

16 NOVEMBER 2003



Public Affairs

PUBLIC AFFAIRS MANAGEMENT

COMPLIANCE WITH THIS PUBLICATION IS MANDATORY

NOTICE: This publication is available digitally on the AFDPO WWW site at:
<http://www.e-publishing.af.mil>

OPR: 341 SW/PA (Capt. David Kurle)
Supersedes Malmstrom AFB Instruction 35-101,
9 January 1998

Certified by: 341 SW/PA (Capt. David Kurle)
Pages: 7
Distribution: F

PURPOSE: This revision of MAFBI 35-101 implements AFI 35-101, Public Affairs Policy and Procedures, and establishes procedures and guidance for all agencies. This instruction sets forth guidance on the effective use of Public Affairs resources and requirements. It applies to all personnel assigned to the 341st Space Wing and subordinate units, and personnel assigned or attached to, or supported by, Malmstrom AFB.

This instruction requires the collection of information protected by the Privacy Act of 1974. The authorities to collect and maintain the data prescribed in this instruction are: Title 10, U.S.C. 8013; Title 44, U.S.C. 3101; and Executive Order 9838, 9897, 10450 and 11652. Privacy Act statements required by AFI 33-332, *Air Force Privacy Act Program*, are included on all prescribed forms. **Maintain and dispose of records created as a result of prescribed processes in accordance with the *Records Disposition Schedule*.**

SUMMARY OF REVISIONS

This document is substantially revised and must be completely reviewed.

The majority of the revisions were deletions and renumbering of sections and changing governing directives to reflect the most current guidance. Malmstrom Air Force Base Spotlight Submission Form (Attachment 1) and Malmstrom Air Force Base Channel 7 Approval/Disapproval Form (Attachment 2) have both been rescinded

1. 341 SW/PA Organization and Management

1.1. Responsibilities

1.1.1. The wing commander, 341 SW/CC, is responsible for the overall direction and execution of the Malmstrom AFB Public Affairs program. The commander:

1.1.1.1. Ensures compliance with all applicable Department of Defense Regulations, Air Force Policy Directives, Air Force Instructions and Air Force Space Command Instructions on Malmstrom AFB.

1.1.1.2. Identifies requirements toward establishment, maintenance and management of Public Affairs.

1.1.2. 341st SW PA Office:

1.1.2.1. Is the wing point of contact for providing guidance to all Malmstrom AFB personnel regarding Public Affairs related issues to include community relations, media relations, security and policy review, and internal communications.

1.1.2.2. Develops, manages and implements the 341st SW Communication Strategy and long range communications plans.

1.1.2.3. Provides daily advice and counsel to the 341 SW/CC regarding Public Affairs matters.

1.1.2.4. Is the primary coordinating agency for all media events and media invitations on Malmstrom AFB.

1.1.2.4.1. Prepares news releases and determines distribution.

1.1.2.4.2. The Chief, Public Affairs or designated representative is the releasing authority for all editorial material and photographs for all AFSPC, tenant and detached units assigned to Malmstrom AFB and must coordinate on all releases made by tenant units on base.

1.1.2.5. Manages the Unit Public Affairs Representative (UPAR) Program.

1.1.2.6. Trains all appointed UPARs.

1.1.3. Squadron Commanders:

1.1.3.1. Ensure their organization complies with all applicable Public Affairs guidance.

1.1.3.2. Designate primary and alternate UPARs to act for their unit regarding Public Affairs issues.

1.1.3.3. Maintain an active UPAR program.

1.1.4. Unit Public Affairs Representatives:

1.1.4.1. UPARs help their commanders communicate Air Force, AFSPC and wing messages to the members of their organization and their families. They also promote the accomplishments of their units and fellow workers.

1.1.4.2. Act as point of contact for their unit on all Public Affairs matters.

1.1.4.3. Request support and guidance on all Public Affairs matters from the Public Affairs Office.

1.1.4.4. Maintain their unit program in accordance with Chapter 4 of this instruction.

1.2. **Crisis Situations.** An on-call PA representative is designated to provide 24-hour PA guidance and response.

1.2.1. A letter identifying on-call representatives is posted at 24-hour emergency work centers (SW Command Post and the Malmstrom dispatch center).

1.2.2. An authenticated letter identifying PA personnel assigned to both Battle Staff and DCG formations is posted at the SW Command Post and sent to AFSPC/PA.

1.2.3. All Malmstrom personnel responding to or participating in any crisis situation occurring on or directly affecting the 341 SW and Malmstrom AFB who are contacted (by any personnel, media or otherwise, that do not have a determined need-to-know) for information concerning the event will refer the individuals to the 341 SW Public Affairs Office.

1.3. **Straight Talk Center.**

1.3.1. The Straight Talk Center is a 24-hour hotline designed to provide immediate information to personnel regarding current significant or emergency events both on and off the installation.

