

Administrative Changes to 21SWI35-101, Base Marquees

OPR: 21 SW/PA

References throughout to “signs” are hereby changed to marquees

Reference in **Paragraph 4.3.** to [21SW.PA@Peterson.af.mil](mailto:21SW.PA@Peterson.af.mil) is hereby changed to [21sw.pa@us.af.mil](mailto:21sw.pa@us.af.mil)

4 October 2012

**BY ORDER OF THE COMMANDER  
21ST SPACE WING**

**21ST SPACE WING INSTRUCTION 35-101**

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**Public Affairs**

**BASE MARQUEES**



**COMPLIANCE WITH THIS PUBLICATION IS MANDATORY**

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This instruction implements Air Force Instruction (AFI) 35-101. It provides guidance for posting messages to the Base Marquees. It applies to all activities supported by the 21st Space Wing Public Affairs, including Air Force Reserve and Air National Guard Units. Refer recommended changes and questions about this publication to the Office of Primary Responsibility (OPR) using AF IMT 847, Recommendation of Change of Publication; route AF IMT 847s from the field through the appropriate functional's chain of command. Ensure that all records created as a result of processes prescribed in the publication are maintained in accordance with AFMAN 33-363, *Management of Records*, and disposed of in accordance with Air Force Records Information Management System (AFRIMS) Air Force Records Disposition Schedule (RDS) located at <https://www.my.af.mil/gcss-af61a/afirms/afirms/>. This publication may not be supplemented.

**SUMMARY OF CHANGES**

This document has been substantially revised and must be reviewed in its entirety. Paragraph 5.5. was broken down to reflect a clearer description of what messages will be displayed on the marquees.

**1. RESPONSIBILITY.** 21st Space Wing Public Affairs is the manager and point of contact for the electronic marquee signs at the north, east, and west entry gates to Peterson AFB. Wing Protocol, 21 SW/CCP, is the manager and point of contact for the electronic marquee sign at Base Operations. These agencies are responsible for programming display messages for their respective signs.

**2. PURPOSE.** First priority for the base marquee is to serve as an official avenue of disseminating mission-essential information from Peterson leaders to the base population. A secondary priority and purpose is to welcome distinguished visitors. Third would provide Peterson with information on mission activity, and events that are pertinent to the majority of the base. Messages that inform the base populace of official activities, advise personnel of significant mission events, or caution personnel about weather or safety hazards are valid uses of the signs. Fourth and last priority would be base and general interest announcements.

### **3. MESSAGE LIMITATIONS**

3.1. The computer is maintained in 21st Space Wing Public Affairs office. During non-duty hours, the Command Post has unrestricted access to update the signs for time-sensitive updates, such as FPCON/INFOCON, exercise changes, and weather warning messages.

3.2. An official message displayed on the marquee is limited to one screen in order for it to be viewed in its entirety by passengers in passing cars and to allow more customers to have messages displayed and read on the same day. The marquee manager determines if a message should expand to two message boards to ensure understanding of the message. Two board messages are the exception and not the norm.

3.3. Level One priority is given to FPCON, INFOCON, and weather warning messages. Level Two priority is given to messages for distinguished visitors and changes of command for group commanders and above. Level Three priority is given to organizational messages. Level Four priority is given to retirement messages; retirement requirements are listed in 5.2.

3.4. Those messages designated as Priority One replace regularly scheduled messages. Priority one messages may be displayed for more than 2 days.

### **4. SCHEDULING THE ELECTRONIC MARQUEE**

4.1. Units/organizations wishing to have information posted on the marquee will submit their request in writing. If handwritten, the wording must be legible. Illegible requests will not be accepted. Information will not be taken over the phone.

4.2. Requests must include the following information: name, date, time, and location of the event, dates the message is to be displayed, and a point-of-contact and phone number.

4.3. Requests can be dropped off at Building 845 (21 SW Headquarters), Room 219; sent through base distribution to Stop 1294; faxed to 556-7848; or E-mailed to the 21 SW/PA office at [21SW.PA@Peterson.af.mil](mailto:21SW.PA@Peterson.af.mil).

4.4. Routine requests must arrive at Public Affairs no later than 2 duty days prior to the desired posting date. Signs are programmable weeks in advance, so requirements should be identified as soon as they are known. Priority one messages are exempt from this requirement.

4.5. Each message is limited to three lines of about 13 characters and spaces per line. If the message will not fit on one screen as written by the requestor, the marquee manager has the authority to edit and/or reorganize to fit.

## 5. MARQUEE PROHIBITIONS

- 5.1. The marquee will not be used for items or services for sale, except for wing-level organizational clubs (i.e., Peterson Top Three) and other base-sanctioned fund raisers, such as the Air Force Assistance Fund and Combined Federal Campaign.
- 5.2. Retirement messages will not be accepted for personnel in the grades below general officers, except for wing commanders, senior executive for civilians, and the position of command chief master sergeant for enlisted and their equivalents at the wing level.
- 5.3. Commercial advertisements for events not sponsored by a Peterson AFB agency will not be accepted.
- 5.4. Political messages will not be accepted.
- 5.5. Personal congratulatory messages for promotions, etc., will not be accepted.
- 5.6. Only national month-long observance messages will be posted; i.e., February is Black History Month.
- 5.7. Messages for base service events; i.e., Club , Golf Course, etc., will be accepted on space available basis and programmed at the marquee manager's discretion.
- 5.8. Welcome messages will not be accepted for grades below Command Chief, Colonel, and/or GS-15.

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Commander