

Department of the Army
Headquarters, U.S. Army
Army Field Support Command
1 Rock Island Arsenal
Rock Island, IL 61299-6500

*AFSC Regulation 360-1

16 Jun 04

Army Information

PUBLIC AFFAIRS

Applicability. This regulation applies to all Army Field Support Command (AFSC) headquarters (HQ) elements and subordinate installations/sites. The term "commander" used herein includes the Director, Defense Ammunition Center and site representatives.

Decentralized Printing. All AFSC sites may locally reproduce this regulation.

Supplementation. Supplementation of this regulation is prohibited without prior approval from HQ AFSC(AMSFS-PC), 1 Rock Island Arsenal, Rock Island, IL 61299-6500, afsc-ofc-pc@osc.army.mil.

Distribution. Approved for electronic distribution from the Pubs Web page at <http://www.osc.army.mil/im/rcdsmgt/pubs.htm>

Supersessions. *OSCR 360-1, 15 May 01.

FOR THE COMMANDER:



D. Scott Welker
Chief of Staff

<u>Contents</u>	<u>Paragraph</u>	<u>Page</u>
Chapter 1. INTRODUCTION		
Purpose	1-1	2
References	1-2	2
Responsibilities	1-3	2
Chapter 2. POLICIES		
Public Affairs/Function of Command	2-1	3
Chain-of-Command	2-2	4
Principles of Information	2-3	4
Maximum Disclosure, Minimum Delay	2-4	5

<u>Contents (cont)</u>	<u>Paragraph</u>	<u>Page</u>
Chapter 3. PROCEDURES		
Command Information	3-1	6
Charitable Organizations	3-2	6
Comments on Budget Process	3-3	7
Comments on State of Readiness	3-4	7
Career Program Management	3-5	7
Chain-of-Command Photographs	3-6	8
Chapter 4. CLEARANCE POLICIES AND PROCEDURES		
Scope	4-1	8
General	4-2	9
Internet	4-3	9
Contractor-Operated Facilities	4-4	9
Release Authority Retained at AFSC	4-5	9
Other Sensitive Subjects	4-6	10
Chapter 5. POLITICAL ACTIVITIES		
Command Information	5-1	10
Media Queries	5-2	11
Political Speech	5-3	11
Support to Political Events	5-4	11
Use of Army Facilities	5-5	11
Requests to Film	5-6	12
Appendix A. REFERENCES		12

Chapter 1

INTRODUCTION

1-1. Purpose. This regulation prescribes public affairs (PA) objectives, principles and procedures; policies and procedures on review, clearance and release of information to the public; and authority and responsibility to plan and conduct PA activities.

1-2. References. See Appendix A.

1-3. Responsibilities.

a. The AFSC Assistant Chief of Staff for Public Communications, G-5, is responsible to the Commanding General (CG), AFSC, for the PA activities of the command. The G-5 will:

(1) Monitor and provide guidance on PA programs throughout AFSC.

(2) Coordinate PA activities with U.S. Army Materiel Command (AMC) G-5, to accomplish the command's PA mission.

b. Commanders at AFSC sites are responsible for their PA activities as follows:

(1) Initiate Memoranda of Understanding with tenant units on their installations to outline responsibilities and relationships in public information, community relations and command information.

(2) Designate a local spokesperson for matters pertaining to their command and local area of responsibility.

(3) Plan and implement community relations and command information activities within their area of responsibility.

Chapter 2

POLICIES

2-1. Public Affairs/Function of Command.

a. Following AMC's organizational structure, AFSC has renamed its PA office as the Assistant Chief of Staff for Public Communications, G-5. This office continues to fulfill the Army PA mission as set forth in Army Regulation (AR) 360-1. Hereinafter in this regulation, the AFSC Office of the Assistant Chief of Staff for Public Communications, G-5, will be referred to in accordance with (IAW) the Department of the Army designation of Public Affairs, the Public Affairs Office/ Officer, or "PAO." The term PAO refers to the office that performs the PA function. At HQ AFSC, it is the office of the Assistant Chief of Staff for Public Communications, G-5. At other AFSC sites, it may be the PAO, or it may be the commander or someone else designated to perform the PA function.

