA may still require disclosure.

E–4. Marital status

An individual's marital status is not routinely or normally disclosed. Reasons for disclosure must be evaluated and balanced against the degree of personal privacy invasion.

E–5. Awards and decorations and/or citations

Award and decoration and/or citation information is releasable. An award, decoration, and/or other proper citation presentation is generally a public event that is usually publicized in the installation newspaper. For most awards and decorations, there is a visible token to be worn on the uniform.

E–6. Education, schooling, and/or specialty

Information on the major area of study, school, year of graduation, degree, and specialty designator is generally releasable under FOIA.

E–7. Race

In most cases, an individual's race is not releasable. To release race information from departmental records may constitute an unwarranted privacy invasion. However, a specific request may be made for such information under

circumstances where it is relevant (for example, a racially oriented protest or altercation). When an individual's race is relevant to the essential facts, it may be released to the press.

E–8. Character of discharge

a. Administrative—not releasable. The character of discharges resulting from administrative processing is not a matter of public record. Do not release any indication of whether or not a discharge is honorable, general, or under other than honorable conditions. The release of this information to the general public is viewed as an unwarranted invasion of personal privacy and not releasable under the Privacy Act unless the individual provides his or her written consent.

b. Punitive—releasable. In discharges resulting from a court-martial, the proceedings and record are not restricted by the Privacy Act because that act incorporates the definition of agency found in 5 USC 551(1), which specifically excludes court-martial (5 USC 551(1)(f)). Court-martial proceedings are public. Therefore, the approved sentence and subsequent clemency action, if any, are releasable.

E–9. Duty status

Duty status information is releasable. Releasing information such as the fact of unauthorized absence or desertion, hospitalization, in hands of civil authorities awaiting trial, and confinement by military authorities awaiting trial is permitted.

E–10. Decisions of personnel boards

Personnel board decision information is releasable after decision by final approving authority if the board action applies to a category of persons as opposed to an individual; otherwise, it is not releasable.

a. Results of personnel board actions affecting groups such as promotion boards and augmentation boards are releasable.

b. The results of personnel board actions affecting individuals, such as administrative discharge boards and aviator flight boards, are not generally releasable. The results of the latter category of boards traditionally have not been released. The board proceedings are not public, and the nature of the action taken, often adverse, warrants preservation of its confidentiality. Information that has become a matter of public knowledge through the action of the individual or their counsel may be confirmed.

E–11. Photographs in the custody of the Department of Defense

Photographs of DOD military and civilian personnel taken for official purposes are generally releasable unless matters are depicted that would constitute a clearly unwarranted personal privacy invasion if disclosed to public view. Generally, award ceremony photographs, official selection file photographs, chain-of-command photographs, and similar photographs are releasable.

E–12. Name and/or duty address of a member assigned to a unit that is sensitive, routinely deployable, or stationed in a foreign territory

The name and/or duty address of a member assigned to a unit that is sensitive, routinely deployable, or stationed in a foreign territory is not routinely releasable. Disclosing information about a Soldier's degree of involvement in military actions in support of national policy, the type of military unit to which the member is assigned, and presence or absence from his or her household poses a security threat to the Soldier. The releasing authority, normally the Soldier's unit commander, must weigh the public interest in disclosure against the invasion of personal privacy that will result from the disclosure. The Secretary of Defense (Public Affairs) is the sole approving authority for releasing rosters that list members of this type of unit by name.

E–13. Protected health information

Medical unit commanders are the release authority for their commands. Protected health information will not be released without the prior consent of the individual or, if the individual is unable to function for him or herself, by his or her representative. The consent will be recorded on DA Form 4876.

Appendix F
Clearance and Release of Contractor Materials and Information

F–1. Contractor submissions

a. In prescribing procedures for submission, review, and clearance of industry-originated information materials, the Department of the Army defers to Army and/or industry interface guidance in the FAR, AFARS, and Defense Federal Acquisition Regulation Supplement and the Army and/or industry relationship shown by the contract terms when a contract exists. These requirements also apply to educational institutions receiving information from any Army element

on preaward negotiations, contract awards, letter contracts, modifications, or grants to carry out military research and development projects.

b. Department of the Army agencies and contractors will not release procurement information on Army-contracted research and development projects without prior approval and clearance from the Assistant Secretary of the Army (Acquisition, Logistics, and Technology).

c. Department of the Army agencies or educational institutions will not release procurement information on Army-contracted research and development projects without prior approval or clearance.

d. A classified contract is one which requires access to classified information (confidential, secret, top secret) either to submit a bid or proposal or to perform the contract. A contract may be classified even though the contract document is not classified. When a classified contract exists, the contractor is guided by security items in the contract and by the terms of the security agreement. Security criteria are shown on DD Form 254 (DOD Contract Security Classification Specification). The DOD 5220.22–R, DOD 5220.22–M, and AR 380–49 contain procedures to safeguard classified defense information and procedures for the proposed release of information which contractors, subcontractors, vendors, or suppliers will have access to or possess.

e. When unclassified contracts do not give specific instructions on releasing information, contractors should submit informational materials prior to publication to a PA office designated by the administrative contracting officer. If the submission is made to any other office, it will be referred immediately to the proper administrative contracting officer for action. Voluntary submission is simple business courtesy and affords safeguards against accidental release of inaccurate or classified information.

f. Except for information materials developed under contract requirements, PAOs act in an advisory role, reviewing material voluntarily submitted. The final decision on matters of accuracy, style, and good taste remains with the originator.

F–2. Scientific and technical information

a. The PAOs do not have the authority to clear scientific and technical information for public release. However, PAOs will assist the proponent of unclassified scientific and technical materials in determining at what level clearance can be granted. This material includes the results of research, development, test, and evaluation prepared for presentation or publication under AR 70–45, paragraphs 5 and 7, within or outside CONUS. An exception is material that must be cleared through HQDA or OSD under this regulation and applicable industrial security directives.

b. Scientific and technical information will not be released if it discloses classified military applications, or, if unclassified, disclosure would be adverse to the national interest. The DOD or higher authority will release scientific and technical information that would generate national public interest.

c. Export and International Traffic in Arms Regulation restrictions may also govern release of certain information. The DODD 5230.24 and the DODD 5230.25 contain guidance in making this determination. Approval from OASD is required for such a release.

d. Information materials prepared under Joint Army and/or industry authorship will be processed for review and clearance in the same manner as materials of Army authorship.

e. Scientific and technical information for public release will be prepared under AR 70–31. This material will be forwarded for clearance to the proper headquarters or administrative contracting officer.

F–3. Submission requirements

The following requirements apply when material covered in this appendix is submitted for clearance:

a. Written materials and still photographs—submit three copies. Photographs must be properly captioned. Include additional copies of all materials, one for each intervening headquarters record file.

b. Scientific and technical papers and presentations—submit three copies. Each copy will include appropriate copies of all viewgraphs, photographs, charts, graphs, and similar material, properly captioned.

c. Fact sheets, pamphlets, and brochures—submit three copies. Each copy will include full text, layout, and all illustrative material.

d. Contractor advertisements—submit three copies. Each copy will include text and layout, including artwork and photographs, proposed for final publication. (See para 13–9 for policy concerning advertising and promotion.)

e. Exhibits—submit three copies. The design and/or layout with text of copy to appear on display material and all artwork and photographs proposed for exhibition.

f. For motion picture or videotape production, the following review procedures are required:

(1) Preliminary written story/concept/outline treatment—submit three copies. Include additional copies, one each for intervening headquarters record files.

(2) Final shooting script, including scene description/narration—submit three copies. Include additional copies, one for each intervening headquarters record file.

