

Army Regulation 360-1

Army Public Affairs

The Army Public Affairs Program

**Headquarters
Department of the Army
Washington, DC
15 September 2000**

UNCLASSIFIED

SUMMARY of CHANGE

AR 360-1

The Army Public Affairs Program

This new regulation--

- o Consolidates Army Regulations 360-5, 360-61, and 360-81.
- o Prescribes DD Form 2535 (Request for Military Aerial Support) and DD Form 2536 (Request for Armed Forces Participation in Public Events (Non-Aviation)).

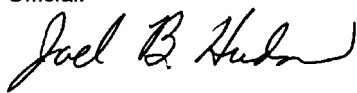
Army Public Affairs

The Army Public Affairs Program

By Order of the Secretary of the Army:

ERIC K. SHINSEKI
General, United States Army
Chief of Staff

Official:



JOEL B. HUDSON
Administrative Assistant to the
Secretary of the Army

History. This new regulation consolidates and incorporates information from Army Regulations 360-5, 360-61, and 360-81.

Summary. This new regulation is a consolidation of several regulations that provide 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 United States Army.

Applicability. This regulation applies to all members of the Active Army, the Army National Guard of the United States, and the Army Reserve, and 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 publication is the Chief of Public Affairs. The Chief of Public Affairs has the authority to approve exceptions to this publication that are consistent with controlling law and regulation. The Chief of Public Affairs may delegate approval authority, in writing, to a division chief within the proponent agency in the grade of colonel or the civilian equivalent.

Army management control process.

Army Management Control Process. This regulation is subject to the requirements of AR 11-2. It contains internal control provisions but does not contain checklists for internal control reviews.

Supplementation. This regulation may be supplemented. If supplements are issued HQDA agencies and major Army commands will furnish one copy each to

HQDA, Office of the Chief of Public Affairs, Washington, DC 20310-1500. Other commands issuing supplements will furnish one copy of each to the next higher headquarters. The establishment of forms other than DA forms is prohibited without prior approval from the Office of the Chief of Public Affairs.

Suggested Improvements.

Suggested Improvements. Users are invited to send comments and suggested improvements on DA Form 2028 (Recommended Changes to Publications and Blank Forms) directly to the Office of the Chief of Public Affairs, ATTN: 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 Active Army, Army National Guard of the United States, and U.S. Army Reserve.

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*This regulation supersedes AR 360-5, 31 May 1989; AR 360-61, 15 January 1987; and AR 360-81, 20 October 1989. Also rescinds DA Form 510-R, September 1989, and DA Form 5839, September 1989.

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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

Public affairs is a command responsibility. Due to the sensitivity and time criticality of incidents and issues with PA implications, PA officers (PAOs) require direct access to the commander. To ensure this, PAOs serve either on the commander's personal staff or at the principal staff level of a command, agency, or activity. Refer to FM 101–5 for guidance on the PAOs' duties, their staff roles, and their relationship to other staff officers. Qualified PA personnel designated by the Chief of 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 to accomplish PA missions.

1–6. Public affairs mission, functional areas, and core processes

Public affairs 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 operations in peacetime, conflict, and war. Every member of the Army team contributes to effective PA. The soldier is the most effective communicator of the Army story. The primary PA functional areas are command information, public information, and community relations. Public affairs principles and core processes are detailed in FM 46–1. Appendix H of this regulation addresses the Department of Defense (DOD) principles of information.

1–7. Direct communications

The Office of the Chief of Public Affairs (OCPA) is authorized to communicate directly with other HQDA agencies, Army commands and installations, and subordinate Army elements. Commands and installations are authorized to communicate directly with the OCPA when circumstances require. 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 of Public Affairs

The OCPA is organized into a Department of the Army (DA) headquarters element at the Pentagon and six field operation agencies.

a. The Army element of the Army & Air Force Hometown News Service, Kelly Air Force Base, TX, is responsible for the Army Hometown News program.

b. The Los Angeles Branch, OCPA, is the principal PA liaison between the Army and the entertainment, television, and motion picture industries.

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

d. The Army Public Affairs Center is the proponent for all PA doctrine, training, leader development, organization, materiel, and soldier/civilian support (DTLOMS) issues.

e. The Army Broadcasting Service provides broadcast services to deployed soldiers worldwide.

f. The U.S. Army Field Band conducts national and international concert tours in support of Army PA objectives.

Chapter 2 Responsibilities

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

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

b. OCPA staff officers will ensure that all necessary staff coordination and clearance is completed prior to releasing information outside the DA.

2-2. Office of the Chief of Public Affairs, Office of the Secretary of the Army Chief of Public Affairs

a. The OCPA, Office of the Secretary of the Army Chief of Public Affairs (SAPA) is established under the authority of section 3014, title 10, United States Code (10 USC 3014). The Secretary of the Army has assigned OCPA the responsibility to conduct PA operations.

b. The OCPA assesses, plans, conducts, and evaluates PA policies and programs for the Active Army and Reserve Components. The CPA is responsible to the Secretary of the Army and responsive to the Chief of Staff, Army.

c. The CPA will—

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

(2) 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).

(3) Manage the OSA and ARSTAF PA program.

(4) Oversee the implementation of public law that authorizes Army Special Bands to produce recordings for commercial sale.

(5) Serve as the proponent for all PA issues across doctrine, training, leader development, organization, materiel, soldier/civilian support (DTLOMS).

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

(7) Approve DA level PA awards.

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

(9) Coordinate with the Director of Information Systems for Command, Control, Communications and Computers (DISC4) visual information activity policy and authorizations, including management procedures for continental United States (CONUS) radio and television broadcast facilities (see AR 25-1), and Internet policies.

(10) Process PA policy exception requests.

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

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

(13) Produce timely news, information, and limited entertainment programming and distributing through Soldiers Radio and Television and *Soldiers* magazine.

2-3. Commanders

a. All Commanders will—

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

(2) Designate spokespersons to release information pertaining to their command.

(3) Coordinate operational matters related to all Army Special Operations Forces (ARSOF) with the U.S. Army Special Operations Command (USASOC).

(4) Resource and maintain a PA capability to operate on the Internet and to monitor the global information environment.

b. Major Army Command (MACOM) Commanders. For the purpose of this regulation the National Guard Bureau and the U.S. Army Reserve Command (USARC) are considered MACOMs.

(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 National Guard Bureau (NGB), PA Office (NGB-PA). The NGB and State adjutants general must keep MACOMs, the numbered armies in the continental United States (CONUSAs), 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) Training and Doctrine Command. Training and Doctrine Command (TRADOC) will establish publishing authority for Reserve Officers' Training Corps (ROTC) publications.

(4) Intelligence and Security Command. The Intelligence and Security Command (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 Reserve component unit publications.

(6) All MACOM commanders—

(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 in accordance with 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. Installation commanders. All installation commanders will—

(1) Develop Inter-Service Support Agreements or Memoranda of Understanding that provide appropriate PA support to tenant units and activities, Army Recruiters, ARNG and Army Reserve units, and ROTC units.

(2) Ensure 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.

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

d. Local commanders. All local commanders will—

(1) Give adequate publicity throughout the year to the global missions of the Army and the main topics of the Army Focus Book published by the Chief of Staff, Army.

(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 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 OCPA not later than 45 days prior to the event.

(4) Forward requests for support from foreign countries through the proper United States Defense Attaché Office (USDAO) 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, 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, MACOM level and below

Public affairs officers, MACOM level and below will—

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

b. Assist in the formulation and release of command messages.

c. Develop PA programs.

d. Serve as a liaison between the commander and the next higher headquarters PAO.

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 (CATV) 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. Public affairs officers should seek help from other staff agencies such as the Director of Information Management (DOIM) and resource management offices.

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

- i.* 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.
- j.* Assist in the coordination of on-post distribution of non-DOD commercial publications as defined in AR 210-7 and paragraph 3-8a of this regulation.
- k.* Develop materials and products to meet the command's special PA needs. This applies to commands subordinate to HQDA.

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 standards of conduct in 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. See AR 600-20.

d. Army resources will only be used 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.

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 are met.

(3) Other statutes or regulations do not restrict Army participation. See DOD 5500.7-R for additional guidance on fundraising and membership drives.

f. Public affairs officers 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.

g. Commanders may use commercial products if all fees are paid and all rights to use the product are obtained. Commanders should consult with their PAO, their local Staff Judge Advocate (SJA), and their printing control officer when appropriate.

h. Forward policy exception requests through channels to OCPA 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. Army commands or organizations who 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) Public affairs activities will not support any event involving (or appearing to involve) the promotion, endorsement, or sponsorship of any individual, civilian enterprise, 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) Public affairs support may be provided to nonpartisan events sponsored by the Federal Government or local or State 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) Public affairs support may be provided to events sponsored by organizations with a narrow membership base or interest (for example, civilian enterprises, 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 civilian enterprises (CEs), routinely donate excess revenues to local charities. Consider such benefits to the local community during the evaluation process.

(3) 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.

(4) 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. 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.

h. 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 during public events conducted off military installations.

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

i. 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.

j. 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.

k. 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 civilian enterprises 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.

l. 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.

m. Support to Armed Forces Day/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.

n. 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.

o. Response to public interest. Make maximum effort 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.

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

q. Energy and environmental considerations. Energy conservation and environmental impact issues will be a prime consideration in planning and conducting community relations activities. The Army energy policy is in AR 11-27.

r. Support of political activities. Community relations activities cannot be associated with vote soliciting in any political election. See paragraph 3-4.

s. 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.

t. Endorsement of and participation in membership drives or fundraising activities. See DOD 5500.7-R for additional guidance.

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

(d) Fundraising activities of organizations composed primarily of Army employees or their family members if the fundraising 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 Army command or organization.

(2) The head of an Army command 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 fundraising event sponsored by a non-Federal entity. Such support will be provided only when the head of the Army command or organization considers criteria identified in paragraph 3-2*b* above.

u. 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.

v. Support requests from other Federal agencies. Support such as a 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 OCPA.

3–3. DOD coordinated activities

The Assistant Secretary of Defense (Public Affairs) 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 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's annually issued PA guidance on election year activities amplifies this regulation. Consult the Office of the Chief of Legislative Liaison (OCLL) for special instructions and advice if there is any doubt on how to handle a specific activity, visit, or event. 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 DOD Directive 1344.10.

