1 February 2021

MEMORANDUM FOR TYNDALL PERSONNEL

FROM: 325 FW/CC

SUBJECT: Tyndall AFB Public Affairs (PA) Employment Plan for Installation Support

1. PA resources are critical to achieve our mission of global influence and deterrence, enhance Airmen morale and readiness, and develop public trust and support. It is imperative that these finite resources be applied toward activities which most directly support 325th Fighter Wing, Air Combat Command and Air Force priorities. Inappropriate use detracts from the ability to support these priorities.

2. This memorandum and associated attachments detail the 325 FW/PA employment plan as required in Air Force Manual (AFMAN) 35-101, *Public Affairs Procedures*. Products and services detailed in the enclosed guidance are provided for official purposes consistent with Air Force Instructions (AFI) governing PA activities; requests unrelated to military missions or activities will not be supported.

3. This memorandum supersedes all previous guidance on the same subject and will be reviewed annually and updated as necessary by the 325 FW/PA chief. Please contact the PA staff with questions at DSN 523-3333 or 325FW.PA.PublicAffairs@us.af.mil.

GREGORY M. MOSELEY, Colonel, USAF
Commander

3 Attachments:
1. 325 FW/PA Services and Employment Guidelines
2. 325 FW/PA Prioritization Matrix
3. 325 FW/PA Editorial Policy

Attachment 1: 325 FW/PA Services and Employment Guidelines

1. **Scope.** The following procedures govern the 325 FW/PA office as the lead for host-installation PA activities and resources in support of units assigned to Tyndall Air Force Base. Individuals in units with organic PA capabilities must coordinate requests through their unit PA office prior to contacting 325 FW/PA.

2. **PA Mission**. Air Force PA advances wing, major command, and higher headquarters priorities to achieve mission objectives through deliberate communication. Through the strategic and responsive release of accurate and relevant information and imagery to Air Force, domestic, and international audiences, PA puts operational actions into context; facilitates the development of informed perceptions about military operations; helps undermine adversarial propaganda efforts; and contributes to the achievement of national, strategic, and operational objectives.

3. **325 FW/PA Services.** Services available from the 325 FW/PA office are grouped into four categories consistent with Air Force Common Output Level Standards (AF COLS):

    a. **Communication Planning.** Provides trusted counsel and communication advice to commanders and other staff members to enhance mission success. Communication planning is key to the creation of strategic, operational, and tactical communication efforts.

    b. **Community 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; maintain a reputation as a good neighbor; and advance interests for the base and community. This includes receiving requests for base services such as flyover support, public speakers, and base tours; communicating with community organizations to promote partnerships; and hosting an honorary commander program. Units who are asked for their services or personnel, or who receive offers of support from the community directly, must coordinate these with PA (and JA when applicable) prior to committing or accepting resources.

    c. **PA Operations.** Provides programs that support morale and readiness of Airmen, 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. PA tools such as photography, videography, graphics, and written products help to communicate and advance our mission of assurance and deterrence.

        i. **Command Information.** PA 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 and Tyndall missions. 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.

ii. **Environmental**. PA supports environmental program objectives and requirements by facilitating public notification and involvement and communicating the Air Force's commitment to environmental excellence.

iii. **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. All TAFB personnel, other than tenant units with an organic PA unit, will coordinate official media requests and queries through the 325 FW/PA office. Those tenant units with an organic PA unit will still inform 325 FW/PA of coordinating media activity on the installation to ensure the installation commander is aware of media activity on grounds under his responsibility.

iv. **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 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.

4. **Availability**. The PA office will be manned during normal duty hours. A PA representative will be on-call 24 hours a day, 7 days a week (including holidays), and will accomplish emergency services, i.e. alert photography, as required by Security Forces, the Air Force Office of Special Investigations, the safety office and/or wing leadership. The office will be closed Thursdays after 1400 for dedicated training time. During non-duty hours, the on-call PA representative and PA Chief can be contacted through the command post.

5. **Requesting Support.** Submit PA support requests to the 325 FW/PA email account at 325FW.PA.Requests@us.af.mil as far in advance as possible, but generally a minimum of five duty days prior to an event. Requests for support should be submitted with a completed Air Force Form 833, *Multimedia Work Order*. Advance notice gives PA the ability to recommend the best solution to meet customer intent and ensure the necessary equipment and personnel are available. Failure to coordinate in advance will reduce the likelihood that the event can receive PA support. Submittal of an AF Form 833 **does not guarantee** PA support.