1.3.2. The Straight Talk Center is operated by 341 SW/PA. Call the Straight Talk Center to obtain authorized updated released information at DSN 632-7800 or commercial 406-731-7800.

1.4. **Information Release Authority.** The Public Affairs Office is the releasing authority for all photographs and editorial material for all AFSPC, tenant and detached units assigned to Malmstrom AFB and must coordinate on all releases made by tenant units on base.

2. Public Communications

2.1. **Public Events.** All requests for military participation (personnel or resources) in public events must be submitted to Public Affairs for review and approval.

2.1.1. The review covers proper participation in local events, interagency programs, funding requirements, Public Affairs airlift orientation flights and humanitarian airlifts.

2.1.2. The review also covers appearances and speeches conducted by distinguished persons, and congratulatory messages to ensure compliance with AFI 35-101, Chapter 8.

2.2. **Military Events.** All requests for support for military events must be submitted for review and coordination to Public Affairs. Support requests include: Non-aviation support, aviation support, military aircraft, demonstration teams, parachute demonstrations and civil aircraft aerobatic performances.

2.3. **Base Tours, Speakers, Open Houses and Visits.**

2.3.1. Requesting Installation Tours. All requests for installation tours for schools, civic organizations, youth organizations, community groups, etc., must be coordinated through the Public Affairs Office.

2.3.1.1. Submit requests in writing. The request may be sent by letter, fax or email at least one month prior to the tour date they are requesting, when possible.

2.3.1.2. The written request must contain the name and/or organization of the tour group, the name and telephone number of a point of contact for the group, the names of all adults attending the tour, any particular area of interest the tour group may want to see, the dates and times projected for the tour (if possible, obtain an alternate date and time in case we can't accommo-

date their first choice).

2.3.1.3. Inform the requestor that the tour is subject to cancellation at any time based on the operational needs of Malmstrom AFB.

2.3.1.4. Once the written request has been received: Contact people at agencies to be visited that can authorize the tour in their area on the date given. Write their name, telephone number and the date of coordination on the tour event-planning sheet and complete a staff summary sheet for coordination as appropriate.

2.3.1.5. Provide the Noncommissioned Officer in Charge of the visitor control center with a letter requesting the tour. Include an itinerary and a list of adults and chaperones on the tour not later than seven business days prior to the event. The VCC will then check the names against the barment listing and the current terrorist list. There must be someone at the VCC from Public Affairs to escort the tour before it is allowed access to the installation. The escort is to remain with the tour until it departs the installation.

2.3.2. Requests for speakers. The 341 SW/PA administers the Speakers Bureau program. All requests for base speakers must be coordinated in the same manner as tour requests.

2.3.3. Open Houses. Public Affairs must coordinate on all requests to conduct an installation open house.

2.3.4. Congressional Visits. All planned visits must be coordinated with Public Affairs.

2.4. Security and Policy Reviews.

2.4.1. Military, civilian or contract personnel intending to publish material for public release (e.g., books, papers to technical publications, speeches) must adhere to AFI 35-101, Chapter 15, Security and Policy Review.

2.4.1.1. Submit material to the wing Public Affairs Office. The material must contain:

2.4.1.1.1. Name, title and organization of originating unit, and the author or speaker.

2.4.1.1.2. Title of article or presentation.

2.4.1.1.3. A statement of when, where and how the information is to be released, and the sponsoring organization if appropriate.

2.4.1.1.4. A clearance date needed by originator (if earlier than presentation or publication, state reason).

2.4.1.1.5. A statement indicating the information has been reviewed at the appropriate level and is recommended for public release.

2.4.1.1.6. Signed or initialed notation by author or speaker indicating approval of text.

2.4.1.1.7. Technical Papers: Include an abstract in layman's terms and, if appropriate, tell why releasing the information is important to DOD. An abstract to be published in advance also must be reviewed, but such review does not satisfy the clearance requirement for the entire paper. Always state the previously cleared abstract case number when requesting review of the full text.

2.4.2. Clearing Material (editorial copy and photographs) for Public Media Relations.

2.4.2.1. All releases made by units on Malmstrom AFB must be coordinated with the Public Affairs Office.

2.4.2.2. All copies of material for release must be prepared in final draft with proposed media list attached and a requested publication date.

2.4.2.2.1. The Chief, Media Relations Division, will review the material and ensure local release authority, make necessary changes and check media to which it will be released.

2.4.2.2.2. The Chief, Public Affairs, will approve or disapprove, and release material.

2.5. Media Relations.

2.5.1. Civilian news, radio, print and television media personnel may not enter Malmstrom AFB to cover any event unless they are escorted by a Public Affairs representative. Prior coordination, planning and notification to the Public Affairs staff is essential.

