



DEPARTMENT OF THE AIR FORCE
HEADQUARTERS 319TH RECONNAISSANCE WING (ACC)
GRAND FORKS AIR FORCE BASE, NORTH DAKOTA

19 October 2022

MEMORANDUM FOR ALL GRAND FORKS AFB PERSONNEL

FROM: 319 RW/CC

SUBJECT: Installation Public Affairs (PA) and Visual Information (VI) Employment Plan

1. PA resources are critical to enhance Airmen morale and readiness, develop public support and trust, and support global influence and deterrence. It is imperative that these finite resources be applied toward activities that most directly support the 319 RW, associate units, Air Combat Command (ACC) and Air Force priorities. Inappropriate use detracts from the ability to support these priorities. This memorandum details multimedia services available to base-wide customers.
2. This memorandum and associated attachments detail the 319 RW/PA employment plan as required in Air Force Manual 35-101, *Public Affairs Procedures* and is supplemented by AFI 35-101, *Public Affairs Operations*, DoDI 5040.07, public law and policy. Unofficial functions that are not related to military missions or activities will not be supported. Criteria for support is detailed in the below attachments.
3. The following priority system will be used when determining availability of services provided:

Priority I: Emergency incidents requiring immediate response/official work directly impacting operational mission

Priority II: Non-time sensitive mission-essential/commander & HHQ priorities/initiatives

Priority III: Day-to-day mission requirements/routine support to other organizations

Priority IV: All other not listed above

Priority V: Self-Help requests

Priority categorization can be assessed by the 319 RW/CC, 319 RW/CV, 319 RW/COS, 319 RW/PA Chief or 319 RW/PA Superintendent.

4. Requesters must understand the primary role of Public Affairs is to support strategic communication objectives for the Air Force, ACC and 319 RW in that order of priority. Installation-level support will be primarily focused on communicating the 319 RW Commander's vision and priorities. Supporting these objectives will take precedence over the miscellaneous productions outlined in the attached list. Commanders may request an exception to the below policy with justification to the PA Chief.

5. All requestors must submit an AF Form 833 requesting multimedia service to include self-help. If a Form 833 is not provided to PA in the timeline delineated, support cannot be guaranteed.
6. All historically significant products or those with appeal beyond local level will be accessioned to the Defense Video & Imagery Distribution System (DVIDS). Events can be deemed historically significant by the 319 RW/CC, Base Historian or 319 RW/PA Chief.
7. All operationally sensitive products will be screened and processed by 319 RW/IP or subject matter experts in collaboration with 319 RW/PA. A determination will then be made whether to publicly release or appropriately archive supported products.
8. This memorandum and attachments supersede all previous guidance on the same subject and will be reviewed annually by the 319 RW/PA Chief. Please contact the PA staff with questions at DSN 362-5023.

TIMOTHY J. CURRY, Colonel, USAF
Commander

3 Attachments

1. 319 RW/PA Services and Employment Guidelines
2. 319 RW/PA Prioritization Matrix
3. 319 RW/PA Editorial Policy

DISTRIBUTION:
319 RW ALL

ATTACH. 1: 319 RW/PA SERVICES AND EMPLOYMENT GUIDELINES

1. **Scope.** The following procedures govern the 319 RW/PA office as the lead for 319 RW and host-installation PA activities and resources in support of tenant units assigned to Grand Forks AFB.

2. **PA Mission.** Air Force PA advances Air Force priorities and achieves mission objectives through integrated planning, execution and assessment of communication capabilities. Through strategic and responsive release of accurate and useful information and imagery to Air Force, domestic and international audiences, PA puts operational actions into context; facilitates the development of informed perceptions about Air Force operations; helps undermine adversarial propaganda efforts; and contributes to the achievement of national, strategic and operational objectives.

3. **319 RW/PA Services.** Services available from the 319 RW/PA office are grouped into four categories:

a. **Communication Planning.** Provides trusted counsel and communication advice to the commander and other staff members to enhance mission success. Communication planning is important to the creation of strategic, operational and tactical effects in PA operations.

b. **PA Engagement.** Provides community engagement programs that aim to increase public awareness and understanding of the mission, policies, operations and programs of the AF; support AF recruiting; and maintain a reputation as a good neighbor. This includes receiving requests for base services from the community such as flyover support, public speakers and base tours. Units who are asked for their services or personnel, or who receive offers of support from the community directly, must coordinate these requests or efforts with PA (and JA when applicable) prior to committing or accepting requests.

c. **PA Operations.** Provides programs that support Airmen morale and readiness, public trust and support, and global influence and deterrence through the release of timely and accurate information to Airmen, their families, the public and the media.