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

b. Consider inquiries from political campaign workers as queries from the general public, and respond accordingly. Provide only information/material that is available to the general public.

c. Members of Congress (whether or not candidates for re-election to national office) may visit military installations to receive briefings, tours, and/or informational materials if the member is currently a Government official whose related duties require such a visit. Visitors must be reminded that they may not use the visit as a campaign vehicle.

d. Department of Defense 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, especially information on absentee voting requirements of the various states and territories.

e. Armed Forces Radio and Television Service (AFRTS) will broadcast a free flow of balanced, non-funded, informative political campaign coverage provided by U.S. commercial and public networks. AFRTS outlets should extensively use such programming to include political analysis, commentary, and PA programs in addition to hard news. AFRTS outlets should exercise great care to maintain well-balanced political news coverage without local comment, criticism, analysis, or political interpretation.

f. Prohibitions.

(1) Public affairs programs and publications will not carry campaign news, partisan discussions, cartoons, editorials, or commentaries dealing with political campaigns, candidates, or issues in accordance with DODI 5120.4.

(2) Civilian enterprise newspapers or Web sites may not carry paid political advertisements or advertisements that advocate a particular position on a political issue.

(3) No PA program, DOD newspaper, or CE endeavor may conduct a poll, survey, or straw vote relating to a political campaign or partisan political issue.

(4) Military installations will not be used—

(*a*) By any incumbents or new office seeking candidates, their staff members, or their campaign representatives for political assemblies or meetings, media events (including speeches), fundraising social events or causes regardless of sponsorship, press conferences, and/or any other activity that could be construed as politically oriented.

(*b*) For polling or voting sites.

(*c*) As postelection acceptance speech or activity sites.

(5) 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.

(6) Requests to tape or film political campaign commercials in front of military equipment on Government-owned or -leased military property will be denied.

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. The commander publishes PA publications. Commanders may establish Army PA publications when the following three criteria are met:

(1) A valid mission requirement exists.

(2) The commander and MACOM (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 MACOM 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 appendix E.) Civilian enterprise 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 Army command 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 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 for Army funded and CE publications is not authorized. See AR 215-1 for guidance on expending nonappropriated funds.
 - 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 Army command approval is required for CE publications in languages other than English.
 - i. Commercial information products may be used if all fees are paid and copyright conditions are met.
 - j. Publicizing fundraising activities, goals, quotas, or tallies is only authorized for CFC, AER, and as provided in paragraph 13-10.
 - k. Publicizing games of chance has specific constraints that are provided in paragraph 13-4f.
 - l. Civilian enterprise 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 unavailable, these publications may be procured through the installation printing facility according to the printing guidelines in AR 25-30. Army funded 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/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. Consult the local SJA and installation provost marshal 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) Mail all Army PA publications in envelopes only. Use First-Class mail for required mailing. Public affairs officers 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) HQDA (SAPA-ISD), Room 2E625, 1500 Army Pentagon, Washington, DC 20310-1500; (2 copies).
 - (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 20755-5600; (1 copy).

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

(e) Army Family Liaison Office, ATTN: Editor, Room 2D665, Asst. Chief of Staff Installation Management, 600 Army Pentagon, Washington, DC 20310-0600; (1 copy).

(2) Commanders will also mail copies as required by their respective MACOM, 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) Army Reserve newspapers will follow mandatory distribution as prescribed by U.S. Army Forces Command and USARC. Reserve Officers' Training Corps and Cadet Command newspapers will follow mandatory distribution as prescribed by TRADOC. Army National Guard newspapers will follow mandatory distribution as prescribed by the NGB.

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

(6) Public affairs publications may also be placed in racks or stands which allow readers to readily recognize the publication. Place racks or stands 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) Civilian enterprise publications authorized by this regulation are the only Army PA publications allowed to contain paid advertisements on a regular basis. Moral, 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/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 MACOM 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 MACOM/ 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 MACOM PAO, the hosting command PAO, and the OCPA.

d. The exercise or training PA evaluator or the MACOM publication program manager will evaluate special purpose publications at least once during the publication period. Copies will be included in the exercise/training after action report and provided to the MACOM 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 DOIM.

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 (DCSIM)/(MACOM visual information manager) at the MACOM 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, TV 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 exchange (PX), commissary, clubs, Army Community Service (ACS), 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 non-public 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 non-public forum status.

Chapter 4

Public Affairs Resourcing

4–1. Public affairs funding authority

Defense Finance and Accounting Service (DFAS) 37–100–FYXX provides fiscal authority on funding of PA activities. 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

Public affairs 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/W, and those activities listed in paragraph 8–1.

b. Except as authorized by this regulation—

(1) Using 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 regardless of supporting PA activities are not reimbursable. Such costs may include, but are not necessarily limited to, travel and transportation in the local area, regular 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 Secretary of the Army, 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 Army command or element, when approved by 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 pay for 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/W, 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/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 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 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 (JTR).
- (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. Public affairs funds will not be spent for hosting and representational purposes, for example, luncheons, dinners, buffets, cocktail parties, or for theater tickets, gifts, and similar items that would constitute *entertainment* events. Official hosting and representational expenses may only be charged to the Secretary of the Army'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. Operations and Maintenance-Army (OMA) funds may be used to defray incidental costs associated with un-programmed community relations activities when the event sponsor agrees to pay the Government for such expenses.

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 is 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 United States Army Field Band 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 regulation 37-1. Reimbursement procedures for support to non-Government programs are also in DFAS-IN regulation 37-1.

4-6. Advertising for environmental hearing notices

Environmental hearing notices are normally part of contracts let by the post engineer to meet Environmental Protection Agency (EPA) requirements and should not be PA funded.

4-7. Contracted services

Public affairs officers may contract with commercial firms for services and products. These contracts will be let in accordance with applicable regulations.

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 guarantees first publication and distribution of locally produced editorial content in the

publication. The publication becomes the property of the command, installation, or intended reader upon delivery in accordance with 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), however commanders have the option to use FAR procedures in the contracting process.

c. Gratuities. Army military and civilian personnel and members of their families are prohibited from soliciting or accepting any gratuity from a current or prospective CE contractor. (See DOD 5500.7-R.)

d. Employment and conflicts of interest.

(1) To avoid the appearance of 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 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 their ethics counselors whenever a situation involving a potential conflict of interest arises.

e. 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. Coordinate with the command's contracting officer for contract requirements and content.

4-9. Contracting for Army funded publications

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

b. Printing an Army funded 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. Army funded publications will not carry commercial advertising. As a service, the Army funded newspaper may carry non-paid 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 Army funded publications.

4-10. 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 Army funded 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) Public affairs officers may use appropriated funds to mail copies of AF or CE publications when they are mailed for official reasons (for example, public information, 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

Department of Defense 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. See DODD 5230.9 for additional guidance.

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 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, operations security (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 (NCAs) and NCA 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 valued over \$3 million will be made in accordance with the applicable provisions of the FAR, the Defense Federal Acquisition Regulation Supplement (DFARS) 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 K.)
- (18) Casualty information on key U.S. Government personnel or equivalent foreign government personnel.
- (19) Information on activation, inactivation, or reorganization of Active Army brigade or larger units.
- (20) Information on DOD counterterrorist activities as defined by DOD policy.

b. Within 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. Army Staff 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) 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 OCLL.

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

c. Commands below HQDA 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 *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 OCPA, through command channels as soon as possible, when national news media requests are received or situations concerning their commands exist that have the potential for national exposure. Local commanders have maximum flexibility in releasing information. However, local commander should alert 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 (FBI), or the Department of Interior (DOI), 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 accord 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 should 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. Public affairs officers 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, 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.

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 it meets OPSEC requirements.

(5) Public affairs officers will assess and evaluate all audiences to develop a sound PA program.

(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, Reserve Component 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 MACOMs and activities involved in the proposal, based on DOD guidance. If no problems are perceived, OCPA will authorize MACOMs 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. Major commands or activities may know or receive an inquiry about a particular local or congressional issue that HQDA should be aware of. MACOMs and activities will then advise HQDA of these situations through the local PAO to OCPA.

5-8. Visual information support

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

a. Limit recording and reproducing to the minimum required to satisfy official needs.

b. Restrict photographic and video coverage of VIP visits to minimum essential requirements.

c. Using PA resources to produce documentation or keepsakes is inappropriate.

d. Public affairs 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 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. 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. Forward requests, with recommendations, through PA channels to 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 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) and commanders in chief (CINCs) will establish criteria for the accreditation of 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 officers will issue credentials to identify staff reporters and photographers who prepare material for

use in AF or CE publications. Public affairs officers will establish local forms and will exercise caution in issuing credentials to anyone outside the PA office.

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

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

(4) 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 their installations, to establish or renew contacts with 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 non-releasable. 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 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, prohibits DA from publicly releasing certain items of information about an individual. See appendix K for guidance on applying the Privacy Act to PA activities.

5-16. Release of information on disciplinary actions

See AR 25-55 for guidance.

5-17. Criminal investigation, DA 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 nuclear, biological, or chemical weapons or research or to military accidents occurring outside the United States, 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), 793(e), 795, and 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 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), 793(e), 795, and 797.

(3) Report through channels to 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/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 and injured, release the—
(1) Information to the soldier or 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 (a) through (f) above when guests of the United States.
(h) Chiefs of foreign military services below the rank cited in (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) U.S. Senators.
(b) U.S. 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, call the Army operations center and 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 OCPA. However, once the information is released, the OCPA should be immediately notified through channels.

(5) Accidents occurring outside the United States 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 Reserve or retired Army members or HQDA (DAPC-PED) for Active Army members.

5-21. Casualties

a. Avoid using the term *casualty* in news releases when referring to military personnel. Instead, personnel will be identified as follows:

- (1) Deceased. Indicate cause.
- (2) Very seriously wounded/injured or very seriously ill (VSI). Indicate cause.
- (3) Seriously wounded/injured or seriously ill (SI). Indicate cause.
- (4) Slightly wounded/injured or slightly ill. Indicate cause.
- (5) Missing.

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

News media representatives may attend those meetings of Armed Forces Disciplinary Control Boards (AFDCBs) 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. Public affairs officers will not initiate interviews with foreign military personnel attending Army schools or training under Army auspices in the United States. 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 (AAFHTNS) releases news only on U.S. personnel to U.S. media.

5-24. U.S. Army counterintelligence personnel or activities

Public release of information about U.S. Army counterintelligence personnel or activities must be authorized by INSCOM PAO.

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 Freedom of Information Act and the Privacy Act of 1974. Biographical data, other than that releasable under AR 340-21, 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. 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 may be provided.
- (2) Limit general information to identifying the type of injury or disease (for example, burn, fracture, gunshot wound, or pneumonia). Avoid any statement that may invite speculation.
- (3) A description of the patient's specific condition may be provided only with the informed consent of the patient. This consent should be in writing.
- (4) A current assessment of the patient's condition may be provided, but limit the statement to, "The patient's condition is stable (or good, fair, serious, or critical)." Do not give a prognosis 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 *a* above apply.

