

**BY ORDER OF THE COMMANDER
AIR EDUCATION AND TRAINING
COMMAND**



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Public Affairs

**PUBLIC AFFAIRS POLICIES AND
PROCEDURES**

COMPLIANCE WITH THIS PUBLICATION IS MANDATORY

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AFI 35-101, 26 July 2001, is supplemented as follows:

This publication does not apply to the Air National Guard and Air Force Reserve Command. This supplement requires the collection and maintenance of information protected by the Privacy Act of 1974. System of Records notice FO35 SAFPA A, Biographies of Officers and Key Civilians Assigned to Secretary of the Air Force/Public Affairs, applies. Maintain and dispose of records created as a result of prescribed processes in accordance with AFMAN 37-139, *Records Disposition Schedule* (will become AFMAN 33-322, Volume 4). The use of the name or mark of any specific manufacturer, commercial product, commodity, or service in this publication does not imply endorsement by the Air Force.

SUMMARY OF REVISIONS

This publication is substantially revised and must be completely reviewed. This revision aligns AETC guidance with AFI 35-101. It defines the office of primary responsibility for specific public affairs program management issues and incorporates specific AETC guidance for Public Affairs community relations, media relations, and internal information.

3.2.4. Base public affairs (PA) offices, in coordination with the base financial management analysis branch (FMA), will submit requirements for program element code (PEC) 91214F (media/community

relations) and PEC 91515F (official representation funds [ORF]) with their annual financial plan (FIN-PLAN) submissions.

3.2.4.1. (Added) PEC 91214F includes authorizations, equipment, facilities, and associated costs specifically identified and measurable against media and community relations. Examples of authorized PA expenditures in PEC 91214F include supplies, equipment, travel, and publications. PEC 91214F money should not be used to pay for any receptions, luncheons, or events when official representation funds can be or are used.

3.2.4.2. (Added) AFI 65-603, *Official Representation Funds - Guidance and Procedures*, and its AETC supplement, are the governing directives for PEC 91515F and provide specific guidance regarding the use of official representation funds within AETC. Public Affairs officers (PAO) should work with the protocol office, if applicable, and commander to establish requirements for ORF. Requirements for ORF must be submitted with yearly FINPLAN submissions and should include a "Special Exhibit" with the following information: event, projected date, estimated cost, estimated guests, military/civilian ratio, and impact if not funded.

3.3.2. (Added) Base PA offices will:

3.3.2.1. (Added) Submit a completed AETC Form 159, **Public Affairs Personnel Background Record**, either electronically or faxed, to HQ AETC/PAR within 10 duty days of a new staff member's arrival for all personnel assigned to AETC PA offices.

3.3.2.2. (Added) Notify HQ AETC/PAR via telephone or e-mail as soon as personnel changes are known. Information pertaining to forecasted departures, arrivals, separations, medical profiles, and completion of upgrade training is required.

5.14.2. HQ AETC/PAN conducts periodic video or audio teleconferences with AETC base newspaper editors to provide feedback on newspaper content and to discuss issues pertinent to editors. Newspaper editors tasked to participate will familiarize themselves with the newspapers of other participants and will complete AETC Form 56, **AETC Newspaper Evaluation Checklist**, in advance.

5.16.1.1. In addition to the Associated Press Stylebook and Libel Manual, refer to the Air Force News Service (AFNS)-AETC Style Guide, available at <https://www.aetc.af.mil/pa/pan/writersblock> for internal publications.

5.17. **Readership Surveys.** AETC bases will conduct a base newspaper readership survey every 2 calendar years.

5.21.8. On publication date, also send four copies of each newspaper to HQ AETC/PAN, 100 H Street Suite 3, Randolph AFB TX 78150-4330; and one copy to HQ AETC/CCC, 1 F Street Suite 1, Randolph AFB TX 78150-4324.

5.28.1. Editors will send potential Air Force Print News (AFPN) stories in a timely manner to HQ AETC/PAN for review. Submit stories in Microsoft® Word® format, complete with headline and byline. Send any supporting photos with news stories, in Joint Photographic Experts Group (JPEG) format (4 x 6 inches; 300 dots per inch [dpi]; and red, green, blue [RGB]), complete with cutlines and photo credit. HQ AETC/PAN will forward appropriate stories to AFNEWS. **NOTE:** Late-breaking news may be sent directly to AFNEWS with a copy to HQ AETC/PAN.

5.34.1.8. (Added) Wing commanders who are not general officers (see paragraph **5.34.3.**, as supplemented).

5.34.3. Base PA affairs offices will also send an electronic copy of locally produced new and updated official biographies of wing commanders who are not general offices to HQ AETC/PAN.

