

**BY ORDER OF THE COMMANDER
AIR FORCE INTELLIGENCE
SURVEILLANCE AND
RECONNAISSANCE AGENCY**

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Public Affairs

PUBLIC NOTIFICATIONS



COMPLIANCE WITH THIS PUBLICATION IS MANDATORY

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This publication implements Air Force Policy Directive (AFPD) 35-1, *Public Affairs Management*. This instruction sets forth the policy, responsibilities and guidance for conducting public notifications within the Air Force Intelligence, Surveillance and Reconnaissance Agency (AFISRA) headquarters, and applies to all military (including AFISRA-gained Air National Guard and Air Force Reserve personnel), U.S. government civilians and contract personnel working in the Agency headquarters. It implements programs defined as internal information by Air Force Instruction (AFI) 35-101, *Public Affairs Policies and Procedures*, and AFI 35-113, *Internal Information*. It also implements guidance established by AFI 33-152, *User Responsibilities and Guidance for Information Systems*; AFI 35-102, *Security and Policy Review Process*; and AFI 10-701, *Operations Security (OPSEC)*. Refer recommended changes and questions about this publication to the Office of Primary Responsibility (OPR) using the AF Form 847, *Recommendation for Change of Publication*; route AF Forms 847 from the field through the appropriate functional's chain of command. This publication may be supplemented at any level, but all direct supplements must be routed through the OPR prior to certification and approval. Maintain records created as a result of the processes prescribed in this publication in accordance with (IAW) AFMAN 33-363, *Management of Records*, and disposed of IAW the Air Force Records Information Management System (AFRIMS) Records Disposition Schedule (RDS) located at <https://www.my.af.mil/afrims/afrims/afrims/rims.cfm>. Contact supporting records managers as required.

SUMMARY OF CHANGES

This revision included changes to mandatory publishing and records management statements, and included updated requirements to [Attachment 1](#). All other changes were administrative in nature.

1. Policy.

1.1. A Public Affairs (PA) internal information program is only effective when the appropriate tools are selectively leveraged, at the appropriate time, and in relative importance of each tactical information target. The physics of the information battlespace are such that the effects of some communication tools are lessened when overused. Diligent efforts must be taken to reserve the use of select tools to preserve their effectiveness when initiated toward high-value goals.

1.2. All users of public notification tools will exercise security at the source to ensure sensitive or classified information is not distributed through internal information tools, which are only cleared for public, releasable information. The PA office reserves final clearance authority for all public notifications within the AFISRA headquarters.

1.3. Information distributed through internal information tools must be clear and complete. Unclear or incomplete information breeds confusion and distrust of the information channels, crippling their short- and long-term effectiveness.

1.4. In the event an issue threatens the safety or well-being of agency personnel, all internal information tools may be used by anyone with knowledge of the event to prevent or reduce harm to personnel until the immediate, critical nature of the event passes. At that time, control of the internal information tools reverts back to the PA office.

2. Responsibilities.

2.1. Commander. Normally defers all public notification execution decisions to the Director, PA, and reserves the right to re-target any tools as needed.

2.2. Director, PA.

2.2.1. Provides direction on which public notification avenues may be used for each internal information target.

2.2.2. May conduct or direct, as needed, a security and policy review of any information to be released to either internal headquarters audiences or throughout the enterprise.

2.2.3. Reserves the right to reject any public notification request that violates Air Force or agency security, accuracy, policy or proprietary (SAPP) guidelines.

2.2.4. May rewrite or rephrase any submissions to ensure SAPP, brevity, clarity, consistency and appropriateness.

2.3. PA Office Members. PA practitioners with the ability, competence and authority may use any public notification tools as appropriate in accordance with this publication.

2.4. Individuals. Every person who submits public notification requests will ensure the information is free from information that is sensitive, controlled, classified or otherwise protected from public release (e.g., Privacy Act of 1974 and For Official Use Only).