(1) **Command Information.** Provides effective and efficient communication tools to link Airmen with their leaders. Command information helps Airmen and their families understand their purpose, role and value to the Air Force. A free flow of information to Airmen and their families creates awareness of and support for the mission, increases their effectiveness as Air Force ambassadors, reduces the spread of rumors and misinformation, and provides avenues for feedback.

(2) **Environmental.** Supports environmental program objectives and requirements by facilitating public notification and involvement and communicating the Air Force's commitment to environmental excellence.

(3) **Media Operations.** Facilitates engagement and two-way communication with the media, which is often one of the most rapid and credible means of delivering the commander's message. Remaining open, honest and accessible to the maximum extent possible normally results in greater accuracy, context and timeliness in communicating with internal and external audiences. Personnel assigned to the 319 RW will coordinate all media requests and queries through the 319 RW/PA office.

(4) **Security and Policy Review.** Ensures information intended for public release will neither adversely affect national security nor threaten the safety, security or privacy of Air Force personnel, while adhering to the policy of "maximum disclosure, minimum delay." Personnel must obtain necessary security and policy review through 319 RW/PA before releasing official imagery, documents, information or proposed statements outside the Air Force.

d. **Visual Information (VI).** Provides programs that collect, preserve and accession VI products to meet operational, informational, training, research, legal, historical and administrative needs. Visual products, such as photo, video, and graphics are catalysts for effective communication and document the Air Force's visual history, through the accessioning process, for future generations.

5. Availability. The PA office will be manned during normal business hours, from 0730 to 1500 Monday, Wednesday and Friday and 0730 to 1630 Tuesday and Thursday unless otherwise determined. To the maximum extent possible, the PA office will observe all federal holidays, MAJCOM down days and wing training days. A PA representative will be on-call for alert photography 24 hours a day, 7 days a week (including holidays) and will accomplish emergency services as required by security forces, the Air Force Office of Special Investigations (AF OSI), the safety office and/or wing leadership. During non-business hours, the on-call PA representative can be contacted through the command post. The command post and security forces maintain a quarterly alert roster with specified POCs. A PA representative will be on-call 24/7 to answer media or public inquiries, address unforeseen occurrences, or to provide after-hours trusted counsel to wing leaders. The PA Chief can be reached at 701-741-2821. The PA Superintendent can be reached at 701-741-6270.

6. Requesting Support. All PA support requests must be submitted via completed Air Force Form 833 sent to the 319 RW/PA email account at 319RW.PA@us.af.mil as far in advance as possible, but no later than 3 business days beforehand. Advance notice provides PA the ability to ensure the necessary equipment and personnel are available. Failure to coordinate in advance will reduce the likelihood that the event can receive PA support. As the trained communication experts, 319 RW/PA staff reserves the right to determine products which meet the communication objective.

7. Self Help Program. High-end photo/video cameras, tripods, cellular wifi transmitter, projector and iPad (for livestream) are available to units for check out for use on a first-come, first-serve basis. The intent of the self-help program is to support requests utilizing unit volunteers in the event PA staff is already task saturated or for circumstances not in line with the

employment and prioritization plan. To request self-help equipment, email 319RW.PA@us.af.mil.

8. Prioritized Employment Plan. The 319 RW/PA office provides support according to the following system, which is focused on the commander's priorities, operational core tasks, urgency, mission impact, agencies supported and resources available. This system helps control the flow of work and ensures all mission-critical needs are met. A detailed list of services and their associated priority level can be found at the enclosed prioritization/employment matrix (Attach. 2):

a. Core services are services that directly support emergent or operational mission requirements.

- (1) Priority One (P1) requests include support for time-critical official investigations, crisis response and other requests directly impacting the ability of the installation to perform its operational mission. This includes alert documentation for evidentiary and decisional purposes and assisting senior leaders with public and media interaction during emergencies and contingencies.
- (2) Priority Two (P2) requests include support for non-time-sensitive official investigations, combat readiness, critical items in direct support of priorities and initiatives of commanders at wing level or higher, operational test and evaluation missions and MAJCOM-directed support. This priority also entails communication to stakeholders, legislative support and key publics in support of official goals and objectives.

b. Non-core services are defined as services that do not directly affect an operational mission requirement.

- (1) Priority Three (P3) requests include routine support for education and training, unit-level command information, wing-level official recognition programs, and installation support. This generally includes routine communication with internal and external audiences.
- (2) Priority Four (P4) requests include all other production services not outlined above. It is possible requests in this priority level may need to be fulfilled through self-help services.
- (3) Priority Five (P5) requests are items that have been specifically designated as self-help services only.