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

5-26. Missing in action

a. The names and addresses of the next-of-kin or photographs/video of a person missing in action (MIA) will not be

released. An MIA's name, grade, and date of birth; a statement indicating the MIA's status; and other proper information may be released. However, such information will be released only after the PA office receives verification that 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; 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. Public affairs officers 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 is 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 of 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. Use care 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. Use common sense, good taste, and awareness of safety and security concerns when authorizing media access to operational locations. Public affairs officers 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 is approved by the wounded or persons requested 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 the 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. Army installations are generally open to the public. Photographing historical buildings or areas of public interest for private use is permitted.

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

See AR 350-2, section VI, for guidance on policy for public displays and/or demonstrations of opposing forces (OPFOR) equipment and training. Releasing information about the OPFOR program is restricted.

5-36. Media coverage of equipment testing

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

5-37. Battle labs and advanced warfighting experiments

Major Army command level approval may be given for media coverage of the Army battle labs and Army warfighting experiments (AWEs) in coordination with 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 2-3, 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 (CA) 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 decision-making 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 command(s) concerned prior to the scheduled announcement date for actions discussed in *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.

5-39. Unit activations, inactivations, and reorganizations

a. Normally, the initial release of information on activations, inactivations, and reorganizations of Active Army units of brigade or larger size will be made at the national level. Activations, inactivations, or reorganizations of smaller

Active Army units may be announced by the MACOM concerned, except when such actions involve one or more of the criteria in paragraph 5–38 above. In such instances, initial public announcement will be made at HQDA, through OSD, for units smaller than brigade size, as well. Provisions of this subparagraph do not apply to announcements of such actions for Reserve component units. (See AR 5–10.)

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

- (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 Reserve component unit, information will be released as follows:

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

(2) Army National Guard units. The NGB will notify the unit concerned. When such notification is received, the State Adjutant General concerned may release information listed in *b*(1) through (3) about the local unit.

d. Commanders may approve release of information when release will not compromise operational security.

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 OSD. Initial release of information on major joint exercises will be made by OSD with later announcements by the joint commander.

5–41. Access to Military Entrance Processing Stations

See joint Service regulation AR 601–270, paragraph 3–11, 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. However in coordination with local authorities, PAOs may acknowledge the existence of an investigation and information that is a matter of public record.

5–46. Inspector general activities

Inspector General (IG) investigations contain sensitive information and advice. Unauthorized use or release of IG records can seriously compromise the IG's effectiveness as a trusted advisor to the commander and may breach IG confidentiality (see AR 20–1, para 3–5g).

5–47. Information related to disaster relief and civil disturbances

a. Responsibilities for PA activities in connection with domestic disaster relief operations are given in AR 500–60.

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

(2) Public affairs officers of ARNG and USAR units are encouraged to forward to OCPA news and news-feature material of their activities for possible dissemination at national level. ARNG PAOs will provide information copies to NGB Office of Public Affairs (NGB–PA).

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

b. OCPA is responsible for PA activities in connection with civil disturbances. Questions on public information

matters related to civil disturbances will be referred to OCPA by Active Army elements and/or Reserve component units on active Federal duty status. Army National Guard 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. General. 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. Policy. 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 Technology 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 OCPA to coordinate clearance within HQDA and with OSD.

d. 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 D.

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 publics 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 5230.9 and chapter 5 of this regulation for additional information and guidance on releasing information.

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

d. Maximize the use of electronic mail in the clearance process.

6–2. Requests for speakers

Refer organizations or groups wanting to extend a speaking invitation to the Army 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 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 chapter 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 JTRs.

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.*) AFD/AFW.

(*b.*) Memorial Day.

(*c.*) Independence Day.

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

(*e.*) Veterans Day.

(1) Other significant patriotic ceremonies.

(2) Where the audience and 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 DA 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, observe the following policies:

(1) Consider the person's personal preferences along with a careful evaluation of the event and its value to the Army. Give each of these factors 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, forward an updated biography and photograph to OCPA.

6-6. Clearance authorities

a. Headquarters, Department of the Army/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. Public affairs should be consulted if questions arise on the public release of information under the purview of this regulation.

b. The intent of this regulation is to authorize completing PA clearance review actions at installation or MACOM level to the maximum extent possible.

c. Unofficial materials 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 security is not compromised. Information that appears in open sources does not constitute declassification. The combination of several open source documents may result in a classified document.

d. Manuscripts or speeches by retired personnel or members of the Reserve components not on active duty are not subject to review and clearance.

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. Public affairs officers 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/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 in order 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 DOD 5500.7-R).

g. Except for fundraising events and membership drives, addressed separately in paragraph 3-2u, the head of an

Army command 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. Consult OCPA 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, or gender. 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 than 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. Specific and special-case writing 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. Service school students, faculty, and staff and *think tank*-type organization members may publish articles without the standard review and clearance process. This is in the interest of academic freedom and the advancement of national defense-related concepts and to stimulate debate on strategic Army issues. The following guidelines apply:

(1) They may express their views in such materials if those views do not disclose classified or operations security information and provided their work is submitted through appropriate channels for security clearance prior to release to any publisher. Unofficial writings are exempt from this requirement.

(2) The following disclaimer must be used: "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, Department of Defense, or the U.S. Government."

(3) Authors may disagree with current national policies as long as the policy is correctly stated. However, should military forces become operationally engaged supporting that policy, the author may not publish or distribute the material.

d. Any individual who uses a title or other identification connected with DOD in an unofficial writing or speech will include with such material the disclaimer at (2) above. 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 DOD 5500.7-R and any appropriate SJA guidance.

f. Notes, abstracts, or manuscript/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.

6-9. Speaking and manuscript clearance procedures

a. Public affairs officers 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 OSD clearance will be submitted to 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 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 in accordance with the procedures established by those commands.

Chapter 7

Use of Military Assets for Public Affairs

7-1. Musical, aerial, ceremonial, and troop units—general.

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 shall be used to maximize the number of public events that can be supported.

b. Requests for support that require DOD and/or DA approval will be forwarded through command channels to OCPA, or to HQDA (NGB-PAM) for ARNG units.

c. Requests for military support to public events 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. Ceremonies, demonstrations and other public activities to support military recruiting; ROTC training programs, including military balls conducted for cadets and their guests; and physical fitness programs.

f. Military-sponsored social and entertainment activities held on or off military installations. Such functions are authorized solely for the benefit of military personnel and their guests.

(1) These activities are internal functions rather than public events. They may include a charge levied to defray expenses for food, beverages, and other incidentals.

(2) Using bands and other ceremonial unit support at military-sponsored social functions held off military installations is authorized only if a suitable military facility is not available.

g. Sports events/games, when possible, to provide maximum support to recruiting programs. Activities other than those described below require the approval of OASD(PA). Forward requests, using DD Form 2536, through channels to 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 DA. In addition, the event must be strictly local or regional.

(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 halftime activities associated with rendering proper honors to the colors, including a patriotic musical program.

h. 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 sponsored by other than military or official Government personnel. 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 DOD directive/instruction, no Army band, band member, or Army performer may 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 is 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 973 and 3634; 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 Christmas 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 not exceed three 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 requires travel outside their normal PA area will coordinate through channels with OCPA in advance.

(2) All Army musical units in CONUS desiring to conduct concert tours must obtain prior approval from OCPA.

(3) All military service touring bands are assigned touring areas by OASD(PA). Tour areas are coordinated among the Services biannually (1 Jan-15 Jul and 16 Jul-31 Dec). Any tour by a band outside its assigned area requires the approval of OASD(PA) and the military department to which that area is assigned.

(4) Band tours outside continental United States (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.

(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 DOD events on a military installation.

(6) Background, dinner, or other social music programs may be authorized for events held away from a military installation when the performance is in support of an official DOD event. When official DOD events are held away from a military installation, the appropriate commander must certify that suitable facility criteria, such as having authorized occupancy limits to meet an expected attendance size or being able to meet protocol considerations involving distinguished guests, are not available on a military installation.

(7) 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, Section 3-211.

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

(9) United States-based Army musical units may perform OCONUS only with the prior approval of OASD(PA), the appropriate OCONUS Commander, and the host nation. Refer all requests for OCONUS musical support to 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 OASD(PA), as appropriate.

(b) The unified combatant command determines no in-theater assets are 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 (TOE) or table of distribution and allowances (TDA).

(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 flagbearers 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). Forward requests, using DD Form 2536, through channels to 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 (CMH) 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, chapter 7.

(6) Policy regarding public display of OPFOR material is in AR 350–2, chapter 5.

(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 (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. Forward requests for display space to 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 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 one 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, 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, soundtracks, movies, or other devices that produce sound. Keep the volume low at all times to avoid interference with nearby commercial establishments.

(g) A statement that a proper security review has been made under paragraph 5–1. If the exhibit has not been cleared, four copies of text, diagrams, sketches, and photographs, and one copy of films, slides, and soundtracks 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, MACOMs may approve such participation when it meets established safety 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 MACOMs. 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 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 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), 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 activities include flight team demonstrations. Parachute team demonstrations, flyovers, aerial reviews, static displays, and other aerial activities as described in DODI 5410.19. Aerial demonstration support may be provided to air shows sponsored by broadly based charities or non-profit groups whose activities focus on the community as a whole and are not held to promote the sale of defense articles. Aerial demonstration support may be provided to civilian air shows sponsored by for-profit organizations when—

a. Support is incidental to the overall event.

b. All excess revenues (revenues over and above those needed to reimburse for event expenses) are donated to local charities.

7–9. Criteria for Army aerial demonstrations

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

a. 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. Flyovers will not be executed at less than 500 feet above ground level.

b. Aerial demonstrations may be performed at civilian-sponsored air shows. Such air shows are generally sponsored by charities or other nonprofit organizations that frequently donate excess revenues (over and above those needed to reimburse for event expenses) to charitable organizations and could therefore be considered fund-raisers. Aerial demonstrations may also be performed at civilian air shows sponsored by commercial (profit-making) organizations if the event is open to the general public, no admission or entrance fees are charged, and the criteria of this chapter are met.

c. Army teams may not compete for prize monies. When competition for prize monies is involved in programs where Army aerial demonstrations are also scheduled, such monies must come from sources other than admission, seating, or parking charges. Examples of other sources are entry fees and sponsors.

d. 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—

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

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

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

e. 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.

f. When flight demonstrations involving several maneuvers or capabilities are scheduled at military or civilian air shows, the appropriate unit describing the maneuvers performed will provide a narrator or narration.

g. 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.

h. 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 and other pertinent regulations. The controller is responsible for—

(1) Coordinating between the sponsor and the Armed Forces participants.

(2) Insuring that flight and safety regulations of the military departments and the FAA are observed.