5.34.5. Base PA offices will send five 8- by 10-inch official photographs of general officers and wing commanders who are not general officers to HQ AETC/PAN. Base PA offices will also send these photos in electronic JPEG format.

5.38. **Air Force Fact Sheets.** Base PA offices will send an electronic, reproduction-quality copy of their wing fact sheet (and any revised fact sheets) to HQ AETC/PAN.

6.33.7. (Added) **AETC PA Memo.** Send a brief synopsis of media inquiries and events to AETCPAM-EMO@randolph.af.mil. Please include the names and affiliations of the media representatives involved; the topic of the inquiry, interview, or event; response given; the names of those interviewed; date of the inquiry or event; description of coverage (for example, positive, balanced, or negative); and estimate of when the item will be aired or published.

6.33.8. (Added) **Local Clippings.** Forward electronic clippings about your base appearing in local newspapers daily to HOAETCPAN@randolph.af.mil. If clippings are not available electronically, fax them to DSN 487-2027.

6.42.1. Requests for media interviews with AETC/CC during base visits or at the headquarters must be coordinated through HQ AETC/PAN. Before scheduling interviews, PAOs must confirm that the AETC/CC's itinerary allows time for interviews. If an interview is possible, the PAO must provide HQ AETC/PAN each reporter's name, affiliation, and a recommendation as to whether the request should be granted. For internal interviews, if the interview is approved, PAOs will provide questions and proposed responses to local issues to HQ AETC/PAN at least 3 weeks before the interview. For external interviews, PAOs should anticipate likely topics and submit proposed messages for local issues. PAOs will provide news clippings and other pertinent material from each interview to HQ AETC/PAN as soon as possible after the interview.

6.44. **Interview Preparation.** HQ AETC/PAN will be available to provide media training for wing commanders, vice wing commanders, group commanders, command chief master sergeants, onscene commanders and other designated spokespersons. Wing PAOs will schedule the 3-hour sessions through HQ AETC/PAN at least 30 days in advance. PAOs will also provide background information on local issues to HQ AETC/PAN 2 weeks before scheduled training.

7.4.9. Base PA offices will notify HQ AETC/PAN of crisis situations immediately; HQ AETC/PAN will, in turn, notify SAF/PA. During nonduty hours, the HQ AETC/PA oncall duty officer can be reached through the HQ AETC command post at (210) 652-1859/3454 or DSN 487-1859/3454.

7.5.4.2. Upon public release, send initial and follow-on releases to HQ AETC/PAN via e-mail (HOAETCPAN@Randolph.af.mil) or fax (DSN 487-2027). Ensure the release reaches HQ AETC/PAN.

7.5.5. (Added) PAOs will maintain a minimum of three emergency response kits for use by the PA representatives at the battle staff, media center, and at the scene (as a member of the initial response force).

7.5.5.1. (Added) As a minimum, emergency response kits will include:

7.5.5.1.1. (Added) Base accident and emergency response plans and directives.

7.5.5.1.2. (Added) Appropriate AFIs and AETC supplements.

7.5.5.1.3. (Added) Sample news releases.

7.5.5.1.4. (Added) Telephone lists.

7.5.5.1.5. (Added) The means for making local and long-distance telephone calls.

7.5.5.1.6. (Added) Appropriate forms.

7.5.5.1.7. (Added) A working flashlight.

7.5.5.1.8. (Added) A reflective vest or belt (for the onscene kit only).

7.5.5.1.9. (Added) A tape recorder.

7.5.5.1.10. (Added) Extra batteries.

7.5.5.1.11. (Added) Administrative supplies.

7.5.5.2. (Added) Kits should also contain up-to-date, local photos of each type of aircraft assigned to the base or that frequent the base. If photos are not available, PA representatives should provide the Air Force Fact Sheet website address on all news releases. Response kits should be tailored to suit mission requirements and local conditions. PA offices should ensure the appropriate all-weather gear is accessible to office personnel responding to crisis situations or participating in exercises.

7.16.3.4.3. Upon public release, send initial and follow-on releases to HQ AETC/PAN via e-mail (HOA-ETCPAN@Randolph.af.mil) or fax (DSN 487-2027). Ensure the release reaches HQ AETC/PAN.

7.16.3.5. Also provide HQ AETC/PAN an information copy of the After-Action Report for onbase disturbances.

8.9. **On-Base Events.** Submit requests for civilian or military aerial events/static displays to 19 AF/DO at least 30 days prior to event. HQ AETC/PA will review requests. HQ AETC/DO will approve requests for military and civilian aircraft participation at AETC bases unless delegated to 19 AF/CC.