6. **Self-Help Support.** Still photo and video kits are available for self-help use on a first-come, first-served basis when the PA staff is already scheduled to support higher or equal priority tasks or is otherwise unable to support.

7. **Prioritized Employment Plan:** The 325 FW/PA office provides support according to the following system 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 in the enclosed prioritization/employment matrix (see attachment 2).

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

        i. **Priority One** 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.

        ii. **Priority Two** 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 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.

        i. **Priority Three** 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.

        ii. **Priority Four** 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.

        iii. **Priority Five** requests are items that have been specifically designated as self-help services only.

8. Restrictions.

    a. IAW AFI 35-101, *Public Affairs Operations*, section 7.7, government-funded PA and VI resources will not be used to:

        i. 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 (DV) orientation flight), booster club promotional items, group photos intended to commemorate events such as golf tournaments or recreational gatherings, and sports team photos.

        ii. Support or document social events or parties unless certified as newsworthy or having historical significance by the 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.

        iii. Create products used primarily for entertainment during farewell parties or social events.

        iv. Provide décor for individual personal office walls. Products for organizational areas may be provided depicting relevant missions performed.

        v. Support MWR or services-sponsored recognition programs.

    b. **Altering imagery:** Air Force PA offices are trusted agents for official communication. 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 misrepresented 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*, 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 does not generate

revenue. For additional clarification of MWR activities, refer to AFI 65-106, *Appropriated Fund Support of Morale, Welfare, and Recreation and Non-appropriated Fund Instrumentalities*.

9. **Additional Considerations**.

    a. **Studio Photography.** Studio photography is by appointment only and available for official portraits, applications for special duty assignments, official passports/visa, and citizenship applications as required by AFI. Chain-of-command studio photography will be provided for leadership at the squadron-level and above (commander, deputy/vice commander, senior enlisted leader, and first sergeant) as well as annual award winners at the wing-level and above. Electronic copies will be provided to the requestor. Non-official passport photos are provided by the passport office.

    b. **Group Photos.** Units at the squadron level and above are authorized **one** group photo per command (generally every two years). Units are responsible for coordinating all necessary support (flightline access, lifts or stands, building access, etc).

    c. **VI Equipment Purchase Review**. IAW Air Force Handbook (AFH) 35-115, *Visual Information*, units wishing to purchase video or still cameras and photographic printers must receive approval from 325 FW/PA to preclude duplication of effort and to ensure equipment, system, and data compatibility.

    d. **Contracted Photo/Video/Graphic Support.** IAW AFH 35-115 units requiring visual information support such as photography, videography, graphic design, or communication advice and planning must coordinate through PA before seeking commercial support. If necessary, PA leadership will certify a lack of resources, personnel, or capabilities and provide authorization to seek alternative means.

    e. **Social Media**. The official social media platforms for TAFB are Facebook, Twitter, and Instagram. These sites are operated by the 325 FW/PA office using the same guidelines as the official website, app, and print publications. Subordinate and tenant organizations, with the exception of units with their own PA office, are not authorized to operate official social media pages without the approval of the PA chief.

        i. **Units' Use of Social Media.** Units below the wing level are not authorized an official social media presence without PA approval and coordination. Units can create unofficial Facebook groups or pages without PA support. However, consult with PA first to determine the effectiveness of creating a social media account and to receive guidance on Air Force social media policy. Airmen generally do not go to unit social media sites for information. Social media sites tend to be more popular with unit alumni, retirees, and spouses. Closed social media groups tend to be more effective for internal unit communication.

Unofficial pages (e.g. booster club pages, alumni pages, etc.) are not official Air Force social media sites and are highly encouraged to display a disclaimer that the page is not an official representation of the Air Force.

ii. **Personal Use of Social Media.** In general, the DoD views personal websites, blogs, and social media sites positively, and it respects the right of service members to use them as a medium of self-expression. However, as members of the DoD, service members must abide by certain restrictions to ensure good order and discipline. All service members are on duty 24 hours a day, 365 days a year, and their actions on and off duty are subject to the Uniform Code of Military Justice (UCMJ). See AFI 1-1, *Air Force Standards*, and AFI 35-101, section 1.15, for more guidelines regarding personal social media use. Other services' comparable guidance on the same subject apply to respective service members.

f. **Awards Recognition.** Due to limited resources, PA coverage of award winners is generally limited to wing-level events. However, customers are highly encouraged to use self-help photo and video equipment and the Hometown News Release program (https://jhns.release.dma.mil/public) to obtain civilian coverage of any significant personal accomplishments such as awards, graduations and promotions. PA will help customers issue a hometown release upon request.

g. **Computer Pop-Ups.** The Tyndall pop-ups, administered by the 325th Communications Squadron and overseen by 325 FW/PA, are considered a base information tool and not a PA outlet. Therefore, the information allowed is broader than the scope of PA and falls under guidance for "electronic bulletin boards." This differentiation allows the posting of FSS marketing events, links to community resources, etc. but still prohibits the endorsement of non-federal entities, businesses, or non-approved private organization fundraisers.