9. Restrictions.

a. IAW DAFI 35-101, government-funded PA and VI resources will not be used to:

(1) Provide souvenirs, personal gifts, mementos or farewell gifts. Examples include “hero” shots in front of aircraft cockpits (unless provided as part of a Distinguished Visitor orientation flight), booster club promotional items, group photos intended to commemorate events such as golf tournaments or recreational gatherings and sports team photos.

(2) Support or document farewell parties or social events unless certified as newsworthy or having historical significance by the base historian or chief of PA. When an event is determined to be historically significant, PA resources may be provided to meet official news and documentation requirements only.

(3) Create products used primarily for entertainment during farewell parties or social events.

(4) Morale, Welfare and Recreation (MWR) support. MWR services are authorized support for mission sustaining and basic community support activities so long as they do not generate revenue. For additional clarification of MWR activities, refer to AFI 65-106, *Appropriated Fund Support of Morale, Welfare and Recreation (MWR) and Other Nonappropriated Fund Instrumentalities (AIS)*, 15 January 2019.

b. Altering imagery. Air Force PA offices are trusted agents. Because PA professionals create products that can be used in legal proceedings and for critical decision-making, absolute trust and confidence in the truthfulness of products they create is essential. Official imagery may not be altered, unless it is specifically exempted by Department of Defense Instruction (DODI) 5040.02, *Visual Information*. Examples of requests that will not be supported include changes to personal appearance in an official portrait and digitally adding or removing content to a photo or changing the photo in a way that misrepresent the facts or circumstances of the event captured.

c. Use of Copyrighted Materials. Using copyrighted media requires a separate license or explicit permission. Generally, both music and programs recorded from broadcasts are copyrighted. Having the source recording or music score does not confer any right to reproduce, transfer or otherwise use or perform the recorded material, either as a whole or in part. Refer to AFI 51-303, *Intellectual Property--Patents, Patent Related Matters, Trademarks and Copyrights*, 22 June 2018 for guidance.

d. Morale, Welfare and Recreation (MWR) Support. MWR and Services activities are authorized support for Category A (Mission Sustaining) and Category B (Basic Community Support Activities). Category A programs are essential to the military mission and are authorized all support. Category B activities are closely related to Category A activities and are essentially community support programs. The PA office

can furnish support to these activities as long as the MWR activity or the requested product **does not** generate revenue and the event supports the commander's mission, vision and priorities. For additional clarification of MWR activities, refer to AFI 65-106, *Appropriated Fund Support of Morale, Welfare, and Recreation and Nonappropriated Fund Instrumentalities*.

10. Additional Considerations.

a. Studio Photography. Studio photography is available for official portraits as required by AFI as well as applications for special assignments, official passports and citizenship applications. Official portraits will be provided for leadership at the squadron level and above (commander, senior enlisted leader and first sergeant) as well as quarterly and annual award winners at the wing level and above. Electronic copies will be provided to the requester. Printed copies of group-level leaders or higher, as needed for leadership walls, will be printed upon request.

b. Group Photos. Units at the squadron-level and above are authorized one group photo per commander tour or subject to consideration should there be an unpredicted change in leadership or the need to support an HHQ award package. Electronic copies will be provided to the requester.

c. VI Equipment Purchase Review. IAW DAFI 35-101, units wishing to purchase video or still cameras and photographic printers must receive approval from 319 RW/PA to preclude duplication of effort and to ensure equipment, system and data compatibility. To request approval, requesting units will email details of the make and model of the equipment to be purchased and the unit's justification for purchase to 319RW.PA@us.af.mil.

d. 319 RW/PA will provide VI support to Cavalier Space Force Station upon request when mission permits. Any support will be coordinated with the Buckley Space Force Base PA office.