(3) One copy rough cut (film or videotape) minus the sound track.

(4) One print (film or videotape) or one copy of the final narration for the final review.

Appendix G
Resolution of the Continental Congress–14 June 1775

The following is the text from the Resolution of the Continental Congress, 14 June 1775:

"Resolved that six companies of expert riflemen be immediately raised in Pennsylvania; two in Maryland; and two in Virginia; that each Company consist of a captain, three lieutenants, four sergeants, four corporals, a drummer or trumpeter; and sixty-eight privates.

"That each Company, as soon as completed, will march and join the Army near Boston, to be there employed as light infantry under the command of the Chief officer in that Army.

"That the pay of the officers and privates be as follows viz, a captain at 20 dollars per month; a lieutenant at 13 and 1/2 dollars; a sergeant at 8 dollars; a corporal at 7 and 1/2 dollars; a drummer or (trumpeter) @ 7 and 1/2 dollars; privates at 6 and 2/3 dollars; to find their own arms and clothes.

"That the form of the enlistment be in the following words:

'I, have this day, voluntarily enlisted myself as a soldier in the American Continental Army, for one year, unless sooner discharged; And I do bind myself to conform in all instances to such rules and regulations as are, or will be, established for the government of said Army.'

"Upon motion, Resolved, that Mr. (George) Washington, Mr. (Philip) Schuyler, Mr. (Silas) Deane, Mr. (Thomas) Cushing, and Mr. (Joseph) Howes be a committee to bring in a draft of Rules and Regulations for the government of the Army."

Figure G–1. Resolution of the Continental Congress, 14 June 1775

Appendix H
Presidential Wreath-Laying Ceremonies

H–1. Army command responsibility for ceremonies

The list of annual presidential wreath-laying ceremonies listed by chronological date and command responsibility is shown in table H–1.

Table H–1
Presidential wreath-laying ceremonies

Date: 29 Jan
Name: William McKinley
Location: Canton, OH
Command: USARC

Date: 30 Jan
Name: Franklin D. Roosevelt
Location: Hyde Park, NY
Command: USMA

Date: 9 Feb
Name: William H. Harrison
Location: North Bend, OH
Command: USARC

Date: 12 Feb
Name: Abraham Lincoln
Location: Lincoln Memorial, Washington, DC
Command: MDW

Date: 12 Feb
Name: Abraham Lincoln
Location: Springfield, IL
Command: NGB

Date: 3d Mon in Feb
Name: George Washington
Location: Mt. Vernon, VA
Command: MDW

Date: 15 Mar
Name: Andrew Jackson
Location: Nashville, TN
Command: NGB

Date: 19 Mar
Name: Grover Cleveland
Location: Princeton, NJ
Command: USARC

Date: 29 Mar
Name: John Tyler
Location: Richmond, VA
Command: TRADOC

Date: 13 Apr
Name: Thomas Jefferson
Location: Jefferson Memorial, Washington, DC
Command: MDW

Date: 23 Apr
Name: James Buchanan
Location: Lancaster, PA
Command: NGB

Date: 27 Apr
Name: Ulysses S. Grant
Location: New York City, NY
Command: USMA

Table H–1
Presidential wreath-laying ceremonies—Continued

Date: 28 Apr
Name: James Monroe
Location: Richmond, VA
Command: TRADOC

Date: 8 May
Name: Harry S. Truman
Location: Independence, MO
Command: TRADOC

Date: 29 May
Name: John F. Kennedy
Location: Arlington Cemetery, VA
Command: MDW

Date: 4 Jul
Name: Calvin Coolidge
Location: Plymouth, VT
Command: NGB

Date: 14 Jul
Name: Gerald R. Ford
Location: Grand Rapids, MI
Command: NGB

Date: 10 Aug
Name: Herbert C. Hoover
Location: West Branch, IA
Command: UNGB

Date: 20 Aug
Name: Benjamin Harrison
Location: Indianapolis, IN
Command: USARC

Date: 15 Sep
Name: William H. Taft
Location: Arlington Cemetery, VA
Command: MDW

Date: 4 Oct
Name: Rutherford B. Hayes
Location: Fremont, OH
Command: USARC

Date: 5 Oct
Name: Chester A. Arthur
Location: Albany, NY
Command: NGB

Date: 14 Oct
Name: Dwight D. Eisenhower
Location: Abilene, KS
Command: FORSCOM

Date: 2 Nov
Name: James K. Polk
Location: Nashville, TN
Command: NGB

Table H–1
Presidential wreath-laying ceremonies—Continued

Date: 2 Nov **Name:** Warren G. Harding **Location:** Marion, OH **Command:** USARC
Date: 19 Nov **Name:** James A. Garfield **Location:** Cleveland, OH **Command:** USARC
Date: 23 Nov **Name:** Franklin Pierce **Location:** Concord, NH **Command:** NGB
Date: 24 Nov **Name:** Zachary Taylor **Location:** Louisville, KY **Command:** TRADOC
Date: 5 Dec **Name:** Martin Van Buren **Location:** Kinderhook, NY **Command:** NGB
Date: 28 Dec **Name:** Woodrow Wilson **Location:** Washington Cathedral, Washington, DC **Command:** MDW
Date: 29 Dec **Name:** Andrew Johnson **Location:** Greenville, TN **Command:** NGB

H–2. Ceremony format

a. Figure H–1 provides a format diagram for the presidential wreath-laying ceremony.

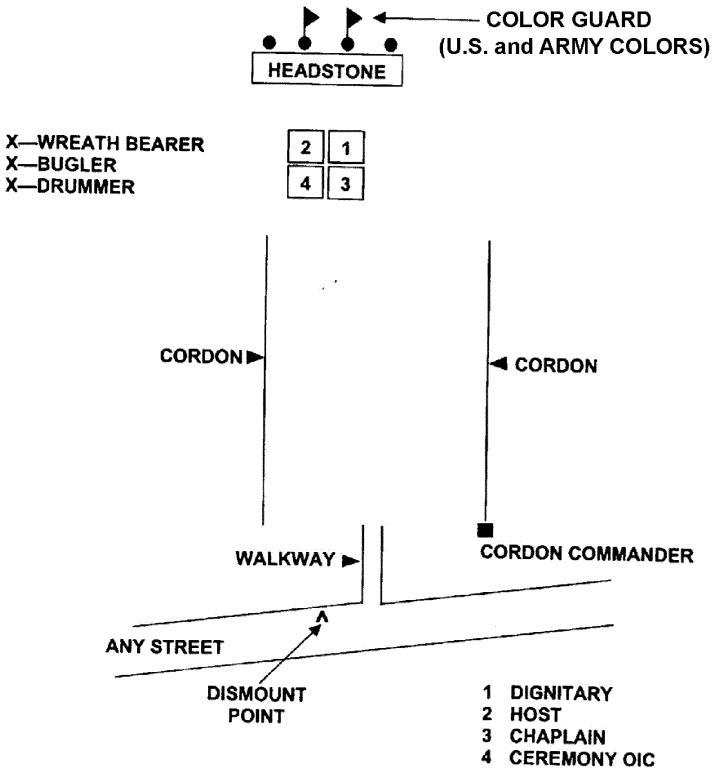


Figure H–1. Presidential wreath-laying ceremony format

b. The dignitary who is to place the wreath (the President's representative or military assistant) arrives by sedan and is met by the host (the military assistant or another individual if the military assistant is placing the wreath) at the dismount point and is briefed by the ceremony officer in charge.