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

j. 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.

k. The 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 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.

l. Support to aerial demonstrations depends on the availability of resources.

m. Maximum advantage for Army recruiting will be taken at public events where aerial demonstrations are authorized. Coordination should be 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. Requesters must obtain OCPA approval for the following:

(1) Aerial demonstrations by the U.S. Army Parachute Team, (Golden Knights).

(2) Flyovers conducted in the civilian domain except those in *b* below.

(3) Aerial reviews. Using more than 4 aircraft or using aircraft from more than one Service constitutes an aerial review.

(4) Aerial demonstrations held outside the United States that are not within a unified command (UC) area of responsibility.

(5) Other aerial activities conducted in the civilian domain, including—

(a) Helicopter flight techniques.

(b) Maximum performance records.

(c) Performance record demonstrations.

(d) Mass parachute jumps.

(e) Air delivery of equipment.

(f) Assault aircraft demonstrations.

(g) Tactical helicopter troop landings.

(6) Requests must include information on the following:

(a) Character and significance of event.

(b) Recruiting benefits and involvement.

(c) Media involvement and/or type and/or coverage and/or commitment.

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

(e) Specific benefits that cannot be achieved by involving any other form of military participation. (Flyovers at memorial or funeral services (missing-man formation) in honor of rated and/or designated aviation personnel and

dignitaries of the Armed Forces or the Federal Government, as determined by the military Services, are not community relations activities.)

b. Major Army command or State Adjutant General approval is required for—

(1) Aerial activities for public events on military installations.

(2) Flyovers in the civilian domain, when conducted within seven days of the holiday, to observe the following:

(*a*) AFD.

(*b*) Memorial Day.

(*c*) Independence Day.

(*d*) Veterans Day.

(*e*) POW/MIA Day.

(3) Inaugural ceremonies of governors when flown by State National Guard assets in conjunction with a previously scheduled training mission and at no additional cost to the Government.

(4) Other aerial activities in the civilian domain except those in *a* above, which include the following:

(*a*) Parachute demonstrations. This includes demonstrations by sports parachute clubs when they perform as official Army representatives.

(*b*) Low altitude parachute extraction systems.

(*c*) Air rescue demonstrations.

(*d*) Static aircraft displays.

(*e*) Rappelling demonstrations.

c. Major Army commands may subdelegate approval authority for parachute team demonstrations, static displays, and rappelling demonstrations to local commanders as follows:

(1) Static display of aircraft at other than airfields and heliports to support community relations and recruiting.

(*a*) It must be determined that using the display area is operationally suitable and meets safety requirements.

(*b*) Before spectators assemble, aircraft must be in place with power off unless they can be safely towed or otherwise transported to the display area without danger. Aircraft may not be moved until spectators have departed. Indemnity insurance is not required.

(*c*) Ground displays may be authorized for official civil ceremonies and functions of national, State, or local holidays and events that encourage better public understanding of and appreciation for Army aviation.

(*d*) When Army aircraft are on public display, pilots or crewmembers will be available to explain the aircraft and answer questions. Placards should be placed near the aircraft describing basic aircraft specifications and missions.

(2) Aerial infiltration and exfiltration demonstrations from Army aircraft or fixed objects in the public domain if the following conditions are met.

(*a*) Crowd control measures must be adequate.

(*b*) FAA approval must be obtained.

(*c*) Mobile firefighting, crash, ground-to-air communications equipment; doctor; and ambulance must be on site.

(*d*) Only one helicopter will be used.

(3) Parachute team demonstrations. Major Army commands may authorize parachute team demonstrations, except for the Golden Knights, on both military installations and in the public domain. This authority is subject to the following rules:

(*a*) Parachute demonstrations will not be conducted in the public domain without prior FAA approval of the performance site and drop zone.

(*b*) All parachute demonstrations will be conducted according to the rules and regulations of the USPA, the FAA, and other applicable regulations.

(*c*) Demonstrations may be conducted over airfields, open bodies of water, or open areas of land. This includes military reservations when adequate crowd control can be assured.

(*d*) Unit commanders or team leaders of personnel performing the demonstration are responsible for insuring the operational safety and suitability of the proposed drop zone.

(*e*) Mass parachute jumps and equipment drops are not authorized for public events in civilian areas or on military installations not regularly used for such training exercises.

(4) All parachutists who perform in the civilian domain as representatives of the Army (whether as members of an official Army unit, sport parachute club, or as individuals) will be properly qualified. Those who perform free fall demonstrations will meet at least one of the following requirements:

(*a*) Possess a valid Class C or D license issued by the USPA.

(*b*) Be assigned as a military free fall instructor with Company B, 2nd Battalion, 1st Special Warfare Training Group (Airborne), U. S. Army John F. Kennedy Special Warfare Center and School, Fort Bragg, NC.

(*c*) Qualify as a military free fall parachutist High Altitude Low Opening (HALO).

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

Requests (DD Form 2535) for Army aerial demonstrations that require DA approval will be forwarded through command channels to OCPA.

a. Aircraft performance record demonstrations. Forward all requests to engage in aircraft performance record demonstrations and to release information on new performance records through command channels 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.

b. Golden Knights demonstrations. Submit requests (DD Form 2535) for demonstrations by the Golden Knights through command channels to OCPA. An Army scheduling conference is conducted each October for the following year. Requests must be submitted to OCPA by 30 September to be evaluated at the conference.

c. Flyovers. Major Army commands must approve all flyovers conducted over Army installations and those off post to observe AFD, Memorial Day, Independence Day, POW/MIA Recognition Day, and Veterans Day when held within 7 days of the traditional holiday date. Submit other requests for flyovers in the public domain to OCPA. To minimize interference with operations and training, flyovers will be approved only for the following occasions:

- (1) Memorial services for Armed Forces or Federal Government dignitaries.
- (2) Celebrations or receptions for foreign government dignitaries.
- (3) National conventions of bona fide veterans organizations.
- (4) Occasions primarily designed to advance aviation and are of more than local interest.

d. Aerial infiltration and exfiltration demonstrations. Local commanders may approve these demonstrations from Army aircraft or fixed objects in the public domain if the following conditions are met:

- (1) Army participants must be properly qualified.
- (2) For aerial rappelling demonstrations, the commander will insure compliance with the safety and operational requirements of AR 95-1, FM 57-38, and other pertinent regulations.

Chapter 8 Programs and Activities

8-1. Community relations 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 (see para 7-5).
- (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. Refer to 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/W 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) Policy on establishing official civilian advisory committees and councils is in AR 15–1, chapter 3.
- d.* Community relations councils. Commanders are encouraged to organize an informal community relations council consisting of key military and civilian staff members and subordinate commanders. This council should be composed of personnel assigned to a particular installation and their counterparts from the civilian community. The PAO should manage the council. As a minimum, councils 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 community relations program. Army FM 46–1–1 (under development) has guidance on conducting community surveys. Caution will be taken to insure that surveys do not violate the FOIA, the Privacy Act, or AR 380–13, which concerns the acquisition and storage of information on non-affiliated persons and organizations.
- f.* Fundraising.
- (1) Army support may be provided to—
 - (a) United, federated, or joint fundraising 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 fundraising events is governed by DOD 5500.7–R, chapter 3.
 - (3) Encourage volunteer efforts by Army personnel as private individuals on behalf of charities of their choice.
 - (4) Fundraising concerts by military bands (including The U.S. Army Band and U.S. Army Field Band) will be limited to those sponsored by or held to benefit the campaigns and appeals cited above. Exceptions may be made if DA determines that benefits are sufficiently widespread throughout a community.
 - (5) Commanders of UCs 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 fundraising 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, found in appendix F, at troop formations.

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 Army commands 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. Office of the Assistant Secretary of Defense (PA) policy governs placing presidential wreaths at the tombs and resting places of former U.S. presidents.

b. Army elements at appendix I 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 I-1) are also at appendix I.

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 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. Use discretion 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 fundraising events. This does not prevent MWR involvement in these events, as long as fundraising 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. Encourage maximum use of ARNG armories and USAR/Air Force Reserve (AFR) centers for open houses, exhibits, and other programs of interest to the general public.

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 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 National Guard may be ordered to State duty by appropriate state authority even though Federal funds are not made available.

f. The duties performed by Army 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 Army National Guard 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. Army and Air Force Hometown News Service

a. The Army and Air Force HNS is a dual-service Field Operating Agency operating as a directorate of the Air Force News Agency (AFNEWS). Hometown News provides releases about Army and Air Force people to media organizations in their hometowns. Final approval and release authority is the Hometown News Director.

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 Hometown News Service as quickly as possible of any significant change in the status of a news subject after the news material is 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 Hometown News Service. Photographs, award citations, and other supporting material must accompany the DD Form 2266.

(6) Verify DD Form 2266 completed more than 30 days before or after an event (such as an exercise) by signing and dating item 21.

(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).

(8) Consolidate DD Forms 2266 from schools by military occupational specialty (MOS).

(9) Whenever possible, send hometown news releases electronically to the HNS.

c. Guidelines for hometown news releases on the National Guard of the United States and Army Reserve members are the same as for active duty soldiers.

d. Civilian employees are eligible for hometown news coverage.

e. Reserve Officer Training Corps and the U.S. Military Academy 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 HQ AFNEWS/HN 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 OCPA. See paragraph 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/ 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 OCPA.

(3) Any Army personnel participation or support must be unique in character, must have no commercial counterpart, must 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/producers of entertainment-oriented products will be submitted, with recommendations, to 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 OCPA and 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

Public affairs responsibilities and support in connection with the Army Environmental Protection and Enhancement Program are in AR 200–1. Public affairs officers at all levels must be familiar with environmental laws, which include the requirements of the National Environmental Policy Act (NEPA) (see AR 200–2) and Executive Order 12088. This order charges the Army to comply with Federal, State, and local environmental standards and demonstrate leadership in environmental enhancement. Public affairs officers 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. See AR 200–2 for actions that may require EISs. 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, given in AR 200–2, may include public hearings of crucial interest and concern to the news media and the public.

9–2. Land acquisition

Inform the public about land acquisition studies as thoroughly and as quickly as possible. Congressional notification must precede or coincide with public release. Close coordination among local and MACOM PAOs and OCPA on all land acquisition actions is imperative. (See AR 405–10.)

9–3. Non-investigative 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 8, 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, prohibits DA from publicly releasing certain items of information about an individual. Guidance on application of the Privacy Act to PA activities is in appendix K.

9–8. Release of information on disciplinary actions

See AR 25–55 for guidance.

9–9. Criminal investigation, DA polygraph activities

See AR 195–6, paragraph 2–8, 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. Military intelligence and counterintelligence and technical surveillance countermeasures

See AR 381–14 and AR 381–20, paragraph 6–3*a* for information.

9–12. Groundbreakings, dedications, and memorial ceremonies for U.S. Army Reserve centers

See AR 1–33, section III, for guidance.