ATTACH. 2: 319 RW/PA PRIORITIZATION MATRIX

1. Communication Planning						
<u>Activity</u>	<u>AFI Ref.</u>	<u>Priority</u>	<u>Remarks</u>	<u>Quantity/Size Authority</u>	<u>Request Time</u>	<u>Turn Around</u>
1.1. Comm Plan	AFMAN 35-101, Chapter 2	I	A full Comm Plan requires 1 month, but a rough outline can be turned in much less time.	N/A	3-4 weeks' notice prior to event/exercise start date	1-3 days (basic) 1 month (full)
1.2. PAG Talking Point Development	AFI 35-101 Ch. 2	I & II	Public Affairs Guidance can be drafted and continuously edited throughout a crisis. Release authority remains with the command that owns the asset. Depending on the topic, PAG may require staffing through host unit, MAJCOM, JA, etc.	N/A	N/A	Same Day
1.3. Operational Wing Plan or Coordination	AFI 35-101 Ch. 1	III	Wing-level or operational events require as much time as possible. Higher-level requests will require even more time.	N/A	3-4 weeks' notice before event; more f/operational requests	Variable
2. Public Affairs Engagement						
<u>Activity</u>	<u>AFI Ref.</u>	<u>Priority</u>	<u>Remarks</u>	<u>Quantity/Size Authority</u>	<u>Request Time</u>	<u>Turn Around</u>
2.1. Air Force Tour Program: Tours	AFI 35-101, Ch. 4	IV	Due to weather & safety concerns, there will be no tours during the off-season months: December – February. No more than 2 tours per month (mitigates unit fatigue/impact). Units can coordinate in-house tours/events through PA.	2 per month hosted by PA Note: This includes the monthly scope-of-mission tour and DV/CODEL visits.	-Request NLT 3 weeks before tour date -EALs require 3 business days to process -Security checks require 10 days	N/A
2.2. Aviation Support: flyover/static	AFI 35-101 Ch. 4	IV	Flyover requests must be submitted through the request website. Other requests will be vetted IAW AFI and legal review. PA only facilitates these requests. USAF Aerial Events Support	N/A	2-3 months (Request-specific)	N/A
2.3. Civic Leader Activity	AFI 35-101 Ch. 4, AFMAN 35-101, Ch. 5	III	Organized by PA, Community Partnership Director, or by host commander; may or may not involve PA planning & protocol involvement	N/A	2-3 weeks for visit/tour	N/A
2.4. Community Complaint Response	AFMAN 35-101, Ch. 5 & 6	III	PA facilitates noise complaints & vets through Airfield Managers for assessment; will respond promptly as possible – The PA office who receives the complaint is responsible for the investigation and response.	N/A	N/A	-Initial Response w/in 1 business day -Investigation findings w/in 3 business days
2.5. Honorary CC Program	AFI 35-101, Ch. 4, AFMAN 35-101, Ch. 5	III	Community Partnership Director manages the program; DBIDS/EAL, induction, etc.	N/A	N/A	N/A
2.6. Legislative Liaison Support	AFI 35-101, Ch. 4	II	PA will record and take notes of any CODEL engagements for Wing/CC & MAJCOM LL	N/A	NLT 1 day prior request attendance	Engagement Report reviewed by CC and to LL within 2 business days
2.7. Military Participation. in Off-base Events	AFI 35-101 Ch. 4	III	Request through PA & Community Partnership Director; depending on level of support	N/A	Hard Deadline: NLT 1 month notice	N/A
2.8. Military representation (off-base)	AFI 35-101 Ch. 3, 4	IV	Request through PA or Community Partnership Director, or notify PA if attending; can provide Talking Points or speech as needed. Must have Unit Commander approval.	N/A	-NLT 3 days prior f/support; -NLT 2 weeks prior f/attendance	N/A
2.9. Request for Info (non-media)	AFI 35-101 Ch. 5	III	Request for info from non-media to include Facebook messages, emails, phone calls, etc., will be answered promptly	N/A	N/A	-Initial Response w/in 1 business day -Full Response w/in 5 business days