b. Only the commander and the PAO are authorized to act as official spokesperson for the organization. The PAO, as a member of the commander's personal staff, is charged with external communications responsibilities. Therefore, the PAO must have the trust and confidence of the commander as well as immediate access to the commander.

c. During deployments, mobilizations and other military operations, family members must be kept informed of their spouses' activities. Support to family members during contingency operations is critical to the morale and welfare of the soldiers and civilians in the theater of operations. Without access to information, family members may be subject to misinformation, rumor or propaganda.

d. Well-informed employees are the foundation of our command. Information dispels rumors and instills in workers confidence in his or her leaders.

e. PA efforts are ineffective without the backing of the commander. Commanders must be involved in public information, command information and community relations programs. Commanders must include PA in contingency and operational planning.

2-2. Chain-of-Command.

a. Taskings should follow the chain of command, except in the most extreme emergencies. Even then, echelons that have been bypassed must be informed as soon as possible.

b. On the other hand, information should flow to all echelons of the command simultaneously, as needed. As an example, munitions centers will forward news articles to HQ AFSC at the same time they are forwarded to the parent installation. The AFSC PAO is responsible for forwarding articles and other information to HQ AMC, other major subordinate commands, or higher echelons of command.

c. When subordinate installation PAOs are required to inform the Headquarters, Department of Army (HQDA) Office of the Chief of Public Affairs (OCPA) or AMC about events or queries, or to obtain guidance from them, the PAO should channel that information through the AFSC PAO. If that PAO is contacted by HQDA or AMC directly, the installation PAO will inform AFSC PAO of the contact.

2-3. Principles of Information. On 1 December 1983, the Secretary of Defense established the Department of Defense (DoD) Principles of Information. These principles have been validated by each successive Secretary and are fundamental to the AFSC PA mission. They state:

"It is the policy of the Department of Defense to make available timely and accurate information so that the public, Congress, and members representing the press, radio, and television may access and understand the facts about the national security and defense strategy.

Requests for information from organizations and private citizens will be answered responsively and as rapidly as possible. In carrying out this 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 classification. The provisions of the Freedom of Information Act (FOIA) will be supported in both letter and intent.

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 only be withheld when disclosure would adversely affect national security or threaten the safety or privacy of the men and women of the Armed Services.

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."

2-4. Maximum Disclosure, Minimum Delay. This phrase summarizes the principles of information. The policy of this command is to provide information to reporters that would be available through the Freedom of Information Act (FOIA) without forcing them to submit a formal FOIA request.

Chapter 3

PROCEDURES

3-1. Command Information.

a. Commanders are authorized to publish one newspaper. Approval to do so must be requested through the AFSC PAO to the AMC PAO and a feasibility study must be done for publishing it under a Civilian Enterprise contract.

b. Only one newspaper is authorized at an installation. If more than one organization is located on an installation, the installation commander will publish one newspaper to cover them all.

(1) The ASFC PAO produces an electronic newspaper, distributes it command-wide, and posts it on Army Knowledge Online (AKO).

(2) As an efficient method of information dissemination, commanders will make every attempt to consolidate information from various staff newsletters into their installation newspaper. Therefore, to the extent practicable, only the installation newspaper will be distributed to all personnel.

3-2. Charitable Organizations.

a. Commanders hold a position of high esteem in their communities, therefore, it is imperative they not cultivate the improper impression that they, and through them the Department of the Army, favor one charitable organization over another.

b. While commanders may encourage charitable contributions in general, that encouragement should never take the form of an endorsement of a "favorite" charity. The Combined Federal Campaign (CFC) and the Army Emergency Relief are the only charitable fund-raising organizations that the Army may formally assist. CFC was adopted to prevent Federal employees from being deluged with solicitations at work. CFC allows all qualifying charities equal opportunity to solicit Federal employees in a hands-off fashion. This solicitation method results in a work place free of implicit pressure to contribute.

c. Publicizing CFC in newspapers.

(1) Coverage will be limited to news and feature stories on campaigns. Coverage will provide balanced, factual accounting of the campaign's progress, to include command or installation goals. Such coverage is a normal news story. Editorials and commanders' columns will focus on ensuring everyone has an opportunity to contribute.