c. Following the briefing, the official party, consisting of the dignitary, host, chaplain, and the ceremony officer in charge, forms a column of twos and approaches the cordon. (The number of troops in the cordon and color guard will depend on the spaces available at each site and the availability of troops.)

d. As the official party nears the cordon, the cordon commander orders the cordon to ***ATTENTION*** and ***PRESENT ARMS***.

e. When the members of the official party reach their positions in front of the grave, the cordon commander will command ***ORDER ARMS***.

f. The chaplain will then move to a position facing the official party and offer an appropriate prayer. (The official party and spectators uncover at the same time the chaplain uncovers.)

g. At the conclusion of the prayer (all recover), the wreath bearer will step forward with the wreath, halt in front of the dignitary, and assist in placing the wreath. The cordon will be given the command ***PRESENT ARMS*** as the dignitary places the hands on the wreath. Once the wreath has been placed, the dignitary will step back to a position beside the host and salute by placing the right hand over the heart (render the hand salute, if in uniform). The other members of the official party will salute when the cordon goes to ***PRESENT ARMS***.

h. When the wreath bearer and the dignitary have returned to their positions, the drummer will sound four muffled ruffles. Upon completion of the muffled ruffles, the bugler will sound "***Taps***."

i. At the conclusion of "***Taps***," the cordon will be given ***ORDER ARMS***. (The members of the official party will terminate their salutes on that command.)

j. The host will then escort the dignitary back through the cordon to the sedan. As the official party begins to move through the cordon, the cordon commander will bring the cordon to ***PRESENT ARMS***. ***ORDER ARMS*** will be given when the official party has passed through the cordon.

k. When the dignitary departs in the sedan, the colors will be retired and the troops dismissed.

Appendix I
Nuclear, Biological, and Chemical Release Samples

I–1. Figure I–1

Figure I–1 contains a model PA checklist for the DOD OSC or designee at a CONUS accident involving radioactive materials.

1. Contact the OASD (PA) by the most expeditious means available. The OSD (PA) duty officer phone numbers are maintained on a 24-hour basis. As a backup, communication also may be established through the National Military Command Center.

2. If actions have not been taken by the FEMA or the DOE to establish a JIB, immediately establish a JIB near the scene of the accident.

a. Public affairs representation in the JIB will include the DOD, DOE, FEMA, other Federal agencies, and state and local governments.

b. All public information must be coordinated in the JIB before release.

3. Activate a CEAT, as appropriate.

4. Provide dedicated administrative, communication, and logistical support to the JIB immediately. Communication support to the JIB will include at least two dedicated telephone lines and facsimile reproduction. All agencies in the JIB will use this capability to expedite coordination and transmission· of releases being made on-scene and within the DOD.

5. Protect classified information.

Note: For additional checklist information, see the Nuclear Weapon Accident Response Procedures (NARP) Manual (paras 1-4 and 10-5).

Figure I–1. Model PA checklist for DOD OSC or designee at a CONUS accident involving radioactive materials

I–2. Figures I–2 through I–9

Figures I–2 through I–9 provide sample accident and/or incident contingency releases.

a. Figure I–2 provides a sample contingency release regarding a nuclear accident and/or incident that poses no danger to the public.

Conditions for use
Use when no danger to the public from contamination or blast exists, but when confirming the presence of nuclear weapons or nuclear components significantly prevents or reduces widespread public alarm.

Release guidance
Use this sample news release as a guide. Information to be released to the public must not go beyond that contained in this sample.

Text of release
"A U.S. *(type)* aircraft *(other type of transportation) carrying (hazardous material, classified cargo, or unarmed nuclear weapon(s)* crashed *(or other circumstances)* approximately *(location and time)."*
"The public is requested to stay out of the area under surveillance by guards to preclude any remote possibility of hazard from the accident *(or conventional high explosives detonation)* and to aid removal operations. There is no need for evacuation. There is no danger of nuclear detonation."

Figure I–2. Nuclear accident and/or incident contingency release—no danger to the public

b. Figure I–3 provides a sample notification to local and state officials regarding a nuclear accident and/or incident that poses possible danger to the public.

Conditions for use
Use if public safety considerations require notifying local and state officials that hazardous cargo has been involved in an accident. The possibility for contamination due to fire or explosion exists, and details are unknown. This release does not confirm or deny the presence of a nuclear weapons or nuclear components.

Release guidance
Use this sample release as a guide. It is not intended for release to the general public. Use Contingency Release 3 (fig G-2) to inform the public.

Text of minimum announcement
"A U.S. *(type)* aircraft *(other type of transportation)* carrying hazardous material crashed *(or other circumstances)* approximately *(location)* at *(time)."*
"Visitors are warned to stay out of the accident area in the interest of public safety. Fire, rescue, and other emergency service personnel should approach the area with caution from upwind and should be equipped with protective clothing and breathing apparatus. Using water directly on the aircraft *(other type of transportation)* should be avoided unless needed to save property or lives. Any local officials at the scene of the accident who can provide details on the situation should make a telephone call to this number *(telephone number).* Current information from the accident scene will assist in evaluating the accident and providing additional public safety guidance."

(See below for additional text if contact is made with the accident scene.)

Text of expanded announcement
"If there is no immediate threat to life, and the fire cannot be extinguished immediately (5 *minutes),* the fire should be contained and allowed to burn out. Water (as a firefighting agent) should be used with caution due to possible adverse reaction with materials involved in the fire."

"Law enforcement officials should prevent unauthorized personnel from entering the site and picking up fragments of the aircraft *(vehicle)* or its cargo."

Additional text if contact is made with the accident scene
"If contact with the accident scene has been established, determine the following:
Condition of aircraft *(such* as *burning, evidence of explosion, or extent* of *damage).*
Condition of accident site *(such* as *fire or blast damage)* .
Evidence of obvious cargo *(such* as *shapes or containers).*

Note: Based on the local and state official responses to the above, determine the need for a public announcement of nuclear weapons involvement.
"If any fragments already have been picked up, avoid further contact or handling. Notify *(authorities)* for retrieval and proper disposition.
"Military personnel *(have been dispatched* **or** *will be dispatched)* and *(will arrive* or *are scheduled to arrive)* soon at the site."

Figure I–3. Nuclear accident and/or incident contingency release—possible danger to the public (notification of local and state officials)

c. Figure I–4 provides a sample contingency release to the general public regarding a nuclear accident and/or incident that may pose possible danger.

Conditions for use
Use if public safety considerations require making a public release that hazardous cargo was involved in an accident, the possibility exists for contamination due to fire or explosion, and details are unknown. This release does not confirm or deny the presence of nuclear weapons or nuclear components.

Release guidance
Use this sample news release as a guide. Information to be released to the public must not go beyond that contained in this sample.

Text of release
"A U.S. *(type)* aircraft *(other type of transportation)* carrying hazardous material crashed *(or other circumstances)* approximately *(location)* at *(time).*
The public is warned to stay out of the area *(under surveillance by guards)* in the interest of safety and to aid operations at the accident scene.
A U.S. *(military Service)* team from *(name of installation) (is en route to* **or** *has arrived at)* the accident scene.
We have no details yet on civilian or military casualties or property damage.
Further announcements will be made as more information is known."

Figure I–4. Nuclear accident and/or incident contingency release—possible danger to the public (general public)

d. Figure I–5 provides a sample contingency release regarding a nuclear accident and/or incident that will pose probable danger to the public.

Conditions for use
Use if public safety considerations require an announcement that a nuclear weapon has been involved in an accident and contamination is likely because of fire or conventional high explosive detonation of the weapon. Make the following statement locally or from competent authority if no local authority is available. This release confirms the presence of a nuclear weapon or nuclear components.