2.10. Speeches, Speaker's Bureau	AFI 35-101 Ch. 4	IV	-Request will run through PA & passed to those who have expressed interest; may be run through CCE if need be -PA maintains speaker's bureau list & updates annually	N/A	Need NLT 2 weeks notice	N/A
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3. Public Affairs Operations						
<u>Activity</u>	<u>AFI Ref.</u>	<u>Priority</u>	<u>Remarks</u>	<u>Quantity/Size Authority</u>	<u>Request Time</u>	<u>Turn Around</u>
3.1. Crisis Comm.	AFI 35-101 Ch. 3, AFMAN 35-101, Ch. 4	I	PAO or designee on call 24/7 for crisis response CAT & EOC Rep. identified for holidays	N/A	N/A	ASAP
3.2. Command Information	AFI 35-101, Ch. 5	--	CI NCOIC determines appropriate product to best meet communication objectives (CC's MVPs), regardless of request.	--	--	--
3.2.1. Official Web/Social Media	AFI 35-101, Ch. 5	III	Most VI products will include a social media post, some lower priority events may only be supported with social media		1 week prior to event	Same day
3.2.2. Official Web	AFI 35-101 Ch. 5	II	Meet with web manager to discuss modules needed and layout, and deliver data.	Requestor provides information	2 weeks prior to requested meeting date	Dependent on requested changes
3.2.2.1. Official Bios & Factsheets	AFI 35-101 Ch. 5 Tongue & Quill	III	Submit Bio as Word document, PAO can update, standardize, & push to web (if needed). Fact Sheet can be PDF or Word doc.	Fact sheets; bio; etc. updated	1 week prior to update needed	1 business day
3.2.2.2. Web/SM Analysis	AFI 35-101, Ch. 5, AFH 1-1, Air Force	IV	Collected quarterly archived on drive Collected before & after campaign (evaluation metrics)	N/A	1 week prior to data needed	N/A
3.2.2.3. Security and Policy Review	AFI 35-101, Ch. 9	I	PA will perform routine SAPP reviews on unit social media pages and will review unit-generated still and motion imagery and written content upon request.	N/A	Priority & product dependent	2 weeks (dependent)
3.2.2.4. Base-Wide Weekly Emails	N/A	II	-PA will send 1 (max) daily base-all (all-users) email at 1500 -Contents will comply with all DOD regulations -Organized w/BLUF for each request w/full request below -PA will only provide minimal edits	2-3 sentences, include the who, what, when, where and any applicable flyers or graphics	2 days prior to email being sent, 7 days prior (max)	1500 each duty day
3.2.2.5. Base-Wide Email (non-weekly)	N/A	IV	-Last-minute requests of significant importance will be considered on case-by-case basis for stand-alone base-wide (all-users) email -Typically directed by Squadron-level/higher leader or helping agency	N/A	1 hour prior to message being sent	After Review
3.2.2.6. Org Email review	N/A	II	-PA designee will check 319RW.PA@us.af.mil email 3 times (minimum) each duty day -Designee will notify appropriate section leads of emails pertaining to section	N/A	N/A	Replies within 1 business day
3.2.3. Commander's Action Line	N/A	II	-PA designee will check 319RW.PA@us.af.mil email "junk" folder each morning -CAL suggestions/complaints added to log immediately, staffed to CCE distro -Response logged upon receipt -Response added to website when directed	N/A	N/A	-Emailed to CCE immediately -Update website w/in 1 business day of CC direction
3.4. Environmental PA	AFI 35-101, Ch. 6	III	Ensure PA attends meetings/communicates regularly with CE & environmental on base	N/A	N/A	N/A

3.5. Joint Hometown News Service	AFI 35-101, Ch. 5	IV	Support when requested	N/A	2 weeks prior to story publishing	N/A
3.6. Media Operations	AFI 35-101, Ch. 2 & 3	--	--	--	--	--
3.6.1. Media Analysis (news clips)	AFI 35-101 Ch. 1	II	-Weekly email to base leadership concerning media interest and issues that concern leadership and Airmen etc. -Provides qualitative assessment of coverage	Email	N/A	Once a week
3.6.2. Media Engagement (proactive)	AFI 35-101, Ch. 2	II	Continuous communication & pushing out of info; request the media outlet priorities in order to try to match products with interest	N/A	N/A	N/A
3.6.3. Media Escort (non-crisis)	AFI 35-101 Ch. 2, AFMAN 35-101, Ch. 3	II	-RSVP typically required 24 hours prior to - Media escorted at all times (gate – gate)	N/A	24 hours notice requested of media	N/A
3.6.4. Media Training (non-crisis)	AFI 35-101 Ch. 1 & 2	III	Annually, typically in fall, PA hosts media training for SQ/CC & above; other training as media opportunities present themselves	N/A	3 business days notice prior to training needed	N/A
3.6.5. News Conf. (non-crisis)	AFI 35-101 Ch. 2	III	Will setup conference near/on base if requested	N/A	1 week notice	1 day, if needed
3.6.6. News Release (non-crisis)	AFI 35-101, Ch. 2 & 3	III	PA will draft/release press releases & advisories as needed	Email	N/A	1 hour, if needed
3.6.7. Response-to-Query (non-crisis)	AFI 35-101, Ch. 2 & 3	II	Will log & record media queries (AF Form 39); and respond within 24 hours & further updates if need be	Email	N/A	-Update within 24 hours -Full response when approved
3.7. PA Travel	AFI 35-101, Ch. 8	III	Will conduct media flights when possible; will invite local media to attend	See AFI 35-101, Table 8.1	Varies	N/A