(2) Use in continental United States newspaper of the Press Pack art for CFC agencies is prohibited.

(3) The guiding principle is "no selective benefit." Nothing will be done that will provide an advantage to one charity over another.

3-3. Comments on Budget Process. There can be no public discussion of a fiscal year's budget until the President submits it to Congress. Speculative media coverage of reductions or program cancellations may create public interest; nonetheless, all comment must be declined.

3-4. Comments on State of Readiness. In response to query about a higher state of readiness, reply: "We do not normally comment on readiness conditions or any changes in readiness conditions of U.S. forces."

3-5. Career Program Management.

a. The AFSC PAO is the command career program manager for Career Program 22, Public Affairs and Communications Media. At each installation, the PAO will be the Program 22 installation career program manager.

b. Hiring a PAO. The PAO is a key staff member; therefore, commanders will consult with the AFSC PAO when selecting a PAO.

c. Department of the Army PA Interns.

(1) A PAO within this command that receives a centrally funded DA PA intern will follow the HQDA OCPA Training Plan and any other applicable OCPA guidance. Intern training plans may be modified and adapted to best meet the needs of both the intern and the command. Ultimate responsibility for the intern's training rests with OCPA in consultation with the intern's designated local PA sponsor. Initial and completed intern training plans should be forwarded through AFSC, AMC, and HQDA OCPA.

(2) Commanders will inform the AFSC PAO of any GS-1035-9 or GS-1035-11 vacancy so that any required intern placement may be made.

3-6. Chain-of-Command Photographs.

a. AFSC sites may maintain one chain-of-command photograph display. Directorates are not permitted to maintain a chain-of-command display. The displays will include 8x10 color prints of the following individuals:

- (1) Commander-in-Chief
- (2) Secretary of Defense
- (3) Secretary of the Army
- (4) Chief of Staff, Army
- (5) AMC Commanding General
- (6) AFSC Commanding General
- (7) Intermediate commander, if appropriate
- (8) Installation or activity commander

b. AFSC sites may obtain photographs (1) through (5) above from the Pentagon Audio-Visual Library, DSN 225-6934; CML (703) 695-6934.

c. The AFSC PAO will provide one print of the AFSC CG to each site for display purposes.

d. The AFSC PAO will distribute additional photographs of AFSC general officers for command information and public information use.

Chapter 4

CLEARANCE POLICIES AND PROCEDURES

4-1. Scope. AR 360-1 provides policy on clearance of speeches, manuscripts and other public information materials. This chapter provides clearance procedures within AFSC.

4-2. General.

a. The PAO at the lowest possible level of command will clear information for public release. Only forward information of national or command-wide interest to AFSC PAO for clearance.

b. Materials submitted to AFSC PAO will contain a statement that the site has reviewed the information for security, accuracy and appropriateness.

4-3. Internet.

a. Information proposed for posting on publicly accessible Internet Web sites must be reviewed and approved by the appropriate PAO.

b. PAO review is not required for information on non-publicly accessible Web sites, such as those restricted to .mil addresses.

c. Publicly accessible Internet Web sites shall not contain:

- (1) Classified information.
- (2) Privacy Act information.
- (3) For Official Use Only information.
- (4) Unclassified information that requires special handling, e.g., encrypt for transmission only.
- (5) Information exempt from FOIA.
- (6) Copyrighted material.

4-4. Contractor-Operated Facilities. The contracting officer will ensure the contractor is aware of the clearance provisions in AR 360-1. Materials that the contractor proposes to release require proper clearance at the lowest level, e.g., plant commander.

4-5. Release Authority Retained at AFSC. Only the AFSC PAO or higher authority will approve public releases on these subjects:

- a. Major construction (\$200,000 or more).
- b. Land acquisition or disposal.

- c. Commercial activities study.
- d. Planned movement of chemical surety materiel onto or off of an AFSC installation.
- e. Reorganization, consolidation, relocation, or staffing increase involving 50 or more Federal employees.
- f. Termination of temporary employees prior to their expiration date, reduction in force, and furlough, regardless of the number of employees involved.
- g. Significant change in troop strength.
- h. Information about more than one AFSC installation.
- i. Investigations or inquiries initiated by CG AFSC.

