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Public Affairs

NATIONAL GUARD PUBLIC AFFAIRS GUIDELINES

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By Order of the Secretaries of the Army and the Air Force:

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**Summary:** This printing constitutes a major revision to National Guard Public Affairs Guidelines. This pamphlet provides general guidelines and understanding of the procedures and techniques needed to conduct effective public affairs programs within the National Guard.

**Applicability:** This publication applies to the National Guard Bureau, field operating agencies of the National Guard Bureau, the Army National Guard and the Air National Guard.

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## **Chapter 1**

### **Introduction**

#### **1-1. Purpose**

a. This pamphlet contains basic public affairs guidelines for all National Guard agencies and personnel, including State Adjutants General and public affairs personnel of the Army National Guard and Air National Guard. It covers news media relations, command/internal information, community relations, environmental programs and other public affairs related activities.

b. Applies to all members of the Army and Air National Guard.

c. Supplements policies and procedures applicable to the National Guard as set forth in AR 360-1, AFI 35-101, and Department of Defense Directives, Instructions and other publications including regulations, manuals and pamphlets.

#### **1-2. References**

Required and related publications are listed in Appendix A.

#### **1-3. Explanation of abbreviations and terms**

Abbreviations and terms used in this pamphlet are explained in the glossary.

## **Chapter 2**

### **News Media Relations**

#### **Public Information Principles**

It is the National Guard's objective to keep the public fully informed of its unclassified activities. In meeting this objective, the following principles apply:

a. National Guard agencies should provide unclassified information about the National Guard and its activities to the public. Prompt and maximum disclosure of information is required by the Department of Defense. Bad news does not improve with age. See DoD Principles of Information at Appendix B.

b. Unfavorable news should be released with the same care and speed as favorable news. Candor is essential in dealing with the public.

c. Promotional, self-serving news is suspect in terms of veracity and accuracy and should be avoided. Creating an event solely to generate news coverage is in conflict with the spirit and intent of National Guard public affairs policy.

d. All National Guard officials should avoid public discussion of matters which are the responsibility of other governmental agencies (e.g., foreign policy is the responsibility of the Department of State).

e. Information classified in the interest of national security pursuant to DoD Directive 5200.1-R (titled DOD Information Security Program) will not be disclosed.

f. Information will not be classified or otherwise withheld to protect the government from criticism or embarrassment.

g. Avoid requiring journalists to submit Freedom of Information Act (FOIA) requests to obtain information that is releasable according to the Act. Unnecessary FOIA requirements only add delay to the process and often are counterproductive to the practice of effective public affairs programs. See Appendix C.

#### **2-2. State Plans**

a. States are encouraged to prepare public affairs plans for all emergency contingencies (e.g., floods, tornadoes, civil disturbances). These plans may be used as annexes to state emergency plans. A sample plan is available upon request from NGB Public Affairs.

b. Public Affairs plans should be prepared as a part of annual training and other major training events. State/unit public affairs goals, plan objectives, and anticipated results should be planned well in advance of events.

#### **2-3. News Media Travel**

a. General.

(1) Use of military carriers for public affairs travel of news media representatives is authorized for individuals or groups in connection with assignments to cover military events, press tours, visits to military installations, military exercises, or military operations.

- (2) Travel can be local or non-local.
- (3) Travel shall not be in competition with commercial sea, land, or air transportation when that transportation exists, is adequate, and the public affairs objectives may be accomplished through its use.
- (4) Travel must be primarily in the interest of the National Guard and the Department of Defense.
- (5) News media travel should only be approved when one or more of the following conditions are met:
  - (a) The military travel portion itself is an integral and essential part of the story or stories to be covered, such as an air evacuation, maneuvers, or the movement of troops. In such cases, the transportation will be limited to the extent and duration necessary to cover the story. Travel will not be used solely for point-to-point transportation or for the convenience of the media.
  - (b) The proposed news coverage is of a major emergency nature and coverage will be impaired or delayed to the serious detriment of the interests of the DoD if military transportation is not provided.
  - (c) The travel is a matter of special interest to the military department or command involved and is part of an approved project. Approved projects are those sanctioned by an appropriate higher headquarters.
- (6) No commitment should be made by any individual or agency to military or civilian travelers until travel has been coordinated and approved by an appropriate higher headquarters.
  - b. Terms Explained.
    - (1) Local travel is performed within a state's boundaries.
    - (2) Non-local travel is performed outside a state's boundaries, including overseas (OCONUS) travel.
  - c. Requests for Media Travel. The procedures for all news media air or ground travel, including orientation flights, local and non-local travel are outlined in Appendices E, F, and G.

#### **2-4. Audio/Visual Support to Private Corporations/Defense Contractors**

- a. Because Army and Air National Guard units are receiving many new, first-line weapons systems, states and units may receive requests for photographs, videotape, etc., of this equipment in action. Often, these audio/visual products are to support an advertising or promotional program of a civilian concern/defense contractor.
- b. Any such support by National Guard units must first be authorized by DoD Public Affairs through the service (DA, USAF) PA offices. The National Guard does not have any latitude or special rules that apply to this subject. It is important that the National Guard not be cast in such a light as to infer or imply endorsement of any product or weapons system. All such support will be approved in writing by DoD-PA.
- c. All AGs, their staffs, and unit commanders should be briefed annually on this point by the State PAO. Remember that all such support will be approved in writing by DoD-PA. State PAOs should contact NGB-PA as early as possible when working requests of this type.

#### **2-5. Public Announcements of National Guard Participation in Exercises/Deployments and Contingency Operations**

- a. Because of the need to inform families and employers about annual training exercises and deployments, NGB-PA recognizes the requirement for National Guard members to be able to discuss their participation in these programs. For major exercises and contingencies (e.g., OCONUS events involving allied nations), the public affairs guidance (PAG) and formal exercise announcements are normally prepared by the controlling joint/specified/unified/major command involved:
  - (1) PAG is coordinated through participating major commands, including NGB, to DoD-PA.
  - (2) PAG, announcements, questions and answers, if any, usually will be classified prior to its approval for use.
  - (3) DoD-PA will issue final approval and declassification instructions for PAG.
  - (4) NGB has requested of DoD that AGs and PAOs of states involved be included on message traffic.
- b. For smaller scale deployments, such as Air Combat Command's CORONET NIGHTHAWK series, the controlling MAJCOM normally prepares the public announcements, questions and answers, and any PAG.
- c. For deployment for training (DFTs) of small units, subunits or cells, the headquarters controlling the activity or receiving (requesting) the National Guard support is expected to prepare the necessary PA announcement and guidance. Because DFTs are designed to train Guard units in deployment techniques and focus on enhancing those units' abilities to perform their primary missions, they are planned well in advance and are normally not classified. National Guard PAOs normally can release the information on a unit's DFT as soon as all the facts are known and in coordination with their Adjutant General.
- d. Increasingly, National Guard soldiers and airmen are deployed to support real-world contingency operations. If activated, the following general guidelines should be followed:

(1) Operational security and troop safety should always be observed. Units may comment on preparations for deployment such as briefings for family members, organizing and packing equipment, updating medical records, tending to personal affairs, etc.

(2) Topics that may be discussed include approximate number of troops deploying, types of equipment and approximate numbers, unit histories and previous deployments, and chain of command information. Spokespersons should not speculate on deployment dates, specific mission, possible destination(s) or any other aspect beyond their units' current preparations.

(3) At commanders' discretion, PAOs may provide media with photo opportunities of deployment activities. When dealing with members of the press, personnel should be open, honest and forthright.

(4) Allow common sense and operational security to guide media activities. For example, PAOs, unit commanders and staffs should allow the media access to information, troops, leaders, and facilities consistent with operational security.

(5) Commanders at all levels are authorized to support efforts that demonstrate to the public, through the media, the United States' resolve and capabilities.

(6) Commanders are authorized to embark media during deployment. Units embarking media are required to inform the appropriate theater CINC and the appropriate component command. Media embeds during employment, and redeployment operations are subject to appropriate theater CINC concurrence and compliance with host nation visa requirements, where appropriate.

(7) Unit commanders and service members should not speculate or respond to what if questions. Unit commanders, service members and spokespersons should stay within their lane. Other questions should be referred to the next higher headquarters or to other spokespersons, as appropriate.

(8) All discussions should be on the record. Participation of allied forces with U.S. forces in operations or exercises will not be divulged without appropriate theater CINC, host nation or seat of government approval.

(9) General references to the type of mission or duties performed may be mentioned. Specific operations or sensitive details such as mission profiles, available ordnance, tactics, call signs, etc., will not be discussed in the interest of operational security.

e. If a unit is within 60 days of a deployment and has not received the required PA announcement/guidance, contact NGB-PA for assistance.

## **2-6. Unit Activations, Inactivations and Reorganizations**

a. Normally the National Guard Bureau (NGB) will notify the ARNG/ANG unit concerned. When such notification is received, the State Adjutant General concerned may release information, listed at b (1) through (3) about the local unit.

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

(1) Exact personnel strength and composition of units.

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

(3) Combat efficiency.

(4) Information on deployment of units to combat areas.

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

## **2-7. Accident Involving Military Personnel or Equipment**

a. Unit commander, staff and 24-hour work/operations center personnel must be briefed thoroughly on how to respond to news media queries in the event of an aircraft or major vehicle accident. Foremost, they must contact appropriate PA personnel upon learning of any aircraft or major vehicle accident.

b. Public release of information on injured or deceased personnel and their names will be made as soon as possible within Privacy Act constraints after the next-of-kin have been notified officially, as confirmed by local casualty assistance officer.

c. 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) Never speculate on the cause. Simply 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.
- d. For this regulation, a civilian aircraft under military charter is considered a military aircraft and information concerning casualties will be released accordingly.
- e. Accidents outside military installations, whether overseas or within CONUS involving civilian or military vehicles, trains, and commercial or private airplanes or in any other types of accidents, the PAO nearest the scene will coordinate with local law enforcement officials, representatives of transportation companies, if applicable, and appropriate casualty personnel to ensure that the next -of-kin have been notified prior to public release of names and addresses of military personnel.
- f. Requests for additional personal information on deceased and injured by news media:
  - (1) Information will be given to the soldier or soldier's next -of-kin and any communication with a requester will be the option of the next -of-kin or the soldier.
  - (2) Reports of casualty investigations may be released to the individual involved (or to the next -of-kin if the individual is deceased or in a missing status).
- g. Although a state PAO or designated PAO will handle the public affairs aspects of most accidents at the local/regional level, inform NGB-PA immediately. NGB-PA will be asked by Department of Defense, Department of the Army and/or Department of the Air Force Public Affairs for as much information as can be provided.
- h. A sample crash news release and checklist are in Appendix G.

## **2-8. Criminal Investigations**

Normally, no information should be released concerning on-going investigations. However, in coordination with local authorities, PAOs may acknowledge the existence of an investigation and information which is a matter of public record.

## **2-9. Inspector General Activities**

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.

## **2-10. Information Related to Disaster Relief and Civil Disturbances**

Information on National Guard participation in disaster relief operations will be made available promptly to news media. Public affairs officers are encouraged to forward to NGB-PA, news and news-feature material of their activities for possible dissemination at national level.

## **2-11. Public Affairs Guidance for Counterdrug Operations**

- a. With concurrence of lead law enforcement agency, state PAOs will take the lead for public affairs activities pertaining to National Guard counterdrug support. Releases must be coordinated with the supported lead civilian law enforcement agencies in supply reduction operations and participating community-based organizations in Drug Demand Reduction (DDR) activities.
- b. Where possible, state public affairs officers should look for opportunities in conjunction with the supported lead law enforcement agency (LEA) to provide news media an opportunity to cover National Guard support. State public affairs officers should also seek opportunities to obtain news media coverage explaining in generic terms the type of mission support the National Guard provides law enforcement. Operational security and the personal safety of National Guard members and their families still remain the primary consideration when talking to news media. Operational risk assessment should be used to determine the advisability of providing interviews. Final decision to provide an interview rests with the State National Guard leadership and the individuals concerned.
- c. The Adjutant General is the approval authority for local travel in National Guard aircraft. The state PAO must coordinate LEA approval for media to accompany National Guard aircraft on actual missions. Orientation flights must be approved by NGB-PAM.
- d. Further information on National Guard counterdrug support to law enforcement agencies can be found in NGR 500-2 and ANGI 10-801.

## Chapter 3

### Command/Internal Information

#### 3-1. General References

Command and Internal Information programs are treated in detail in the following: DoD Instruction 5120.4 (DoD Newspapers, Magazines and Commercial Enterprise Publications, 16 June 1997); Air Force Policy Directive 35-1 (Public Affairs Management, 17 September 1999); Air Force Instruction 35-301 (Air Force Base Newspapers and Commercial Enterprise Publications Procedures and Guidance, 17 Jan 1997); and relevant Air Force Instructions concerning public affairs.

#### 3-2. Purpose of Command/Internal Information Programs

Provide members of the National Guard, their families and other interested persons with timely, factual information about the mission of the National Guard and benefits of National Guard membership. Such efforts enhance unit recruiting, retention and readiness.

#### 3-3. NGB-PAI-C Support

- a. Develops and coordinates Command/Internal Information programs at NGB level.
- b. Assists National Guard commanders and public affairs officers with their Command/Internal Information efforts.
- c. Conducts annual National Guard Bureau media contest.
- d. Critiques Command/Internal Information products for the states and territories upon request.
- e. Produces the following items to assist commanders and public affairs personnel in their information programs:

(1) The On Guard. A monthly tabloid newspaper mailed in bulk to each National Guard armory/base throughout the nation. This publication provides for dissemination of news about the Total Force, the National Guard, as well as a forum for states and units to publicize worthwhile accomplishments to a national audience. Text and photos also available on the National Guard homepage.

(2) Unit Public Affairs Representative (UPAR) Handbook. A reference to provide simplified instructions and guidelines to individuals who have additional duties as public affairs representatives.

(3) USA Today. Four page promotional replica of USA Today. The edition provides an overview of National Guard capabilities and accomplishments. The publication is an effective handout for anyone who wants to learn more about the National Guard.

(4) National Guard Bureau World Wide Web Site. Available at [www.ngb.dtic.mil](http://www.ngb.dtic.mil)

#### 3-4. State Command/Internal Information Programs

Command/Internal Information programs may take a variety of forms (e.g. state/unit publications, commanders' calls, homepages, open houses, and family correspondence programs, spouse councils and bulletins). Publications, specifically newspapers and newsletters, are among the most popular instruments for dissemination of information within a command. Adjutants general may use federal funds to publish and mail command newspapers to the homes of members within the following guidelines:

- a. State-level publications having a combined Army and Air National Guard readership may be published with Army appropriated funds under the guidelines of AR 360-81 if the following criteria are met:

(1) A feasibility study has determined that a publication cannot be published as a commercial enterprise and a copy of that study is provided to NGB-PAI-C.

(2) Approval to publish the publication is granted by NGB-PAI-C.

(3) The following mandatory distribution is made of command information publications, regardless of funding source:

(a) Two copies to NGB-PAI-C, Suite 11200, 1411 Jefferson Davis Highway, Arlington, VA . 22202-3231.

(b) One copy to the Director, American Forces Press Service (AFIS), 601 North Fairfax Street, Alexandria, VA, 22314-2007.

(c) One copy to the Director, Journalism Department Defense Information School, Fort Meade, MD, 20755-5620.

(d) One copy to HQDA (SAPA-CI), Room 2E625, Pentagon, Washington, DC, 20310-1510.

(e) One copy to Air Force Newspaper Services, HQ AFNEWS, IIOP, 203 Norton St., San Antonio, TX 78226.

(f) One copy to Newspaper and Periodicals Librarian, State Historical Society of Wisconsin, 816 State Street, Madison, WI, 53706-1488. The library maintains a microfilm archive of all National Guard Command/Internal Information publications it receives.

b. Unit publications.

(1) Army National Guard publications may be published with Army appropriated funds under the guidelines of AR 360-81 if criteria in sub-paragraph 3-4 a, above are met.

(2) Air National Guard publications may be supported with Air Force appropriated funds under the guidelines of AFI 35-3 and associated instructions if criteria in sub-paragraph 3-4 a, are met except that one copy of the publication must be distributed to Air Force Newspaper Services, HQ AFNEWS, IIOP, 203 Norton St., San Antonio, TX, 78226. Send no Air Guard publications to HQDA.

c. Special publications. Units may not produce other publications with federal funds without the specific approval of NGB-PA. These include special annual training issues, annual reports, brochures and pamphlets, which are not incorporated into the approved publication plan for the state-level command newspaper. Exceptions to this restriction are those publications produced during annual training as part of an evaluation requirement of public affairs detachments. This restriction does not apply to publications allowed by the Printing and Publications Officer under authority of AR 310-1.

d. Unit newsletters. Where possible, Unit Public Affairs Representatives (UPARs) are encouraged to publish unit newsletters, when other publications are not feasible, to inform members and families of programs and activities affecting them. AR 25-30 and AFI 6-1 address newsletters.

### 3-5. Reports and Surveys

Both Army and Air Force regulations require annual newspaper/magazine reports. In addition, audience surveys and command information program assessment reports are required. Chapter 5 of AR 360-81 details the survey and report requirements of Army Command Information publications. Paragraph 8 of AFI 35-301 details reporting requirements for Air Force Internal Information publications.

a. Annual Newspaper Analysis Report (Army) is due at DOD-PA not later than 31 January each year, and is required of each command publishing a product and can be submitted online at <http://www.onassignment.afis.osd.mil>.

b. Public Affairs Program Report (Air Force) is due at DOD-PA not later than 15 January each year, and is required of each command publishing a product and can be submitted online at <http://www.onassignment.afis.osd.mil>.

c. Readership surveys must be conducted by public affairs officers publishing Army and Air Force publications every three years. Results of the surveys should be provided to NGB-PAI-C.

### 3-6. Media Contest

Each year NGB-PAI-C administers a media contest to recognize the professional accomplishments of print and broadcast journalists. The competition year runs from 1 January to 31 December. This contest is a prerequisite for entering the Army Keith L. Ware competition for print and broadcast journalists and the Air Force Media Contest for print journalists. First place winners in the National Guard Media Contest receive a distinctive plaque. The Army and Air National Guard's "Journalist of the Year" will receive the "David J. Super Award" named for the retired NGB Lieutenant Colonel who left an indelible mark on National Guard Public Affairs Policies and Products. Those who place second, third and honorable mention will receive a certificate. Contest rules and entry forms are distributed to state public affairs offices each fall.

## Chapter 4 Community Relations

**4-1. General.** Appropriate participation by National Guard personnel and units in community relations projects is essential to continued acceptance and success of the National Guard in the community. However, there are limitations and constraints associated with such participation that must be noted to preclude conflict with civilian enterprise and to avoid the possibility of compromising National Guard personnel. Additionally, not all activities which have community relations impact are conducted under the community relations authority. Specifically, 10 USC 2012 provides the authority to provide DoD support to eligible entities outside of DoD. This statute provides

the authority to provide operational support, such as construction support, to eligible entities. The provision of this type of support must meet the statutory and regulatory requirements.