4. Visual Information

<u>Activity</u>	<u>AFI Ref.</u>	<u>Priority</u>	<u>Remarks</u>	<u>Quantity/Size Authority</u>	<u>Request Time</u>	<u>Turn Around</u>
4.1. Accessioning Activity	DoDI 5040.02, AFH 35-115, Ch. 10 & Attach. 5	II	-All historically relevant VI will be accessioned on DVIDS. Non-historical VI (promotions, graduations, retirements, etc.) will not be. -Historian may submit AF 833 to declare historical relevance -Accessioning will be completed w/in 24 hours of public release.	--	--	
4.2. Graphics (If manned)	AFH 35-115	III	Minimal graphics support for animations, photo illustrations, infographics and unit patches can be supported	N/A	2 Weeks	-Recreation of existing: 1 week -New product: 1 month+
4.3. Marquee postings	--	--	Marquee slide support is limited, however, DV welcomes and retirements are supported at O6 & E9 and higher level.	--	--	--
4.3.1. DV Welcome Slides	N/A	II	*The marquee will run welcome slides for any official DV that is Col. or above & their leadership team or civilian counterparts unless otherwise specified *Welcome slides will be up on the marquee by 0000 on the day of visit	N/A	1 week	1 hour
4.3.2. Change of Command Marquee	N/A	III	-Marquee requests must be sent to org email -Only Group-level or higher change of command ceremonies will be considered -The phrasing used will be: "Welcome [Rank & Last Name] our new XX Group Commander!"	N/A	1 week	1 hour

4.3.3. Retirements Marquee	N/A	V	-Marquee requests must be sent to org email -Only retirements for 20+ years of service will be considered -The phrasing used will be: "Thank you [Rank & Last Name] for your XX years of service!"	N/A	2 weeks prior via 833 with any others support request	Will remain on marquee f/1 week prior and on retirement or requested date
4.4. Equipment Approval Requests	AFH 35-115, Ch. 6	IV	-Email PA org box and/or 319 RW PA Superintendent -Include make, model and justification for equipment to be purchased	N/A	2 weeks prior to purchase	1 week
4.5. Photography	--	--	All Photography support requires official request submitted via AF IMT 833	--	--	--
4.5.1. Alert Photo	AFH 35-115, Ch. 2 & 4	I	-Support may be requested by SFS, OSI, Fire Dept, Safety Office, Command Post, or 319 RW/CC -Reasons for support include: damage to government property in excess of \$5,000; personal injury requiring immediate medical attention; forensic documentation f/investigation -Requesting agency must pick up within 1 business day of incident unless otherwise coordinated -Alert photography will be documented via AF 833 – listing chain of custody of images	-Unaltered Digital Files -All images taken	Requesting personnel must pick up imagery within 1 business day of incident unless otherwise coordinated	Same Day/Next Business Day
4.5.2. Awards (Wing Level)	AFH 35-115, Ch. 2 & 4	IV	-Requester must submit AF 833 -Wing CC may request photo support for official recognition at higher priority	N/A	2 weeks prior to event	1-3 Business Days
4.5.3. Ceremonies (Retirements)	AFH 35-115, Ch. 2 & 5	IV	-Requester must submit AF 833 -Release (promotion) ceremonies will be considered – dependent on manning -Retirement ceremonies will be considered [20+ years of service] – precedence will be given to E-9, O-6+ -Self-help cameras are available for all other ranks	N/A	2 weeks prior to event	1-3 Business Days
4.5.4. Change of Command (Group or higher)	AFH 35-115, Table A5.23	IV	-Requester must submit AF 833 -Digital files may be available to customers f/printing at their own expense	N/A	2 weeks prior to event	2-3 Business Days
4.5.5. Change of Command (Squadron)	AFH 35-115, Table A5.23	IV	-Requester must submit AF 833 -Change of Command Ceremonies for numbered squadrons will be considered – dependent on manning -Self-help cameras are available -Digital files may be available to customers f/printing at their own expense	N/A	2 weeks prior to event	2-3 Business Days
4.5.6. Group photo (Sq & up)	No AFI Ref.	IV	-Requester must submit AF 833 -One photo per commander tour -Requesting POC will be responsible for all logistics; PA will advise on location setup and formation style -Specific requests outside of a standard formation must be stated in initial request (AF 833) -Members in formation photos must comply with uniform standards detailed in AFI 36-2903 and reflect a professional military image (Note 7)	Digital file – requester's dimensions	2 weeks prior	5-7 business days
4.5.7. Official Ceremonies	AFH 35-115, Ch. 2 & 5	IV	-Requester must submit AF 833 -Digital files may be available to customers f/printing at their own expense	Digital Files	2 weeks prior	3-4 business days
4.5.8. Documentation (mission)	AFH 35-115, Ch. 2 & 5	II	-As determined by 319 RW Public Affairs -Meets Wing/CC's MVPs -Recorded via AF 833	As determined by 319 RW Public Affairs	2 weeks prior	3-4 business days