Release guidance
Use this sample news release as a guide. Information to be released to the public must not go beyond that contained in this sample.

Text of release
"(An/A) (aircraft/railroad train/truck/other) accident occurred *(state time and location).* The accident involved a nuclear weapon that contains conventional high explosives and radioactive material."
"There is no danger of a nuclear detonation."
"The public is warned to stay out of the area (or *indicate the area) (now under surveillance by guards)* because the conventional high explosives in the weapon *(have detonated, are burning,* or *may detonate).* Again, there is no danger of nuclear detonation, but there is a danger from the conventional high explosives in the weapon that *(have detonated, are burning,* or *may detonate).*"
"An experienced Federal response team has been ordered to the scene of the accident. The most immediate danger in an accident of this kind is the effect of the blast caused by detonation of the conventional high explosives in the weapon. Local scattering of nuclear material in the form of finely divided dust may have resulted near the accident site and downwind from the explosion *(fire).* This poses little risk to health unless taken into the body by breathing or swallowing, and it is considered unlikely that any person would inhale or swallow an amount that would cause illness. As a precaution and until further evaluations are made, anyone within a *(to be filled in by* OSC or DDO*)* radius of the accident site, particularly downwind from this site *(specify boundary where possible),* is encouraged to remain indoors."

(**Note:** *If appropriate, the following measures are recommended* to *minimize risk to the public.)*

"The most appropriate initial action is to remain calm and inside homes or office buildings. Turn off fans, air conditioners, and forced air heating units. Drink and eat only canned or packaged foods that have been inside. Trained monitoring teams wearing special issue protective clothing and using equipment issued to determine the extent of any possible contamination will be moving through the area. The teams' clothing should not be interpreted as indicating any special risk to those indoors. If you are outside, proceed to the nearest permanent structure. If you must go outside for critical or lifesaving activities, cover your nose and mouth and avoid stirring up and breathing any dust. It is important to remember that your movement outside could cause greater exposure to yourself and possibly spread contamination to those already protected."

Figure I–5. Nuclear accident and/or incident contingency release—probable danger to the public (Sheet 1 of 2)

(**Note:** *Use this if plutonium is involved):* "One of the materials involved is plutonium. Plutonium is both a poison and radiation hazard. The emitted radiation consists of alpha particles that have insufficient energy to penetrate buildings, most clothing, or even the outer skin. Therefore, short-term exposure to contamination outside the body will pose negligible health risk."

(**Note:** *Use this if uranium is involved):* "One of the materials involved is uranium. Contamination by uranium fragments or small particles dispersed by conventional *(chemical)* explosions or burning of a weapon is primarily a chemical health *hazard (heavy metal poisoning similar to the lead poisoning associated with some paints),* not a radiological hazard."

"The public is asked to stay out of the area *(under surveillance or closed off by guards)* and (if true: until a monitoring team, en route to the site of the accident, can survey the ground and determine the exact area affected by the accident.) As a result of the explosion *(fire),* any fragments found near the scene of the accident may be contaminated and should be left in place. If fragments have been picked up, avoid further handling and notify *(authorities)* for proper retrieval and disposition."
"Continuous announcements will be made as more information is known. It is expected that these immediate protective precautionary actions will be required for the next 4 to 6 hours."

"A U.S. *(military Service)* team from *(name of installation) (is en route to* or *has arrived)* at the scene of the accident."
"We have no details yet on civilian or military casualties *(or give numbers only of civilian and military casualties)* or property damage."
"The *(type* of *carrier)* was en route from *(name* of *facility)* to *(name* of *facility)."*
"The cause of the accident is under investigation."

Text in response to query only
Question: "Are nuclear weapons stored at (name of facility) or (name of facility)?" Reply: "It is Department of Defense policy to neither confirm nor deny the presence or absence of nuclear weapons at any particular location."

Figure I–5. Nuclear accident and/or incident contingency release—probable danger to the public (Sheet 2 of 2)

e. Figure I–6 provides a sample contingency release regarding a chemical accident and/or incident that poses no danger to the public.

Conditions for use
Use if public safety requires announcement that chemical surety material has been involved in an accident or incident and that a chemical agent may be released.

Release guidance
Use this sample news release as a guide. Information to be released to the public must not go beyond that contained in this sample. Release of information on military and civilian personnel killed or injured will be made only if authorized by paragraph 5-20 of this regulation.

T ext of release
"The (railroad, truck, maritime, or aircraft) accident that occurred at (*o'clock today) (or day* of *week) (at/or near) (name* of *town or route number and direction and distance from town), (may have)* resulted in the escape of chemical materials that were being transported for the United States Army under congressional authorization. Trained chemical *(escort) personnel (were accompanying the shipment and are currently rendering), (have been dispatched from* **(location)** *to render)* the shipment harmless. Precautions have been taken to ensure that local citizens are not exposed."
"(Military and/or police) guards have been stationed to prevent entry into the area of possible danger. (Evacuation of this area was necessary for the welfare of the community because of wind and weather conditions that could cause spread of the chemical materials). There is no danger, however, outside the guarded area. *(The public is urged to remain outside* of *the area bounded on the north by* _____, *on the east by* _____, *on the south by* _____, *and on the west by* _____.) Sightseers will hamper the work of the cleanup crew and may enter a possible danger area. A public announcement will be made when the hazardous material has been removed or rendered harmless by trained technicians."
"The name, grade, age, address, status, and other available data on military and civilian personnel killed or injured in the accident are listed below." **(See release guidance above.)**

Notice to press
The information contained herein is that which is authorized for release at this time. As further information develops, it will be made available.

Figure I–6. Sample chemical public announcement—no danger to the public

f. Figure I–7 provides a sample contingency release regarding a chemical accident and/or incident that poses possible danger to the public.

Conditions for use
Use when there is no danger to the public, chemical surety material has not been released, and the security classification of the material is not compromised but when the confirmation of the presence of chemical surety material will help maintain public order and prevent or reduce widespread alarm.

Release guidance
Use this sample news release as a guide. Information to be released to the public must not go beyond that contained in this sample.

Text of release
"A United States Army train (other vehicle) carrying chemical materials accidentally *(derailed, crashed, or other circumstances)* at approximately *(time)* near *(location)."*
"Although the danger from the (derailment, accident, or other mishaps) is remote, to facilitate removal operations, visitors are asked to stay out of the area under surveillance by guards until the cargo has been removed. There is no need for evacuation. All containers have been accounted for and none is leaking."

Notice to press
The information contained herein is that which is authorized for release at this time. As further information develops, it will be made available.

Figure I–7. Sample chemical public announcement—possible danger to the public

g. Figure I–8 provides a sample contingency release regarding a chemical accident and/or incident on an installation that poses no danger to the public.

Conditions for use
Use for accidents or incidents involving chemical surety material occurring on a military installation where the effects are confined to the installation.

Release guidance
Use this sample news release as a guide. Information to be released to the public must not go beyond that contained in this sample. Release of information on any military and civilian people killed or injured will be made only if authorized by paragraph 5–20 of this regulation.