4-6. Other Sensitive Subjects. Commanders may release information on these subjects ensuring the AFSC PAO is informed of the release or any media interest in them.

- a. Any event that may result in adverse publicity to the Army.
 - b. Any event that results in loss of life, substantial personal injury, or major damage to property or equipment.
 - c. Dignitary visits when media coverage is likely.
 - d. Any FOIA request from media.
 - e. Reduction in force or furlough of contractor personnel.
-

Chapter 5

POLITICAL ACTIVITIES

5-1. Command Information.

- a. Command information publications will not carry partisan discussions, cartoons, editorials or commentaries dealing with political campaigns, candidates or issues. They will not conduct political opinion polls, surveys or straw votes nor carry political advertising.

b. Radio and television broadcasts on the command information or training channels will not carry any partisan discussions, programs, editorials or commentaries dealing with political campaigns, candidates or issues. This does not restrict commercial cable that may be available on the installation, e.g., CNN.

5-2. Media Queries. Commanders and PAOs will refrain from responding to queries that are overtly political or express an opinion about political candidates, causes or parties.

5-3. Political Speech. Speeches, articles and public comment by military personnel in their capacity as Army representatives must not contain material that may be construed as political in nature.

5-4. Support to Political Events. Army support to political meetings, ceremonies or similar events is forbidden. Installations will not engage in or support any activities that could be interpreted as associating the installation or the Army with particular political causes or candidates. All requests for community relations support to political meetings, ceremonies and like events, including bands, color guards, personnel and speakers will be denied. Commanders will decline requests for support to any event with the potential for identification with or apparent association with any partisan candidate or cause.

5-5. Use of Army Facilities.

a. Commanders should not permit the use of Army facilities by any candidate (either incumbents or new office seekers), members of their staffs or their campaign representatives for political assemblies or meetings; media events; fund-raising or social events for political candidates, parties or causes, regardless of sponsorship; press conferences; or any other activity that could be construed as political in nature. For purposes of this policy, a "candidate" is an individual who is generally recognized by the media or the public as a candidate for a partisan or nonpartisan office.

b. Members of Congress, whether or not candidates for re-election, may visit installations to receive briefings, tours or informational materials. If the candidate's official duties require a visit, the response to the request for the visit will include a reminder that the candidate may not use the visit as a campaign vehicle. Any other candidates for national office who are not Members of Congress or serving government officials may be given the same access to the installation as that to which any other member of the public is entitled.

c. Candidates, either incumbents or new office seekers, for local or state offices may be given the same access as that to which any other member of the public is entitled.

d. In all cases, commanders will inform candidates that while on a military installation all political activities and media events are prohibited, including on-post media coverage of the candidate's visit. If asked for the rationale for that decision, the following statement is approved for use:

"DoD policy has for many years prohibited the use of military installations for any activity that could be construed as political in nature. That includes news media coverage of any portion of a political candidate's activities while on a military installation regardless of the purpose of the visit."

e. There are exceptions for visits by the Commander-in-Chief, the Vice President, and the Speaker of the House. If any of those individuals is scheduled to visit an installation, the commander will contact AFSC PAO for specific guidance. Further guidance, if necessary should be obtained through AMC PA and OCPA PA.

5-6. Requests to Film. Requests for politicians to film campaign commercials in front of military equipment or facilities will be denied. However, since the commander's jurisdiction ends at the installation boundary, nothing can be done to prevent candidates from filming commercials from off post (with the installation sign in the background, for example).

Appendix A

REFERENCES

AR 1-20, Legislative Liaison
AR 5-20, Commercial Activities Program
AR 25-55, Department of Army Freedom of Information Act Program
AR 200-1, Environmental Protection and Enhancement
AR 200-2, Environmental Effects of Army Actions
AR 360-1, The Army Public Affairs Program
AR 380-19, Information Systems Security
AR 530-1, Operations Security
AR 600-29, Fund-Raising within the Department of the Army
DA Pam 25-91, Visual Information Procedures
DA Pam 360-3, Army Hometown News Program