4.5.9. Photos for news releases, DVs, JA/ADC proceedings	AFH 35-115, Ch. 2 & 4	I	-Still images will not be altered -Video and audio may be cut/shortened but content will not be altered	Digital Files	Same Day	Same Day
4.5.10. Historical Significance (e.g. VIP visit)	AFH 35-115, Ch. 2	IV	-As determined by 319 RW Public Affairs Chief/319 RW Historian -Requester must submit AF 833	Digital Files	Dependent on priority	3-4 business days
4.5.11. Official Passport Photos	AFH 35-115, Ch. 2	II	-Official requests for Government Passports required for official government travel -By appointment only (Setmore) -Recorded via AF 833	2-2x2 prints	Schedule no later than one day prior to photo	Same Day
4.5.12. Studio (bio, award package)	AFH 35-115, Ch. 2 & 4, Attach. 4	IV	-Studio photos may only be scheduled (Setmore) when needed for leadership boards, official biographies or special duty applications -up to 2 prints in specified size are acceptable -By appointment only (Setmore) -Recorded via AF 833	Digital files Up to 2 prints *Member's responsibility to ensure their uniform is correct	Schedule no later than one day prior to photo	Same Day
4.5.13. Observance Month	No AFI req.	IV	-PA will NOT prioritize one observance month over another -Each observance month will have all events promoted once -Photo documentation of main event, dependent on manning	Digital Files	NLT 1 month notification prior to event	3-4 business days
4.6. Self-help facilitation	AFH 35-115, Ch. 4	V	-PA can assist if needed to download images taken on self-help cameras -Images may be provided on CD/DVD or sent via DOD SAFE	Digital Files	NLT 2 business days request before pickup	3-4 business days
4.7. Video & Audio Production	--	--	--	--	--	--
4.7.1. Alert Video	AFH 35-115, Ch. 2 & 4	I	-Support may be requested by SFS, OSI, Fire Dept, Safety Office, Command Post, or 319 RW/CC -Reasons for support include: damage to government property in excess of \$5,000; personal injury requiring immediate medical attention; forensic documentation f/investigation -Requesting agency must pick up within 1 business day of incident unless otherwise coordinated -Alert videography will be documented via AF 833 – listing chain of custody of videos	-Unaltered Digital Files -All videos taken	Requesting personnel must pick up imagery within 1 business day of incident unless otherwise coordinated	Same Day/Next Business Day
4.7.2. Ceremonies (O-6 and up, E-9, and over 20 years of civil service; retirement)	AFH 35-115, Ch. 2, 3 & 4, Attach. 5	IV	-Requester must submit AF 833 -Retirement ceremonies will be considered [20+ years of service, or ranks of E-9/O-6 and up] – dependent on manning -Self-help cameras are available	Digital Files	2 weeks prior	1-3 Business Days
4.7.3. Change of Command (Gp/CC & up)	AFH 35-115, Table A5.23	IV	For historical documentation; news releases	Digital Files Self-help cameras available for Sq & below	1 month	Same Day/Next Business Day
4.7.4. Documentation (msn, b-roll)	AFH 35-115, Ch. 2, 4, 7 & 8	III	-For operational readiness, force protection contingency planning, IG assessments, historical archives, education & training -Recorded via AF 833	Digital Files	Priority & product dependent	Priority & product dependent
4.7.5. Historical Significant. (e.g. DV)	AFH 35-115, Ch. 2, 3, 4 & 5, Attach. 5	IV	-As determined by 319 RW Public Affairs, base leadership, wing historian -Recorded via AF 833	Digital Files	2 weeks prior	Within 4 business days

4.7.6. Video/Audio Production. (training, senior leader)	AFH 35- 115, Ch. 2 & 9, Attach. 5	III	-As determined by 319 RW Public Affairs -Requires PIN	Digital Files	Priority & product dependent At least 2 months	Priority & product dependent
4.7.8. Video/Audio Production. (news)	AFH 35- 115, Ch. 4, 9 & 10	IV	-As determined by 319 RW Public Affairs -Requires PIN	Digital Files	1 week prior	Within 5 business days

NOTES:

1) *This matrix serves as a guide for 319 RW/PA's day-to-day activities. In some cases, an item that falls into one priority level (for example, priority level three) may receive support at a higher priority level (for example, priority level two) if deemed necessary by the wing leadership or the 319 RW/PA Chief.*

2) *Items that fall into a category not listed in this matrix will be prioritized at the discretion of the 319 RW/PA Chief.*

3) *Public Affairs is **not** funded, equipped, or manned to replace services provided by the Defense Logistics Agency. **IAW DODI 5330.3, the Air Force must obtain automated printing services from Defense Logistics Agency.** Call Document Services at 1-866-736-7010 or email j67dcsc@dla.mil for procurement, delivery and sustainment of all office printing needs.*

4) *IAW AFI 35-101, Public Affairs **cannot** use government-funded VI resources to provide souvenirs, personal gifts, mementos and/or document/support or create products used primarily for entertainment during farewell parties or social events.*

5) *Photographic prints are **not** available for personal use IAW AFI 35-101. Digital files may be made available to customers for printing at their own expense.*

6) *Customers must provide SME's to ensure accuracy of information prior to product release.*

ATTACHMENT 3:// 319 RW/PA EDITORIAL POLICY FOR OFFICIAL PRINT, WEB AND SOCIAL MEDIA PUBLICATIONS

1. **Delegation of Editorial Review.** The 319 RW/CC exercises editorial control over official print, web and social media publications for Grand Forks AFB. Day-to-day oversight and responsibility for these activities is delegated to the 319 RW/PA Chief. The determination of an event's newsworthy value is at the discretion of the 319 RW/PA Chief based on an assessment of how well the proposed coverage supports the commander's communication priorities.