#### 4-2. Definitions

a. Community relations. Relationships that exist between the National Guard as a military component and the civilian community.

b. Community relations program. That command function that evaluates public attitudes and interests and executes an appropriate program to increase public understanding and therefore develop appreciation of the National Guard. Such a program includes any planned and executed action by a DoD component, unit, or person designed to achieve and maintain good relations with the public. Such a program can be conducted on or off a military reservation. Community relations programs include such activities as liaison and cooperation with labor unions, private enterprises, government and community leaders, and U.S. personnel in U.S. embassies; support to and participation in private organizations; support to and participation in public events and official ceremonies to include inauguration ceremonies and parades; open houses; static displays of aircraft, weapons and equipment; exhibits at fairs, expositions, conventions and shopping centers; support to eligible fund-raising events; loan and lease of equipment; band support; support to and participation in commercial video and print productions to include motion pictures, television, radio, documentaries, and advertisements; tours of military facilities by U.S. and foreign civilians; support to youth groups; support to air shows; flyovers; airlifts, civic-leader and civic-leader/media representatives combined; orientation flights; support to military anniversary celebrations; and use of military facilities by the public.

c. Public events. Events occurring outside the boundaries of military installations, to include all ceremonies, demonstrations, exhibitions, expositions, athletic contests, parades, fairs, trade and air shows, conventions, meetings, symposia or similar programs not connected with the military functions of the DoD and intended primarily for non-military audiences. Exercises, movements, maneuvers or operations, even though incidentally viewed by the general public, are not considered public events.

d. Private organizations. Civic, service, youth, professional, military-oriented, educational, technical, scientific, fraternal, business, trade, labor or similar association, society, institution or other group that is not part of federal, state or local government.

e. DoD support. Any use of armed forces personnel and/or DoD civilian employees, as individuals or as units, or any commitment of facilities or materials to include aircraft, ships, weapon systems, exhibits and equipment in support of community relations programs.

#### 4-3. Approval Authority

a. The Office of the Assistant Secretary of Defense for Public Affairs (OASD-PA reserves the authority for approving participation in events of the following nature, which must first be coordinate through NGB-PA:

(1) OCONUS events to include OCONUS travel of news media representatives aboard DoD aircraft.

(2) Participation of CONUS-based resources such as bands, exhibits or other resources to overseas areas for community relations purposes.

(3) The Assistant Secretary of Defense for Public Affairs is further responsible for the conduct of Armed Forces Day and support to non-DoD related national conventions, e.g., the Veterans of Foreign Wars and the American Legion.

b. Secretary of the Air Force, Public Affairs (SAF/PA) and the Army's Office of the Chief, Public Affairs (OCPA), through coordination with NGB-PA, approves participation for the appropriate ANG or ARNG units for participation in aerial events, aerial reviews, Thunderbird and Golden Night performances, exception to policy requests, nationally televised sports events, and participation in commercial, non-DOD motion pictures, television programs, documentaries, and advertisements with regional, national or international impact.

c. NGB-PA is the approval authority for certain orientation flights, all out of state public affairs travel, static displays, civic leader tours (CLTs) within the Military District of Washington, D.C. (MDW), out of state CONUS deployments for ARNG bands and all but adjacent state CONUS deployment for ANG bands.

d. State Adjutants General are authorized to approve the use of unit resources for community relations programs when approval is not otherwise specifically reserved to OASD-PA, SAF/PA and OCPA, NGB-PA or other federal agencies. TAG can approve flyovers on and off base in observance of official ceremonies only for Armed Forces Day, Memorial Day, Independence Day, Veterans Day and POW/MIA Day. These observances must be held within a seven-day window of the official date. Requests for use of National Guard assets that cannot be approved by the state Adjutants General should be submitted to NGB-PA for further coordination, or approval if required.

#### 4-4. Duty Status

The status of the Guard member participating in community relations programs will depend on the availability of funding and whether the requested support meets the criteria in paragraph 4-5. This pamphlet does not address status of personnel on state active duty.

- a. Funded training status. Participation by units, elements, or individuals may be in a funded status if participation is mission related, contributes to the combat readiness of an individual or unit, and is approved in accordance with procedures outlined in Para 4-3 and meets the criteria of Para 4-5. It is essential that MOS or AFSC related training be accomplished. The exception to this is ARNG units are authorized one paid UTA each fiscal year for participation in parades and ceremonies of a civic nature (guidance for use of IDT for community projects can be found in NGR 350-1)
- b. Volunteer, non-pay, duty status. Participation in community relations programs that do meet the criteria described in Para 4-5 may be performed in a volunteer, non-pay, duty status, if the participation contributes to the training experience of National Guard personnel in accordance with NGR 350-1 or NGR (AF) 50-1. The Adjutant General may authorize issuance of orders or other prior written authorization governing training in a non-pay, duty status.
- c. Volunteer, non-pay, non-duty status. Participation that does not meet the requirements in a. and b., above, must be in a volunteer, non-pay, non-duty status. National Guard personnel in this purely private status should not be encouraged to participate unless the project sponsor provides liability insurance, in an amount satisfactory to the Adjutant General concerned.
- d. Participation in support of community relation programs in lieu of AT will only be considered for the most vital humanitarian projects. Such participation must be mission related and contribute to combat readiness of the entire unit or element; the training received by all members of the unit or element must be duty related, and it must be approved in accordance with procedures outlined in Para 4-3. A request to provide this support must be sufficiently justified. TAG will submit the request to CNGB with the AT administrative plan for approval. For ARNG, NGB-PA and NGB-ARO-OY will approve. For ANG, NGB-PA, and NGB-XO will approve.
- e. Insurance liability. National Guard personnel may be held personally liable for injury or damage caused by them while participating in community relations/domestic action programs in a volunteer, non-pay, non-duty status. They are not covered by the Federal Tort Claims Act, unless they are in a Title 10 or Title 32 duty status. Likewise, any injuries sustained by National Guard personnel while in a volunteer, non-pay, non-duty status will be considered "Not in the Line of Duty." For this reason, National Guard units or individuals should not be encouraged to volunteer or participate unless the project sponsor provides liability insurance in an amount satisfactory to the Adjutant General concerned.

#### 4-5. Community Relations Programs - Support and Restrictions

- a. National Guard commanders/Adjutants General provide limited support to community relations programs when such support is in the best interests of the National Guard and is not in violation of Paragraph 3-211 of the Joint Ethics Regulation and in accordance with the following criteria:
  - (1) Community relations programs should be structured to enhance a unit's primary mission or readiness and does not interfere with the performance of official duties and would in no way detract from readiness.
  - (2) The event or occasion is of general interest or benefit to the community as a whole.
  - (3) The sponsor is a broadly based civic organization or an organization whose primary purpose is to stimulate patriotism, promote public understanding of the necessity of national security, or foster public appreciation of our national heritage, and not promote the organization's private objectives. (Exception: an organization whose membership is based on sex or national origin, or whose membership is otherwise narrowly defined, may be supported, if the program or event is open to the entire community. The program or event must not promote the partisan, fraternal, or commercial objectives of the organization itself).
  - (4) Specifically authorized support by public law or executive order and is not restricted by other statutes or regulations.
  - (5) The command is able and willing to provide the same support to comparable events that meet the criteria of this section and are sponsored by similar non-federal entities.
  - (6) Community relations with the immediate community and/or other legitimate National Guard public affairs or military training interests are served by the support.
  - (7) No admission fee (beyond what will cover the reasonable costs of sponsoring the event) is charged for the event or charged for the portion of the event supported by the National Guard.
- b. Restrictions.

(1) Participation is prohibited unless admission, seating and all other accommodations and facilities connected with the event are available to all without regard to race, creed, color, or national origin. Participation is also prohibited in public events when the sponsoring organization or group excludes any person from its membership or function because of sex, race, creed, color or national origin.

(2) National Guard participation in community relations programs must not interfere with military operations and training programs, and must be at no additional expense to the U.S. Government. The sponsor will be required to reimburse additional cost such as meals, lodging and other travel expenses. Continuing type costs to the federal government, which would have existed had the National Guard not participated in the event, will not be the responsibility of the sponsor.

(3) Participation that supports commercial advertising, publicity, promotional activities or events so as to benefit or favor a commercial venture is prohibited.

(4) Participation is prohibited in any event in which the public is charged admission specifically to observe National Guard participation.

(5) Use of National Guard personnel as ushers, guards, parking lot attendants or messengers in support of community relations programs in the civilian domain is prohibited.

(6) Units and individuals participating in community relations programs may not be used in any manner to enforce local laws, statutes or ordinances (State active duty situations not included).

(7) Use of National Guard personnel in community relations programs will not compete with the civilian labor force, or deny employment opportunities to civilians in their regular profession. Guard participation in the program should be coordinated with local elected officials and labor unions in order to preclude unjustified claims of unfair competition.

(8) Support will not directly or indirectly:

(a) Endorse or selectively benefit or favor any person, corporation, whether profit or non-profit; religion, sect, quasi-religious or ideological movement; fraternal organization, political organization or commercial venture.

(b) Be associated with solicitation of votes in a political election.

(9) Insurance liability (see Para 4-4).

#### **4-6. Support and Services for Eligible Organizations and Activities outside the Department of Defense**

a. In 1996, Congress passed legislation to consolidate and clarify the procedures that enable all military components to provide support and services to eligible non-Department of Defense organizations and activities. The new law, Section 2012 of Title 10 of the U.S. Code, incorporates provisions found in Section 508 of Title 32 of the U.S. Code and applies to the Army and Air National Guard.

b. Broadly speaking, providing "support and services for eligible organizations" defines the National Guard's long-standing practice of helping local communities and organizations with projects that can be accomplished as a product of military training during a weekend drill or annual training. The projects may include - but are not limited to - construction of public parks and assistance to various youth organizations. The new law, Section 2012, expands the procedures for the conduct of these operations to include training events specifically funded as "Support and Services" missions. Also called "Innovative Readiness Training (IRT)" missions, these events are conducted within the boundaries of the United States. The civic and community assistance provided is accomplished primarily by combat service support and combat support units, and personnel primarily in the areas of healthcare services, general engineering, and infrastructure support and assistance. At the state level, the Plans, Operations and Training Office is the proponent for these missions. Regulatory guidance for the conduct of these missions is found in DoD Directive 1100.20.

c. Planning and execution of these missions, whether funded or unfunded, remains largely the responsibility of operations and training sections within a command or unit. Public interest in these missions often is very high, thus requiring that public affairs officers be involved in the planning and execution phases from the beginning stages. An appropriate and well-coordinated public affairs plan should be developed for all support and service missions. At a minimum, these plans should be coordinated with the state's POTO and USP&FO.

#### **4-7. National Guard Association of the United States, Adjutants General Association of the United States, and Enlisted Association of the National Guard of the United States National Conventions**

a. The passage of Public Law 101-189, November 29, 1989, amends Chapter 151 of Title 10 United States Code by adding the following section: 2548. National military associations: assistance at national conventions.

b. Authority to Provide Services. The Secretary of a military department may provide services described in subsection (c) in connection with an annual conference or convention of a national military association.

c. Conditions for Providing Services. Services may be provided under this section if:

- (1) the provision of the services in any case is approved in advance by the Secretary concerned.
  - (2) the services can be provided in conjunction with training in appropriate military skills.
  - (3) the services can be provided within existing funds otherwise available to the Secretary concerned.
- d. Covered Services. Services that may be provided under this section are:
- (1) Limited air and ground transportation.
  - (2) communications.
  - (3) medical services.
  - (4) administrative support.
  - (5) security support.
- e. National Military Associations. The Secretary of Defense shall designate those organizations which are national military associations for the purpose of this section.
- f. As a result of this law, the Secretary of Defense has designated the National Guard Association of the United States (NGAUS), the Adjutants General Association of the United States (AGAUS) and the Enlisted Association of the National Guard of the United States (EANGUS) as "national military associations" covered by this law. Submit all requests for approval to NGB-PA. Approval will be based on the following criteria:
- (1) Security. Limited, based on letter from local law enforcement requesting assistance and stating inability to provide for need and detailing the security requirement. All personnel for this function will be in AFSC/MOS related field and in drill status.
  - (2) Communication. Limited, based on support to federally funded attendees only. All personnel for this function will be in AFSC/MOS related field and in drill status.
  - (3) Medical. Limited to emergency, lifesaving capability only, no sick call, colds, sprains, etc., and only when such capability is not already available locally. All personnel for this function will be in AFSC/MOS related field and in drill status.
  - (4) Ground transportation. Transportation to and from conference, and to and from conference functions only. Spouse functions are not authorized. No sedan transportation except for federally funded distinguished visitor attendees. Transportation by a DoD vehicle shall not be provided when the justification is based on reasons of rank, prestige or personal convenience. All personnel for this function will be in AFSC/MOS related field and conducting normal drill training.
  - (5) Air transportation.
    - (a) Those authorized by the Chief, National Guard Bureau, to attend the conventions in an official duty status are eligible for transportation to and from the event by scheduled military aircraft. The Chief, NGB, has authorized two officers per state to attend NGAUS, and two senior enlisted advisors per state to attend EANGUS. Other National Guard members attending as private association members are eligible for space available transportation on scheduled military aircraft missions. When using military aircraft to support official conference travel to and from EANGUS and NGAUS, one or more of the following criteria must be met:
      - (1) The air travel must be the most economical mode of transportation consistent with mission accomplishment.
      - (2) The type aircraft to be used is the least costly one capable of satisfying the transportation requirements for those in an official duty status.
      - (3) An emergency situation exists whereby the military mission could not be completed without the use of military aircraft.
      - (4) The use of commercial aircraft causes significant scheduling delays over several legs in a multi-stop mission.
 Military aircraft will not be used if commercial airline service is reasonably available to meet mission requirements within a 24-hour period. OSA flights must be validated by TAG and scheduled through the appropriate channels. Training aircraft will not remain overnight in the conference locality unless reflected in the normal training profile.
    - (b) TAG spouse travel is categorized as official, unofficial or other. To fit the official travel category, TAG spouses must actually participate in an unquestionable official function, or what is deemed in the national interest because of diplomatic or public relations benefit to the country. Spouses on official travel may use military or commercial aircraft at government expense. Unofficial travel by TAG spouses is not authorized at government expense. Mere attendance without participation in an official function constitutes the unofficial travel category. Unofficial travel may be approved for military aircraft as non-interference, reimbursable travel. Other travel is authorized for TAG spouses on National Guard aircraft when the aircraft has been previously selected as the most cost and time effective means of transportation. The travel cost on this non-interference, reimbursable spouse travel is reimbursable to the government at the full commercial coach class fare or equivalent. The following criteria must be met to authorize non-interference, reimbursable travel aboard military aircraft:

- (1) The aircraft is already scheduled for an official purpose.
- (2) Non-interference use does not require a larger aircraft than is needed for the official purpose.
- (3) Official travelers are not displaced.
- (4) No additional cost to the U.S. Government.
- (5) The government is reimbursed at the full commercial coach class fare rate.

(c) All requests for official, unofficial and other TAG spouse travel must be submitted to NGB-PA at least 20 working days prior to travel date. NGB-PA will coordinate and forward to the Chief, National Guard Bureau, for approval. For payment of non-interference, reimbursable travel, each TAG will attach a personal check to his/her travel voucher made payable to the Treasurer of the United States, along with a travel office printout reflecting the full commercial coach class fare.

g. Status of attendance at NGAUS, AGAUS and EANGUS National Conventions. The status of National Guard personnel attending private organization events will be in accordance with NGR 37-106 and/or ANGR 177-07.

(1) Attendance at DoD expense.

(a) Military technicians authorized to attend will be in a military technician TDY status in accordance with JTR Vol. 2.

(b) USP&FOs and individuals serving on AGR tours under Title 10 and 32, U.S. Code, who are authorized to attend, will be in military TDY status.

(c) Other ARNG and ANG personnel authorized to attend, e.g., M-day personnel, will be in a military status on orders under special training/other special training workday funding.

(2) NGAUS.

(a) NGB-assigned personnel specifically authorized by the Chief, NGB, to perform duties for NGB, may attend meetings of NGAUS at DoD expense. The Chief, NGB, cannot authorize state-assigned personnel to attend.

(b) State active-component IGs, USP&FOs and others in Title 32 AGR or military technician status, may attend the NGAUS annual conference at DoD expense when approved by TAG and attendance will contribute to the National Guard's mission; be directly related to the member's/employee's primary duties; and enhance the member's/employee's value to the National Guard. In any event, no more than two individuals from each state will attend the NGAUS annual conference at DoD expense unless specifically approved by the Chief, NGB.

(c) Active-Army advisors may attend the NGAUS annual conference with the approval and support of the CONUSA or U.S. Army, Pacific, Commander, as appropriate.

(d) Individuals will not attend the NGAUS annual conference in special training, other special training or active duty for training status with or without pay.

(e) Attendance at the NGAUS executive council meetings at DoD expense is not authorized.

(3) AGAUS.

(a) NGB-assigned personnel specifically authorized by the Chief, NGB, to perform official duties for NGB, may attend meetings of the AGAUS at DoD expense.

(b) No other attendance at DoD expense is authorized.

(4) EANGUS.

(a) NGB-assigned personnel specifically authorized by the Chief, NGB, to perform official duties for NGB may attend these meetings at U.S. Government expense.

(b) TAG is authorized to identify two NCOs (one ARNG and one ANG) to attend the EANGUS Annual Conference at DoD expense. Attendance will contribute to the National Guard's mission; be directly related to the member's primary duties; and enhance the member's value to the National Guard. In any event, no more than two individuals from each state will attend the EANGUS Annual Conference at DoD expense. The Chief, NGB, may approve the attendance of others, on a case-by-case basis, when it is clearly in the best interests of DoD to do so.

(c) Attendance at EANGUS Executive Council meetings at DoD expense is not authorized.

#### **4-8. Loan and Lease of Equipment in Support of Community Relations Programs**

a. Federal property issued to the National Guard may be provided for use and loan in conjunction with approved community relations programs. In considering requests for loan of military material, AGs and commanders must determine that similar material is not reasonably available from commercial sources before providing the support requested. As proof, the AG/commander should require the sponsoring organization to submit a written statement that the material is not commercially available or that all pertinent private enterprises, labor unions and government officials do not object to the National Guard providing the material. This statement helps preclude claims of unfair competition. Guidelines in AR 360-1, AR 700-131, DFAS-IN REG 37-1 and AFI 35-101 are to be adhered to, to include requiring the requesting civilian organization to sign or provide:

- (1) A formal lease agreement.

- (2) A surety bond for the price of the equipment to be loaned.
- (3) Payment of a fair, monetary rental fee for leased items. The fee should be based on the prevailing commercial rates.
- b. TAG, or a designee, are the approval authorities for use and loan of equipment for community relations programs allowable under the regulations set forth in a., above. Requests for support should be staffed with the USP&FO for review of federal property accountability and reimbursement.
- c. USP&FOs are authorized to waive both the lease fee and administrative fees, in whole or in part, for ARNG equipment provided for less than one year to any organization specified in 32 USC 508(d), or any other youth, social or fraternal non-profit organization as determined by the Chief, NGB, on a case-by-case basis. The requirement for a recipient to post a surety bond, or have proper insurance coverage, may not be waived. The USP&FO may only delegate this authority to Supervisory Logistics Management Specialists (SLMS) for the period of time they are absent from their office. The authorization will not be further delegated.
- d. Authority for temporary loan/lease of Air Guard equipment, material or facilities for community relations activities is suspended under the guidance of HQ USAF/ILS message, dated 14 Sep 98, Subj.: Lease/Loan of Non-Excess personal property and donation of excess research equipment. If equipment, material or facilities are on the ANG inventory they may NOT be loaned and/or leased except to an Air Force, Air Force Reserve or ANG organization or activity.