8.13. **Parachute Demonstrations.** See AFI 11-410/AETC Sup 1, *Personnel Parachute Operations*, and AFI 11-209/AETC Sup 1, *Air Force Participation in Aerial Events*, for additional information.

8.14. **Fly Overs.** See AFI 11-209/AETC Sup 1 for additional information.

8.15. **Static Displays.** See AFI 11-209/AETC Sup 1 for additional information.

8.16. **Aircraft Demonstrations.** See AFI 11-209/AETC Sup 1 for additional information.

8.17. **Aerial Review.** See AFI 11-209/AETC Sup 1 for additional information.

8.18. **Jump Platform.** See AFI 11-209/AETC Sup 1 for additional information.

8.19. **Memorial or Funeral Ceremony—Aerial Event.** See AFI 11-209/AETC Sup 1 for additional information.

8.20. **Retirement and Change of Command Ceremonies—Aerial Event.** See AFI 11-209/AETC Sup 1 for additional information.

8.22. **Civilian Aerial Demonstrations On Base.** See AFI 11-209/AETC Sup 1 for additional information.

8.24. **Orientation Flights.** See AFI 11-401/AETC Sup 1, *Flight Management*, for additional information.

8.24.2. (Added) **Orientation Flights.** Members of operational units sometimes initiate orientation flights for civilians who qualify as civic leaders or who have the potential to influence public opinion. Public

affairs staffs should maintain close relationships with operational units to ensure PA coordinates on any such flights.

8.37. **Funding.** HQ AETC/PAX manages funding for civic leader tour (CLT) airlift support. Funding is limited to \$40,000 per CLT airlift every 2 years. The sponsoring wing will absorb airlift costs beyond \$40,000.

8.39.10. When planning a CLT, choose “non-choir” individuals or those who have not been on a CLT before. Strong candidates include educators (guidance counselors, teachers, and administrators) and citizens who sit on school boards and other youth-oriented organizations.

8.42. **Base Open House General Guidelines.** See AFI 11-209/AETC Sup 1 for additional information.

8.50.2. In addition to the categories listed, also consider local recruiters, AFROTC cadre, and JROTC staff.

8.57. (Added) **Joint Civilian Orientation Conference (JCOC).** The Secretary of Defense sponsors this annual conference to brief civic leaders on military affairs and to give them tours of military installations. PAOs must give JCOC events and nominations the highest priority and consideration. JCOC is a week-long, multiservice orientation program for approximately 60 civilian public opinion leaders who have limited knowledge of national defense issues.

8.57.1. (Added) Nominations are due annually in September to HQ AETC/PA. Nominees are locally, regionally, or nationally influential citizens from across the country. MAJCOMs and field units are strongly encouraged to seek nominees outside of their local community. Nominees must have commander approval; each commander may nominate an unlimited number of civic leaders.

8.57.2. (Added) Nominators should speak directly with their nominees before nominating them to ensure that the minimum basic eligibility requirements are met and that the potential nominees are interested in the program. Basic eligibility requirements are that nominees neither possess special knowledge of the Department of Defense (DoD) nor have existing strong relationships with senior members of the military. The goal is to reach individuals who have neutral, negative, or uninformed opinions of the DoD or the US military. Nominees are also required to pay a nonrefundable deposit and the cost of transportation from home station and back. Nominators should also clearly inform their nominees that a nomination is not a guarantee of selection.

8.57.3. (Added) Participants pay a pro rata registration fee of approximately \$2,500 to cover meals, lodging, receptions, and incidental expenses associated with the conference. A nonrefundable deposit of \$400 is due with each acceptance. Each participant also pays the cost of his or her transportation to the start of the JCOC (normally Washington DC) and back to the place of origin.

8.58. (Added) **National Security Forum (NSF).** This is an annual, week-long event sponsored by the Secretary of the Air Force (SECAF). NSF is an Air War College (AWC) program designed to orient 110 to 130 civic leaders from across the United States with the Air Force mission, issues, and policies. The event offers an opportunity for AWC students to interact with a broad cross-section of civilian leaders from the fields of business, industry, labor, law, education, state and local government, media, the clergy, and medicine.

8.58.1. (Added) Nominations are normally due to HQ AETC/PAC early September and are due to SAF/PA by mid-September. Nominees are not told of their nomination for the forum until they are invited directly by the SECAF.

8.58.2. (Added) Nominees will pay their own expenses to include meals, billeting, and transportation.

9.5.2. Coordinate all news releases with HQ AETC/PAN. HQ AETC/PAN will coordinate with HQ AETC/CEV and HQ AETC/JA, as appropriate.