2. **Base Website.** The official website for Grand Forks AFB is operated by 319 RW/PA staff and is located at www.grandforks.af.mil. Only information cleared for public release in accordance with AFI 35-101, Chapter 5, *Command Information and Distribution*, and other associated policies and instructions can be posted to the site. All content must meet the 319 RW/CC's communication objectives.

3. **Content.** News, feature and editorial material will conform to policies of the Air Force and the 319 RW/CC – meeting the commander's communication objectives. Accuracy is paramount. Coverage will be factual and objective, and will avoid morbid, sensational or alarming details not essential to factual reporting. Individuals to be interviewed and photographed must meet all requirements of AFI 36-2903, *Dress and Personal Appearance of Air Force Personnel*, and must comply with current safety, security and technical order requirements.

a. **News Content.** News content is based on local articles developed by the PA staff and release by the Air Force, MAJCOM, American Forces Press Service and other agencies of the DOD and federal government. News content must be timely, relevant and accurate.

b. **Editorial and Opinion.** Locally originated editorials (command position) and commentaries (personal opinions) will reflect the policies of the commander and will be in the interest of the Air Force. Editorials should help readers understand Air Force policies and programs. They must not imply criticism of other governmental agencies, nor advocate or dispute specific political, diplomatic or legislative matters.

4. **Editing for Publication.** All materials submitted to the 319 RW/PA office for publication will be reviewed and edited to conform to AP, DOD and AF news writing guidelines. This includes conforming to the guidelines in the *Associated Press Stylebook and Briefing on Media Law* and *Air Force Journalistic Style Guide*.

a. User-submitted products for publications can be supported but must first be vetted and reviewed by PA staff prior to publication on official installation sites or social media. Public Affairs reserves the right to reject submissions based on timelines, relevance, propriety, violations of copyright or other laws, and product quality.

b. Public Affairs retains full creative control over PA produced products unless otherwise directed by the 319 RW/CC. This includes the selection of published content. When deemed necessary by the 319 RW leadership, PA Chief, Superintendent or Command Information

Lead, products may be staffed through subject matter experts for fact-checking or SAPP review prior to publication.

5. **Awards Recognition.** Due to limited resources, PA coverage of award ceremonies is generally limited to wing and higher-level echelons. However, customers are highly encouraged to use the Hometown News Release Program to obtain civilian coverage of any significant personal accomplishments such as awards, graduations and promotions. A variety of professional-grade self-help cameras are readily available for customers to check out as well.

6. **Social Media.** The 319 RW/PA owns and operates several social media accounts, using the same guidelines as the official website and print publications. Subordinate and tenant organizations, with the exception of units with their own PA offices, are not authorized to operate official social media pages without the approval of the 319 RW/PA Chief. Unofficial pages (e.g. booster club pages, alumni pages, spouses' pages, etc.) are not official Air Force social media sites and are encouraged to display a disclaimer that the page is not an official representation of the Air Force. For example, "This is not an official Air Force page. The Air Force does not endorse any non-federal government organizations, products or services. The Air Force does not exercise any responsibility or oversight of the content on this page."

a. Official Use. The official social media sites for Grand Forks are:

- i. Facebook. <https://www.facebook.com/grandforksairforcebase>;
<https://www.facebook.com/319RWCommander>; <https://www.facebook.com/319ABWCCC>
- ii. Instagram. @grandforksafb
- iii. Youtube. <https://youtube.com/GrandForksAFB>
- iv. Twitter. <https://twitter.com/319RW>
- v. Official imagery. www.dvidshub.net/gfab/

b. Personal Use. In general, the Air Force views personal websites, blogs and social media sites positively, and it respects the right of Airmen to use them as a medium of self-expression. However, as members of the Air Force, Airmen must abide by certain restrictions to ensure good order and discipline. All Airmen serve 24 hours a day, 365 days a year, and their actions in- and out-of-uniform, on- and off-base are subject to the Uniform Code of Military Justice (UCMJ). See AFI 1-1, *Air Force Standards* for more guidelines regarding personal social media.