Text of release
"The *(railroad, maritime, truck, aircraft, or other)* accident that occurred at approximately *(time)* today at *(installation) (may have)* resulted in the release of hazardous material which was being *(transported, tested, stored, or manufactured)* for the Army."
"Trained *(chemical and medical)* personnel at the installation were on hand immediately to ensure that the material was rendered harmless, and safety officials at the installation have sealed off the area of possible danger."
"The accident took place in the *(building, laboratory, test site, storage area)* where *(installation personnel test, receive, store,. or prepare material for shipment) (the material was being transported)."*
"Evacuation of the area of possible danger was not considered necessary *(was necessary for the safety of installation employees because of wind and weather conditions which could cause spread of material).* There is no danger, therefore, outside the designated area. However, precautions have been taken to ensure that local citizens are not exposed, and the public is urged to remain outside the area bounded on the north by _____, on the east by _____, on the south by _____, and the west by _____. A public announcement will be made when these precautionary measures are no longer necessary."
"(A board of inquiry has been appointed to determine the cause of the accident.)"
"The name, grade, age, address, status, and other available data on military and civilian personnel killed or injured in the accident are listed below." (**See release guidance above**.)

Notice to press
The information contained herein is that which the installation commander is authorized to release. As further information develops, it will be made available.

Figure I–8. Sample chemical public announcement—on an installation—no danger to the public

h. Figure I–9 provides a contingency release regarding a chemical accident and/or incident on an installation that poses possible danger to the public.

Conditions for use
Use for accidents that occur on an installation, involve chemical surety material, and where the effects drift off the installation.

Release guidance
Use this sample news release as a guide. Information to be released to the public must not go beyond that contained in this sample. Release of information on any military or civilian personnel killed or injured will be made only if authorized by paragraph 5-20 of this regulation.

Text of release
"The (*railroad, maritime, truck, aircraft, or other*) accident that occurred at approximately (*time*) today at (*installation*) (*may have*) resulted in the release of hazardous material that was being (*transported, tested, stored, or manufactured*) for the Army."

"Trained (*chemical and medical*) personnel at the installation are on hand and are currently rendering the material harmless.

"The accident took place in the (*building, laboratory, test site, storage area*) where (*installation personnel test, receive, store, or prepare material for shipment*) (*the material was being transported.*)"

"Evacuation of the designated area was considered necessary for the welfare of installation employees because of wind and weather conditions that could cause possible spread of materials off the installation. To ensure that local citizens are not exposed, actions were taken to evacuate an area outside the installation bounded on the north by _____, on the east by _____, on the south by _____, and on the west by _____. The public is urged to stay outside that area. Sightseers will hamper the work or the cleanup crew and may enter a possible danger area. A public announcement will be made when the hazard no longer exists.

"*(A board of inquiry has been appointed to determine the cause of the accident.)*"

"The name, grade, age, address, status, and other available data on the military and civilian
personnel killed or injured in the accident are listed below." **(See release guidance above.)**

Notice to press
The information contained herein is that which the installation commander is authorized to release. As further information develops, it will be made available.

Figure I–9. Sample chemical public announcement—on an installation—possible danger to the public

Appendix J
Internal Information Materials

J–1. General
Materials developed at any level should be produced for easy use at the unit level. Unit commanders should localize materials to meet the needs of their commands and various audiences.

J–2. Department of Defense materials
The AFIS produces common-use support materials on a variety of internal information topics. These products are available on the Internet:

a. The AFIS press pack. A package of news articles with accompanying artwork or photographs is available on the DOD Web site (http://www.defenselink.mil). This site provides links to other official DOD component Web sites.

b. American Forces Radio and Television Service (http://afrts.dodmedia.osd.mil).

J–3. Department of the Army materials

To support PA objectives, HQDA provides a variety of products and services to commanders and PAOs.

a. Army staff agency materials. Under AR 25–30, Army staff agencies produce publications that are directed to particular internal Army audiences. These publications can also support PA objectives. These agencies also maintain electronic bulletin board and Internet sites where a large amount of material is available.

b. Soldiers Magazine. A monthly magazine for command-level readership.

c. Visual information products. The Joint Visual Information Service distribution activity in Tobyhanna, PA, distributes Armywide and DOD-wide products to Army visual information libraries. Defense Automated Visual Information System (DAVIS) provides an online catalog and ordering capability for motion pictures, videotapes, videodiscs, and other products that may be useful in internal information programs. (The DAVIS can be accessed at http://dodimagery.afis.osd.mil.)

d. Yearly journalism workshops. The OCPA conducts yearly journalism workshops. Commanders are encouraged to send their PA staffs to these seminars, which are announced by HQDA message and are sponsored by designated ASCCs, ACOMs, or DRUs.

e. Print and electronic products. The OCPA produces numerous print and electronic products suitable for use by local commanders. Soldiers Magazine and Soldiers Radio and Television are examples.

f. Army News Service. Army News Service articles and other command information products are available electronically on PA Link and ArmyLINK. The PA Link is a bulletin board system that requires a special account and password. Requests for access to PA Link may be forwarded to the OCPA. ArmyLINK (https://www.dtic.mil/armylink) provides access to products suitable for internal information use. Army PA practitioners should market their stories for worldwide use by e-mailing them to the OCPA for inclusion in Army News Service. The latest e-mail address can be found on the ArmyLINK Web site.

Appendix K
Mastheads and Disclaimers

K–1. Masthead disclaimer

The masthead disclaimer will note the following:

a. The Army (newspaper, guide, magazine, or installation map) is an authorized publication for members of the DOD. Contents of (name of the newspaper/magazine/guide/installation map) are not necessarily the official views of, or endorsed by, the U.S. Government or the Department of the Army.

b. The editorial content of this publication is the responsibility of the (name of command or installation) PAO.

c. Printed by (name), a private firm in no way connected with the U.S. Government under exclusive written contract with (Army component or subordinate level).

d. The appearance of advertising in this publication, including inserts or supplements, does not constitute endorsement of the products or services advertised by the U.S. Army or (name of commercial publisher).

e. Everything advertised in this publication will be made available for purchase, use, or patronage without regard to race, color, religion, sex, national origin, age, marital status, physical handicap, political affiliation, or any other nonmerit factor of the purchaser, user, or patron. If a violation or rejection of this equal opportunity policy by an advertiser is confirmed, the publisher will refuse to print advertising from that source until the violation has been corrected. (See fig K–1 for a sample masthead.)

K–2. Army newspaper and magazine mastheads

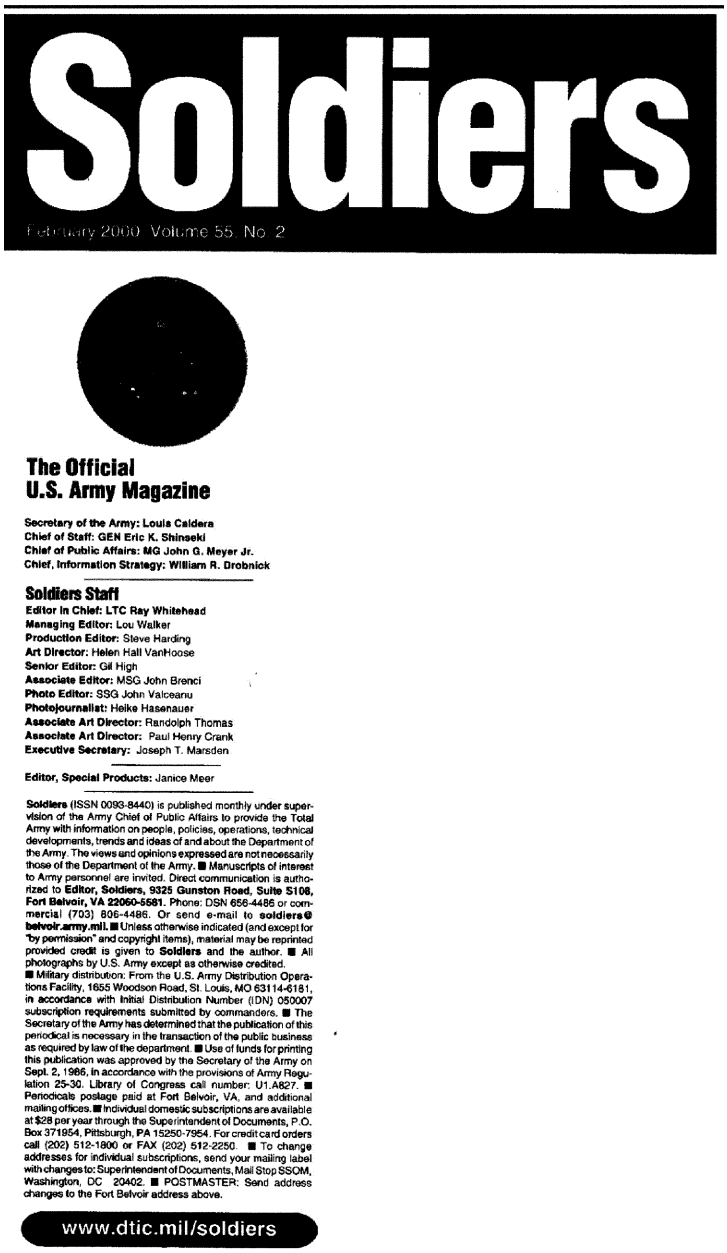
The following information must be listed in the masthead of Army newspapers and magazines. The CE guides and installation maps do not require the requirements of subparagraph *d*, below, but they contain the information in paragraphs *a*, *b*, and *c*, below. The names of the printing company and its employees company may be listed separately.