9.7.6. Submit environmental success stories to HQ AETC/PANE. HQ AETC/PANE will review the stories for the Defense Environmental Restoration Program (DERP) Annual Report to Congress before submitting to SAF/PANE. Prepare stories and forward them as significant achievements occur. However, stories prepared for achievements identified at the end of a fiscal year must arrive at HQ AETC/PANE by 25 October in order to meet DERP Annual Report to Congress deadlines. Include photographs or graphics with the stories.

9.14. (Added) **General Information.** Guidance for establishing and adjourning restoration advisory boards when there is insufficient community interest are included in Chapter 10 of the DERP Management Guidance at <https://www.denix.osd.mil/denix/Public/ES-Programs/Cleanup/guida.html>.

9.25. (Added) **Special Environmental Observances.** Base PA offices will assist environmental management flights to promote the following special environmental observances:

9.25.1. (Added) Earth Day, 22 April (can also include Arbor Day activities).

9.25.2. (Added) Pollution Prevention Week, third week of September.

9.25.3. (Added) America Recycles Day, 15 November.

13.6.3. Units will electronically submit nominations for AETC PA achievement awards not later than (NLT) close of business 10 December or the previous duty day if the 10th falls on a nonduty day. Nominations received after the deadline will not be reviewed. The same entry and judging criteria used by SAF/PA will be used for AETC PA individual and unit awards (paragraph 13.7.2, basic publication).

15.4. **Major Commands, Field Operating Agencies and Direct Reporting Units.** Material proposed for release that cannot be cleared locally will be submitted through wing PA offices to HQ AETC/PAN, ATTN: Security Review, 100 H Street, Ste 3, Randolph AFB TX 78150-4330. Do not electronically submit items for security review.

15.8. **Submitting Material for Review.** In addition to the 10 copies of material for review required by SAF/PAS, submit 3 copies for use by HQ AETC/PAN. If submitting still photographs, scripts, film, and/or 1/2-inch VHS videotape, submit two additional copies of each for the AETC review. Allow an additional 5 duty days for the AETC review.

18.4.6.4. HQ AETC/PAX is responsible for security and policy review of AETC base Web sites. PAOs will ensure all base Web sites are reviewed annually in coordination with the wing's communications squadron and other wing agencies, establish a record of review of all subordinate unit sites, and ensure records are maintained. Annual reviews should be completed no later than 31 March. Units are encouraged to do annual reviews in February as part of the annual information assurance campaign.

18.4.6.5. PAOs will ensure they are members of the wing multidisciplinary web review board.

18.12. **Forms Prescribed.** AETC Forms 56 and 159.

Chapter 19 (Added)

PUBLIC AFFAIRS INSPECTOR GENERAL (IG) INSPECTIONS

NOTE: Guidance for HQ AETC/IG inspections is contained in AFI 90-201/AETC Sup 1, *Inspector General Activities*, and can also be found on the HQ AETC/IG Web site at <https://www.aetc.af.mil/ig>.

19.1. (Added) Program Oversight. HQ AETC/PAX is responsible for oversight of this program as it pertains to PA. Dates for wing inspections are projected 6 months in advance and are posted on the HQ AETC/IG web page. AETC PA offices under Guard/Reserve units may be assessed during scheduled inspections; however, since Guard/Reserve PA offices do not conduct the full spectrum of activities covered by the inspection checklist, only the applicable portions of the checklist will be used.

19.2. (Added) Inspection Process. HQ AETC/PA personnel augmenting the AETC IG team will complete inspections. The inspectors will gather information through one-on-one interviews with PA staff members; however, they may also contact the wing commander, other staff agencies, local community leaders, and members of local news media during the inspection.

19.3. (Added) Preparing for Inspection. At a minimum, PA offices must ensure all items in the AETC Public Affairs checklist are answered. Additionally, PA offices must ensure all items in the AETC program management, software license management, and base IMA augmentee administrator IG checklists are answered.

NOTE: The following are added to Attachment 1:

References

AFI 65-603, *Official Representation Funds - Guidance and Procedures*, and its AETC supplement

AFI 11-209/AETC Sup 1, *Air Force Participation in Aerial Events*

AFI 11-401/AETC Sup 1, *Flight Management*

AFI 11-410/AETC Sup 1, *Personnel Parachute Operations*

AFI 90-201/AETC Sup 1, *Inspector General Activities*

Abbreviations and Acronyms

AFPN—Air Force Print News

AWC—Air War College

CLT—civic leader tour

DERP—Defense Environmental Restoration Program

dpi—dots per inch

FINPLAN—financial plan

FMA—financial management analysis branch

IG—inspector general

JCOC—joint civilian orientation conference

NLT—not later than

NSF—National Security Forum

ORF—official representation funds

PEC—program element code

SECAF—Secretary of the Air Force

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