9–13. Use of animals in research, development, test, and evaluation and biomedical training programs

See AR 70–18, paragraph 13 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 and AR 525–13 for guidance.

9–16. Civil disturbance off military installations

See AR 500–50, and AR 500–51, and paragraph 5–9*b* of this regulation for guidance.

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 United States 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. DOD must approve PA travel or transportation arranged with another Federal agency or foreign government.

f. Travel to serve humanitarian purposes or increase good will does not, by itself, meet the criteria for PA travel.

g. 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.

h. Each commander may grant approval for local travel or transportation for public affairs 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 public affairs subject matter is not properly the responsibility of a higher command.

i. Media representatives/authors/writers.

(1) Military transportation for media representatives/authors/writers will be on a space-available, non-reimbursable basis.

(2) Liability releases are required by non-DOD personnel PA travel on military aircraft. Figure 10–1 contains a sample liability release form for local use.

j. Approval authority to use military carriers for non-local community relations travel by non-DOD persons rests with the Secretary of the Army. That authority is delegated to all commanders in the grade of major general or above and the Chief, NGB and may not be further delegated.

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 OCPA.

10-3. Non-local media travel procedures and approvals

- a. All non-local media travel requires DOD approval.
- b. Non-local 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, the transportation will be limited to the extent and duration of the assignment requiring travel. The 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 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 non-local travel requests.

(1) Forward requests for non-local travel through command channels to OCPA.

(2) Requests must contain the dates of travel, destinations, justification, and a POC 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 OCPA after the event.

d. Public affairs officers are not required or encouraged to accompany news media representatives on non-local travel.

10-4. Special travel categories

a. State adjutants general may approve PA travel within their respective States. The National Guard Bureau Office of Public Affairs (NGB-PAM) 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 non-media 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/writers covering approved Army programs/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 Secretary of the Army 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. Do not use Army aviation assets 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. MACOMs may grant exceptions on a case-by-case basis.

10-6. VIP 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. See paragraph 6–3 for 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, AR 1–211, and this regulation.
- c. See DOD 5500.7–R for policy on meetings cosponsored 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 Army commands are encouraged to provide proper materials to 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, DODI 1000.15, and AR 1–211.

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 MACOM 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 who control nonappropriated welfare funds at major command and installation level may approve nonappropriated fund 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 were necessary to accomplish the agencies' authorized activities. See references in paragraph 11–2a.

e. DA 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 nonappropriated fund activities. An honorary office or membership includes any position (termed honorary or otherwise) selection 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. 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 Secretary of the Army has approval authority to provide military support to specified national military associations. This authority may be further delegated to the Chief, NGB, as deemed appropriate. The specified national military associations eligible for military support must be designated and approved in advance by the ASD(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 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, National Guard and or Reserve 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. 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 two weeks prior to and one 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

Army personnel may participate in association-hosted social activities involving DOD officials and contractor representatives when the association, and not an individual contractor, is the host. Accepting gratuities from private companies in connection with an association's activities is prohibited. Except as specified in 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 are 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 other community relations activities conducted by Army units and governed by 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 DA.

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 DOD, the information will be coordinated with the OCPA. This applies to all Army agencies, contractors, subcontractors, vendors, and suppliers. Releasing of new information on chemical munitions and NBC defense or 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 are met:

(1) Competent authority has confirmed that the information remains in conformance with current DOD policy.

(2) The original context of the information is preserved.

(3) No new material is 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 OCPA.

d. The policy in *c.* above does not apply to requests for information under the Freedom of Information Act (FOIA) processed under AR 25-55. When information is to be released under the FOIA, OCPA will be notified as soon as possible through PA channels.

e. The guidance in *d.* above does not restrict Army units and agencies from releasing information on—

(1) The routine use of non-chemical 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 how much the public knows about the presence of biological and chemical components, materials, or facilities at the incident site.

c. Public affairs plans for dealing with biological and chemical accidents and incidents will be prepared by—

(1) All MACOM commanders. Subordinate installation commanders will implement when an accident or incident occurs on the installation.

(2) MACOM 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 MACOM 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 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 (CAIRA) 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 DA 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), 795, and 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 G.

(4) Procedures to notify military personnel, civilian employees, and military dependents at an Army installation that becomes the scene of a nuclear, chemical, or biological 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 a nuclear, chemical, biological, 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 OASD(PA) has delegated PA responsibility for an accident or incident to DA, to establish direct communications with OCPA or Army Operations Center (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 CINC 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 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—Public Possibly in Danger (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—Public Probably in Danger (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, 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 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 G). Advise OASD(PA) as soon as practicable when confirmation has been made directly by the OSC or 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 (EOD) 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 non-nuclear 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 outside the United States, 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 chief of appropriate 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 OASD(PA) by any means available if an accident or incident requires public safety measures. Direct communication between OASD(PA), or 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. Joint Information Bureau 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, 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 Presidential-declared emergency or disaster exists, the appointed Federal coordinating officer (FCO) 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 FCO, all PA matters pertaining to the Federal technical response will be coordinated in advance with the OSC or designee.

d. Public affairs responsibility for DOD rests with 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. No information will be released until it has been approved by OASD(PA). However, this guidance does not apply in areas outside the United States, 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 EOD 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 is exposed that cannot be removed or covered immediately, the military authority at the scene will comply with the provisions of paragraph 5-19c(1).

(4) The technical escort officer accompanying the shipment is responsible for making news releases and for notifying 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 necessary releases and notifications.

(5) If accidental release of toxic agents in a populous area makes immediate warning and evacuation necessary, persons in (4) above will request assistance of newspapers, local radio and television stations, 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 is 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. Appendix G 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 a nuclear, biological, or chemical 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 unified commander; 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 G 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 nuclear, biological, or chemical 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 of the Movement Control Center (MCC). Commander, MCC, in turn will provide the release content, accident or incident circumstances, and actions taken to—

(a) OASD (PA).

(b) OCPA (during off-duty hours, notify the OCPA duty officer through the AOC).

(c) PAO, U.S. Army Materiel Command (AMC). (During off-duty hours, notify the AMC duty officer).

(d) PAO, Forces Command (FORSCOM), by calling the FORSCOM emergency operations center.

(e) PAO of the nearest Army installation.

(f) If the movement is by commercial carrier, the PAO, Military Traffic Management Command (MTMC). (During off-duty hours, notify the MTMC duty officer.)

(2) If on an installation within CONUS, OCPA and the AMC PAO. (During off-duty hours, notify the OCPA duty officer and the AMC duty officer as indicated in paragraph 12-7a(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 OCPA by the fastest means available. Notification will include the content of the release. OCPA will notify other organizations outside the chain of command on a need-to-know basis.

12-8. Additional contingency releases of pre-planned 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 OCPA.

12-9. Direct communications

The PA communications channel should parallel the command communication channel. However, in order to expedite PA actions in the event of nuclear, biological, or chemical accident or incident, direct communication by the fastest means possible is authorized with 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 information objectives, and they should—

(1) Provide both Army-wide 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 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 is 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 non-local or external sources. This includes, but is not limited to, Army News Service, American Forces Information Service, and command news releases.

(7) Provide specific published or broadcast 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 (AV) 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.

(10) Army editors will conform to applicable regulations and laws involving libel, copyright and trademark (see The Associated Press Stylebook and Briefing on Media Law) use, and U.S. Government printing and postal regulations.

c. Periodic readership surveys can assist the commander to determine the value of internal information publications. See FM 46-1-1 (under development) for guidance on conducting surveys and for a sample survey.

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, chapter 7 for policy governing commercial sponsorship.

d. Book, radio, television, movie, restaurant, and other entertainment reviews may be carried 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. Commercial enterprise 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. Seek exceptions to policy through channels to OCPA (see para 5-36).

h. Clearly identify all commercial advertising, 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 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 process 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. Public affairs officers 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/Visual Information Support Center (T/VISC). (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) Public affairs officers 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 DA 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 (RDTE); 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. Civilian enterprise 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. Civilian enterprise 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 nonappropriated funds 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 DOD Instruction (DODI) 5120.4. Civilian enterprise 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, Associated Press (AP), United Press International (UPI), 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 the active duty, USAR, and NG components. It does not apply to the *Stars and Stripes* (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 OCPA. Waiver requests must be forwarded through channels to 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 outside the United States 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 for 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; that is, 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 the 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 is 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) To avoid conflict of interest, contract publishers will employ spouses and minor children of DOD personnel in accordance with DOD 5500.7-R.

f. The contracting officer is responsible for contract modifications.

13-6. Use of Army funded operations

a. Army funded newspapers and magazines support the command communication requirements of the DA 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. Army funded 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. AF and CE publications will comply with AR 340-21, The Army Privacy Program.

f. Army funded 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 use of 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 DA 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 appendix C for a sample disclaimer. The names of the commanding officer and PAO, the names and editorial titles of the staff assigned 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 CE 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(s), 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 his legal staff.

f. CE publications may carry paid and non-paid advertisements nonappropriated fund 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 civilian enterprise publication.

j. Each CE contractor's salesperson actively involved in obtaining advertising for the CE publication will be provided a copy of the commander's authorization letter (para 3-11j).

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. CE 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 MACOM.

b. Civilian enterprise guidebooks are intended primarily for a commander's internal newcomer audience. These guidebooks contain information designed to orient the newcomer and family to the command or installation.

c. Articles about command history and achievements are important, but ensure that the content of the guidebook is kept in perspective and that it helps the reader with important information about services and facilities. Include articles and photos covering pay, benefits, and quality of life at the installation.

d. Civilian enterprise 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. Obtain guidance from the installation communications officer for producing the guide or directory telephone section. Coordinate with the communications officer to ensure 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 states the guide or directory contains telephone numbers may be used on the front.

h. Do not include photographs and biographies of current military officials. 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 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/CE publications, the style for AF/CE newspaper should be consistent. The Associated Press Stylebook and Briefing on Media Law is the preferred style guide for AF/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/CE publications, use only the last name in subsequent reference regardless of gender.

(2) In AF/CE publications, refer to soldiers by rank (for example, Staff Sergeant or Lieutenant Colonel) rather than by pay grade (for example, E6 or O5). Refer to pay grade only in pay scales.

(3) In AF/CE publications, omit a soldier's rank in sports and other competition stories.

13–13. Broadcasting

a. 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) PA materials produced by MACOM headquarters for use within the command.
- (4) Promotional and no-cost programs.
- (5) 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.
- (6) Visual information materials produced by or for DA that are cleared for broadcast use in AR 25–1.
- (7) News services procured through local purchasing and contracting procedures.
- (8) Visual information productions of other U.S. Government agencies that have been adopted by the U.S. Army according to AR 25–1.

b. 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. Request authority to use radio and television programming produced by other DOD and Federal agencies through channels to OCPA.