#### 4-9. CONUS Public Affairs Travel (Civic Leaders Only)

a. Public affairs airlift from point A to point B is defined as travel "in the interest of adding to the public understanding of DoD activities," as cited in DoD Regulation 4515.13-R. The civic leader tour program responds to the public's interest in and right to know about the DoD/National Guard stewardship of national resources. The purpose of each flight/visit should be to enhance the civilian guests' understanding of DoD by giving them insight into National Guard operation and support missions. The National Guard invites civic leaders to visit DoD organizations, installations and facilities in accordance with the following guidelines:

(1) Civic leaders are flown in conjunction with aircrew proficiency training missions, within command flying hour allocations, and at no additional cost to the government. Travel authorized for public affairs purposes must reflect the following elements of consideration:

(a) It shall not compete with U.S. flag, commercial, sea, land or air transportation when that capability exists and is adequate and when public affairs objectives of the travel can be obtained through its use.

(b) Travel or transportation for public affairs purposes must be determined to be primarily in the interest of DoD and the NGB.

(2) Civic leaders (supervisors, owners, high level managers, CEOs, educators, legislators, religious leaders) should be drawn from a broad variety of community leadership, professional, and business occupations. Tour participants should reflect the greatest possible cross section of local civic leaders based on age, sex, race, and ethnic backgrounds. Under no circumstances will a group be predominantly from one organization.

(3) Do not include spouses on the guest list unless they are community leaders in their own right. Do not include retired military members unless they qualify as bona fide community leaders who are active in the community. Do not include secretaries, students and children, and regular employees of companies and firms.

(4) Requests for members of Congress and/or staff members must be forwarded to NGB-PL (Policy and Liaison) for coordination and processing for DoD approval. Requests for foreign nationals and foreign military personnel must be forwarded to NGB-IA (International Affairs) for ANG coordination or ARNG approval. Fax an information copy to NGB-PA for either of these types of requests.

(5) Tours, orientations, demonstrations, and briefings should be scheduled for normal duty hours. Most of a normal duty day (eight hours) should be spent viewing official DoD related activities. Peripheral activities, such as participating in golfing or other athletic events, visits to shopping centers and social events such as barbecues will not be included in itineraries during the normal duty day. The public affairs airlift program must be able to withstand public scrutiny at all times. Guests will not be provided alcoholic beverages aboard aircraft. Activities that could be perceived as extravagant jeopardize the credibility and viability of this program and are prohibited. Participation by government employees in certain activities is subject to the DoD Joint Ethics Regulation 5500.7-R.

b. All requests for public affairs airlifts will contain, at the minimum, the following information:

(1) Written justification for the travel, including both the public affairs purposes to be served and the necessity for use of military transportation.

(2) Itinerary, to include date(s) of travel, point(s) of takeoff(s), point of landing(s) to include any intermediate stops, areas/installations/facilities to be visited, and details of activities such as what type of briefings and bases or sites to be visited will be included.

(3) A guest list including individuals' names, civilian occupations, social security numbers, type of aircraft to be used, and name/rank of project and escort officials.

(4) Requests must be submitted to NGB-PA 30 days prior to the proposed travel date.

(5) No blanket approval for proposed/projected civic leader travel will be granted by NGB-PA.

c. Guests assume full financial responsibilities for their own billeting, meals, and other personal expenses while participating in the tour. Media queries concerning the program or a specific tour must be answered factually and completely. The sponsoring unit is responsible for publishing invitational travel orders for the guests upon approval of travel.

d. ANG/DOX and NGB-ARO are the principal operating activities for all NGB-PA requests. States needing aircraft support should submit their requests on NGB Form 214-R, Unit Training Airlift Request, to NGB-PA at least 30 days prior to travel for validation. NGB-PA will then validate and forward the form to the appropriate office. Applicable regulation is NGR 55-100.

e. Approval authority for civic leader travel.

(1) In state: TAG.

(2) Out of state: NGB-PA.

f. Military support airlift requests should be directed to NGB-ARO-OM.

#### **4-10. OCONUS Public Affairs Travel (Governors/Civic Leaders/News Media Representatives Combined)**

a. Purpose. Acquaint opinion leaders with various Guard exercises/deployments; illustrate the Guard's capability to mobilize and deploy overseas; and develop the public's understanding of the increased reliance DoD is placing on the National Guard in its Total Force Policy.

b. Composition. Governor (or a representative), TAG, State PAO, and between 15 and 40 opinion leaders representing as wide a cross section as possible of state legislators, civic leaders, and media representatives. For SOUTHCOM travel, tour requests should be no more than 30 delegates including military escorts. SOUTHCOM does not support tours that fall on weekends, except as an exception to policy.

c. Itinerary. Developed by the state public affairs office and host theater command/U.S. embassy to meet the needs of all involved. A majority of normal working duty day must be spent participating in or observing DoD related activities.

(1) Length of tour for:

(a) SOUTHCOM: Four to six days.

(b) Europe: Six to 10 days.

(c) Asia: Six to 10 days.

(d) Other areas will vary.

(2) Highlights of tour are:

(a) Military theater operations briefing.

(b) Visit hometown troops.

(c) Meet with U.S. embassy staff.

(d) Meet with host government officials.

d. Approval for trips. All international trips involving civic leaders and media representatives must be approved first by OASD-PA through NGB-PA. In addition, country clearance must be granted by the U.S. embassy in the country to be visited, and theater clearance by the U.S. military command. The deadlines for submitting initial requests are:

(1) 45 days in advance for SOUTHCOM.

(2) 60 days in advance for Europe, the Pacific, Africa and Asia.

(3) 30 days in advance for submitting the list of delegates, their titles, social security numbers and passport numbers.

e. Other considerations.

(1) ANG aircraft support. ANG/DOX is responsible for coordinating aircraft support. Generally, transport or refueling aircraft are scheduled for trips overseas. States desiring to use their own aircraft should mention so in their requests to NGB-PA. States needing aircraft support should indicate so in their request and forward an NGB Form 214-R to NGB-PA as soon as possible for airlift validation. Once the aircraft is scheduled, the aircrew will forward the tail number, call sign, names of crew members and aircraft type to the appropriate embassy and military command for diplomatic clearance to enter foreign air space. Aircrew should check Foreign Clearance Guide for additional requirements.

(2) Billeting and food costs. The group will normally stay in civilian hotels. Tour members are responsible for their lodging, meals and all other personal expenses. Tour members should be instructed to bring enough cash or a major credit card to cover the standard per diem rates for each country visited.

(3) Currency. Some countries accept U.S. dollars; however, almost all countries accept major credit cards.

(4) Medical and immunization requirements. Each traveler should consult with his/her personal physician or state/county health department to determine what medical treatment and immunizations are needed before departure.

(5) Travel documentation. When visiting foreign countries, it is wise to carry a passport. Some countries require visas. Consult the Foreign Clearance Guide to determine if a visa is needed.

(6) Media requirements. Each country has different requirements and restrictions for visiting media representatives. The state PAO should find out what those are and brief each media representative in advance on any restrictions.

(7) Orders. Participating states are responsible for publishing invitational travel orders for the visit, once approved. The following is an example of invitational travel order wording that can be tailored for individual use: The Adjutant General of (state) invites (list) to proceed on or about (date) from (point of origin) to (destination) for (number) of days and return to (point of origin). Purpose of travel is to observe and report on National Guard units training in the (name of theater command) and to receive (theater command) orientation. Travel is authorized by the Office of the Assistant Secretary of Defense for Public Affairs and is authorized by DoD 4515.13-R. Authority is Message Subject Daytime Group (MSG, SUB, DTG). Travel is authorized on a space required, non-reimbursable basis aboard ANG training mission aircraft. Access to flight deck is at the discretion of the aircraft commander. Intra-theater airlift will be provided as permitted under U.S. theater command provisions. All billeting, messing, personal transportation, and incidental expenses will be borne by the individual traveler. Access to classified information is not authorized. Passport, visa and immunization requirements are the responsibility of the traveler. No per diem is authorized. Travel abroad is necessary in the public interest. Escort officials will accompany traveler on board military aircraft. Travel as Air Mobility Command mission observers on AMC aircraft must be authorized by HQ AMC.

(8) Point of contact. Each state PAO should submit their name, title and phone number as the POC.

(9) Once approval has been granted by NGB-PA, state PAOs should notify POCs from the theater commands, U.S. embassies, ANG/DOX, and any other location listed under the last paragraph in the request message. Be sure that all subsequent messages keep all addressees as at least information addressees.

(10) A one page after action reports should be submitted to NGB-PA NLT 14 days after return.

#### **4-11. Civic Leader and Youth Orientation Flights**

a. Orientation flights are defined as continuous flights in DoD-owned aircraft performed within the local flying area and terminating at the point of origin. Their purpose is to increase understanding of the programs and missions of DoD.

b. DoD authorizes public affairs orientation flights only for certain individuals who because of position and contacts with various public organizations can make positive contributions to public understanding of the roles and missions of DoD.

c. Examples of the types of individuals include news media representatives and civic leaders approved by NGB-PAE whose positions in the community allow them to promote public understanding of the roles and missions of DoD and the National Guard. Examples of people who are not qualified for an orientation flight include secretaries, students, spouses, children and employees of companies and firms. Exceptions are students and youth enrolled in congressionally-approved federal youth programs (e.g., ChalleNGe and STARBASE,). Orientation flights are not to be used as rewards for retiring civilian employees or as performance awards for current civilian employees.

d. All requests must include the following information:

(1) Justification for the orientation flight including the public affairs purpose to be served.

(2) Type of aircraft and the unit performing the flying mission.

(3) Proposed date of flight.

(4) Name of individual, civilian job title, company name, Social Security number, and any other pertinent facts that would support approval of the request. States are reminded that no commitments will be made until each invitee is approved by NGB-PA.

e. NGB-PA is the approval authority for orientation flights for civic leaders, news media representatives, state officials, educators, youth participating in congressionally-sanctioned, DOD-approved youth programs, such as ChalleNGe and STARBASE, and FAA co-sponsored ACE Academy students. Parental permission must be obtained in writing. Each individual is eligible for only one orientation flight.

f. High performance aircraft (F-15, F-16, B-1). Submit requests for orientation flights in these types of aircraft for news media representatives and civic leaders to NGB-PA for coordination. NGB-PA will forward their coordination to TAG for endorsement. TAG's office will then forward his endorsement to the Wing Commander for approval.

g. TAG is the approval authority for orientation flights for military members, spouses of military members, ROTC, JROTC students, Civil Air Patrol cadets and FAA employees. These types of requests are not part of the public affairs orientation flight program and should be processed through flight operations.

h. Orientation flight requests for federal senators, members of Congress or their staffs should be forwarded to NGB-PL for coordination and processing (info copy to NGB-PA). Foreign nationals and military requests should be forwarded to NGB-IA for ANG coordination or ARNG approval (info copy to NGB-PA). Civilian contractor orientation flights should be processed through flight operations.

i. Approval for passengers to participate in orientation flights in no way constitutes a commitment of resources. The final determination to execute approved flights is contingent upon availability of resources and operational commitments. Flights must be made within allocated flying hours. Access to classified information is not authorized. Aircraft familiarization and egress training will be conducted prior to flight.

#### 4-12. Flyovers

DoD policy limits flyovers in the civilian domain to aviation related public events such as dedications of airports, aviation shows and air fairs. The policy allows flyovers for those events designed to encourage the advancement of aviation, and contribute to public knowledge of armed forces aviation equipment and capabilities.

a. TAG is approval authority for on-base military flyovers except for change of command and retirement ceremonies, which require HQ/CV approval for ANG units and NGB-ARZ approval for ARNG units and must be processed through NGB-PA. All off-base flyovers, except those listed in 4-12b., below, must be approved by either SAF/PA or OCPA through NGB-PA.

b. Off-base flyovers are authorized for the following:

(1) Approved events are listed on the Army Public Affairs Web site, [www.dtic.mil/armylink/aerial](http://www.dtic.mil/armylink/aerial), for ARNG units, or the Air Force Public Affairs website, [www.pa.hq.af.mil/airshows](http://www.pa.hq.af.mil/airshows), for the ANG.

(2) Non-aviation related public events observing one of the national patriotic holidays: Armed Forces Day, Memorial Day, Independence Day, Veteran's Day and POW/MIA Day. TAG may approve these flyovers. The events must occur within seven days before or after the national day of observance.

(3) Gubernatorial flyovers utilizing National Guard aircraft can be approved by TAG. The flyover must occur at a patriotic juncture during the actual Inauguration ceremony. States may not borrow National Guard aircraft from another state. Aerial reviews in support of Inauguration ceremonies are prohibited.

(4) Funeral/Memorial Flyovers. Funeral/Memorial flyovers are not processed through public affairs channels. For ANG, these flyovers are requested by the next of kin through the closest base mortuary affairs office. If there is not an active-duty Air Force base located in the vicinity, contact HQ AF Mortuary Affairs to locate the office servicing the region. ARNG requests are made by the person authorized to direct disposition to the installation commander owning the aircraft. ARNG requests for other military funeral honors such as pallbearers, buglers and honor guards should call the Casualty Memorial Affairs Operation Center to find the servicing Casualty Area Command office.

(5) Missing Man Formation Flyovers. Use of the missing man formation is reserved for funeral services and are only authorized for solemn off-base ceremonies commemorating Memorial Day, POW/MIA Recognition Day and Veterans Day. Use of the missing man formation for any other public ceremony requires an exception to policy. Submit all exception requests through NGB-PA for coordination.

c. Public events that do not qualify for flyover support in the civilian domain include: town and state jubilees, festivals, anniversaries and centennials, celebrations or dedications of buildings, shopping centers, parks, town squares and bridges, and sports events such as boat races, horse races, rodeos, professional and amateur ball games, parades, and testimonies and remembrances of individuals, places and events.

d. If the public event is not qualified, but the AG would like to support the event, then an exception to policy request must be made. The State PAO will send the written request, along with DD Form 2535 (available at the Army and Air Force web sites), to NGB-PA and SAF/PA if specifically requesting ANG aircraft, or NGB-PA and OCPA if specifically requesting ARNG aircraft. Read the instruction page of the form before submitting DD Form 2535. If known, fill in the specific unit that will perform the flyover in Section 1 block 1a(3). Requests for exception to policy should include an indication that the non-aviation related event is of a patriotic nature and not designed primarily to stimulate sales and increase the flow of business traffic for the sponsor. The event should be of community wide interest and the event sponsor should allow the appropriate use of recruiting booths, musical

units, ceremonial units, drill teams, swearing-in ceremonies, color guards, military exhibits, and speakers in support of recruiting and retention programs. Requests should include the number of people expected to attend, special guests invited, and any type of media coverage planned. The form should be received 30 days prior to the event signed by the civilian sponsor, not the military unit. It is the responsibility of the event sponsor to obtain FAA coordination/signature from the Flight Standards District office having jurisdiction for the event site.

e. Fax request letter and DD Form 2535 to NGB-PA. Specific requests for ANG aircraft should also fax a copy to SAF/PA. Specific requests for ARNG aircraft should also fax a copy to OCPA.

f. If the event is non-aviation related and TAG does not wish to request an exception to policy, the PAO should decline the civilian request at the state level.

#### **4-13. National Guard Parachuting and Rappelling Demonstrations and Static Displays in Support of Public Affairs Programs**

a. Parachuting and rappelling demonstrations and static displays do not have to be in support of aviation-related community events. Eligible events should meet the criteria outlined in Para. 4-5.

b. Pertinent flight, parachute and safety regulations must be observed and adequate crowd control must be assured. National Guard soldiers are prohibited from performing public parachute demonstrations into confined areas such as stadiums, sports fields, or urban areas. All out-of-state requests must fax a Risk Assessment and FAA approval to NGB-PA for event approval. NGB-PA will forward event approvals to NGB-AVN for Risk Management evaluation and approval. Jump clubs are prohibited from parachuting from National Guard aircraft. Rappelling demonstrations can only be performed by units that have a rappelling mission included in their Mission Essential Task List. Civilians are not permitted to rappel from military aircraft except for approved law enforcement operations. Flying time devoted to aircraft participation will be used to the fullest extent. Static displays include aircraft, ground vehicles, and other types of military equipment.

c. On base. TAG can approve static displays and qualified military parachute and rappelling demonstrations from National Guard aircraft on installations under TAG control, including joint use airfields and facilities. If performed at a military installation not under TAG control, TAG and host installation must approve.

d. Off base. TAG can approve static displays, and qualified military parachute and rappelling demonstrations from National Guard aircraft for off base community events in state provided all other approval criteria in Para. 4-5 and safety criteria in Para. 4-13 are met.

#### **4-14. Guidelines for Civilian Aerial Demonstrations/Civilian Aircraft for Military Sponsored On-Base Open Houses.**

a. The installation commander must ensure that civilian performers participating in military open houses/air shows:

(1) comply with all applicable FAA regulations and waivers, especially regarding site evaluation, pilot certification and aerial demonstration profiles.

(2) have performer liability insurance.

b. No federal funds are allowed for payment to civilian airshow performers.

c. Use DD Forms 2400, 2401 and 2402 for civilian insurance, landing permit and hold harmless agreement.

d. TAG approves civilian aircraft aerobatics performances at National Guard open houses.

#### **4-15. Open Houses**

a. Military sponsored. TAG approves all activities ensuring:

(1) No admission is charged to specifically view a National Guard exhibit or activity.

(2) No National Guard endorsement or implied endorsement of commercial activities, products or personnel at an open house.

(3) No political activities occur on base.

(4) Event is open to the public.

b. Civilian sponsored. Each military service must approve aerial support to off-base civilian-sponsored air shows, airport dedications and similar aviation related events. Civilian organizations must submit a DD Form 2535 to NGB-PA and SAF/PA for ANG eligibility, or NGB-PA and OCPA for ARNG eligibility, or all three if all services are being asked for support. Check the World Wide Web sites, [www.pa.hq.af.mil](http://www.pa.hq.af.mil) for Air Force or ANG, or [www.dtic.mil/armylink/aerial](http://www.dtic.mil/armylink/aerial) for Army or ARNG, for a list of approved events.

#### **4-16. Military Personnel Participation and Support to Civilian Air Shows and Military Open House Events**

a. The primary reason for support to civilian sponsored air shows and military open houses is to respond to public interest in DoD equipment and personnel through public display, explanations of unit mission, and demonstration of good stewardship of defense resources. It provides visibility for U.S. armed forces throughout the world, aids in recruiting and retention goals and builds morale for DoD personnel.

b. Individual installations and PAOs should evaluate eligible civilian events in their area and support as appropriate. Make no commitment to civilian sponsors before an event has been approved by the appropriate military service.

c. General information, responsibilities and concerns:

(1) Contact should be made with event representatives prior to departure from home station to coordinate all activities and requirements.