a. Name of the commanding officer and/or publishing authority.

b. Name of the PAO.

c. Names and editorial titles of the staff assigned to prepare the editorial content.

d. The office addresses and telephone numbers of the editorial staff.



Soldiers

February 2000 Volume 55, No. 2

The Official U.S. Army Magazine

Secretary of the Army: Louis Caldera
Chief of Staff: GEN Eric K. Shinseki
Chief of Public Affairs: MG John G. Meyer Jr.
Chief, Information Strategy: William R. Drobnick

Soldiers Staff
Editor in Chief: LTC Ray Whitehead
Managing Editor: Lou Walker
Production Editor: Steve Harding
Art Director: Helen Hall VanHoose
Senior Editor: Gil High
Associate Editor: MSG John Brenci
Photo Editor: SSG John Valceanu
Photojournalist: Heike Hasenauer
Associate Art Director: Randolph Thomas
Associate Art Director: Paul Henry Crank
Executive Secretary: Joseph T. Marsden

Editor, Special Products: Janice Meer

Soldiers (ISSN 0093-8440) is published monthly under supervision of the Army Chief of Public Affairs to provide the Total Army with information on people, policies, operations, technical developments, trends and ideas of and about the Department of the Army. The views and opinions expressed are not necessarily those of the Department of the Army. ■ Manuscripts of interest to Army personnel are invited. Direct communication is authorized to **Editor, Soldiers, 9325 Gunston Road, Suite S108, Fort Belvoir, VA 22060-5581.** Phone: DSN 656-4486 or commercial (703) 806-4486. Or send e-mail to **soldiers@belvoir.army.mil.** ■ Unless otherwise indicated (and except for "by permission" and copyright items), material may be reprinted provided credit is given to **Soldiers** and the author. ■ All photographs by U.S. Army except as otherwise credited.
■ Military distribution: From the U.S. Army Distribution Operations Facility, 1655 Woodson Road, St. Louis, MO 63114-6181, in accordance with Initial Distribution Number (IDN) 050007 subscription requirements submitted by commanders. ■ The Secretary of the Army has determined that the publication of this periodical is necessary in the transaction of the public business as required by law of the department. ■ Use of funds for printing this publication was approved by the Secretary of the Army on Sept. 2, 1966, in accordance with the provisions of Army Regulation 25-30. Library of Congress call number: U1.A827. ■ Periodicals postage paid at Fort Belvoir, VA, and additional mailing offices. ■ Individual domestic subscriptions are available at $28 per year through the Superintendent of Documents, P.O. Box 371954, Pittsburgh, PA 15250-7954. For credit card orders call (202) 512-1800 or FAX (202) 512-2250. ■ To change addresses for individual subscriptions, send your mailing label with changes to: Superintendent of Documents, Mail Stop SSOM, Washington, DC 20402. ■ POSTMASTER: Send address changes to the Fort Belvoir address above.

www.dtic.mil/soldiers

Figure K–1. Sample masthead

Appendix L
Management Control Evaluation Checklist

L–1. Function
The function covered by this checklist is the Army Public Affairs Program.

L–2. Purpose
The purpose of this checklist is to assist PAOs and their staffs in evaluating the key management controls outlined below. It is not intended to cover all controls.

L–3. Instruction

Answers must be based on the actual testing of key management controls (for example, document analysis, direct observation, sampling, simulation, or other). Answers that indicate deficiencies must be explained and corrective action indicated in supporting documentation. These key management controls must be formally evaluated prior to each milestone decision review. Certification that this evaluation has been conducted must be accomplished on DA Form 11–2 (Management Control Evaluation Certification).

L–4. Test questions

a. Have commanders developed PA guidance, strategies, plans, and operations?

b. Is the PAO assigned to the commander's personal or special staff and has direct access to the commander?

c. Are PA offices, units, sections, and functions managed and supervised only by qualified PA personnel?

d. Is all information intended for release through PA to internal and external audiences accurate and devoid of propaganda?

e. If not supported by a designated PAO, has an UPAR been appointed?

f. Is there a training program in place for UPARs?

g. Is there a PA training program in place for leaders and Soldiers (non-PAO personnel)?

h. Has appropriate action been taken to correct any known erroneous information about the Army that appears in public media?

i. Is the PAO designated as the command Web content manager for review and release of official information intended for public and command Web sites?

j. Does the PAO conduct reviews of publically accessible Web sites on a quarterly basis to ensure each site is in compliance with the policies of AR 25–1 and that the content remains relevant and appropriate?

L–5. Supersession

This checklist is the initial management control checklist for the Army Public Affairs Program.

L–6. Comments

Help make this a better test for evaluating management controls. Submit comments to the Chief, Public Affairs, ATTN: SAPA–ZA, 1500 Army Pentagon, Washington, DC 20310–1500.

Glossary

Section I
Abbreviations

AA
active Army

ACOM
Army command

AF
Army Funded

AFARS
Army Federal Acquisition Regulation Supplement

AFD
Armed Forces Day

AFIS
American Forces Information Service

AFRTS
American Forces Radio and Television Service

AFW
Armed Forces Week

AMC
Army Materiel Command

AOC
Army Operations Center

AR
Army regulation

ARNG
Army National Guard

ARNGUS
Army National Guard of the United States

ARSOF
Army special operations forces

ARSTAF
Army staff

ASCC
Army service component command

ATTN
attention

blog
Web log

CE
civilian enterprise

CEAT
community emergency action team

CFC
Combined Federal Campaign

CFR
Code of Federal Regulation

CIO/G–6
Chief Information Officer/ G–6

CONUS
continental United States

CONUSA
the numbered armies in the continental United States

CPA
Chief, Public Affairs

CSA
Chief of Staff, Army

DA
Department of the Army

DAVIS
Defense Automated Visual Information System

DDO
Deputy Director of Operations

DFAS
Defense Finance and Accounting Service

DOD
Department of Defense

DODD
Department of Defense directive

DODI
Department of Defense instruction

DOE
Department of Energy

DOIM
Director of Information Management

DORS
Defense Outplacement Referral System

DRU
direct reporting unit

EIS
environmental impact statement

FAA
Federal Aviation Administration

FAR
Federal Acquisition Regulation

FEMA
Federal Emergency Management Agency

FOIA
Freedom of Information Act

FORSCOM
U.S. Army Forces Command

HNS
U.S. Army and Air Force Hometown News Service

HQDA
Headquarters, Department of the Army

IG
inspector general

INSCOM
U.S. Army Intelligence and Security Command

JCOC
Joint Civilian Orientation Conference

JIB
Joint Information Bureau

MDW
U.S. Army Military District of Washington

MIA
missing in action

MOH
Medal of Honor

MWR
morale, welfare, and recreation

NAF
nonappropriated fund

NBC
nuclear, biological, and chemical

NCO
noncommissioned officer

NGB
National Guard Bureau

NGB PA
National Guard Bureau Public Affairs

NMCC
National Military Command Center

OASD (PA)
Office of the Assistant Secretary of Defense (Public Affairs)