13–14. Web publishing

All information residing on a publicly accessible web site is public information, even if it is intended for an internal audience. Information contained on web sites is subject to the policies and clearance procedures listed in this regulation for the release of information to the public. See AR 25–1 for policy on web site management.

13–15. Fundraising publicity

a. Public affairs operations will support officially authorized fundraising 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. Cover fundraising events 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 fundraising 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 Information Management. (Cited in paras 2-2c(9); 3-7a, b; 13-4b(1); 13-13a(5), (6), and (8); and 13-14)

AR 25-30

The Army Publishing and Printing Program. (Cited in paras 3-5n; 3-5u(1); 13-3a; and appendix B, B-3a)

AR 25-51

Official Mail and Distribution Management (cited in paras 4-10a and 13-6f)

AR 25-55

The Department of the Army Freedom of Information Act Program. (Cited in paras 5-5a, b; 5-16; 5-18; 5-25b; 9-8; 9-10; 11-6c; 12-2d; and Glossary.)

AR 50-5

Nuclear Surety. (Cited in para 12-1a.)

AR 50-6

Chemical Surety Program. (Cited in para 12-1a.)

AR 95-1

Flight Regulations (Cited in paras 7-9h and 7-11d(2).)

AR 200-1

Environmental Protection and Enhancement. (Cited in para 9-1.)

AR 340-21

The Army Privacy Program. (Cited in paras 5-5a; 5-15; 5-18; 5-25a, b; 9-7, 9-10, and 13-6e.)

AR 530-1

Operations Security (OPSEC). (Cited in para 5-4a)

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.

AR 1-1

Planning, Programming, Budgeting and Execution System

AR 1-20

Legislative Liaison

AR 1-33

Memorial Programs

AR 1-211

Attendance of Military and Civilian Personnel at Private Organization Meetings

AR 5-10

Stationing

AR 5-20

Commercial Activities Program

AR 11-2
Management Control

AR 11-27
Army Energy Program

AR 15-1
Committee Management

AR 20-1
Inspector General Activities and Procedures

AR 25-400-2
The Modern Army Recordkeeping System (MARKS)

AR 27-40
Litigation

AR 37-47
Representation Funds of the Secretary of the Army

AR 70-18
The Use of 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 U.S. Army Corrections System

AR 195-2
Criminal Investigation Activities

AR 195-6
Department of the Army Polygraph Activities

AR 200-2
Environmental Effects of Army Actions

AR 210-7
Commercial Solicitation on Army Installations

AR 215-1
Morale, Welfare, and Recreation Activities and Nonappropriated Fund Instrumentalities

AR 220-90
Army Bands

AR 350-2
Opposing Force Program

AR 380-5

Department of the Army Information Security Program

AR 380-10

Technology Transfer, Disclosure of Information 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 381-14

Technical Surveillance Countermeasures (TSCM)

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 500-50

Civil Disturbances

AR 500-51

Support to Civilian Law Enforcement

AR 500-60

Disaster Relief

AR 525-13

Antiterrorism Force Protection (AT/FP): Security of Personnel, Information, and Critical Resources

AR 550-1

Procedures for Handling Requests for Political Asylum and Temporary Refuge

AR 600-8-1

Army Casualty Operations/Assistance/Insurance

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 and Lease 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 Federal Acquisition Regulation Supplement

Army Focus Book

DA Pam 25-91

Visual Information Procedures

DFAS 37-100-FYXX

Department of Defense Federal Acquisition Regulation Supplement

DFAS-IN Regulation 37-1

Finance and Accounting Policy Implementation

DOD 5220.22-M

Industrial Security Program Operating Manual

DOD 5220.22-R

Industrial Security Regulation

DOD 5500.7-R

Joint Ethics Regulation (JER)

DODD 1344.10

Political Activities by Members of the Armed Forces on Active Duty

DODD 5200.1

DOD Information Security Program

DODD 5230.9

Clearance of DOD Information for Public Release

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

DODI 1000.15

Private Organizations on DOD Installations

DODI 1015.10

Programs for Military Morale, Welfare, and Recreation (MWR)

DODI 5120.4

Department of Defense Newspapers, Magazines and Civilian Enterprise Publications

DODI 5410.19

Armed Forces Community Relations

Executive Order 12088

Federal Compliance With Pollution Control Standards

Federal Acquisition Regulation

FM 46-1

Public Affairs Operations

FM 46-1-1 (Under development)

Public Affairs Tactics, Techniques, and Procedures

FM 57-38

Pathfinder Operations

FM 101-5

Staff Organization & Operations

JFTR Vol 1

The Joint Federal Travel Regulations-Uniformed Service Members

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>)

United States Code, Title 5, Section 552a

Records maintained on individuals (U.S. Codes by Titles and Sections can be found at <http://www4.law.cornell.edu/uscode/>)

United States Code, Title 5, Section 5946

Membership fees; expenses of attendance at meetings; limitations

United States Code, Title 5, Section 7321

Political participation

United States Code, Title 5, Section 7322

Definitions

United States Code, Title 5, Section 7323

Political activity authorized; prohibitions

United States Code, Title 5, Section 7324

Political activities on duty; prohibition

United States Code, Title 5, Section 7325

Political activity permitted; employees residing in certain municipalities

United States Code, Title 5, Section 7326

Penalties

United States Code, Title 10, Section 973

Duties: officers on active duty; performance of civil function restricted

United States Code, Title 10, Section 974

Civilian employment: enlisted members

United States Code, Title 10, Section 2572

Documents, historical artifacts, and condemned or obsolete combat materiel: loan, gift, or exchange

United States Code, Title 10, Section 3634

Army band: may not be paid for performance outside Army post

United States Code, Title 18, Section 793(d) and 793(e)

Gathering, transmitting, or losing defense information

United States Code, Title 18, Section 795

Photographing and sketching defense installations

United States Code, Title 18, Section 797

Publication and sale of photographs of defense installations

United States Code, Title 18, Section 1307

State-conducted lotteries

United States Code, Title 25, Section 2720

Dissemination of information

Websters New World Dictionary of the American Language, Second College Edition

Section III

Prescribed Forms

Except where otherwise indicated below, the following forms are available on the OSD web site (<http://web1.whs.osd.mil/icdhome/icdhome.htm>).

DA Form 5963

Youth Certificate of Recognition (Prescribed in Appendix J, 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 8-8b(2).) (In addition to the OSD web site, this form is also available in paper through normal forms supply channels.)

DD Form 2535

Request for Military Aerial Support. (Prescribed in para 7-1.)

DD Form 2536

Request for Armed Forces Participation in Public Events (Non-Aviation). (Prescribed in para 7-1.)

Section IV

Referenced Forms

Except where otherwise indicated below, the following forms are available on the OSD web site (<http://web1.whs.osd.mil/icdhome/icdhome.htm>).

DD Form 214

Certificate of Release or Discharge from Active Duty. (This form is available only in paper through normal forms supply channels.)

DD Form 254

Department of Defense Contract Security Classification Specification

Appendix B Internal Information Materials

B-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.

B-2. DOD materials

The American Forces Information Service (AFIS) produces common-use support materials on a variety of internal information topics. These products are available on the Internet.

a. 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. Armed Forces Radio and Television Service (AFRTS).

B-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 (JVIS) distribution activity in Tobyhanna, PA, distributes Army-wide and DOD-wide products to Army visual information libraries. Defense Automated Visual Information System (DAVIS) provides an on-line catalog and ordering capability for motion pictures, videotapes, videodiscs, and other products that may be useful in internal information programs. 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 MACOMs.

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 New 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 OCPA. *ArmyLINK* <http://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 OCPA for inclusion in ARNEWS. Obtain the latest e-mail address from the *ArmyLINK* web site.

Appendix C Mastheads and Disclaimers

C-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 Department of Defense. 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) PA Officer.

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 non-merit 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 is corrected. See figure C-1 for a sample masthead.

C-2. Army newspaper and magazine mastheads

The following information must be listed in the masthead of Army newspapers and magazines. CE guides and installation maps do not require *d*. The names of the printing company and its employees company may be listed separately.

a. Name of the commanding officer/publishing authority.

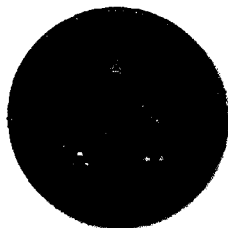
b. Name of the public affairs officer.

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: Loula Caldera
Chief of Staff: GEN Eric K. Shinseki
Chief of Public Affairs: MG John G. Meyer Jr.
Chief, Information Strategy: William R. Drobnick

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www.dtic.mil/soldiers

Figure C-1. Sample masthead

Appendix D

Clearance and Release of Contractor Materials and Information

D-1. Contractor submissions

a. In prescribing procedures for submission, review, and clearance of industry-originated information materials, DA defers to Army/industry interface guidance in the FAR, AFARS, and DFARS and the Army/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 pre-award 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). Department of Defense 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, PA officers act in an advisory role, reviewing material voluntarily submitted. The final decision on matters of accuracy, style, and good taste remains with the originator.

D-2. Scientific and technical information

a. Public Affairs officers do not have the authority to clear scientific and technical information for public release. However, PA officers 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. Department of Defense 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. See DODD 5230.24 and DODD 5230.25 for guidance in making this determination. Approval from OASD is required for such a release.

d. Information materials prepared under joint Army/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.

D-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 13–4 for policy concerning advertising and promotion.)
- e. Exhibits—submit three copies. Design/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 soundtrack.
 - (4) One print (film or videotape) or one copy final narration for final review.

Appendix E

Feasibility Study for Civilian Enterprise Newspapers

E–1.

Public affairs officers should use this appendix as a guide to conduct feasibility studies concerning publishing a civilian enterprise (CE) newspaper (as required by paras 3–5c and 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/Division Personnel (SIDPERS) office.

E–2.

Begin by coordinating with the local contracting office and Staff Judge Advocate (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 paragraphs 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 announce it in the Commerce Business Daily. Where additional publicity is necessary, use press releases or advertisements in local area newspapers to develop commercial interest.

E–3.

Prepare a briefing for potential printers. The command must sell the printer on the CE concept. What’s in it for the CE printer? Information should include, but not be limited to—

- a. A brief mission statement of the community/unit and the newspaper. How does the newspaper meet the interests and needs of the audience?
- b. The following demographics (the market) information:
 - (1) Military population broken down into the three categories of junior enlisted, senior enlisted, and officers (include Reserve Component personnel and retirees).
 - (2) Civilian population (number of civilians both GS 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 E1–E4, E5–E6, E7–E9, W1–W4, O1–O3, and O4+. List the monthly pay for each category (for example, E6 over 10 years service base pay plus separate rations is \$XXXX). Use round figures. Do not try to calculate tax, BAQ, 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, number of local national employees and the amount of the local national payroll.)
 - (8) Number of family members. (Also try to determine what percentage works 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.