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Attachment 2: 325 FW/PA Prioritization Matrix

1. Communication Planning		
Activity	*35-Series AFI Reference*	*Priority*
Communication Planning	AFMAN 35-101 Chapter 2	II
PAG/Talking Point Development	AFI 35-101 Chapter 2	II
Operational/Wing Plan Coordination	AFI 35-101 Chapters 1 & 2	II
2. Public Affairs Engagement		
Activity	*35-series AFI Reference*	*Priority*
Legislative Liaison Support	AFI 35-101 Chapter 4	II
Aviation Support (flyovers, statics)	AFI 35-101 Chapter 4.9 & 4.16	III
Civic Leader Activity	AFI 35-101 Chapter 4 & AFMAN 35-101 Chapter 5	III
Community Complaint Response	AFMAN 35-101 Chapters 5 & 6	III
Honorary Commander Program	AFI 35-101 Chapter 4 & AFMAN 35-101 Chapter 5	III
Military Participation in Off-Base Events	AFI 35-101 Chapter 4.7	III
PA Representation (off-base)	AFI 35-101 Chapter 4.7	III
Request for Information (non-media)	AFMANI 35-101 Chapter 5	III
Air Force Tour Program/Base Tours	AFI 35-101 Chapter 4.30	IV
Speeches/Speaker's Bureau	AFI 35-101 Chapter 4	IV
3. Public Affairs Operations		
Activity	*35-series AFI Reference*	*Priority*
Crisis Communication	AFI 35-101 Chapter 3 & AFMAN 35-101 Chapter 4	I
Command Information	AFI 35-101 Chapter 5	Varies
▪ Official Website	AFI 35-101 Chapter 5	II
o Content Generation / Posting	AFI 35-101 Chapter 5	II
o Social Media & Web Analysis	AFI 35-101 Chapter 5	III
o Official Bios and Factsheets	AFI 35-101 Chapter 5	III
o Social Media Posting / Engagement	AFI 35-101 Chapter 5	III
Media Operations	AFI 35-101 Chapters 2 & 3	Varies
▪ Media Analysis	AFI 35-101 Chapter 1	II
▪ Media Engagement (proactive)	AFI 35-101 Chapter 2	II
▪ Media Escort (non-crisis)	AFI 35-101 Chapter 2 & AFMAN 35-101 Chapter 3	II
▪ News Release (non-crisis)	AFI 35-101 Chapter 2 & 3	II
▪ Response-to-Query (non-crisis)	AFI 35-101 Chapters 2 & 3	II
▪ Media Training (non-crisis)	AFI 35-101 Chapters 1 & 2	III
▪ Press Conference (non-crisis)	AFI 35-101 Chapter 2	III
Environmental PA	AFI 35-101 Chapter 6	III
PA Travel	AFI 35-101 Chapter 8	III
Security and Policy Review	AFI 35-101 Chapter 9	III
Commander's Action Line	No specific AFI reference	III
Joint Hometown News Service	AFI 35-101 Chapter 5	IV