(2) As there may be media requests to interview aircrews attending these events, service/command guidance should be developed and made available to participating aircrews. Requests should be arranged and assisted by the unit or state public affairs officer.

(3) Intelligence officials should be consulted regarding contact with foreign nationals participating in events.

(4) Applicable public affairs and media guidance should be reviewed, especially that regarding the former Soviet Union aircraft and personnel participating in civilian sponsored air shows. Current policy does not permit their official presence at U.S. military installations unless it is part of the official two-year military contact plan.

(5) During the hours when an event is open to the general public, military personnel attending the event on behalf of their unit are official representatives of DoD.

(6) Static display aircrews are required to remain with their aircraft during display periods to meet the public and answer questions about the aircraft. The general public will have access to the aircraft within applicable command restrictions and instructions.

(7) Crews or the event sponsors should display placards generally describing static display aircraft parameters and missions.

(8) Photographs of civilian personnel sitting in or posing in front of DoD aircraft or equipment, or posing with military personnel, will not be taken if the purpose is to sell the photographs to the general public.

(9) Military personnel in uniform will not sell memorabilia at civilian air shows. In all situations including military open house events, the selling of memorabilia in close proximity to military static display aircraft is prohibited.

(10) A narrator or narration will be provided to the event sponsor for aircraft performing aerial demonstrations.

(11) Aircrews are encouraged to contact appropriate recruiting representatives and assist in recruiting efforts at air shows.

(12) Applicable service regulations regarding the wear of uniforms must be enforced.

(13) Applicable regulations regarding liability for damages to rental or courtesy vehicles provided by event sponsors must be observed.

(14) All flying activities must be coordinated with the event sponsors and the local FAA inspector. Final approval for flyovers in the civilian domain rests With the Army and Air Force Public Affairs offices through NGB-PA.

(15) Participating aircrews should review applicable service regulations regarding standards of conduct and ethics, particularly the acceptance of gifts and gratuities.

(16) Provide a post event report if requested.

#### **4-17. Bands**

ARNG and ANG bands promote the National Guard mission by maintaining the morale and esprit de corps of Guard members. Bands also promote the National Guard in the community by highlighting the talents and professionalism of the National Guard at the local level. Bands also assist in unit and state recruiting efforts and support local as well as international community relations programs.

- a. Approval authority.
  - (1) ARNG bands.
    - (a) In state: TAG.
    - (b) Out of state to U.S. States and Territories: NGB-PAE.
    - (c) Out of country: OASD-PA through NGB-PAR.
  - (2) ANG bands.
    - (a) In state and adjacent state: TAG.
    - (b) Non-adjacent state, but a U.S. State or Territory: NGB-PAE.
    - (c) Out of country: OASD-PA through NGB-PAE.
- b. Approval procedure.
  - (1) ARNG (CONUS) band tours, out of state but to other States or Territories: All requests require NGB-PA approval. Given at least 60 days lead-time. Requests should include:
    - (a) Detailed proposed itinerary.
    - (b) If an airlift is needed, a completed NGB Form 214-R, including date and location of departure and arrival, number of passengers and POC is required. Leave "Remarks" and "Approved by" boxes blank for NGB-PAE validation. Mail or fax a copy to NGB-PAE (ATTN: Bands Staff Officer). NGB-PAE will forward copies to NGB-ARO-OY and ANGRC-XOOO for coordination.
      - (c) Criteria for approval:
        - (1) Itinerary reflects a legitimate public affairs requirement.
        - (2) There is no in state/territory band available.
        - (3) No additional AT required.
        - (4) Air travel is space available.
      - (d) Lodging, meals and other incidental expenses will be paid for by the host when appropriate.
      - (e) In addition to addressing requests to NGB-PAE, include NGB-ARO-OY, TAG, PAO, POTO, and DA public affairs (HQ DA WASH DC//SAPA-PCD-DCR//) as information addressees.
      - (f) Once NGB-PA approval message is sent out, band POC and POTO are responsible for coordinating all details, to include local transportation, lodging and meals, and scheduling concerts.
    - (2) ANG (CONUS) band tours, non-adjacent states or territories. ANG band tours are staffed for approval similar to ARNG bands as in Para. 4-16b, above, but there are some differences. If airlift is needed mail or fax a completed NGB Form 214-R to NGB-PAE. Include TAG, PAO and Air Force public affairs (OSAF WASH DC//SAF-PACB//) as information addressees. For additional policy information see AFI 35-203.
    - (3) ARNG (OCONUS) band tours: The U.S. embassy, USMILGP, or an agency's public affairs office requests a military band from the unified theater commander (CINC). The CINC determines which requests to support. The CINC then requests a National Guard band for selected tours by sending a message to NGB-PAE. NGB-PAE will review the proposed list of tours and determine which tours meet community relations objectives and are the most cost-effective. In coordination with the NGB-PA staff bands officer and NGB-ARO, NGB-PAE determines the annual schedule. Before approving these OCONUS tours, NGB-PA staffs the requests for approval through the Directors of ARNG, ANG and the Chief, NGB, 12 months prior to the fiscal year being staffed. NGB-PAE then requests approval from OASD-PA, Directorate for Programs and Community Relations. Once OASD-PA approves the overall schedule, NGB-PAER will formally invite a band, through its AG, to participate in a tour. The POTO, together with the band POC and the state PAO, can further coordinate the tour with the U.S. embassy in the host country. The CINCs will also receive notice about what tours have been approved. OCONUS tours are performed only in an AT status. NGB Form 214-R will be submitted to NGB-PA six months prior to deployment, NGB-PA will furnish a copy of the NGB Form 214-R to NGB-ARO-OY. The band commander should submit an after action report to NGB-PAE R within 30 days after completion of the band tour. Report should include tour dates, total cost of travel and per diem, number of band members deployed, cities and towns visited, media coverage, VIPs in attendance, other significant events and recommendations on how to improve the tour, etc.
    - (4) ANG (OCONUS) band tours: NGB-PAE, with input from ANG band adviser, selects bands for overseas tours. The approval procedure is similar to the ARNG OCONUS band process. OCONUS airlift requests must be received by NGB-PA no later than six months prior to deployment. Failure to adhere to the procedures and deadlines will cause automatic cancellation of the band deployment. OCONUS tours are done in AT status only. The band commander should submit an after action report to NGB-PAE within 30 days after completion of the band tour. Report should include tour dates, total cost of travel and per diem, number of band members deployed, cities and towns visited, media coverage, VIPs in attendance, other significant events, and recommendations on how to improve the tour, etc.

c. After a tour has been approved, if required for proper travel coordination, the band may send an advanced team for site visit to the host country. Approval for advance team travel is coordinated through the NGB staff bands officer and NGB-ARO-OY with coordination through the NGB band staff officer. The band POC is responsible for arranging the travel and obtaining all clearances from the host country. The band POC must coordinate all phases of a deployment with the state POTO.

d. Requester, embassy, or host sponsor must provide all in-country travel. Because the program must remain cost-effective, countries that can provide housing for the band while in country will receive priority. All OCONUS tours are subject to aircrew and airlift availability and may be canceled at anytime due to last minute changes in mission priority. If an embassy or USMILGP contacts your band or state directly to invite you to their country, please refer them to the appropriate CINC, or to NGB-PA.

#### **4-18. National Guard Assistance to Non-Government, Entertainment-Oriented Motion Picture, Television and Video Productions**

a. Approval authority. Directorate for Defense Information, OASD-PA, through NGB-PAE.

b. Approval procedure. TAG can approve productions having only local or statewide impact. Before any assistance can be provided by a state for regional or national impact productions, TAG, NGB-PAE and OASD-PA (Special Assistant Audio-visual) must approve the request.

c. Criteria used to determine approval. The criteria used to determine if the National Guard should support the production are listed in DoD Instruction 5410.16. Basic criteria are:

- (1) Non-interference with the National Guard's ability to perform its mission.
- (2) The production should not appear to condone or endorse activities by private citizens or organizations when such organizations are contrary to U.S. Government policy.
- (3) The production must be authentic in its portrayal of actual persons, places, military operations and historical interpretation of military life, operations and policies.
- (4) The production company shall reimburse the government for any additional expenses incurred as a result of assistance rendered.
- (5) Official activities of military personnel in assisting the production must be within the scope of normal military activities. With the exception of assigned project officers and technical advisors, official personnel shall not be assigned to perform functions outside the scope of their normal duties.
- (6) Official personnel services and DoD material shall not be employed in such a manner as to compete directly with commercial and private enterprises.
- (7) All government property and facilities used in the production shall be restored by the production company in the same or better condition as when they were made available for the company's use.
- (8) Before filming, the production company must provide proof of adequate industry standard liability insurance. A certificate of insurance provides evidence of insurance by studios for damages to the National Guard.
- (9) Military personnel in an off duty unofficial status may be hired by the production company to perform as actors, extras, etc., provided there is no conflict with any existing service regulation. In such cases, contractual arrangements are solely between those individuals and the production company. Consult your state's ethics counselor/JAG for more information on personal contracts.
- (10) Military personnel accepting such employment shall comply with DoD Directive 5500.7. The individual's uniform shall be worn only when it is used to identify the military service to which the individual belongs.
- (11) DoD components may assist the production company in publicizing the opportunity for employment and in identifying appropriate personnel.
- (12) DoD motion picture and video stock footage is available for purchase or loan when a production qualifies for assistance.
- (13) Footage shot with DoD assistance and official DoD footage released for a specific production are not to be reused by or sold to other productions without DoD approval.

#### **4-19. National Guard Assistance to Non-Government, Non-Entertainment Oriented Print and Electronic Media**

- a. Approval authority. Directorate for Defense Information, OASD-PA through NGB-PAE.
- b. Approval procedure. The same as those stated in 4-17b, above.
- c. Approval criteria. The approval criteria and other guidelines are provided in DoD Instruction 5410.15. Basic criteria are:
  - (1) Interviews. On camera or radio interviews with DoD personnel speaking as official representatives of the DoD or one of its components shall be arranged and assisted by the public affairs office of the organization to which the speaker is assigned.
  - (2) On location production assistance. Arrangements should be made to allow video and audio recording, and photography of National Guard personnel, equipment, facilities and activities.
  - (3) PAOs shall ensure that production crews are fully aware of all restrictions before recording or filming.
  - (4) News and documentary production events shall not be staged to accommodate producers. For other types of production, staging shall be held to a minimum and should not interfere with normal operations or result in additional cost to the government.
  - (5) Requests for DoD footage shall be satisfied from stock footage collections to the greatest degree possible. Stock footage and photography may be provided free of charge to legitimate news organizations working on news related productions, news documentaries, or print productions intended to inform the public of DoD activities.
  - (6) There will be no implied DoD endorsement of any product, service, organization, individual or cause.

#### **4-20. National Guard Assistance to Providing Material for Print Advertisements**

- a. TAG can approve local or state impact requests. Send all other requests to NGB-PAR for approval. Upon NGB-PA approval these requests must then be approved by OASD-PA.
- b. There will be no endorsement or implied endorsement of a product, private company, or individual. Exceptions to policy are only considered in cases in which there is an obvious benefit to DoD to assist in the advertisement.
- c. Any depiction of the National Guard or other DoD elements and activities must be realistic and factual.
- d. The materials and services requested must not be available commercially, or all pertinent labor unions, commercial enterprises and local government officials within a 50-mile radius must grant permission for the National Guard to provide the assistance.

#### **4-21. Base Tours**

Members of the public should be encouraged to visit National Guard facilities to increase their understanding and appreciation of its contributions to the state and national defense.

- a. Make the itinerary 100 percent National Guard and/or DoD related and ensure that the activities planned meet the special information needs of the group.
- b. Ensure that the group is escorted and that no political or commercial activities are included. Take security and safety precautions.
- c. In most situations, the AG may approve standard base tours to foreign nationals traveling on tourist passports. However, TAG does need permission to give tours to citizens of certain designated countries. The list of designated countries changes periodically. If in doubt of a nation's status, contact NGB-PAE.
- d. Visits by foreign military personnel should be approved by NGB-ZI.
- e. For non-public affairs visits to Guard bases, foreign national visitors should contact their embassies in the United States.

## **Chapter 5 Historical Services**

### **5-1. Overview.**

- a. The history of the militia and National Guard dates to 1636. Unit histories of state and federal service can be integrated into public affairs presentations to assist the public affairs officer. The proper presentation of National Guard history may assist in telling the Guard story to target audiences.

b. NGB-PAI-H handles all matters relating to history, heraldry, and museums. The office maintains a file on all units, from division down to detachment level, in the ARNG, and every separate ANG unit. In these files are documents pertaining to the post World War II federal recognition and any subsequent redesignations of the particular unit. Many files may contain additional information such as lineage and honors certificates, and unit and state histories.

### **5-2. Responsibilities**

NGB Office of Public Affairs and Community Support, Historical Services Branch, NGB-PAI-H, is responsible for:

- a. Providing historical information to NGB, TAGs and the public at large.
- b. Researching, writing and publishing books, pamphlets, fact sheets, posters, videos, articles and other products dealing with National Guard history.
- c. Issuing guidance for Regimental Affiliation Program (NGR 600-82), Museum Program (NGB 870-20), and the ANG Field History Program.
- d. Coordinating with state Plans Operations and Training Officers (POTO) and state Force Integration Officers (FIRO), NGB-ARF and Chief of Military History on NGB organizational action matters which affect unit designations, lineage and honors in accordance with NGR 870-5.
- e. Authorizing insignia for ARNG and ANG units and coordination with The U.S. Army Institute of Heraldry.
- f. Coordinating with state command historians, museum curators and military history detachment commanders.
- g. Compiling and publishing the "Annual Review of the Chief, National Guard Bureau."

### **5-3. National Guard Heritage Paintings**

- a. In 1960 the NGB established a Heritage Painting Series designed to depict National Guard events of historical significance.
- b. The objectives of this series of National Guard action paintings are to provide:
  - (1) The opportunity to emphasize the National Guard as a fighting force.
  - (2) An opportunity to immortalize those historic moments when National Guardsmen played a critical role in our nation's battles.
  - (3) A means to illustrate the important role of the citizen-soldier over the past 360 years.
- c. National Guard Heritage prints are available in lithographs (sizes 11" x 14" and 20" x 24") upon request. The lithographs are suitable for framing and are excellent presentation items. Heritage prints may be obtained by writing or calling NGB-PAI-H, or may be obtained by state PAOs directly from the NGB-SD warehouse in Augusta, Maine.
- d. States are encouraged to suggest additional subjects to NGB-PAI-H for consideration.

### **5-4. Presidential Series**

In 1976 the NGB established a Presidential Series depicting portraits of the 18 National Guardsmen who have become Presidents of the United States. A short history of the presidents' service is included on the poster. These posters may be obtained from NGB-PAI-H, or may be obtained by state PAOs directly from the NGB-SD warehouse, Augusta, Maine.

### **5-5. The State Mission Series**

NGB-PA produces a series of prints in varying formats, which show the actions of Guard members in state service. These prints may be obtained from NGB-PAI-H, or may be obtained by state PAOs directly from the NGB-SD warehouse, Augusta, Maine.

### **5-6. Other NGB-PAI-H Publications**

NGB-PAI-H produces a variety of pamphlets, posters, videotapes and specialized products relating to the history of the National Guard. Items include general histories of the ARNG and ANG, branch histories, histories of armories and the "Annual Review of the Chief, National Guard Bureau." All may be ordered by Guard units and personnel, and by the general public from NGB-PAI-H or directly by the state PAO. There is no charge to the public for any of the products mentioned in this chapter.

## **Chapter 6**

### **Plans, Policies and Leadership Support**

#### **6-1. Overview**

NGB Office of Public Affairs and Community Support, Plans, Policies and Leadership Support Division, oversees public affairs policies and conducts long-range public affairs planning.

#### **6-2. Interaction with Members of Congress**

It is the responsibility of all members of the National Guard to avoid improper activity, or even the perception of improper activity, when dealing with members of the United States Congress. Improper activity includes lobbying with federal funds, a violation of 18 USC 1913, and misuse of government assets. The following information should be used as a guideline when dealing with the Congress.

a. Federal funds appropriated for the training and administration of the National Guard may not be used to facilitate lobbying. Federal aircraft may not be used to fly to Washington, D.C., to influence state or local interests in Congress. Travel to Washington, D.C., in a federally funded duty status must be to perform official military duties.

b. If a Guard member is in Washington, D.C., for a valid federally funded official purpose, that member may meet with elected representatives of congressional staffs. This meeting must not be subterfuge for lobbying. The meeting must not consume the major portion of the duty day or interfere with official duties. Civilian attire should be worn by all National Guard members for these visits whenever possible. The NGB Office of Legislative Liaison must be advised of the meeting in advance. Notification may be by telephone, but should be followed up in writing.

c. Guard members are not authorized to attend congressional hearings in a federally funded duty status unless subpoenaed by proper authority, or requested by the NGB. Any such appearance must be coordinated through NGB-PL.

d. The NGB does not intend to interfere with the right of individuals or the states to communicate with Congress. Guard members may communicate with Congress in a personal non-duty status or in a state-funded duty status, individually or collectively, through private associations as long as no federal resources are involved.

#### **6-3. Political Activities**

Do not endorse or appear to endorse a partisan political activity, group or candidate through official position, actions or resources. This includes full-time military technicians and AGRs in either Title 10 or Title 32 status. Those not in a federal status are exempt from the Hatch Act, however other restrictions apply. The following policies pertain to all election year political activities at local, state and federal levels.

a. Election year. An election year is defined as the calendar year during which a candidate seeks election or reelection.

b. Inquiries. Inquiries from political campaigns should be considered as inquiries from the general public and not as media inquiries, and responded to accordingly. If unable to respond locally, refer inquiries to NGB-PAE.

c. On installations. Installation commanders should not permit the use of installation facilities by any candidate, either incumbents or new office seekers, members of their staffs, or their campaign representatives for political assemblies, meetings, press conferences, fund raising, or similar campaign/election oriented activities. Members of Congress, whether or not candidates for reelection, may visit military installations to receive briefings, tours, information and/or materials. Any request received directly from the office of a member of Congress to visit an installation should be referred to NGB-PL. NGB-PL or the PAO should then instruct the necessary installation personnel about the proper procedures. Further explanation on status of installations/armories and how that affects what political activities can be conducted there follows:

(1) The following kinds of armories/installations are governed by the above guidelines:

(a) Armories constructed with 100 percent federal funding on federally owned land.

(b) Armories built with 100 percent federal funding on land leased by the federal government from the state or any other non-federal entity.

(2) Those armories/installations not subject to federal prohibitions against political activities are:

(a) State owned armories on land, which is neither federally owned nor leased, whether or not constructed with federal funding.