E-4.

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, TV guides, or other publications distributed in your area. Check for printer names and addresses.

E-5.

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.

E-6.

If the attempt to schedule a meeting is successful, continue on to the procedures in paragraph E-8.

E-7.

If attempts to schedule a meeting are unsuccessful, forward documentation through PAO channels, to MACOM 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.)

E-8.

Begin the meeting with printing representatives 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.

E-9.

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 potential with CE (for example, more copies of the paper or exclusive distribution). Let them 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.

E-10.

Tell representatives who show an interest that their name, along with other prospective bidders, will be provided to the contracting office.

E-11.

Commands will follow the provisions of this regulation for CE for 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 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 F
Resolution of the Continental Congress—14 June 1775

The following is the text from the Resolution of the Continental Congress of 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 F-1. Resolution of the Continental Congress—14 June 1775

Appendix G
Nuclear, Biological, Chemical Release Samples

G-1. Figure G-1 contains a model public affairs checklist for the DOD OSC or designee at a CONUS accident involving radioactive materials.

-
1. Contact the Office of the Assistant Secretary of Defense (Public Affairs) 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 Federal Emergency Management Agency or the Department of Energy to establish a Joint Information Bureau, immediately establish a JIB near the scene of the accident.
 - a. Public affairs representation in the JIB will include the Department of Defense, DOE, FEMA, other Federal agencies, and State and local governments.

 - b. Ensure that all Public information is coordinated in the JIB before release.

 3. Activate a Community Emergency Action Team 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 Department of Defense

 5. Protect classified information.

Note: For additional checklist information, see the Nuclear Weapon Accident Response Procedures (NARP) Manual, paragraphs 1-4 and 10-5.

Figure G-1. Model public affairs checklist for DOD OSC or designee at a CONUS accident involving radioactive materials

G-2. Figures G-2 through G-9 provide sample accident/incident contingency releases.

a. Figure G-2 provides a sample contingency release regarding a nuclear accident/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 G-2. Nuclear accident/incident contingency release—no danger to the public

b. Figure G-3 provides a sample notification to local and State officials regarding a nuclear accident/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-4) 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 is 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 G-3. Nuclear accident/incident contingency release—possible danger to the public (notification of local and State officials)

c. Figure G-4 provides a sample contingency release to the general public regarding a nuclear accident/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 G-4. Nuclear accident/incident contingency release—possible danger to the public (general public)

d. Figure G-5 provides a sample contingency release regarding a nuclear accident/incident that will pose probable danger to the public.

<p>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.</p> <p>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.</p> <p>Text of release <i>*(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.</i> There is no danger of a nuclear detonation. The public is warned to stay out of the area <i>(or indicate the area) (now under surveillance by guards)</i> because the conventional high explosives in the weapon <i>(have detonated, are burning, or may detonate)</i>. Again, there is no danger of nuclear detonation, but there is a danger from the conventional high explosives in the weapon that <i>(have detonated, are burning, or may detonate)</i>. 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 <i>(fire)</i>. 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 <i>(to be filled in by OSC or DDO)</i> radius of the accident site, particularly downwind from this site <i>(specify boundary where possible)</i>, is encouraged to remain indoors.</p> <p><i>(Note: If appropriate, the following measures are recommended to minimize risk to the public.)</i></p> <p>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.</p>
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Figure G-5. Nuclear accident/incident contingency release—probable danger to the public

(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 4–6 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 G-5. Nuclear accident/incident contingency release—probable danger to the public (continued)

e. Figure G-6 provides a sample contingency release regarding a chemical accident/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.

Text 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 G-6. Sample chemical public announcement—no danger to the public

f. Figure G-7 provides a sample contingency release regarding a chemical accident/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 G-7. Sample chemical public announcement—possible danger to the public

g. Figure G-8 provides a sample contingency release regarding a chemical accident/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 are 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 G-8. Sample chemical public announcement—on an installation—no danger to the public

h. Figure G-9 provides a contingency release regarding a chemical accident/incident on an installation that poses possible danger to the public.

<p>Conditions for use Use for accidents that occur on an installation, involve chemical surety material, and where the effects drift off the installation.</p> <p>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.</p> <p>Text of release "The (<i>railroad, maritime, truck, aircraft, or other</i>) accident that occurred at approximately (<i>time</i>) today at (<i>installation</i>) (<i>may have</i>) resulted in the release of hazardous material that was being (<i>transported, tested, stored, or manufactured</i>) for the Army."</p> <p>"Trained (<i>chemical and medical</i>) personnel at the installation are on hand and are currently rendering the material harmless.</p> <p>"The accident took place in the (<i>building, laboratory, test site, storage area</i>) where (<i>installation personnel test, receive, store, or prepare material for shipment</i>) (<i>the material was being transported.</i>)"</p> <p>"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.</p> <p>"(<i>A board of inquiry has been appointed to determine the cause of the accident.</i>)"</p> <p>"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.)</p> <p>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.</p>

Figure G-9. Sample chemical public announcement—on an installation—possible danger to the public

**Appendix H
DOD Principles of Information**

Figure H-1 presents the Secretary of Defense's memorandum on principles of information.

**P R I N C I P L E S
O F I N F O R M A T I O N**

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.**

1 April 1997

(signed)

Date

William S. Cohen
Secretary of Defense

Figure H-1. Principles of Information

Appendix I Presidential Wreath-Laying Ceremonies

I-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 I-1.

Table I-1
Presidential wreath-laying ceremonies

Date: 29 Jan
Name: William McKinley
Location: Canton, OH
Command: FORSCOM

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: FORSCOM

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: TRADOC

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: FORSCOM

Date: 27 Apr
Name: Ulysses S. Grant
Location: New York City, NY
Command: USMA

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 Collidge
Location: Plymouth, VT
Command: NGB

Date: 10 Aug
Name: Herbert C. Hoover
Location: West Branch, IA
Command: NGB

Date: 20 Aug
Name: Benjamin Harrison
Location: Indianapolis, IN
Command: TRADOC

Date: 15 Sep
Name: William H. Taft
Location: Arlington Cemetery, VA
Command: MDW

Date: 4 Oct
Name: Rutherford B. Hayes
Location: Freemont, OH
Command: FORSCOM

Date: 5 Oct
Name: Chester A. Arthur
Location: Albany, NY
Command: USMA

Date: 14 Oct
Name: Dwight D. Eisenhower
Location: Abilene, KS
Command: FORSCOM

Date: 2 Nov
Name: James K. Polk
Location: Nashville, TN
Command: NGB

Date: 2 Nov
Name: Warren G. Harding
Location: Marion, OH
Command: FORSCOM

Date: 19 Nov
Name: James A. Garfield
Location: Cleveland, OH
Command: FORSCOM

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

I-2. Ceremony format

a. Figure I-1 provides a format diagram for the presidential wreath-laying ceremony.

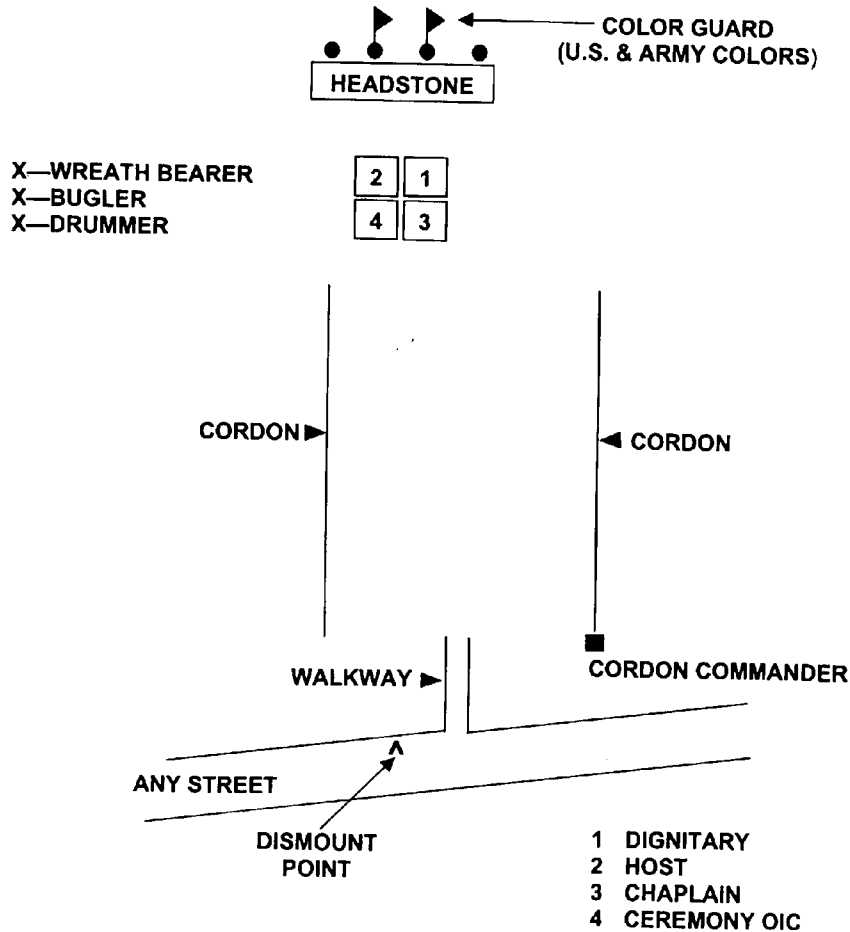


Figure I-1. Presidential wreath-laying ceremony format

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 (Position A) and is briefed by the ceremony officer in charge (OIC).

c. Following the briefing, the official party, consisting of the dignitary, host, chaplain, and the ceremony OIC, 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 wreathbearer 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 is 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 wreathbearer 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 J Awards

J-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. Coordinate recommendations with the local civilian personnel office, which normally controls the supply of awards.

a. Major awards include:

(1) The Decoration for Distinguished Civilian Service that is awarded by the Secretary of the Army to private citizens who render distinguished service which contributes substantially to the accomplishment of the Army’s mission.

(2) The Outstanding Civilian Service Award that is awarded by the Secretary of the Army, MACOM commanders, or heads of Army Staff agencies to private citizens, groups, and organizations. This award recognizes patriotic civilian service that contributes to the mission of an installation, command or staff agency of the Army, or to the welfare of Army personnel.

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.

J-2. Community Relations Award of Excellence

The Chief of Public Affairs (CPA) presents the Community Relations Award of Excellence to recognize outstanding community relations achievements. Awardees may include active Army, 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. The award consists of a certificate with citation. Entries may be submitted by any person or organization at any time through command channels to 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.