OCLL
Office of the Chief of Legislative Liaison

OCONUS
outside the continental United States

OCPA
Office of the Chief Public Affairs

OCPA–LA
Office of the Chief Public Affairs–Los Angeles

OMA
operation and maintenance, Army

OPFOR
opposing forces

OPSEC
operations security

OSA
Office of the Secretary of the Army

OSC
on-scene commander

OSD
Office of the Secretary of Defense

PA
public affairs

PAD
production acquisition division

PAO
public affairs officer

POW
prisoner of war

PX
post exchange

RC
reserve component

ROTC
Reserve Officers' Training Corps

SECARMY
Secretary of the Army

SJA
staff judge advocate

S&S
Stars and Stripes

UC
unified command

USARC
U.S. Army Reserve Command

USASOC
U.S. Army Special Operations Command

USPA
United States Parachute Association

TRADOC
U.S. Army Training and Doctrine Command

UPAR
unit public affairs representative

U.S.
United States

USAFB
U.S. Army Field Band

USAR
U.S. Army Reserve

USC
United States Code

USMA
U.S. Military Academy

VIP
very important person

Section II
Terms

Accreditation
A means of identifying correspondents with a legitimate need to gather news about military affairs and fostering a professional relationship between the military and the media. Accreditation does not provide correspondents with any special privileges. Access to military areas, receipt of information, and use of facilities remain the commander's prerogatives within the bounds of security and the provisions of this regulation.

Additional cost to the Government
Those costs which will normally be reimbursed to the Government by the civilian sponsor. These include transportation, meals, and lodging.

Aerial demonstration
The use or display of Army aircraft and personnel in any aerial event including the following:

a. Parachute team demonstration. A demonstration of free-fall and precision landing techniques by the U.S. Army Parachute Team (Golden Knights), other military or sports parachute team, or individual parachutist officially representing the Army. Recreational sport parachuting and competition parachuting is governed by AR 215–1.

b. Flyover. A straight and level flight by not more than four military aircraft from a single Service over a predetermined point on the ground at a specific time and not involving aerobatics or demonstrations.

c. Aerial review. A flyover of multiple types of aircraft or aircraft representing more than one military Service with elements in trail formation and not involving precision maneuvers or demonstrations.

d. Static aircraft display. A ground display of aircraft and its related equipment not involving taxing or starting of engines during the period when spectators are in the display area.

e. Other aerial activities. All other aerial demonstrations not listed in paragraphs a through d, above, designed to portray performance techniques by a single or group of aircraft and personnel. Such demonstrations include—

(1) Air-to-air refueling.
(2) Helicopter flight techniques.
(3) Low Altitude Parachute Extraction System.
(4) Maximum performance demonstrations.
(5) Performance record demonstrations.
(6) Mass parachute jumps.
(7) Air delivery of equipment.
(8) Assault aircraft demonstrations.
(9) Tactical helicopter troop landings under simulated tactical conditions.
(10) Air rescue demonstrations.
(11) Rappelling demonstrations

Aerial event
Any occasion that involves an Army aerial demonstration as either a primary or incidental attraction to the event. Such events include air shows, festivals, official Federal Government functions, official military functions, or civic functions held on a military installation or elsewhere.

Appropriate public affairs support
That public affairs support the responsible PAO and his or her commander decide is suitable to meet a PA requirement of a unit within the installation's PA area of responsibility but not in the installation's direct chain of command.

Army public affairs
Dissemination of accurate information about Army matters of general interest or concern to the public not inconsistent with security and interactive communication with Army publics to enhance mutual understanding and respect.

Army share of costs
The Army share of costs includes those continuing costs to the Government which would exist if the Army did not participate in the event. These include pay and allowances; small incidental expenses to an installation (for example, local transportation, telephone calls, and so forth); and other minor expenses deemed proper. Military aircraft used to transport personnel and/or equipment may also be considered an Army share of costs of an event of mutual benefit.

Army speaker
Any civilian or military member of the Army at any level and of any rank who speaks in public as a representative of the Army on a military subject within the member's official knowledge.

Army support
Any use of Army personnel, military or civilian, either as individuals or as units, or any commitment of Army facilities or material, to include aircraft, exhibits, and equipment, in support of community relations programs.

Background
Remarks that may be reported only if attributed to a nonspecific source; for example, Army official. A background discussion or briefing may be held to give news media representatives a better understanding of a situation. This form of attribution must be agreed on in advance. Cameras cannot be used in background sessions. Records of background media briefings are not protected from disclosure under the FOIA.

Business and industry organizations and associations
Private groups whose goals are to promote cooperation between DOD and industries with which it does or has potential business.

Civilian printer
As applies in this regulation, the organization that prints publications.

Clearance of information
Approval by the reviewing authority to publish or release submitted material.

Community relations
The interrelationship between military and civilian communities at home and abroad and at all levels of command.

Community relations area of operations
The geographic area assigned to a commander for the development and maintenance of installations, control of movement, conduct of tactical operations involving military personnel under the commander's control, and official interactions representing the DOD with civic, business, and governmental organizations. The area of responsibility of a military band is the area of responsibility of the immediate command to which the band is assigned. This is true for CONUS-based bands that support a localized installation-oriented community relations program. The touring bands of the military Services (The Army Field Band, The Navy Band, The U.S. Marine Band, and The Air Force Band) are assigned a national concert tour mission in addition to a local community relations support mission. OCONUS-based bands, in addition to supporting a localized community relations program, also must respond to community relations requirements tasked by commanders of the combatant commands assigned responsibility for the specific overseas operational theater to which the band is assigned.

Community relations program
Any action planned and carried out by any Army component, unit, or person to achieve and maintain good relations with all of the various publics with which that component interacts. Community relations programs may be conducted on or off Army installations.

Events
Events are classified into five categories as follows:

a. International. One in which the audience and/or participation is drawn from the United States and at least one other nation and is of international interest.

b. National. One in which the audience and/or participation is drawn from the United States as a whole and is of national interest.

c. Regional. One in which the audience and/or participation is drawn from two or more states of the United States and is of regional interest.

d. State. One in which the audience and/or participation is drawn from that state as a whole and is of statewide interest.

e. Local. One which centers on and is of primary interest to a single community. (The extent of anticipated or actual news media interest and coverage is one criteria to determine the level of approval authority for Army participation in a public event. For the purpose of this regulation, local and regional events aired nationally on television or radio are considered national events.)