(b) State owned armories that are federally financed. These are subject to 10 USC 18236, which authorizes outside activities, provided such use does not interfere with the administration and training of the Reserve component.

d. Airlift and orientation flights. As civic leaders, candidates may participate in airlift and orientation flights if the activities are to increase their understanding of the National Guard and other pertinent criteria are met.

e. Community activities. National Guard spokespersons may not participate in a candidate's news conference. News media should be advised to contact the appropriate National Guard Public Affairs office independently for the National Guard's response. Ensure that the information provided factually answers the media's specific questions rather than reacting to a candidate's stance on an issue.

f. Military support. Military support, including troops, bands, color guards, equipment, weapons, and other assets, is prohibited for political meetings, ceremonies or similar events, except official civil ceremonies such as inaugurations, public building dedications or convening of legislative bodies. Commanders will decline requests for support to any event with the potential for identification with or apparent association with, any partisan candidate or cause.

g. Speeches and articles for publication. Requests for military speakers should be evaluated carefully to preclude participation in politically oriented programs. Speeches, articles and public comments by military personnel in their capacity as service representatives must not contain material, which may be construed as political in nature. Established review procedures must be followed for speeches and articles for publication.

h. Command publications. Federally funded authorized military newspapers, civilian enterprise publications and military radio and TV systems in CONUS will not carry partisan discussions, cartoons, editorials, commentaries or advertisements dealing with political campaigns, candidates or issues. Publications will maintain balanced coverage of political news without comment, criticism, analysis, or interpretation of a political nature.

#### **6-4. National Guard Assistance to Non-Government, Non-Entertainment Oriented Print and Electronic Media and Assistance to Non-Government, Entertainment-Oriented Motion Picture, Television, and Video Productions**

a. Approval authority. Directorate for Defense Information, OASD-PA through NGB-PAP.

b. Approval procedure. Script review by: State Public Affairs Office, and NGB-PAP, and either OCPA-LA or SAF/PA, as required; and DoD/PA for final approval.

c. Approval criteria. The approval criteria and other guidelines are provided in DoD Instruction 5410.16 (basically for entertainment movies and entertainment type TV shows) and DoD Instruction 5410.15 (basically for documentaries or historical programs). Basic criteria are:

(1) The production must be authentic in its portrayal of actual persons, places, military operations, and historical events.

(2) The production is of informational value and considered being in the best interest of public understanding of the U.S. armed forces and the DoD.

(3) The production company shall reimburse the U.S. Government for any additional expenses incurred as a result of assistance rendered.

(4) Operational readiness of U.S. armed forces shall not be impaired. Diversion of equipment, personnel, and materiel resources shall be kept to a minimum, and shall only be on a non-interference with military operations and training basis.

(5) There shall be no deviation from established DoD safety standards.

(6) Official personnel services and DoD materiel shall not be employed in such a manner as to compete directly with commercial and private enterprises.

(7) Military personnel in an off-duty, nonofficial status may be hired by the production company to perform as actors, extras, etc., provided there is no conflict with any existing service regulations. In such cases, contractual arrangements are solely between those individuals and the production company.

(8) Interviews. On camera or radio interviews with DoD personnel speaking as official representatives of the DoD or one of its components shall be arranged and assisted by the public affairs office of the organization to which the speaker is assigned.

(9) On location production assistance. With a PAO escort, arrangements should be made to allow video and audio recording, and photography of National Guard personnel, equipment, facilities and activities.

(10) PAOs shall ensure that production crews are fully aware of all restrictions before recording or filming.

(11) News and documentary production events shall not be staged to accommodate producers. For other types of production, staging shall be held to a minimum and should not interfere with normal operations or result in additional cost to the government.

(12) Requests for DoD footage shall be satisfied from stock footage collections to the greatest degree possible. Stock footage and photography may be provided free of charge to legitimate news organizations working

on news related productions, news documentaries, or print productions intended to inform the public of DoD activities.

- (13) There will be no implied DoD endorsement of any product, service, organization, individual or cause.

#### **6-5. Appointments and Duties of Public Affairs/Information Representative**

Each unit (detachment size and larger) should appoint a public affairs/information representative (preferably not a full-time administrative NCO, executive officer, or first sergeant). The individual should be responsible for publicizing unit activities in the local media. The public affairs/information representative should have the ability to write short articles, contact key individuals in the community, and have some expertise in the field of mass media. In order to be effective, the public affairs/information representative should be able to devote significant duty time in support of public affairs responsibilities. To further facilitate this program, a public affairs/information channel of communications should be established from the state headquarters public affairs office and/or public affairs detachment commander to each public affairs/information representative.

- a. Reporting Procedure. The unit public affairs/information representative should forward copies of locally generated news articles or television/radio stories to the state PAO.
- b. Unit Public Affairs Representative Handbook. NGB-PA has published a handbook for UPARs. Electronic copies are available from state public affairs offices and the NGB-PA Annual Workshop CDs.

#### **6-6. NGB Public Affairs MOS / AFSC Training Waiver Policy**

a. The purpose of this policy is to clarify policies and procedures for requesting training waivers for the award of public affairs-specific MOSs or AFSCs for National Guard soldiers and airmen. Since formal military schooling provides a common high standard, requests for exemption should be limited to those few mission essential situations that benefit both the individual and the National Guard. Requests must be submitted through one of the respective services (for the ARNG, NGB-ARP-PE; for the ANG, ANG/ DPTTC) to NGB-PA.

- b. Waivers are granted, by exception, only to individuals who:

(1) Have a combination of significant direct public affairs education and/or employment experience in mass communication, journalism, or public relations. Documentation is required. These individuals must apply to attend the formal training course, be on a class waiting list for at least 6 months, and be unable to get into a class slot with NGB-PA assistance, or,

(2) Have a combination of significant direct public affairs education and/or employment experience in mass communication, journalism, or public relations (documentation required), who are scheduled for formal training and are unable to attend the formal course because of a short-notice unit activation/deployment.

c. Although the award of an MOS or AFSC is a personnel action, the Defense Information School (DINFOS) does require actual course attendance at lower-level courses for attendance at higher-level courses as a prerequisite. Only the Commandant, DINFOS, can approve waiver of their courses as a prerequisite for higher courses. Therefore, to preclude potential delays in future training, NGB-PA will coordinate all requests through DINFOS prior to approval.

d. In order to expedite your request, please use the following three-paragraph format, plus attachments for all training waiver requests:

(1) Paragraph 1. Must include the individual's full name, military rank, SSN, and what requirement is to be waived.

(2) Paragraph 2. Provide a brief justification to explain the unit's rationale for favorable consideration that complies with this headquarters' exemption policy.

(3) Paragraph 3. Provide full-time POC to include unit, address, office symbols, phone and facsimile numbers.

(4) Attachments. At a minimum include documentation of ASVAB scores, school transcripts, course certificates, civilian and military letters of recommendation, resume, documentation of previous attempts to enroll in the particular course, and chain of command (to include TAG) concurrence if not already documented on basic memorandum.

e. All training waiver requests must be routed through the State PAO for concurrence and include a TAG Endorsement.

## Chapter 7 Environmental Programs

### 7-1. Introduction

a. Purpose. This chapter establishes responsibilities and requirements for administering effective public involvement initiatives to support environmental programs within the National Guard. This chapter details specific requirements for implementing public affairs actions for National Guard environmental programs. National Guard planning and decision-making should reflect sound environmental practices and management.

b. Policy. It is the National Guard's policy to keep the public fully informed of past, present, and proposed actions that have the potential to affect the human and natural environment. This includes public involvement when required and/or appropriate. To meet this requirement, all DoD public information principles must be followed. Information concerning the implementation of public affairs requirements for environmental programs are in NGB Public Affairs' Booklet, "Public Affairs Guidance on National Guard Bureau Environmental Programs."

c. References. PAOs should consult with their Judge Advocate and environmental management offices for a complete listing of environmental laws, regulations and instructions to learn which environmental programs beyond those listed here have public affairs requirements.

### 7-2. National Environmental Policy Act (NEPA) Programs

a. Army Regulation 200-2 and Air Force Instructions 32-7061 are the implementing regulations for NEPA, the President's Council on Environmental Quality (CEQ) regulations and DoD Directive 6050.1. These regulations contain policy and procedures for all Army and Air National Guard activities, except state-funded projects. The NEPA of 1969 (42 USC Sections 4321-4370e) and the President's CEQ regulations (40 CFR parts 1500 through 1508) require federal agencies and National Guard organizations that use federal resources or property to analyze potential environmental impacts of proposed federal actions and alternatives.

b. To comply with NEPA and its processes for environmental analysis, the CEQ regulations and the specific Army and Air Force regulations must be used together. No proposed actions involving federal resources may take place until all NEPA and service requirements are complied with. There are three levels of analysis specified by the CEQ regulations:

(1) Categorical Exclusion (CX or CATEX). To qualify as a CX or CATEX, the proposed action must be demonstrated through prior analysis to have clearly insignificant impacts on the environment. Both Army and Air Force environmental regulations have lists of actions approved by the CEQ for CX or CATEX and therefore do not require additional environmental impact analysis.

(2) Environmental Assessment (EA). A concise public document prepared by the proponent that describes a proposed action, its alternatives and potential impact. Every EA must lead to a decision to prepare a Finding of No Significant Impact (FNSI or FONSI), an Environmental Impact Statement (EIS), or to take no action on the proposal. A FNSI/FONSI is a decision-making document that explains why the proposed action will not significantly affect the environment, and negates the requirement to prepare an EIS. An EIS is a detailed study prepared by the proponent, that analyzes, through an extensive public involvement process, significant environmental impacts of a proposed action and its alternatives.

(3) Record of Decision (ROD). A decision-making document prepared by the agency and signed by a designated representative that details what course of action the agency will take and what, if any, mitigation is required to minimize or eliminate environmental impacts resulting from the proposed action. This document concludes the EIS process.

### 7-3. Public Affairs Officer Responsibilities

a. Provide guidance to TAGs and environmental project officers on compliance with NEPA public notification and involvement requirements.

b. Develop public information and news media materials, community relations plans, and coordinate public meeting locations and logistical needs in support of NEPA actions. The PAO maintains files of all public correspondence and news clippings regarding NEPA projects. Copies of these items are forwarded to the appropriate Army National Guard or Air National Guard environmental office, at the respective readiness centers, or to the contractor preparing the administrative record.

c. Be aware of and involved with NEPA actions at the earliest stages of proposal development.

d. Work closely with the environmental office, operations personnel, legal and command staff in preparing and reviewing all draft and final documents to ensure that they are written in lay terms and address concerns raised by the public. Early involvement of the PAO will help to alert the decision-maker to any potential controversial issues.

- e. Assist in the preparation of all news releases, legal notices, and display advertisements.
- f. State PAO will coordinate all news releases, legal notices, and display advertisements on environmental issues with the NGB Environmental Public Affairs Office.

#### **7-4. Public Affairs Requirements**

a. Public notification regarding CX or CATEX proposals is not required. However, it is essential that the PAO be prepared to respond to the public and news media concerning CX or CATEX actions.

b. Public notification regarding the initiation of an EA is not required, however, proactive community involvement may be appropriate for the actions listed below. This may include public notifications and community involvement that exceeds the mandatory requirements outlined in para. 7-4c and 7-4d. A public affairs plan for the events and circumstances listed below should be developed to assist the National Guard in educating and informing the public concerning the NEPA process, the purpose and need for the proposed action, and the unit's mission. In all instances, it is essential that the PAO be aware of any NEPA action being planned and get involved at the inception of proposal development. Following are some examples:

- (1) Training area land acquisitions or land use modifications.
- (2) Airspace modifications or acquisitions below 3,000 feet above ground level (AGL).
- (3) Equipment conversions or relocations
- (4) A precedent-setting proposal, i.e., a first intrusion or a minor development into an undeveloped area.
- (5) The potential for environmental, public, or scientific controversy over the proposal.
- (6) If the proposed action would be located in a flood plain, wetland, or cultural resource area.
- (7) Special training exercises or test activity.

c. There are three stages during an EA. The preliminary draft, which is an internal working document, is not made available for public review. The draft final EA, used for NGB and intergovernmental agency coordination, is released for a 30-day public comment period. This draft is distributed to any state or federal agency, public organizations and individuals that have expressed an interest in the proposal. When releasing the draft final EA, it is extremely inappropriate to attach a draft FNSI/FONSI, a final FNSI/FONSI or a "Notice of Intent" to conduct an EIS. The final EA is made available to the public with the FNSI/FONSI attached.

d. Public notification of the availability of the draft final EA will be made by news release and display advertisements in newspapers of the area affected by the proposed action. Display advertisement should appear in a news section of general circulation publications, not in the classified or legal sections. All news releases, legal notices and display advertisements are to be coordinated with NGB-PAI-E before publication.

e. State requirements for notification of document availability should be in addition to, and should not supersede, these requirements when the proposed actions involve federal resources or property.

f. It is important for the PAO to assist the environmental planning staff in making certain that documents are made available for public review at locations such as public libraries and other easily accessible public offices.

g. All comments received by the state proponent will be forwarded to the appropriate ARNG or ANG environmental programs office at the respective readiness centers.

h. If an EA can support a FNSI/FONSI, it is approved and signed by the Chief, NGB, or his designee at the appropriate environmental programs office. The FNSI/FONSI will then be published. The PAO makes arrangements for public announcements of the availability of the FNSI/FONSI as described for the draft final EA. No action may be taken on the proposal for a minimum of 30 days following publication of the FNSI/FONSI. At the conclusion of the 30-day public review period, and assuming no court actions are filed or significant changes are made, the proposal may be initiated. If interest in a proposed action extends beyond the local area, an announcement must be prepared by the appropriate Army National Guard or Air National Guard environmental programs office for publication in the Federal Register. If this course of action is required, the FNSI/FONSI must not be released before the announcement is published in the Federal Register.

i. A Notice of Intent (NOI) to prepare an EIS is required whenever it is determined that an EIS is necessary for the proposed action. The PAO prepares a proposed news release and forwards it to the appropriate Army National Guard or Air National Guard environmental programs office, at the respective readiness center, for coordination prior to its publication in the Federal Register. Copies of the notice and news release will also be provided to applicable federal and state agencies and news media through a coordinated effort between the state PAO and the appropriate Army National Guard or Air National Guard environmental programs office, and NGB-PAI-E. Local announcement of the NOI may precede its publication in the Federal Register or congressional notification, but should be made simultaneously with these formal announcements and notifications.

j. It is extremely important for the PAO to develop and coordinate a public affairs plan for all EIS projects prior to the publication of an NOI. The plan should provide for briefing and educational materials to be used in

community relations initiatives with elected officials, government agencies and the general public. The plan also should detail the locations and format for public meetings required for the EIS process. The EIS public affairs plan should be developed through a team approach that is coordinated with the environmental project manager, operations personnel, legal and command staff at both the proponent and NGB level.

k. It is important that the PAO assists in conducting public meetings, such as scoping meetings, to solicit the public's environmental concerns with the proposed action. The PAO provides similar support for public meetings during the draft EIS phase.

l. Using the same methods described for EAs, the PAO notifies the public regarding the conduct of public meetings and EIS document availability.

m. Public "Notification of Availability" (NOA) of the draft and final EIS, and the "Record of Decision," must not precede NOA publication in the Federal Register and congressional notification. Coordination for Federal Register announcements and congressional notification is made by the appropriate ARNG or ANG environmental programs office at the respective readiness centers.

n. The public must have a minimum of 45 days from the public announcement of Draft EIS (DEIS) availability to review the DEIS. Within this review period, public meetings must be conducted within the affected area of the proposed action. The public must have at least 15 days to review the DEIS before the public meetings are conducted. Comments and questions received during the public comment period must be forwarded by the proponent to the appropriate Army National Guard or Air National Guard environmental programs office at the respective readiness centers. Public questions and concerns will be addressed in the Final EIS (FEIS) and become part of the document's permanent record. Should extensive changes be made to the action proposed in the DEIS, a preliminary final EIS must be prepared to explain how the National Guard plans to revise its original proposal. In this event, the PAO follows the same procedures outlined for the DEIS.

o. The final action taken during the EIS process is the ROD, which will become part of the environmental documentation for the proposed action. The ROD is a public document signed by either the Secretary of the Army or Air Force, or a designee, as applicable. It summarizes the findings of the FEIS and explains any preferred alternative the National Guard might initiate. The ROD will also detail any mitigation that will be implemented to minimize environmental impacts and public concerns. A ROD on the proposed action will not be made until 30 days after the FEIS announcement appears in the Federal Register and the FEIS has been filed with the U.S. Environmental Protection Agency. Once the ROD has been signed, the PAO will distribute a news release or display advertisement summarizing the ROD. The PAO provides copies of the ROD in response to public and media requests for this document. Public comment on the FEIS and ROD is not required; however it is always National Guard policy to be open to receive and respond to public concerns regarding National Guard actions.

#### **7-5. Installation Restoration Programs (IRP)**

a. The National Guard Installation Restoration Program is a nationwide effort to identify and resolve environmental impacts that resulted from past practices or accidents -- defined by DoD policy as prior to 1 January 1984 -- on National Guard installations. These practices occurred years ago when there was limited knowledge of the environmental consequences associated with accidental spills or the routine disposal of waste oils, cleaning solutions, fuels and other substances. The IRP was established through the Comprehensive Environmental Response, Compensation, and Liability Act (CERCLA) and the Superfund Amendments and Reauthorization Act of 1986 (SARA). These laws and the NCP, 40 CFR 300.415(b)(2), require the National Guard to solicit and consider the comments of interested individuals, groups, the general public and government bodies before selecting a remedial alternative. The public includes installation residents, personnel and local citizens. This communication is particularly important if environmental studies show that contamination has migrated off-site or is present on the study property in any significant quantity posing a threat to human health or the environment. Residents of local communities will be interested in the results of environmental studies conducted under the IRP because of potential impacts on their health, environment and economic well-being. Commanders are encouraged to foster open, two-way communication with local communities, throughout the environmental restoration process, to gain optimal public participation. The National Guard's IRP consists of several phases, with the typical phases being:

- (1) Preliminary Assessment (PA).
- (2) Site Inspection (SI).
- (3) Remedial Investigation (RI).
- (4) Feasibility Study (FS).
- (5) Decision Document (DD).
- (6) Remedial Design (RD).

(7) Remedial Action (RA), which may include Interim Removal Actions or an Engineering Evaluation/Cost Analysis.

(8) Site Closeout (SC), a No Further Action (NFA) Decision Document or No Further Remedial Action Planned (NFRAP). A Site Closeout, or No Further Action, may occur at any point in the IRP process based upon environmental conclusions during prior phases.

b. All National Guard PAOs should be aware of the public participation requirements of the IRP and should ensure that requirements are met. All IRP public participation actions should reflect the following standards and methods of NEPA requirements:

(1) To facilitate the IRP, major documents that become part of the public domain must be congressionally coordinated through NGB congressional channels. In order for congressional representatives to receive adequate information, a minimum of two weeks should be provided for congressional notification prior to public notification.

(2) In addition to public documents, congressional coordination should be accomplished for all IRP actions and notices likely to receive strong public response.

(3) Major documents that become part of the public domain must be offered to the public for review and comment. A public comment period should be no less than 30 days. A paid public notice must be placed in the local community's general circulation newspapers. The public notice should be placed in the front section of the newspaper and may not be placed in the classified or legal notice sections. A news release should be issued in concert with the paid public notice.