J-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 Chief of Staff, Army, 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 United States Army Recruiting Command administers the Youth Recognition program and certificate presentations. HQDA-SAPA is the proponent for DA Form 5963.

J-4. Point of the Spear Award

The U.S. Army Public Affairs Point of the Spear Award (POSA) 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 Department of Defense general/flag officers, former or current members of the Department of Defense 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/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 comprised of senior PA officers, a senior civilian, and a senior NCO. In the CPA's absence, the Deputy CPA may preside.

c. The POSA 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.

J-5. Silver Anvil award

National recognition for outstanding public affairs programs and activities may be achieved through the annual Silver Anvil competition sponsored by the Public Relations Society of America (PRSA). The award encourages improved performance and program techniques. Competition is open and membership in PRSA is not a requirement nor will it affect the judging. Guidance for preparing entries is issued each fall by OCPA.

J-6. Army Print and Broadcast Media Awards

The Office of the CPA conducts the Keith L. Ware Journalism Competition in March of each calendar year to recognize excellence in print and broadcast journalism that support the Army's internal information Program.

a. The competition is named after Major General 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 MACOM PAOs announces specific rules and categories. Entries must meet the highest standards of production, presentation, execution, professional excellence, and originality.

c. Keith L. Ware journalism awards are presented to individuals and organizations to recognize excellence in various categories of print and broadcast journalism. Judges also consider the following:

(1) The Paul D. Savanuck (Military) Print Journalist of the Year (JOY) 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 JOY Award is presented to the outstanding civilian print journalist in the Army for that year. The award is named in memory of John Moss and Peggy Holland, public affairs 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 (BJOY) Award is presented to the soldier selected as the outstanding military broadcast journalist in the Army for the past year. It is named after John Anderson, a former master sergeant captured in Vietnam in 1968 while serving as NCOIC of the AFRTS affiliate in Hue. Anderson remained a prisoner of war until his release in March 1973.

(4) The Keith L. Ware (Civilian) Broadcast Journalist of the Year (BOY) Award is presented to the outstanding civilian broadcast journalist in the Army for that year.

Appendix K

Guidance on Release of Information Under the Privacy Act

K-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.

K-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.

K-3. Home of record/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 is made, a balancing of interests under the Freedom of Information Act may still require disclosure.

K-4. Marital status/dependents

An individual's marriage status is not routinely or normally disclosed. Reasons for disclosure must be evaluated and balanced against the degree of personal privacy invasion.

K-5. Awards and decorations/citations

Award and decoration/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.

K-6. Education/schooling/specialty

Information on the major area of study, school, year of graduation, degree, and specialty designator is generally releasable under FOIA.

K-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.

K-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 courts-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.

K-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.

K-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 his/her counsel may be confirmed.

K-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.

K-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. Releasing this information would constitute a clearly unwarranted privacy invasion of privacy. 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.

Glossary

Section I Abbreviations

AAFHTNS

U.S. Army and Air Force Hometown News Service

ACS

Army Community Service

AER

Army Emergency Relief

AFRTS

Armed Forces Radio and Television Service

AMC

U.S. Army Materiel Command

AOC

Army Operations Center

AR

Army regulation

ARNG

Army National Guard

ARSOF

Army Special Operations Forces

ARSTAF

Army Staff

AV

audiovisual

CA

commercial activities

CATV

cable television

CFC

Combined Federal Campaign

CINC

Commander-in-Chief

CMH

Center of Military History

CNGB

Chief, National Guard Bureau

CONUS

continental United States

CONUSA

the numbered armies in the continental United States

CPA

Chief of Public Affairs

DA

Department of the Army

DFAS

Defense Finance and Accounting Service

DOD

Department of Defense

DODD

Department of Defense directive

DODI

Department of Defense instruction

DOE

Department of Energy

DOI

Department of the Interior

EIS

Environmental Impact Statement

EOD

explosive ordnance disposal

FAA

Federal Aviation Administration

FAR

Federal Acquisition Regulation

FBI

Federal Bureau of Investigation

FEMA

Federal Emergency Management Agency

FOIA

Freedom of Information Act

FORSCOM

U.S. Army Forces Command

HQDA

Headquarters, Department of the Army

IG

inspector general

INSCOM

U.S. Army Intelligence and Security Command

JCOG

Joint civilian orientation conference

JTR

Joint Travel Regulations

MACOM

major Army command

MCC

movement control center

MEPS

Military Entrance Processing Stations

MIA

missing in action

MOS

military occupational specialty

MWR

morale, welfare, and recreation

NBC

nuclear, biological, and chemical

NCA

national command authority

NCO

noncommissioned officer

NGB

National Guard Bureau

NMCC

national military command center

OCLL

Office of the Chief of Legislative Liaison

OCONUS

outside continental United States

OCPA

Office of the Chief of Public Affairs

OIC

officer in charge

OMA

Operation and Maintenance—Army

OPFOR

opposing forces

OPSEC

operations security

OSA

Office of the Secretary of the Army

OSD

Office of the Secretary of Defense

PA

public affairs

PAO

public affairs officer

PX

Army exchange

RDTE

research, development, test, and evaluation

ROTC

Reserve Officers' Training Corps

SI

seriously ill

SIDPERS

Standard Installation/Division Personnel System

SJA

Staff Judge Advocate

TDA

table of distribution and allowances

TOE

table of organization and equipment

TRADOC

U.S. Army Training and Doctrine Command

TUSAB

The United States Army Band

TV

television

U.S.

United States

USAFB

United States Army Field Band

USAR

U.S. Army Reserve

USC

United States Code

USDAO

U.S. Defense Attaché Office

USMA

U.S. Military Academy

VIP

very important person

VSI

very seriously ill

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 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 US 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 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 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, e.g., local transportation, telephone calls, etc.; and other minor expenses deemed proper. Military aircraft used to transport personnel/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 Freedom of Information Act.

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 which prints publication.

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

A geographical area where Army facilities, personnel, or policies have a social or economic impact. The size of this area will vary with the location of the installation. Generally, the size is based upon the distance in which travel to and from an event can be accomplished in 1 day without requiring overnight accommodations. In congested areas, the community relations area may be limited to a small radius of the installation. In more rural areas, the radius may be greater.

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

a. Events are classified into five categories as follows:

(1) International. One in which the audience and/or participation is drawn from the US and at least one other nation, and is of international interest.

(2) National. One in which the audience and/or participation is drawn from the US as a whole, and is of national interest.

(3) Regional. One in which the audience and/or participation is drawn from two or more States of the US, and is of regional interest.

(4) State. One in which the audience and/or participation is drawn from that State as a whole, and is of state-wide interest.

(5) Local. One which centers on and is of primary interest to a single community.

b. 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.

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 shall include representation from DOD, the DOE, the FEMA, and other Federal agencies, as well as State and local governments. OCONUS, 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 public affairs program involved.

military carriers

Any form or type of transportation, whether by land, sea, or air, provided by a military department.

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.

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, non-profit, 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 (TOE) or table of distribution and allowances (TDA).

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.

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. Non-nuclear 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.

- a. The following are considered official civil ceremonies:

- (1) Inaugurals.
- (2) Dedications of public buildings and projects.
- (3) Ceremonies for officially invited governmental visitors.
- (4) Convening of legislative bodies.

- b. 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. DODD 5400.11 and AR 340–21 implement the law.

public events

a. The following are considered public events:

(1) Open houses, ceremonies, concerts, and similar events conducted on military installations to which the public is invited.

(2) Events outside the boundaries of military installations intended for non-military audiences. These include all ceremonies, demonstrations, exhibitions, expositions, athletic contests, fairs, trade or air shows, conventions, meetings, symposia, or similar programs.

b. Not considered public events are: 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 DODD 5200.1 and 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 non-profit; 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 (TUSAB) (Pershing's Own) is operationally controlled by the Commanding General, US Army Military District of Washington (MDW). All scheduling and programming is MDW's responsibility.

b. The United States Army Field Band (USAFB) is the Army's official touring band and is operationally controlled by the Chief of Public Affairs, Office of the Secretary of the Army (OSA). It is assigned to Headquarters, US Army Garrison, Fort Meade, Maryland, for command, control, and administration. The USAFB is charged with conducting major concert tours annually.

c. The United States Military Academy (USMA) Band is assigned to and operationally controlled by the Superintendent, US Military Academy, West Point, New York.

spokesperson

Commander or someone designated by the commander to speak for him or her.

travel for community relations purposes

Invitational or other authorized public affairs travel or transportation to support an approved community relations program, tour, or conference for which the DOD is either a sponsor or a participant.

veterans organizations and associations

Groups that are normally private, non-profit, patriotic, and social in nature. Membership may be comprised 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, 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 publication uses the following abbreviations, brevity codes, or acronyms not contained in AR 310–50.

AF

Army funded

AFARS

Army FAR Supplement

AFD/W

Armed Forces Day/Week

AFDCB

Armed Forces Disciplinary Control Board

AFIS

American Forces Information Service

AFNEWS

Air Force News Agency

AFR

Air Force Reserve

AP

Associated Press

ARNEWS

Army News Service

AWE

Army warfighting experiment

BJOY

broadcast journalist of the year

CAIRA

chemical accident and incident response and assistance

CE

civilian enterprise

CEAT

community emergency action team

DAVIS

Defense Automated Visual Information System

DCSIM

Deputy Chief of Staff for Information Management

DDO

Deputy Director of Operations

DFAR

Defense Federal Acquisition Regulation

DFAS

Defense Finance and Accounting System

DISC4

Director of Information Systems for Command, Control, Communications, and Computers

DOIM

Director of Information Management

DPS

Defense Printing Service

DTLOMS

doctrine, training, leader development, organization, materiel, and soldier/civilian support

EPA

Environmental Protection Agency

FCO

Federal coordinating officer

HALO

High Altitude Low Opening

HNS

U.S. Army and Air Force Hometown News Service

JIB

Joint Information Bureau

JOY

print journalist of the year

JVIS

Joint Visual Information Service

MDW

U.S. Army Military District of Washington

MOH

Medal of Honor

MTMC

U.S. Army Military Traffic Management Command

NARP

nuclear weapon accident response procedures

NEPA

National Environmental Policy Act

OASD(PA)

Office of the Assistant Secretary of Defense (Public Affairs)

OSC

on-scene commander

POSA

Point of the Spear Award

POW

prisoner of war

PRSA

Public Relations Society of America

SAPA

Office of the Secretary of the Army Chief of Public Affairs

T/VISC

Training/Visual Information Support Center (T/VISC)

UC

unified command

UPI

United Press International

USA

United States of America

USARC

U.S. Army Reserve Command

USASOC

U.S. Army Special Operations Command

USPA

United States Parachute Association

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