



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



22 June 2017

MEMORANDUM FOR ALL 319 ABW PERSONNEL

FROM: 319 ABW/CC

SUBJECT: Installation Public Affairs Employment Plan

1. PA resources are critical to enhance Airmen readiness, develop public trust and support, and enhance global influence and deterrence. It is imperative that these finite resources be applied toward activities which most directly support 319 ABW, ACC and Air Force priorities. Inappropriate use detracts from the ability to support these priorities.
2. This memorandum and associated attachments detail the 319 ABW/PA employment plan as required in Air Force Instruction (AFI) 35-101, *Public Affairs Responsibilities and Management*. The products and services detailed in the enclosed guidance are provided for official purposes consistent with AFIs governing PA activities; unofficial functions that are not related to military missions or activities will not be supported.
3. Visual information products and services should be viewed as an essential information resource and are provided for official purposes only, as outlined in AFI 35-109, *Visual Information*. Deviations from this policy for special needs/purposes require a letter of justification signed by the requesting unit commander. Deviations are authorized by the base commander or MAJCOM Public Affairs. Requesting units may be required to supplement supply costs for services above and beyond those specified in this memorandum.
4. The following priority system is used when determining availability of services provided:

Priority I: Urgent – lead-time is immediate
Priority II: Critical – normal lead-time is 1-3 days
Priority III: Essential – normal lead-time is 3-5 duty days
Priority IV: Routine – support is at the discretion of PA chief; normal lead-time is 5-10 duty days
Priority V: Self-help eligible requirements at the discretion of PA chief
5. All requests must be made using AF Form 833, *Multimedia Work Order*.
6. This memorandum and attachments supersede all previous guidance on the same subject and will be reviewed annually by the 319 ABW/PA Chief. Please contact the PA staff with questions at DSN 362-5023.

BENJAMIN W. SPENCER, Colonel, USAF
Commander

4 Attachments:

1. 319 ABW/PA Prioritization Matrix
2. 319 ABW/PA Services and Employment Guidelines
3. 319 ABW/PA Guidance for Official Web Content
4. 319 ABW Base Visual Information Manager Appointment Memorandum