(4) Documents released for public comment must be placed in a public information file established at a publicly accessible information repository. The information repository must be in a location easily accessed by the public, such as a public library.

(5) Public participation activities will begin no later than the initiation of the RI/FS, unless a situation develops during the preliminary assessment/site inspection (PA/SI) that would dictate earlier involvement.

(6) A Community Relations Plan (CRP) or Public Involvement and Response Plan (PIRP) is required for all National Guard properties with active IRPs approaching the RI phase or with off-installation contamination, and installations with interest in establishing a Restoration Advisory Board (RAB). Such plans will be developed per EPA guidelines, the NCP, and guidance from the chief of public affairs (CPA). The CRP or PIRP must include a mailing list of local community leaders, interested parties, neighbors, the media, regulatory and elected officials. The installation will complete the CRP before fieldwork begins on the remedial investigation (RI) and will be implemented and updated through all subsequent stages of the IRP.

(7) Installations are encouraged to keep the public informed and involved throughout the RI/FS process. This communication can be done using various public affairs methods, such as public meetings, availability sessions, site tours, briefings, and/or workshops. PAOs need to develop and give information to the general public and media. This information can be in the form of fact sheets, executive summaries, and/or news releases.

(8) Additional requirements apply during Removal Actions. A Removal Action is used when a threat to public health, public welfare or the environment exists or when, for other considerations, a removal action is required more rapidly than the normal IRP process provides for. Time is normally a critical consideration in a removal action. The public affairs requirements vary depending on the classification of the removal action.

(a) All removal actions. The National Guard must, when conducting a removal action, designate a spokesperson at the removal site, who will inform the community of actions taken, respond to inquiries, and provide information concerning the release. The spokesperson will also immediately notify affected citizens, state and local officials and, when appropriate, civil defense or emergency management agencies. SARA also states that the agency (National Guard) must establish an administrative record file and make it available to the public at a central location and at or near the site, if applicable.

(b) Removal Actions with a planning period of less than six months (Time-Critical Removals). For actions where the National Guard determines that less than six months will elapse prior to the beginning of on-site removal actions, the National Guard must make the administrative record available to the public and publish a notice of availability in a major local newspaper within 60 days of beginning on-site removal activity. A public comment period of not less than 30 days from the time the administrative record was made available for public inspection must be accomplished. A comment period is considered appropriate for time critical removals if cleanup activity is ongoing at the time the administrative record is made available to the public, and if the public's comments may have an impact on future actions at the site. The National Guard must also address significant public comments with written responses.

(c) Removal Actions expected to extend beyond 120 days. As soon as it appears that on-site actions may last longer than 120 days, the PAO assists with the preparation of a Community Relations Plan (CRP). This plan must be completed within 120 days of the start of on-site removal activity and must be based on community

interviews conducted with local officials, community residents, public interest groups, and other interested and affected parties. The CRP must specify the communication activities that will be undertaken in response. In addition, an information repository must be established at or near the location of the response action. Within 120 days of the start of on-site removal activity, the National Guard must establish at least one information repository at or near the site of the removal action. All items in the information be available for public viewing and copying. The CRP must be placed in the information repository. The administrative record must be available for public viewing in at least one of the repositories. The public must be informed of the existence of the information repository and provided notice of the availability of the administrative record.

(d) Removal Actions with a planning period of at least six months (non-time critical): In those cases where at least six months pass before on-site removal actions begin, the National Guard must follow the rules set forth for removal actions which are expected to extend beyond 120 days, plus the following exceptions. The community interviews and CRP must be finalized prior to the end completion of the engineering evaluation/cost analysis (EE/CA) or its equivalent. An information repository must be established and the administrative record made available for public viewing no later than the signing of the EE/CA approval memorandum. A notice of availability and a brief description of the EE/CA must be published in a major local newspaper of general circulation. Upon completion of the EE/CA, a public comment period of not less than 30 days must be held, and extended by at least 15 days upon timely request. Additionally, a written response to significant comments must be accomplished and made available to the public in the information repository.

(9) A Restoration Advisory Board (RAB) is a forum for discussion and an exchange of information between governmental agencies and the affected community concerning an installation's environmental restoration program. Each National Guard installation participating in the IRP must determine community interest in establishing a RAB. A RAB should focus on environmental restoration only and not be a forum for other community concerns. While other environmental issues may arise, non-cleanup issues should be referred to the appropriate installation officials for processing. The installation commander is ultimately responsible for identifying sufficient and sustained community interest, if any. Community involvement techniques such as surveys, advertisements, interviews and public information meetings should be used to educate the community and solicit feedback. If an installation solicits for interest and finds that there is not enough support to establish a RAB, efforts that were taken to determine interest must be documented. Ongoing follow-up procedures to monitor community interest must be developed. This documentation should be placed in the installation's Administrative Record. If an installation determines that there is sufficient interest in establishing a RAB, the installation should proceed to establish a RAB.

(10) Criteria for determining sufficient and sustained interest are:

- (a) Request from a local government to form a RAB.
- (b) Fifty or more local residents sign a petition requesting that a RAB be formed.
- (c) The installation commander determines the need for a RAB.

(11) RAB Criteria. The intent of a RAB is to serve as a forum for the early and continued exchange of cleanup information among the community, installation and regulatory agencies.

(a) If an installation needing a RAB already has a TRC, the TRC will be expanded or modified to become a RAB if interest in a RAB is expressed. These modifications shall include additional community representatives, a community co-chairperson and ensuring that meetings are open to the public. A RAB complies with 10 U.S.C. 2705(c).

(b) RAB membership will include representatives from the installation, the EPA and state environmental regulatory agencies, local governments, and members of the local community.

(c) A RAB should be no larger than 20 individuals but no smaller than is necessary to adequately reflect the diverse community interests regarding installation cleanup.

(d) A RAB will be chaired jointly by an installation representative and a member of the local community. The installation and community co-chairperson shall share leadership responsibilities. The RAB's charter and operating procedures shall define the responsibilities of each co-chairperson.

(12) RAB member responsibilities include:

- (a) Providing advice on environmental restoration issues to NGB installations and regulatory agencies.
- (b) Holding regular meetings, publicly announced and open to the public, at times and locations convenient to the general public.
- (c) Reviewing, evaluating and commenting on documents.
- (d) Identifying project requirements.
- (e) Recommending priorities among sites or projects.
- (f) Identifying applicable standards and (consistent with Section 121 of the CERCLA), proposing cleanup levels consistent with planned land use.

(13) Installations with RABs will:

- (a) Inform RAB members on the relative risk process, the NGB budgeting process, and how these affect the sequencing of restoration actions.
- (b) Encourage RABs to participate in the initial development and/or reassessment of relative risk evaluations of sites.
- (c) Develop budget requests within NGB guidelines while considering RAB advice on sequencing projects.
- (d) Advise the RAB of what funds were received, what restoration projects were funded, and what work is remaining.
- (e) Provide the RAB with all relevant information on cleanup alternatives, including implications of land use choices and corresponding cleanup levels and remedies.
- (f) Ensure that RAB members understand the installation's chain-of-command and appropriate avenues for obtaining assistance within the chain-of-command.

**7-6. Noise Abatement Program: Installation Compatible Use Zone (ICUZ) and Air Installation Compatible Use Zone (AICUZ)**

- a. ICUZ/AICUZ are proactive programs, which identify and mitigate noise impacts and problems on installations and surrounding communities. They serve as useful planning and information tools for local governments and communities. The programs assess current uses of adjoining land and land use patterns, which could lead to conflict in the future. The purpose of these programs is to prevent degradation of the installation's mission due to controversy and litigation over noise impacts, while at the same time protecting the health and safety of the local community, both civilian and military, on and off the installation. Instead of waiting for controversy, the ICUZ/AICUZ study process attempts to identify areas of potential future conflict and take steps to prevent these conflicts from becoming unmanageable.
- b. National Guard facilities will work with communities and exchange information which will identify and mitigate noise impacts and agreements between the installation and the community that will prevent community land uses that are incompatible with installation noise impacts.
- c. PAOs will assist in developing a community involvement program. This program may include several techniques referred to in the Public Affairs Guidance on National Guard Bureau Environmental Program.
- d. The establishment of a noise hot line should be considered when noise becomes an issue at National Guard installations.
- e. National Guard installations should consider establishing an ICUZ/AICUZ committee with a minimum membership or representatives from: installation commander; environmental management; master planning; PAO; staff judge advocate; and plans, operations, and training (range control and/or airfield operations).

**7-7. Environmental Compliance Assessment System (ECAS) and Environmental Compliance Assessment and Management Program (ECAMP)**

- a. The ECAS and ECAMP are ARNG and ANG programs that ensure National Guard activities are conducted in full compliance with applicable federal, state, local, DoD, Army/ARNG and USAF/ANG environmental regulations, and mandate Executive Order 12088.28. ECAS and ECAMP identify compliance deficiencies, develop corrective action plans, and plan, program and fund needs to achieve compliance.
- b. Environmental Compliance Assessments (ECAs) are performed in each state by a readiness center team once every three or four years. States perform internal self-assessments in the middle of the three or four-year cycle.
- c. There are several environmental areas, or protocols, that are evaluated by the ECAS or ECAMP. Each of the protocol are clearly defined requirements so that all ECAs are standardized.
- d. An ECA for a state or territory takes several months to complete. The field assessment usually takes two to three weeks. An overview is presented at an outbrief held in the affected state.
- e. The state or territory receives a draft ECA report from the contractor evaluation team. The Adjutant General, his environmental team, and the evaluators develop solutions or fixes for the deficiencies.
- f. After recommendations have been finalized, the ECAS/ECAMP report becomes releasable under the Freedom of Information Act (FOIA).

## Chapter 8 Management of Information Resources and Technology

### 8-1. General

a. References. AR 25-1, Army Information Management; and AFI 35-101, Chapter 18, New Media and Public Affairs. For more details on DoD World Wide Web site administration, policies and procedures, consult [http://www.defenselink.mil/admin/dod\\_web\\_policy\\_12071998.pdf](http://www.defenselink.mil/admin/dod_web_policy_12071998.pdf)

b. Using the World Wide Web and other media tools to enhance public and internal communication programs is strongly encouraged. These technologies provide powerful tools to convey quickly and efficiently a wide range of topics relating to the people, mission and resources of the National Guard. However, the use of these new technologies must be weighed against potential risks to security and privacy of military operations and personnel. Users and administrators must be sensitive to operational security (OPSEC) and posting information to public audiences vs. internal audiences.

c. Each organization operating an official World Wide Web site will implement technical security best practices as well as procedures to ensure that information distributed via the Internet is consistent with the policy and communication strategies of the Department of Defense and the "National Guard Bureau Strategic Communications Plan," developed by the Chief, NGB, TAGs, senior Guard leadership and state public affairs representatives.

d. Additionally, the National Guard has a responsibility to meet the DoD principles of information, which are included at Appendix B.

### 8-2. World Wide Web Site Management

a. All content for public World Wide Web sites must be coordinated with the local public affairs office prior to public release. Only information intended for worldwide distribution, with appropriate interest to the general public, will be placed on official public Web sites. Organizations seeking to establish a public Web site must justify a wide public audience and coordinate with local public affairs and communications authorities.

b. Security and Policy Review. The American public, as taxpayers and traditionally strong supporters, have a basic need and right to know about our military operations. This basis need and right does not outweigh your responsibility to safeguard information that risks military operations and the privacy of our Guard members. Information is limited only to the extent that it does not compromise national security and the safety of our military members. There are many criteria that must be considered when deciding to release information to the public, such criteria are governed by public law, presidential Executive Orders or by DoD or military service department publications.

c. Operational Security (OPSEC) Considerations. OPSEC is a process of collecting, identifying and analyzing information on friendly military operations and other activities to identify and minimize actions which inadvertently provide an adversary timely indication of military action or access to critical information. By identifying and denying this information, operational success and force protection are enhanced. The OPSEC analysis examines the planning, preparation, execution, and post execution phases of any activity, across the entire spectrum of military activity, and in any operational environment.

### 8-3. Web Site Content

a. A public World Wide Web site is a means for commanders to keep Guard members' families, interested community members and the general public informed of news and information affecting our Guard units.

b. Only information suitable for a worldwide general audience, and properly cleared for public release by the appropriate PAO, should be posted to a public worldwide web site. Information intended to communicate the business of the Guard or influence unit productivity should be appropriately safeguarded from the public and not posted to a public World Wide Web site..

### 8-4. Inappropriate Material and Prohibitions

The following items are inappropriate for posting to a public World Wide Web site:

- a. Inappropriate Links. Links to offensive or unrelated commercial material must be avoided.
- b. Operational and Personnel Security. No reference to any information that would reveal sensitive movements of military assets or personnel, or the locations of units, installations or personnel where uncertainty is an element of security of a military plan or program, shall be posted to public World Wide Web sites.
- c. Personal Information. Use of personal information protected by the Privacy Act Program is prohibited.
- d. Copyrighted Information. Copyrighted material may only be used with written permission from the owner. United States laws on copyright, primarily 17 U.S.C. 101, et seq., preserve for the owner of copyrighted material the

benefits and earnings to be derived from the reproduction and distribution of such works. Material that is subject to copyright protection includes "original works of authorship fixed in any tangible medium...", 17 U.S.C. 102(a). It is now accepted that computer software, sequences of code and instructions, are, in fact, subject to copyright. National Guard web sites are produced with taxpayer dollars and are, therefore, in the public domain. They shall not claim to be copyrighted.

e. Trademarks and Logos. The use of commercial trademarks or logos is strictly prohibited.

f. Inactive or broken links. Inactive or broken links should be corrected or removed immediately.

g. "Under Construction" Notices. These notices frustrate users and shall not be used. Areas of a World Wide Web site under construction should not be linked until complete with meaningful information. Newly-constructed sites and/or pages, awaiting approval or review, should have appropriate access restrictions until testing and approval is obtained.

#### **8-5. Appearance**

a. The appearance of a unit's public World Wide Web site is often the initial contact the general public will have with the organization. Failure to provide a quality, professional, public World Wide Web site degrades the credibility and overall image of the organization.

b. To effectively communicate the source and level of information being provided, each page of a site should be visually recognizable as an element of the overall site.

c. Large or excessive graphic elements create unnecessary download delay. They should be avoided.

d. Graphics, animations and audio elements should be purposeful and not detract from the overall quality or professionalism of the site.

**Appendix A**  
**References**

**Section I**  
**Required Publications**

**DoDI 5120.4**

DoD Newspapers, Magazines and Civilian Enterprise Publications

**DoDD 5122.5**

Assistant Secretary of Defense for Public Affairs

**DoDD 5122.8**

Use of Military Carriers for Public Affairs Purposes

**DoDD 5230.9**

Clearance of DoD Information for Public Affairs Release

**DoDD 5230.16**

Nuclear Accident and Incident Public Affairs Guidance

**DoDD 5400.4**

Provision of Information to Congress

**DoDD 5400.13**

Joint Public Affairs Operations

**DoDI 5400.14**

Procedures for Joint Public Affairs Operations

**DoDD 5405.2**

Release of Official Information in Litigation and Testimony by DoD Personnel as Witnesses

**DoDI 5405.3**

Development of Proposed Public Affairs Guidance

**DoDD 5410.1**

Release of Information Concerning Accidental Casualties Involving Military Personnel or Equipment

**DoDD 5410.10**

Coordination and Clearance of Announcements of Personnel Reductions, Closures of Installations and Reductions of Contract Operations Within the United States, and Change 1

**DoDD 5410.14**

Cooperation with U.S. News Media Representatives at the Scene of Military Accidents Occurring Outside Military Installations, and Changes 1 and 2

**DoDI 5410.15**

DoD Public Affairs Assistance to Non-Government, Non-Entertainment-Oriented Print and Electronic Media

**DoDI 5410.16**

DoD Assistance to Non-Government, Entertainment-Oriented Motion Picture, Television and Video Productions

**DoDD 5410.17**

Informational Program for Foreign Military Trainees in the United States

**DoDD 5410.18**

Community Relations, and Change 1

**DoDI 5410.19**

Armed Forces Community Relations

**DoDI 5410.20**

Public Affairs Relations with Business and Non-governmental Organizations Representing Business

**DoDI 5430.1**

Participation of Military Personnel in Commercially-Sponsored Radio-Television Broadcasts not of a Public Service Nature, and Change 1

**DoDI 5435.2**

Delegation of Authority to Approve Travel and Use of Military Carriers for Public Affairs Purposes

**AFPD 35-1**

Public Affairs Management

**AFPD 84-1**

Historical Information, Property and Art

**AFI 35-101**

Public Affairs Policies and Procedures

**AFI 84-101**

Historical Products, Services and Requirements

**AFI 84-102**

Historical Operations in Contingency and War

**AFI 84-103**

Museum System

**AFI 84-104**

Art Program

**AR 360-1**

Army Public Affairs

**AR 870-5**

Military History

**Section II**

**Related Publications**

**DoDD 1100.20**

Support and Services for Eligible Organizations and Activities Outside the Department of Defense

**DoD 4515.13-R**

Air Transportation Eligibility, and Change 1-2

**DoDD 5040.2**

Visual Information, and Change 1

**DoDD 5040.3**

DoD Joint Visual Information Services

**DoDD 5040.4**

Joint Combat Camera (COMCAM) Program

**DoDD 5120.20**

Armed Forces Radio and Television Service

**DoDD 5122.10**

American Forces Information Service

**DoDD 5160.48**

DoD Public Affairs and Visual Information Education and Training

**DoDD 5200.1**

DoD Information Security Program

**DoD O-5200.1-I**

Index of Security Classification Guides

**DoDD 5400.7**

DoD Freedom of Information Act Program

**DoD 5400.7-R**

DoD Freedom of Information Act Program

**DoDI 5400.10**

OSD Implementation of DoD Freedom of Information Act Program

**DoDD 5400.11**

Department of Defense Privacy Program

**DoD 5400.11-R**

Department of Defense Privacy Program

**DoDD 5400.12**

Obtaining Information From Financial Institutions, and Changes 1 and 2

**DoDD 5410.12**

Economic Adjustment Assistance to Defense-Impacted Communities

**DoDD 5500.7**

Standards of Conduct, and Change 1

**DoD 5500.7-R**

Joint Ethics Regulation, and Changes 1-4

**DoDD 5535.7**

License Agreements with Foreign Performing Rights Societies

**AR 25-1**

Information Management

**AR 25-30**

Publishing and Printing

**AR 25-51**

Records Management

**AR 25-55**

Freedom of Information Act Program

**AR 58-1**

Motor Transportation

**AR 340-21**

Army Privacy Program

**AFI 11-209**

Air Force Participation in Aerial Events

**NGR 350-1**

Army National Guard Training

**Appendix B**

**DoD Principles of Information**

Secretary of Defense memorandum on principles of information.

**B-1.** 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.

**B-2.** Requests for information from organizations and private citizens will be answered in a timely manner. In carrying out this policy, the following principles of information will apply:

**B-3.** 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 will be supported in both letter and spirit.

**B-4.** 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.

**B-5.** Information will not be classified or otherwise withheld to protect the government from criticism or embarrassment.

**B-6.** 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.

**B-7.** 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 to the Secretary of Defense for Public Affairs has the primary responsibility for carrying out this commitment.