Incidental support
Support provided by DOD military and civilian personnel, individually or collectively, or DOD resources, facilities, or materiel for community relations activities that has a minimal impact on the planning, scheduling, functioning, or audience draw of a public event. Examples of incidental support include providing a Joint Service Color Guard as a ceremonial opening to a conference or annual awards banquet or providing three DOD speakers at a business association featuring a majority of non-DOD speakers. In effect, incidental support adds minimal improvement to the perceived quality, audience draw, or other aspect of the event or activity. Support is incidental if the question, "Will the event proceed undeterred without DOD assets?" can be answered in the affirmative.

Joint Information Bureau
A facility established at the scene of a nuclear weapon accident or significant incident to coordinate all PA activities. The CONUS JIB will include representation from DOD, the DOE, the FEMA, and other Federal agencies, as well as State and local governments. (OCONUS and FEMA would be replaced by the Department of State.)

Local area of public affairs responsibility
That area in which installation PAOs and media representatives maintain routine contact concerning installation activities. Routine contact is defined as a minimum of once each month in the context of work performed.

Local interest material
Material the local commander decides is newsworthy only in the geographical area of origin or to a specific audience. Such material will not normally generate regional, national, or international interest.

Local national
A host nation employee of the U.S. Government.

Local travel
Travel considered local both in distance from the military headquarters or installation and in the scope of interest in the PA program involved.

Military carriers
Any form or type of transportation (whether by land, sea, or air) provided by a military department.

Military garrison
The key location of a military installation where the command and control is coordinated, typically where the headquarters element is located.

Military installation
Property owned or leased by Federal or State Governments for military purposes. This includes posts, camps, stations, training and testing areas, ARNG armories, and USAR centers. Multiple individual locales in the same vicinity can compose one installation.

Military transportation
Any form or type of transportation provided by a military department.

Military-related organizations and associations
Groups whose goals are to advance the security of the United States. These are normally private, nonprofit, educational, and patriotic groups. Members may be civilian; active, reserve, or retired military; and corporations. Most of these organizations conduct social activities and are capable of providing legal aid.

Musical units
Includes bands, glee clubs, choirs, or any combination of instrumental and choral groups regularly constituted and activated under an approved table of organization and equipment or table of distribution and allowances.

National Capital Area
The District of Columbia and those portions of Maryland and Virginia immediately adjacent to the District of Columbia which lie within the confines of the National Capital Beltway.

New content
New Web sites, new Web pages and documents posted to Web sites, and major updates of Web sites.

News media representatives
Representatives of newspapers, radio, television, magazines, wire services, or other news gathering organizations, and free-lance journalists or authors.

Nuclear weapon accident
An unexpected event involving nuclear weapons or nuclear components that results in any of the following:
a. Nonnuclear detonation or burning of a nuclear weapon.
b. Radioactive contamination.
c. Seizure, theft, or loss of a nuclear weapon or nuclear component, including jettisoning.
d. Public hazard, actual or implied.

Official civil ceremonies
Public events sponsored and conducted by Federal, state, county, and municipal governments. In oversea areas, these include corresponding activities of the host nation. The following are considered official civil ceremonies: inaugurals, dedications of public buildings and projects, ceremonies for officially invited governmental visitors and convening of legislative bodies. Not considered official civil ceremonies even though sponsored or attended by civic or governmental dignitaries are community or civic celebrations such as banquets, dinners, receptions, carnivals, festivals, openings of sports seasons, and anniversaries.

Official statement
Statement on Army matters by an Army representative acting in an official capacity.

Open house
An event at which an installation or unit invites the general public to view ceremonies, demonstrations, and equipment; receive briefings and tours; or observe operations and training. Such events inform the public of the responsibilities, capabilities, and mission of the Army.

Orientation flights
Continuous flights in Army aircraft performed within the local flying area.

Privacy Act of 1974
The public law, amending Title 5 USC 552 and adding Section 552 a. The intent of this law is to safeguard individual privacy from misuse of personal information in Federal records. The DODD 5400.11 and AR 340–21 implement the law.

Public affairs
Matters of general interest or concern to the public—especially those dealing with social or political issues. See also Army public affairs.

Public events
a. The following are considered public events: open houses, ceremonies, concerts, and similar events conducted on military installations to which the public is invited. Events outside the boundaries of military installations intended for nonmilitary audiences. These include all ceremonies, demonstrations, exhibitions, expositions, athletic contests, fairs, trade or air shows, conventions, meetings, symposia, or similar programs.

b. The following are not considered public events: tactical exercises, movements, maneuvers, or operations conducted on or off post.

Publisher
As applies in this regulation, the person responsible for the editorial content of the publication.

Radiological accident
A loss of control over radiation or of radioactive material not involving nuclear weapons that presents a hazard to life, health, or property.

Release of information
Dissemination of information to the public, either on Army initiative or in response to an external request. Includes written news releases, still photographs, motion picture films, question and answer interviews, speeches, audio or video tape recordings, articles for publication in printed media or for broadcast by radio or television, and oral responses to queries.

Safeguarded information
Defense information requiring protection under AR 380–5, or information protected or controlled under AR 20–1, or information controlled under DODD 5230.24 and DODD 5230.25.

Scientific and technical material
Material that has limited interest within a specialized field or to a specific audience because of its subject matter and/or the technical or scientific language in which the material is presented.

Selective benefit
Army support to any person; group or corporation, whether profit or nonprofit; religion, sect, religious or sectarian group, or quasi-religious or ideological movement; fraternal organization; political organization; or commercial venture that the Army would not provide if available under similar conditions to other such entities upon request.

Speaking engagement
Any prearranged affair, including official Federal Government, military, and civic functions, or public events where a military or civilian member of any DA component speaks on an Army subject within that member's official knowledge. Impromptu remarks delivered incidentally as part of the person's attendance at an event do not constitute a speaking engagement within the meaning of this regulation.

Special bands
Military bands with the mission of providing music for proper military ceremonies, recreational activities, and civilian functions as authorized and directed by HQDA. The three special bands are operationally controlled as follows:

a. The United States Army Band (Pershing's Own) is operationally controlled by the Commanding General, U.S. Army Military District of Washington. All scheduling and programming is MDW's responsibility.

b. The USAFB is the Army's official touring band and is operationally controlled by the CPA, OSA. It is assigned to Headquarters, U.S. Army Garrison, Fort Meade, Maryland, for command, control, and administration. The USAFB is charged with conducting major concert tours annually.

c. The USMA Band is assigned to, and operationally controlled by, the Superintendent, U.S. Military Academy, West Point, New York.

Spokesperson
Commander or someone designated by the commander to speak for him or her. Official spokespersons must be government officials, either military personnel or DOD/Army civilians.

Travel for community relations purposes
Invitational or other authorized PA travel or transportation to support an approved community relations program, tour, or conference for which the DOD is either a sponsor or a participant.

Unit public affairs representative
Command-designated Soldiers, typically an officer from the command staff, who coordinates and functions as a liaison between the unit, the unit commander, and the designated supporting PAO. The UPARs serve closely with battalion commanders as lower-level subject matter experts on PA plans and policies on embedding the media, engaging the local media, and conducting media opportunities at the battalion level.

Veterans organizations and associations
Groups that are normally private, nonprofit, patriotic, and social in nature. Membership may be composed of veterans of one or more Service. Members can be active duty, reserve, or retired. Their goals promote religious, educational, and recreational activities among the members to develop better understanding and mutual respect. Some groups are made up of persons who are or have been members of a particular military organization. Normally, such groups advance military virtues and traditions.

Very important person
An individual (civilian official, ranking member of a military Service, or foreign government head) whose position is of such importance that his or her travels are of special interest to the news media.

Section III
Special Abbreviations and Terms
This section contains no entries.