4. Visual Information		
Activity	*35-series AFI Reference*	*Priority*
Accessioning Activity	DoDI 5040.02, AFH 35-115 Chapter 10	II
Graphics (if manned)	AFH 35-115 Chapter 2	Varies
▪ Command Support	AFH 35-115 Chapter 2	II
▪ Infographics / Pamphlets / Posters	AFH 35-115 Chapter 2	III
▪ Animations	AFH 35-115 Chapter 9	IV
▪ Illustrations	AFH 35-115 Chapter 2	IV
Photography	AFH 35-115 Chapters 2, 4 & 5	Varies
▪ Alert Photo (accidents, crises, etc.)	AFH 35-115 Chapters 2 & 4	I
▪ Documentation (significant mission)	AFH 35-115 Chapter 2 & Attachment 5	II
▪ Official Passport Photos	AFH 35-115 Chapter 2	II
▪ Historical Significance (i.e. DV visit)	AFH 35-115 Chapter 2	III
▪ Studio (bio, award package photos)	AFH 35-115 Chapters 2, 4 & Attachment 4	IV
▪ Awards (Wg/up)	AFH 35-115 Chapters 2 & 4	IV
▪ Ceremonies (O-6/up, E-9)	AFH 35-115 Chapter 2 & Attachment 5	IV
▪ Change of command (Group/up)	AFH 35-115 Table A5.23	IV
▪ Awards (Gp/down)	AFH 35-115 Chapters 2 & 4	V
▪ Ceremonies (O-5/down)	AFH 35-115 Chapter 2 & Attachment 5	V
▪ Change of command (Squadron/down)	AFH 35-115 Table A5.23	V
Video and Audio Production	AFH 35-115 Chapters 2, 3 & 4	Varies
▪ Alert Video (accidents, crises, etc.)	AFH 35-115 Chapters 2 & 4	I
▪ Documentation (mission, b-roll)	AFH 35-115, Chapters 2, 4, 7 & 8	II
▪ Video / Audio Production (training, senior leader)	AFH 35-115, Chapters 2, 9, & Attachment 5	III
▪ Historical Significance (i.e. DV visit)	AFH 35-115 Chapters 2, 3, 4, 5 & Attachment 5	III
▪ Video/Audio Production (podcast, news)	AFH 35-115, Chapters 4, 9 & 10	IV
▪ Awards (Wg/up)	AFH 35-115 Chapters 2 & 4	IV
▪ Ceremonies (O-6/up, E-9)	AFH 35-115 Chapters 2, 3, 4 & Attachment 5	IV
▪ Change of Command (Group/up)	AFH 35-115 Table A5.23	IV
▪ Awards (Group/down)	AFH 35-115 Chapters 2 & 4	V
▪ Ceremonies (O-5/down)	AFH 35-101 Chapters 2, 3, 4 & Attachment 5	V
▪ Change of command (Squadron/down)	AFH 35-115 Table A5.23	V
Equipment Approval Requests	AFH 35-115 Chapter 6	IV
Self-Help Facilitation	AFH 35-115 Chapter 4	IV
Media Duplication	AFH 35-115	V

Notes:

1. This matrix serves as a guide for 325 FW/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 325 FW/PA chief.

2. Items that fall into a category not listed in this matrix will be prioritized at the discretion of the 325 FW/PA chief.

<u>Attachment 3: 325 FW/PA Editorial Policy</u>

1. **Delegation of Editorial Review.** The PA Chief exercises editorial control over official print, web, and social media publications for Tyndall as delegated by the Wing Commander. Day-to-day oversight and responsibility for these activities is delegated to the Chief of Command Information. The determination on of an event's newsworthiness is at the discretion of the PA Chief based on an assessment of how well the proposed coverage supports the commander's communication priorities.

2. **Base Website.** Tyndall's official website (www.tyndall.af.mil) is operated by 325 FW/PA. Only information cleared for public release in accordance with AFI 35-101, *Public Affairs Operations*, Chapter 5, and other associated policies and instructions can be posted to the site.

    a. **Section 508 Compliance.** In 1998, Congress amended the U.S. Rehabilitation Act of 1973 to require federal agencies make their electronic and information technology accessible to people with disabilities. Section 508, 1194.22, *Web-based Intranet and Internet Information and Applications*, states federal websites must meet the needs of disabled employees and members of the public and allow them access to Internet technology in a format understood by software readers/viewers.

3. **Content.** All products will conform to policies of the Air Force and the 325 FW. Coverage will be factual and objective and avoid morbid, sensational, or alarming details not essential to factual reporting. Accuracy is paramount. OPSEC must be considered at every point in PA and unit communication. 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 requirements.

    a. **News Content.** News content is based on local articles developed by the 325 FW/PA staff and releases by the Air Force News Service, MAJCOM news services, American Forces Press Service, and other agencies of the DOD and federal government.

    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.

    c. Articles of local interest to base personnel produced outside official channels (e.g. local organizations) may be used provided permission has been obtained, the source is credited, and they do not otherwise violate this guidance. Articles for off-base, non-profit organizations, including non-profit military-affiliated organizations (Air Force Association, etc.) must be consistent in length and placement to avoid the appearance of favoritism or implied endorsement.

4. **Editing for Publication.** All materials submitted to the 325 FW/PA office for publication will be reviewed and edited to conform to DOD news writing guidelines, including the *Associated Press Stylebook and Briefing on Media Law* and *Air Force Journalistic Style Guide*.