## Appendix C

### SOP for News Media Releases

**C-1.** The National Guard Bureau Public Affairs External Division (NGB-PAE) is release authority for all National Guard news releases on issues affecting the Guard at the national level.

**C-2.** Issues within the authority of the individual state may be released at the local (State HQ) level. Adjutants General are also encouraged to delegate partial or full release authority, as appropriate, to selected Army or Air National Guard units under their control. Issues extending beyond the individual State involved or affecting more than one state (i.e. force structure changes, base closures, etc.) should be cleared through NGB-PAE.

**C-3.** Matters affecting U.S. Army or U.S. Air Force programs or policies must be reviewed by the next higher level headquarters' public affairs offices. Office of the Chief, U.S. Army Public Affairs (OCPA) or Secretary of the Air Force Public Affairs (SAF/PA) must review and approve all news releases affecting their respective services through NGB-PAE.

**C-4.** For issues with national or international implications, or affecting programs or policies at the DOD level, Office of the Secretary of Defense, Directorate for Defense Information (OASD-DDI), through NGB-PAE, must review and approve the release prior to release by any state headquarters.

**C-5.** Questions regarding release authority not outlined above should be referred to NGB-PAE.

## Appendix D

### Guidance on Freedom of Information Act and Release of Information Covered under the Privacy Act

Freedom of Information Act (FOIA) and Privacy Act, as amended (PA). Subject to certain exemptions, federal statute, DoD, Army and Air Force policy requires timely and accurate disclosure of information to the public. The FOIA (Title 5, United States Code, Section 552) and the Privacy Act of 1974 (Title 5, United States Code, Section 552a), as amended, are important to public affairs. The FOIA directs maximum release of information. All proposed responses and information releases pursuant to a FOIA or PA request should be reviewed by the full-time state National Guard judge advocate or the office of the chief counsel, National Guard Bureau.

**D-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.

**D-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.

**D-3. Home of record/present address.** Do not release information containing the home of record, home address or home telephone number of an individual service member without the express written consent of the service member. Release of similar information on family members also should be avoided, even in written articles intended for command information publications. Prior to the release of any information, the proposed release should be staffed through appropriate legal counsel and the organizational FOIA coordinator. Any information that is released must be compatible with the intended use of the information. The National Guard Bureau routinely redacts the city and state of an address in a release of records pursuant to a FOIA/PA request.

**D-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.

**D-5. Awards and decorations/citations.** Award and decoration/citation information is releasable. Award, decoration, and/or other proper citation presentations are 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.

**D-6. Education/schooling/specialty.** Information on the major area of study, school, year of graduation, degree, and specialty designator is generally releasable under FOIA.

**D-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 news media.

**D-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 Title 5, U.S. Code, Section 551(1), which specifically excludes court-martial (Title 5, U.S. Code, Section 551(1)(F)). Court-martial proceedings are public, therefore, the adjudged sentence and subsequent clemency action, if any, are releasable.

**D-9. Duty status.** Duty status information is releasable. Releasing information such as the fact that an individual is present for duty; unauthorized absence or desertion; is in a hospital; in the hands of civil authorities awaiting trial; and confinement by military authorities awaiting trial is permitted. Note, however, that though one may be hospitalized, release of medical information regarding the patient is not authorized.

**D-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. Results of personnel board actions affecting groups such as promotion boards and augmentation boards are releasable. 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.

**D-11. Photographs in the custody of the Department of Defense.** Photographs of DOD military and civilian personnel taken for official purposes are generally releasable in accordance with the Privacy Act, Title 5, U.S. Code, Section 552a(b)(2), 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.

**D-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 invasion of privacy and a breach of national security interests. Disclosing information about a member'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 individual. 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.

## Appendix E

### News Media Representative Travel with National Guard Units

**E-1.** Reference AR 360-1, AFI 35-101 and DoD Reg 4515.13R. Approval authorities for news media travel via military aircraft departing from one location (Point A) and landing at another location (Point B), with or without return to Point A are as follows:

- a. TAG approves travel within a state from one National Guard facility to another Guard facility.
- b. Travel within a state from a National Guard facility to an active duty base is approved by NGB-PA. Requests are forwarded by the state PAO to NGB-PA.
- c. Travel to other CONUS facilities is approved by NGB-PA. OCONUS news media travel requests are coordinated through NGB-PA and approved by OASD-PA.

**E-2.** NGB-PA encourages ARNG and ANG units to invite local news media representatives (NMRs) to deploy with the units, both to training sites in the U.S. and overseas. This is beneficial in telling the Guard story to a wide audience. Deployments, especially overseas deployments for training, are excellent means of showing a large segment of the local community that its National Guard is proud, skilled and ready. The National Guard enjoys good support from all the various DoD agencies in our efforts. To continue receiving this support, public affairs officers must plan news media activities in a timely manner.

**E-3.** A unit's request for news media travel will be disapproved if the request arrives at NGB-PA without sufficient time to process. Units that want to have news media travel with them must forward the requests through channels in ample time for orderly approval.

**E-4.** State and unit PAOs must submit written requests for news media travel with NGB-PA based on these time limits: CONUS travel – 15-30 days prior to the start of the travel; OCONUS travel - 60 days prior to start of travel.

**E-5.** NGB-PA, SAF/PA, SAPA and OASD-PA realize that news media representative names are not always known several weeks in advance. CONUS travel requests can be worked in the name of the medium as well as by a reporter's name. For example, a unit may request authority to transport one reporter and one cameraman from a given television station, with names provided later. OCONUS travel requires names of media.

**E-6.** The paperwork and advanced planning are easy. The National Guard story is too important to be told in anything less than a professional manner. News media travel can display units and people to the public as important members of the Total Force. Attention and cooperation are vital.

**E-7.** NGB-PA processes many requests from ARNG and ANG units for local news media representatives to travel with a unit and report on a deployment, exercise, or annual training. To ensure your requests can be processed through command channels in an expeditious manner, several areas must be addressed in the requests to NGB-PA. One of the most important is for the host PAO to have an idea of the topics the NMRs want to cover. Do the media representatives want to talk to local military commanders, tour specific areas, interview local political figures on the importance of the Guard, fly with local aircraft, etc.?

**E-8.** To assist in providing NGB-PA complete information, National Guard PAOs should communicate the five "Ws" and the "H:"

- a. Who? Names, SSANs and affiliations (publication names and locations, radio and TV call letters and locations) of NMRs. For overseas travel, include citizenship, passport number, place of birth and current address.
- b. What? Type of event to be covered (exercise, deployment, AT) with major unit involved. Is there a unit project officer? PAO escort officer? Who? Phone (DSN and commercial)? It is mandatory that NMRs have a PAO escort officer/NCO assigned for any travel with National Guard units. This responsibility cannot be delegated to a co-pilot, flight engineer or someone else making the trip.
- c. When? Dates of travel, inclusive. Primary and alternate, if necessary.
- d. Where? Locations NMRs will depart from and go to during travel. Be sure to include all intermediate stops, R-O-Ns. Has the base/post/station public affairs officer to be visited been notified?
- e. Why? Is this trip important for a reason not readily apparent?

f. How? Type of aircraft, or other vehicle to be used for travel. Flights must be an integral part of the story to be covered, not specially generated for NMRs, and must be conducted on a no additional cost, non-interference with the mission, and no access to classified information basis.

It is important to remember that the principal justification for non-local public affairs news media travel is that the travel is an integral part of the story. All requesting units should include the following statement: "Travel by military aircraft is an integral part of the story, which cannot be reported without the aircraft." Support that statement with facts and reasons.

**E-9.** All PAOs must inform NMRs that the "Integral Travel" is with the unit they are reporting on. This does not include opportune airlift with other units back to the United States from overseas. If the Guard unit is deploying for weeks, the NMRs must know they have to stay with the unit or arrange their own commercial travel home. They are not authorized to "Hop" around the world.

**E-10.** After action reports with copies of clippings or broadcasts are also mandatory. They are part of the approval "contract" with the unit for the media travel. NGB-PA shares these reports with the major gaining commands, the command visited, Air Force Public Affairs, etc. The stories produced validate the viability of the DoD media travel program and demonstrate how the Guard is involved in telling the total defense story. Send print or video clippings to: NGB-PA, 1411 Jefferson Davis Hwy Suite 11200, Arlington, VA 22202-3259. If National Guard unit PAOs have questions or concerns about this subject, they are encouraged to contact NGB-PA.

## **Appendix F**

### **News Media Representative Orientation Flight**

**F-1.** Reference AR 360-1, AFI 35-101 and DoD Reg 4515.13R. News media orientation flights are defined as continuous flights departing from one location (point A) and terminating at the same location (point A).

**F-2.** All Army National Guard news media orientation flights are approved by NGB-PA.

**F-3.** Air National Guard news media orientation flights are approved by NGB-PA except for fighter and B-1 aircraft. Fighter (F-15, F-16) and B-1 requests are coordinated through NGB-PA then forwarded to state TAGs for endorsement. The TAG/PAO should forward the request to Wing Commanders (or Operations Group Commanders for units with traditional Guard Wing Commanders).

**F-4.** Send all requests to NGB-PA for coordination and approval. News media orientation flights that include non-standard tactical maneuvers such as cargo drops or parachute jumps need five additional working days for approval.

**F-5.** Apply the same Who, What, When, Where, Why and How criteria outlined in the news media travel information paper applies for orientation flights.

**F-6.** After action reports, copies of clippings or videotapes are mandatory. Forward reports, clippings, audio tapes or video tapes to NGB-PA, 1411 Jefferson Davis Hwy Suite 11200, Arlington, VA 22202-3259.

## **Appendix G**

### **News Media Representative Flights Aboard Air Force Reserve (AFRES) Aircraft**

**G-1.** As the Total Force Policy grows in strength and definition, National Guard units often find themselves training/exercising with various reserve components. This offers some interesting opportunities in telling the Total Force story, especially for units working with Air Force Reserve units flying KC-10 or KC-135 aircraft.

**G-2.** Some Guard units are seizing this opportunity and working with their local news media to cover the training through an orientation ride in the KC-10 or KC-135. This is an excellent practice and is strongly encouraged by NGB-PA. It must be remembered these are not Guard aircraft and the National Guard must comply with AFRES's requirements for obtaining approvals for these flights. HQ AFRES/PA offers the following suggestions for obtaining media flights on their aircraft:

- a. Plan ahead. Work with the public affairs officer for the AFRES unit to ensure proper coordination and completed paperwork requirements.
- b. Send a request message to NGB WASH DC//PA// as action addressee. List the names, affiliations and Social Security numbers of the news media. Transmit/dispatch this message at least 15 days prior to the requested date of the flight.
  - (1) For KC-135 aircraft, which are owned and operated by AFRES, info addressees on the message should include HQ AFRES ROBINS AFB GA//PA/DO//, HQ AMC Scott AFB IL//PA//, Wing PA/DO//, Group//PA/DO// (as applicable), and applicable Air Mobility Command (AMC) numbered Air Force.
  - (2) For AMC active duty owned KC-10 aircraft, which are flown by AFRES crews, info addressees should include HQ AFRES ROBINS AFB GA//PA/DO//, HQ AMC Scott AFB IL//PA/DO/CK/CG//, the unit owning the aircraft//PA/DO//, and the base//PA/DO// from which the aircraft originates/where the aircraft are stationed.
- c. HQ AFRES/PA policy is NOT to mix news media and civic leaders on the same aircraft. Plan for two separate flights, send two separate messages with two separate lists of names.
- d. For Point A to Point B travel, the request must go through NGB-PA to SAF/PA for approval.
- e. In order for cameras and electronic recording devices to be used during a flight, a waiver must be obtained from HQ AFRES/DOTS. Highlight this requirement in the message.

**G-3.** If there is any doubt about procedure, contact NGB-PA for guidance.

## Appendix H Crash Information

### H-1. Sample crash statement (initial release):

- a. At about (time) (time zone) a (state) Army/Air National Guard (type of aircraft) with (number) known/unknown people on board
  - (1) was determined missing in the vicinity of \_\_\_\_\_.
  - (2) crashed/was reported to have crashed in/near \_\_\_\_\_.
  - (3) was involved/was reported to been involved in a mid-air collision in the vicinity of \_\_\_\_\_.
- b. At the time of the (accident/incident/report/determination the aircraft was missing), the crew of (number) was conducting a
  - (1) training flight
  - (2) humanitarian relief mission in (state/country)
  - (3) forest fire-fighting mission in (area and state)
  - (4) transporting passengers from \_\_\_\_\_ to \_\_\_\_\_
  - (5) medevac mission from \_\_\_\_\_ to \_\_\_\_\_
  - (6) other \_\_\_\_\_ flight/mission.
- c. At this time the cause of the crash is not known. We will not speculate as to the cause. Representatives from (give names of agencies) are on their way to/on the scene.
- d. Further news media inquiries will be handled on-site by \_\_\_\_\_. A board of officers will be appointed to investigate the cause of the accident. No other details are available at this time.

**\* Withhold crewmember names until next of kin (family members) are notified.**

### H-2. Sample crash call list:

- a. the unit the equipment belongs to.
- b. TAG's office.
- c. NGB-PA.

- d. SAF/PA or SAPA.
- e. the governor's office.
- f. civil authorities involved.

### **H-3. Sample crash bag:**

- a. Camera.
- b. Flash.
- c. Film.
- d. Batteries.
- e. Cellular telephone with extra batteries/two way radio.
- f. Appropriate telephone directories.
- g. Tape recorder.
- h. Cassettes.
- i. Batteries.
- j. Laptop computer with portable printer.
- k. AM/FM radio and TV.
- l. Appropriate maps.
- m. Personal gear.

## **Appendix I**

### **Digital Imaging Standards**

**I-1.** NGB-PA has developed this guide to assist in creating levels of acceptability and consistency in the release of print products in digital format for commercial and military media. Because technology is changing at breakneck speed, this guide should be considered a work in progress, and will serve as the guide for National Guard public affairs practitioners until the Chief, NGB-PA, determines that further revision is necessary.

**I-2.** Because of the Internet's unprecedented ability to integrate the media that came before it, text and image (print), voice (telephone), audio (radio), and video (film and TV) are available to Internet users using computers at home, at work and nearly anywhere they can find an access point to telecommunications networks. It's a medium that decentralizes production capabilities so that instead of the "one-to-many" of the mass media, we now have "many-to-many" capability and communications. The nature of the medium, itself, encourages interaction not just with the content presented but also with the producers and with other consumers. Much of the content is available for free, after users have made the not-insignificant investment in computers and access fees. Access to content from outside one's borders is not an issue, in most instances, since the network does not stop to recognize national boundaries. For all these reasons, public affairs practitioners must constantly strive to maintain consistent marketable products that are usable by whomever wants them and with any platform they are utilizing.

**I-3.** One of the things that makes the whole issue of digital products confusing is that "good" or "acceptable" quality is judged depending on the intended use of the product. Printed -- hard-copy -- photographs are either good or they're not. Digital photographs must be both sized and the quality adjusted depending on whether they are intended for magazine or newspaper use, World Wide Web page use or presentations in some other format. It is entirely possible to have a digital photograph so "good" that it simply cannot be used without degrading it to an acceptable level. Having stated it this way, understand that it is always better to shoot high-quality photographs and then degrade them as needed. Once a sub-standard photograph is taken, it cannot be substantively improved.

**I-4. Preparation of Product.** Before a product is releasable it must be approved and diligently reviewed. This is especially true due to the fact that electrons travel much faster than the mail. There is no way to say "stop the presses" or to recall what has been transmitted. All material must be accurate and all sensitivities addressed thoroughly before electronic transmission.

**I-5. Text Articles.** Text articles written and submitted by public affairs practitioners will adhere to the following format and requirements. Recent research indicates that the majority of commercial news media publications require that we have “common denominators” that are acceptable to all, or at least the vast majority, of these publications. Utilizing these “standards” will aid us in maximizing the use of our products. Different news media have different equipment, software and requirements. NGB-PA submissions must reach them all with information formatted so that those media can – and are likely to – use it.

**I-6. File Format.** Straight ASCII text, not Microsoft Word, WordPerfect or any other proprietary word processing program. Do not use Rich Text Format, .rtf, or straight text with line breaks. These are not acceptable to news media using different software than we are, and, in some cases, do not transfer well across different platforms such as Macintosh.

**I-7. Length.** With some exceptions, the average article length runs from 700 – 1300 words, or 3-5 pages at 200-250 words per page. When writing for specific markets where the required article length is known, exceptions can be made when tailoring stories to those specific markets. For most articles, however, NGB-PA will adhere to the 700-1300 word count article length.

**I-8. Styleguide.** All NGB-PA written articles will adhere to the Associated Press Stylebook and Libel Manual. Expanded cutlines -- photo captions -- will also adhere to the AP standard. “Regular” cutlines are addressed in the photo section of this guide. This is the only acceptable style guide for written text articles submitted by NGB-PA.

**I-9. Focus.** The focus of NGB-PA submissions should be individual soldiers and activities -- “photojournalist style.” Broad, general overview and “puff-pieces” will be avoided. The vast majority of NGB-PA articles will fall into the “news-feature” category; “hard news” is rare in our business and full-blown feature articles are reserved for specific publications and purposes. These are generally too long for use in general circulation publications such as newspapers. Articles should be relatively brief, concise and tell the story without requiring the reader to wade through lengthy articles that risk losing reader interest. Remember the “inverted pyramid” – most important information first, adding additional information later in the article.

**I-10. Printed Articles (Hard copy).** When articles are submitted in hard-copy form, they will be accompanied by the same article in ASCII text format on a 3.5” floppy disk. The disks will be clearly labeled with the name of the article and the exact name of the file. The articles will also be accompanied by a cover letter explaining the significance of the article. The cover letter will also contain the author’s name, his/her office or organization, i.e., National Guard Bureau Public Affairs Support Element, the author’s telephone number, the author’s email address, the word count of the article, whether photographs are included and, if so, how many, their physical size and file size, and the overall focus of the article.

**I-11. Photographic Standards.** All photographs will either be captured via digital cameras or, on rare occasions, scanned from 35mm film. In order for NGB-PA to release quality products, certain procedures and standards must be met. This guide will take you step-by-step through the procedures to capture, prepare and transmit images to meet both military and civilian news media outlet requirements. Selection of images should be of the highest priority. A quality image will be utilized, while a substandard image will not. Sending substandard products is a waste of time and makes the entire organization appear amateurish. Becoming a “ruthless editor” at this stage of preparation will make the entire process much simpler.

For transmission purposes, a balance must be maintained between high quality and file size small enough to be sent and received by the user(s). This means that compressed images in JPEG format will generally fall into the 600-700kb range for typical print newspapers. Magazines may require higher quality and, therefore, larger file sizes, while those intending to publish the photographs on a World Wide Web page may require smaller file sizes. Again, it all depends on the intended use. This is explained further, below.

a. Standards for Digital Images

<b>Requirement</b>	<b>Commercial Release</b>	<b>Multimedia</b>	<b>Web</b>
Resolution	Min: MegaPixel Pref: 2000 x 1312	Min: 260 x 120 Pref: 320 x 240	**Dependent on image required
File Type	*.jpg or *.tif	*.jpg or *.tif	*.jpg or *.tif
File Size	500kb	300kb	100kb

\*\* A 2000 x 1312 image can be resized to a thumbnail of 3 by 2 inches which is 6kb and will load in about two seconds. This can be linked to the full-size image for downloading. The full-size image will, of course, be a much larger file.

b. Resolution -- Category Definitions

When the vertical and horizontal resolutions fall within different resolution categories, base the resolution specification on the dimension that falls in the highest category, e.g., 200 vertical pixels by 1200 horizontal pixels falls in the high range.

