

12 October 1990

Organization and Mission-Field

AIR FORCE NEWS CENTER (AFNEWS)

This regulation states the mission, objective, concept of operation, and responsibilities for administering and operating the AFNEWS.

1. Background and Operation Concept.

In April 1978, the Secretary of the Air Force and the Chief of Staff made changes in the Secretariat and Air Force departmental staffs to improve management. The Internal Information Division, Command Services Unit, the Air Force Hometown News Service, and the Magazine and Book Branch were combined into a separate operating agency (SOA) and relocated at Kelly AFB, Texas. The new SOA, the Air Force Service Information and News Center (AFSINC), activated in June 1978, provided resource support to the Air Force regional public affairs offices located at New York, Chicago, and Los Angeles.

a. The Air Force Hometown News Center was functionally moved from Tinker AFB, Oklahoma, to AFSINC in 1979. In June 1980, the Army Hometown News Center merged with the Air Force Hometown News Directorate to form a joint directorate under AFSINC.

b. In that same year (1980), AFSINC was assigned responsibility for managing the Air Force's portion of the worldwide Armed Forces Radio and Television Service (AFRTS), and the Magazine and Book Branch moved back to the Washington, DC, area.

c. In 1981, AFSINC was assigned responsibility for resource support to the Air Force Orientation Group (AFOG), Gentile Air Force Station, Ohio. Operational control of AFOG

remains with the Office of the Secretary of the Air Force, Public Affairs (SAF/PA).

d. In 1983, responsibility for operational control of the Air Force Youth Relations Program transferred from the Air Force Reserve at Robins AFB, Georgia, to AFSINC, and was redesignated the Air Force Office of Youth Relations (AFOYR).

e. In May 1988, the Air Force Broadcasting Service Directorate was redesignated an Air Force named unit, HQ Air Force Broadcasting Service, and assigned to AFSINC, with policy guidance provided by the American Forces Information Service, under the direction of the Assistant Secretary of Defense for Public Affairs (ASD(PA)).

f. In February 1990, at the request of the Commander, AFSINC, with the approval of SAF/PA and HQ USAF/PRM, AFSINC was redesignated the Air Force News Center (AFNEWS) effective 1 April 1990. All functions and responsibilities remain with the center.

2. HQ AFNEWS Mission:

a. Overall Mission. The Center's overall mission is to:

(1) Support the Air Force public affairs program.

(2) Manage, direct, and operationally control the Air Force Internal Information Program, the Army and Air Force Hometown News Service, the Air Force Broadcasting Ser-

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vice, and the Air Force Office of Youth Relations.

(3) Provide command resource management, administration, and communication and computer support to the AFNEWS mission elements, the AFOG, and the Air Force Regional Public Affairs Offices.

(4) Act as DOD executive agency in the areas of industrial engineering and deliberate wartime planning for AFRTS.

(5) Act as executive agency for SAF/PA in the areas of deliberate wartime planning and communications-computer systems.

b. Elements and Objectives. In implementing policies and tasks of selected elements of the Air Force Public Affairs Program, AFNEWS:

(1) Through the Air Force Internal Information Program, develops, produces, and distributes leadership communications and news products and services to Air Force commanders, and military and civilian members and their families, to further Air Force public affairs, orientation, motivation, and retention goals.

(2) Through the Army and Air Force Hometown News program, builds individual and unit morale and public awareness of defense activities by relating prompt, accurate, and factual information about Army and Air Force people, systems, and missions to hometown news media.

(3) Through the Air Force Broadcasting Service, provides a broad range of information and entertainment programming to DOD personnel and their families where adequate English language programming is not otherwise available. Armed Forces Radio and Television Service provides the means to communicate internal information directly to DOD personnel to enhance readiness and sustain morale.

(4) Through the Air Force Office of Youth Relations, conducts special community relations activities directed toward educator and national youth organizations which contribute to the well being of our nation. Promotes aerospace education and seeks to develop better public understanding of the United States Air Force mission, capabilities, and career opportunities.

(5) Develops and recommends to SAF/PA, public affairs policy and standardized Air Force public affairs products.

3. Responsibilities Assigned:

a. The Director of Public Affairs, SAF/PA:

(1) Directs and supervises the Commander, AFNEWS (the Air Force maintains operational control of the center).

(2) Monitors assignment of officer personnel filling colonel positions.

(3) Prepares effectiveness reports on the AFNEWS commander and serves as reviewing official on all AFNEWS Air Force officer performance reports.

(4) Maintains operational control of the AFOG and the three Regional Public Affairs Offices.

b. The Commander, AFNEWS:

(1) Supplements policy guidance and direction provided by the Office of the Assistant Secretary of Defense for Public Affairs, the American Forces Information Service, and the Air Force Director of Public Affairs in accomplishing the AFNEWS mission.

(2) Exercises command and control over operational elements of AFNEWS.

(3) Provides guidance and direction for the AFNEWS financial, staffing, and logistical forecasts and requirements.

(4) Selects personnel to fill lieutenant colonel and below officer positions and key noncommissioned officer supervisory positions.

(5) Ensures the proper negotiation and execution of memorandums of understanding (MOU) and host-tenant agreements.

c. The Commander, Air Force Logistics Command (through the Commander, San Antonio Air Logistics Center) ensures administrative and logistical support are available to the Center as provided in AFR 11-4, host-tenant agreements, and the MOU.

4. **Tour Length.** The tour length for Air Force personnel assigned to the Center is a 4-year-minimum tour as outlined in AFRs 36-20 and 39-11. Army personnel are usually assigned for 3 years.

5. Direct Communications Authorized.

AFNEWS personnel and public affairs officers at all levels of command may communicate directly on public affairs matters and for mutual assistance.

BY ORDER OF THE SECRETARY OF THE AIR FORCE

OFFICIAL.

JOHN M. LOH, General, USAF
Vice Chief of Staff

EDWARD A. PARDINI, Colonel, USAF
Director of Information Management

SUMMARY OF CHANGES

This revision reflects a title and acronym change due to the redesignation of AFSINC (para 1).