2.5.2. The Public Affairs Office coordinates civilian media participation for all events occurring on Malmstrom AFB.

3. Internal Communications.

3.1. **Submitting Articles for High Plains Warrior.** The *High Plains Warrior* (HPW) staff receives numerous requests to publish editorial columns by Malmstrom members at every level. Article publishing is determined by the editorial staff at the time of print, based on available space and mission requirements. The following guidance is provided to help expedite the publishing of articles submitted:

3.1.1. Articles should be submitted as far in advance of a preferred publication date as possible. As a minimum, the articles should be turned in by noon on Friday, one week prior to the requested publication date. The seven days allow the editor to review the article, make editorial corrections and return it for final corrections. This time line also allows the editor to include the article in the plan for the final layout of the specific issue.

3.1.2. Submit an electronic copy to <mailto:warrrior@malmstrom.af.mil> or <mailto:341swpa@malmstrom.af.mil>.

3.1.3. Include your rank, name, organization and duty phone at the top of the article.

3.2. Requesting Visual Information Support for the HPW.

3.2.1. If you request HPW newspaper coverage of an event on MAFB, the HPW staff will arrange the coverage including photographic support through Base Visual Information Services.

3.2.2. The HPW staff will not provide you with additional photographs of the event for internal distribution or posting in your organization.

3.2.2.1. If you desire additional copies of photographs, you must submit a work order to Visual Information Services. Authorization for copies is determined through their guidelines.

3.3. Requesting Use of Marquee Signs.

3.3.1. The marquee signs for the in and outbound lanes of both installation gates are for use by base agencies to promote upcoming events, programs, special unit announcements, etc.

3.3.1.1. Requests can be coordinated through the UPAR as directed by the unit commander.

3.3.2. Demand for use of these signs is high and early coordination is essential.

3.3.2.1. Command protocol messages which have priority placement.

3.3.2.2. Protocol messages will be put up on whatever day needed.

3.3.3. Submit written requests to the Public Affairs office seven days in advance. Requests may be sent by fax, 731-4048, or e-mail. If you choose electronic delivery, telephone the Public Affairs staff to ensure it was received.

3.3.4. Provide the following information:

3.3.4.1. Specific message requested. Keep in mind, the marquee only has space for 14 characters wide (letters or numbers) and four lines of text.

3.3.4.2. POC's name and telephone number.

3.3.4.3. Dates on which you would like the message to appear.

3.3.4.3.1. Messages may be edited to fit space.

3.3.4.3.2. Name of the squadron representative who will post the message.

3.3.5. Messages will be reviewed for accuracy, brevity, clarity and appropriateness. Messages of a highly personal nature or questionably worded will be revised or canceled as necessary.

3.4. Request for Channel 7 Review.

3.4.1. Channel 7 is the Wing Commander's access channel. The purpose of the channel is to provide for widest dissemination of the commander's messages in a timely manner.

3.4.1.1. Base agencies who want to send an official message to the Malmstrom AFB community may also use channel 7.

3.4.2. Submissions may be hand carried, faxed, e-mailed or mailed at least seven days in advance.

3.5. **Commander's Call Program.** All units on base will ensure they have an active commander's call program designed to provide command information to all members of the unit.

3.5.1. The 341 SW/PA staff will provide monthly commander's call topics to units.

4. Unit Public Affairs Representative Program.

4.1. All primary and alternate UPARs will be appointed in writing by squadron commanders.

4.2. All primary and alternate UPARs should (based on mission requirements) receive initial UPAR Training by the 341 SW/PA office.

4.2.1. Initial training will cover: program maintenance and requirements, unit public communications, media relations, journalistic style and techniques for HPW publication, command message emphasis, commander's call program, installation tour program, speakers bureau program, and security and policy review.

4.3. UPARs will act as the squadron point of contact for their Public Affairs related issues, to include:

4.3.1. Attending (primary or alternate) UPAR meetings as scheduled.

4.3.2. Assisting in providing an annual briefing to unit personnel during a commander's call on the Public Affairs programs and documenting it.

- 4.3.3. Being the first point of contact within their organization for members attempting to publish articles, papers or books.
- 4.3.4. Establishing procedures for receiving written materials and forwarding them for Security and Policy Review to 341 SW/PA.
- 4.3.5. Establishing procedures for reviewing articles being submitted for publication in the *High Plains Warrior* or other military publications.
- 4.3.6. Maintaining a UPAR program notebook containing:
 - 4.3.6.1. A copy of the primary and alternate appointment letter.
 - 4.3.6.2. A copy of the primary and alternate training letter (provided by 341 SW/PA).
 - 4.3.6.3. A copy of this instruction.
 - 4.3.6.4. A current copy (either hard copy or on computer disk) of their squadron commander's official biographies.
 - 4.3.6.5. A projected calendar of upcoming events (official military functions, community relations, human interest items occurring in your unit, updates on non-classified military projects, etc.) for your organization.
 - 4.3.6.6. Other material as determined by the Chief, Public Affairs.

C. DONALD ALSTON, Colonel, USAF
Commander