- (1) Very Low or thumbnail
  - (a) Vertical: 1 - 191 pixels
  - (b) Horizontal: 1 - 287 pixels
- (2) Low or preview
  - (a) Vertical: 192 - 383 pixels
  - (b) Horizontal: 288 - 575 pixels
- (3) Medium or screen or default
  - (a) Full screen image resolutions for most Macintosh computer displays
  - (b) Vertical: 384 - 767 pixels
  - (c) Horizontal: 576 - 11511 pixels
- (4) High
  - (a) Vertical: 768 - 1535 pixels
  - (b) Horizontal: 1152 - 2303 pixels
- (5) Very High
  - (a) Vertical: 1536 - 3071 pixels
  - (b) Horizontal: 2304 - 4607 pixels
- (6) Extremely High
  - (a) Vertical: 3072 - 6143 pixels
  - (b) Horizontal: 4608 - 9216 pixels
  - (c) Photo CD Pro Master disc optional Image PAC Extension
- (7) Dynamic Range (color depth) - Category Definitions
  - (a) Low
    - (1) 1 bit to 7 bit color
    - (2) 1 bit to 7 bit grayscale
  - (b) Medium or default
    - (1) 8 bit - 15 bit RGB color
    - (2) 8 bit grayscale (256 gray shades)
    - (3) 8 bit indexed color (256 colors or less - fixed palette)
  - (c) High
    - 16 bit RGB color
  - (d) Very High
    - 24 bit or higher RGB color

c. Sending Images Over the Internet Using Windows-Based FTP FTP -- File Transfer Protocol -- is a standard way of sending and receiving files between your computer and any other computer on the Internet that supports FTP. There are many FTP applications that are simple and user-friendly.

**I-12. Interpolation.** There are many different ways to expand an image's size. Some well-known examples are the linear, bilinear and bicubic methods, which can be chosen in Adobe Photoshop's "Preferences," and another from Live Picture, which is a mixture of concatenation and pixel decimation. In the Photoshop methods, the basic tradeoff is between speed and quality, but, while bicubic interpolation is widely regarded as the best method, it may not always give the most pleasing results. If you are experiencing "ghosting" on diagonal lines, for instance, it may be better to change your software's preferences and try bilinear, instead. The Live Picture concatenation algorithms, which work so well on continuous tone image sections, fall down somewhat on hard-edged lines -- particularly when the lines are not exactly vertical or horizontal. Camera manufacturers create their own interpolation systems specific for the task, and secret unto themselves. Unfortunately if you don't like their interpolation regime, you're stuck with it.

**I-13. Compression.** Data file compression can be divided into two obvious camps. "Non lossey" compression implies that there is no loss of image quality in the process but, usually, doesn't afford much decrease in data size. "Lossey," as the name suggests, involves data shedding and, therefore, implies image quality loss, particularly when using highly compressed settings. The most common, ubiquitous even, lossey file format is JPEG, so called because it was proposed by and is maintained by the Joint Photographic Experts Group. Just about every digital camera on the market can save to this format. Note that there are a variety of JPEG format variations, but those originating from cameras are all readable by common imaging software. What varies, most obviously, is the amount of compression applied to the image data. This can vary from, say, 1:4 great quality to 1:28 rather poor quality, with each camera manufacturer deciding on what compression options to offer and what mathematical formulae will be used to achieve them. The worst results come from high compression of small data sets, such as you would get from cameras with small sensor arrays.

So, what are JPEG compression artifacts likely to look like? That depends, to some extent, on what algorithms are used. But, generally speaking, more compression is likely to produce "mushy" areas that lack sharpness especially obvious in the flat areas of an image, over-emphasized edges and unnatural color distribution. Random pixels that are quite different from those that surround them are also likely. Note, also, that because compression is done last, image artifacts, such as sharpening and color saturating, are likely to be compounded. For some applications, such as displaying thumbnail images on a web page, high ratios can be quite acceptable, but for best results use compression sparingly.

Are you wondering just how much compression to use? There is no set rule apart from "try it and see." It's important to see the results as your viewer would in final form, such as on a print or on the computer screen. Be aware, also, that most image manipulation software will show you the image at the original-quality setting before compression was done. You have to close the file and reopen it in its new compressed form to see exactly what it looks like.

**I-14. Stepping.** A problem peculiar to scanners and line scanning cameras, where a line of sensors moves steadily across a gate, is that of stepping. Causes vary from harmonics with pulsing in the light source, electrical signal noise to more obscure reasons. It's most common and noticeable in the shadow regions, where sensors are pushed to the limit but can appear in any part of the image. Here's a little hint when evaluating these devices: create a scan, then, in a program such as Photoshop, view at 100 percent. Go to curves or levels, radically lighten the image, and look for stepping artifacts. These will appear as lines of different density and/or color. There are no hard and fast rules about file size and image quality but, in general, a file of between 12 to 18mb (TIFF and RGB) should be more than enough for a very good 8 x 10 desktop inkjet output. Much of this will depend on how the image is handled in the software, as well as the software itself. Finally, and most importantly, to maintain a quality product, acquire your images at the highest resolution possible. By doing this you will have the flexibility to manipulate the image. Because you have this high quality image you can then convert it to Web-based or PowerPoint applications without serious degradation. Remember, only use the minimum resolution needed for anything but commercial release. If a World Wide Web user must wait, or a PowerPoint presentation slows, you lose the audience. It's far better to have appropriate images to efficiently utilize than a huge image to slow the train to unacceptable speeds.

**I-15. Information Sources.** The sources listed below contain the information from which this guide was compiled. These are also very good sources for learning much more on the subject of digital imaging.

The Web Marketing Bookshelf  
<http://www.cyberhaven.com/webmarketing/index.html>

Joint Combat Camera Exchange  
<http://dodimagery.afis.osd.mil>

Yale University  
<http://info.med.yale.edu/caim/manual>

The Writer's Guide to the Internet  
<http://www.on-writing.com>

Story Arts On-Line Writing Workshop  
<http://www.corecomm.net/~ppekin>

Columbia Journalism Review  
<http://www.cjr.org>

Colombia University Center for New Media  
[http://www.cnm.columbia.edu/html/about\\_cnm.html](http://www.cnm.columbia.edu/html/about_cnm.html)

American University School of Communication  
<http://www1.soc.american.edu>

Kansas State University  
<http://www.jmc.ksu.edu/curric.html#ejournalism>

The Journal of Electronic Publishing  
<http://www.press.umich.edu/jep/05-02/index.html>

University of Michigan  
<http://www.press.umich.edu/jep/03-04/index.html>

Writers Write  
<http://writerswrite.com>

The Project for Excellence in Journalism  
<http://www.journalism.org/index.html>

The Providence Journal Company  
<http://www.projo.com/words/main.htm>

The Writers' Alliance, Inc.  
<http://209.8.151.142>

National Conference of Editorial Writers  
<http://www.ncew.org/civic.html>

Paradigm Online Writing Assistant  
<http://www.idbsu.edu/english/cguilfor/paradigm/editing.htm>

International Combat Camera Association, Inc.  
<http://www.combatcamera.org>

American Forces Information Service  
<http://www.defenselink.mil/afis/index.html>

The Nieman Foundation for Journalism at Harvard University  
<http://www.nieman.harvard.edu>

## **Glossary**

### **Section I Abbreviations and Acronyms**

**AFNEWS**  
Air Force Newspaper Service

**AG**  
Adjutants General

**AGAUS**  
Adjutants General Association of the United States

**AMC**  
Air Mobility Command

**ANG**  
Air National Guard

**AFIS**  
American Forces Information Service

**AFRES**  
Air Force Reserve

**AFSC**  
Air Force Specialty Code

**ARC**  
Air Reserve Component

**ARNG**  
Army National Guard

**AT**  
Annual Training

**CATEX**  
Categorical Exclusion

**CENTCOM**  
Central Command

**CEQ**

Council on Environmental Quality

**CINC**

Commander in Chief

**CONUSA**

Continental United States Army

**CRP**

Community Relations Plan

**CONUS**

Continental United States

**DDR**

Drug Demand Reduction

**DFT**

Deployment for Training

**DoD**

Department of Defense

**EA**

Environmental Assessment

**EANGUS**

Enlisted Association of the National Guard of the United States

**EUCOM**

European Command

**FOIA**

Freedom of Information Act

**IG**

Inspector General

**IRP**

Installation Restoration Program

**IRT**

Innovative Readiness Training

**JFCOM**

Joint Forces Command

**LAN**

Local Area Network

**LEA**

Law Enforcement Agency

**MAJCOM**

Major Command

**MOS**

Military Occupational Specialty

**MOU**

Memorandum of Understanding

**NCESGR**

National Committee for Employer Support of the Guard and Reserve

**NGB-PAI-E**

National Guard Bureau, Public Affairs, Internal Division, Environmental Programs

**NEPA**

National Environmental Policy Act

**NGAUS**

National Guard Association of the United States

**NGB**

National Guard Bureau

**NGB-PA**

National Guard Bureau, Public Affairs

**NGB-PAP**

National Guard Bureau, Public Affairs, Plans, Policies and Leadership Support

**NGB-PAE**

National Guard Bureau, Public Affairs, External Division

**NGB-PAI**

National Guard Bureau, Public Affairs, Internal Division

**NGB-PAI-C**

National Guard Bureau, Public Affairs, Internal Division, Command Information

**NGB-PAI-H**

National Guard Bureau, Public Affairs, Internal Division, Historical Services

**NGB-PASE**

National Guard Bureau, Public Affairs, Support Element

**NMCC**

National Military Command Center

**NMR**

News Media Representative

**NOA**

Notice of Availability

**NOI**

Notice of Intent

**OCONUS**

Outside the Continental United States

**OASD-LA**

Office of the Assistant Secretary of Defense for Legislative Affairs

**OASD-PA**

Office of the Assistant Secretary of Defense for Public Affairs

**OPSEC**

Operational Security

**OSD-ES**

Office of the Secretary of Defense, Executive Secretariat

**PACOM**

Pacific Command

**PAG**

Public Affairs Guidance

**PAO**

Public Affairs Officer

**POTO**

Plans, Operations and Training Officer

**POMSO**

Plans, Operations and Military Support Officer

**RON**

Remain over Night

**SAF**

Secretary of the Air Force

**SAF/PA**

Secretary of the Air Force Public Affairs

**SAPA**

Secretary of the Army Public Affairs

**SOUTHCOM**

U.S. Southern Command

**TAG**

The Adjutant General

**UPAR**

Unit Public Affairs Representative

**USPFO**

United States Property and Fiscal Officer

## **Section II Technology Definitions**

### **Accessibility**

The degree to which a program or Web site has been optimized for use by people with physical disabilities or users with a variety of hardware/software configurations.

### **ActiveX**

ActiveX controls are programs that can be referenced in various documents and applications, under Microsoft Windows, that perform some action in the Web browser.

### **Air Force Link**

Name of the official U.S. Air Force World Wide Web site.

### **Anchor**

Hypertext linking a user from one section of an HTML document to another.

### **Applet**

A small java program that, when called by a Web browser, performs a preprogrammed function on a document; often used to add functionality to an HTML document.

### **Archie**

Automated database of files available from anonymous FTP sites on the Internet.

### **ASCII (American Standard Code for Information Exchange)**

Unformatted alphanumeric text used to pass textual or numeric data between different systems.

### **AVI**

AVI is the digital computer file format used by Video for Windows. In AVI, picture and sound elements are stored in alternate interleaved chunks in the file.

### **Baud**

The number of analog transactions per second.

### **BBS (Bulletin Board System)**

A computer system used as an information and message system for a group which connects to the system via a dial-up or telnet connection. Though popular in the 1980s, BBSs have largely given way to World Wide Web pages.

### **BPS (Bits Per Second)**

The rate of data transmission over a telecommunication medium.

### **Broken Link**

A link to a file that does not exist or is not located at the location indicated by the URL.

### **Browser**

Software, such as Microsoft Internet Explorer or Netscape Navigator, used to view and navigate the World Wide Web.

### **CGI (Common Gateway Interface)**

A feature of Web servers that allows HTML clients to use scripts installed on that server. The scripts, often referred to as CGI scripts, add functionality to Web pages.

**Client**

Hardware and/or software used by a person to access and load files from a server. Generally, clients are proprietary software used to connect, decode or access specific services or servers. An example is Real Player, a client used to view and listen to video and audio served from a Real Server.

**Domain**

Part of an address showing the Internet area to which a server belongs, such as .mil, .com and .net.

**Domain-limited**

The use of configurations on Web servers to limit access to particular documents based on the source domain for the requesting browser.

**Editor**

Software used to change a document or code.

**Email (Electronic Mail)**

Personal computer-based messaging system in which users can send and receive messages across networks to and from a unique identifying address.

**FAQ (Frequently Asked Questions)**

A list of commonly asked questions which provide system users quick reference of commonly encounter problems and questions.

**Firewall**

Software or other system used to protect computer systems from unauthorized access. Often used to control types of data passed from the open Internet to specific local area networks.

**Frame**

A sub-window of a browser window capable of displaying a separate document.

**Freeware**

Software distributed free of charge.

**FTP (File Transfer Protocol)**

A protocol used to transfer large files over the Internet. FTP also is used to refer to the software application that uses FTP to move files from one location to another.

**GIF (Graphic Interchange Format)**

Developed by CompuServe, the popular GIF computer graphics file format is supported by many graphics software applications and can be viewed in most Web browsers. This format is best suited for small illustrations, or line art, with large areas of uniform color.

**Gopher**

Search tool to identify and retrieve text on the Internet.

**Home Page**

A World Wide Web site's opening page.

**HTML (Hyper Text Markup Language)**

The basic language of documents "published" on the Web.

**HTTP (Hyper Text Transfer Protocol)**

A protocol used to transfer HTML documents over networks from Web server to Web browser.

**Hyperlink (or Hotlink)**

A feature of the Web that allows users to "point and click," calling up a separate document associated to that link.

**Image Map**

An image divided into regions with each region creating a link by being associated to a URL.

**Index**

A list of Web sites assembled, sorted and categorized by rules, usually by human beings.

**Internet**

The vast system of networks connecting the world's diverse computer systems using TCP/IP to transmit information.

**Intranet**

An internal network wherein content is accessible only by people with permissions and access to that network. A "virtual" Intranet is created when sections of the Internet are cordoned off to particular users by any number of methods. A "physical" Intranet is created by the actual wiring of a network (often called local area networks).

**IRC (Internet Relay Chat)**

Live, near real-time text-based exchange between users over the Internet.

**ISDN (Integrated Services Digital Network)**

Digital (either voice or data) telephone allowing two simultaneous connections over the same wire.

**ISP (Internet Service Provider)**

Provides access to the Internet.

**Java**

A platform-independent programming environment that operates with Web browsers to allow users to run programs within HTML documents.

**JavaScript**

A programming language that is loosely based on Java that is usually embedded in HTML code of a document. It is used to add functions to the HTML document.

**JPEG (Joint Photographic Experts Group or .jpg)**

An image format commonly used on the Web for photographic images that allows scaling.

**Link**

A reference in an HTML document to another section or document using a URL.

**Linux**

An alternative operating system to DOS or Windows.

**ListServ**

An automated system that delivers email messages to a list of subscribers.

**Markup**

Special codes or tags in a document that specifies how parts are to be processed or displayed by an application like a Web browser.

**MIME (Multipurpose Internet Mail Extensions)**

File extensions that tell a computer which application to use to view particular files.

**MPEG (Motion Picture Experts Group or .mpg)**

A compression format used for audio and video for distribution often over the Web.

**Newsgroups**

Internet message areas serving communities of specific interests.

**NNTP (Network News Transfer Protocol)**

Bulletin-board-style discussion groups on the Internet in which users post messages which are stored and retrievable for others at later time.

**Page (Web Page)**

A single HTML document.

**PNG (Portable Network Graphics)**

A digital graphic format.

**PDF (Portable Document Format)**

A platform-independent format for documents that retain their layout and design from computer to computer, read using an Adobe Acrobat Reader.

**Platform Independent**

Software that is not tied to a particular brand of computer or operating system.

**PPP (Point to Point Protocol)**

A communication protocol used to connect personal computers to Internet service providers via modems and telephone lines.

**Proxy Server (or Proxy)**

A computer that is directly connected to the Internet allowing multiple users on a network to access the Internet. Often used for security or to screen types of data and files available to or from particular networks.

**Public Domain**

Information or material available to the public and not protected by copyright, trade-mark, policy or security protection.

**Relative URL**

A URL that references a document based on the location of the current document in relation to the one referenced.

**Search Engine**

A program that allows users to quickly look through a large number of documents for particular words or other specified attribute.

**Shareware**

Software available for evaluation for a limited time, after which the user must purchase to continue using.

**Smart Agent (Agent)**

An application that "learns" particular users preferences and assists the user in finding, sorting and processing information according to that user's profile.

**SLIP (Serial Line Internet Protocol)**

A protocol used to connect personal computers to Internet service providers.

**SMTP (Simple Mail Transfer Protocol)**

The protocol used to send (outgoing) email on the Internet.

**SSL (Secure Sockets Layers)**

A security protocol that provides privacy over the Internet.

**Tags**

An element in HTML document that instructs an application (usually a Web browser) how to display or process particular parts of the document.

**TCP/IP (Transmission Control Protocol/Internet Protocol)**

The basic protocol of the Internet that allows information to choose the best path of transfer among differing computers on the Internet.

**Telnet**

A terminal emulation program used to log onto other Internet computers in a text-based environment.

**TIFF (Tag Image File Format)**

A digital graphics file format.

**UNIX**

A computer operating system used primarily in Web servers but now becoming widely used as a personal computing operating system.

**URL (Uniform Resource Locator)**

A standard addressing scheme used to link resources on the World Wide Web.

**Usenet**

A group of bulletin-board-style discussion groups also known as newsgroups.

**VRML (Virtual Reality Modeling Language)**

A computer language used to create 3-dimensional environments on the Internet.

**WAIS (Wide Area Information Servers)**

A client/server system allowing users to search through a large amount of Web documents.

**WAV**

Pronounced "wave," this is the Windows standard for waveform sound files. WAV files predictably have the extension .wav.

**Web Server**

A computer equipped with the hardware and software necessary to provide information resources on the World Wide Web.

**Web Site**

A collection of theme, subject or organizationally-related documents/pages on the World Wide Web, usually denoted by a unique DNS entry.

**World Wide Web**

A generic term for the collection of Web servers and the information on those servers accessible through the use of Web browsers. A sub-set of the Internet.

**WYSIWYG Editing (What You See Is What You Get Editing)**

Ability to edit HTML documents as they will appear in a browser.