3. Guidance.

3.1. Tools. This list of public notification tools is not all inclusive.

3.1.1. Digital Community Bulletin Boards. Monitored and semi-monitored postings on intranet services such as the agency's SharePoint page at <https://lackland.eis.aetc.af.mil/afisr/default.aspx>. This is often a passive service appropriate for almost every public notification.

3.1.2. Commander's Corner. This intranet service belongs to the agency commander and is administered by the PA office. It includes the commander's blog and the "Ask the Boss" section, which enable agency personnel to directly address the commander.

3.1.3. Consolidated E-mail Announcements. Normally an e-mailed list of informational briefs, such as community notices posted on digital community bulletin boards, is distributed by the PA office as deemed necessary. Overuse quickly degrades effect.

3.1.3.1. PA will send one consolidated announcement by 1600 each Wednesday. If the day falls on a holiday or down day, the announcement will be sent by 1600 the preceding duty day.

3.1.3.2. The consolidated e-mail will include various announcements taken from the identified digital community bulletin board; therefore, it is up to submitting individuals to ensure requests are posted in sufficient time to be approved and included.

3.1.3.3. The consolidated e-mail will be condensed to headlines and links to the digital community bulletin board postings to allow for quick perusal by recipients and reduce the size of the mass e-mail.

3.1.4. Poster Stanchions. These are strategically located, mobile easels placed at entrances around the agency headquarters. These stanchions allow publicity of an agency event or activity or distribute command information to employees in the headquarters. Lack of message rotation degrades effect.

3.1.4.1. Individuals and units requesting the use of poster stanchions, once approved, are responsible for requesting and obtaining the appropriate poster from an appropriate source (e.g., Multimedia). PA does not have the capability to design or provide such posters.

3.1.4.2. Individuals using poster stanchions are responsible for removing posters at the end of designated display period and returning the standard welcome poster to the stanchion. PA reserves the right to remove and destroy posters at any time for security concerns, event expiration or needs of the commander's information program.

3.1.5. Exterior Electronic Marquee. The agency's electronic marquee is used to announce and welcome distinguished visitors in a priority as defined by Protocol. Safety messages relevant to Security Hill will run when there are no DV welcome messages. This passive tool has a limited effect for drivers, and only slightly more for passengers. Any messages posted should be brief and should not use extraordinary means to attract attention, as this can be a safety hazard for traffic. Requests for DV messages must be

submitted to Protocol for approval, and Protocol will forward all approved DV messages to PA no later than three days prior to the date needed.

3.1.6. Independent E-Mail Announcements. This active tool generates a topic-specific e-mail distributed to all members of a unit. This is a powerful immediate communications tool, but injudicious and overuse quickly degrades effectiveness. Use of agency-all e-mail should be scheduled for maximum impact before the event or activity. Agency-all e-mails will only be sent for information pertinent to the entire headquarters and of strategic or tactical importance to the agency commander. Those determinations will be made by the PA office in coordination as necessary with the director of staff.

3.1.6.1. Only one announcement will be made per event; therefore, every effort must be made by the submitting individual to ensure the PA office has the complete information needed to fully inform the target audience.

3.1.6.2. Announcements may only be re-sent if there is a change in the event's critical information (e.g., date, time, location, name of host or speaker, cost, point of contact).

3.1.6.3. If the announcement is released the day before the event or reservation deadline, it will be sent no later than 1600.

3.1.6.4. Each e-mail will have the following statement at the bottom of the notification:

Disclaimer: The information contained in this e-mail is forwarded directly from the organization requesting the announcement. Please refer all questions, comments or suggestions to the organization referenced in the announcement.

3.1.7. Public Address System. This tool is used to broadcast audio announcements throughout the headquarters building and is the most powerful for immediacy, but it may be easily crippled if overused, the systems' speakers have been turned down in some areas, agency personnel are located outside of the building, or other distracters prohibiting listening to any announcements. Due to this tool's overwhelming immediate effect, limitations must be followed:

3.1.7.1. Emergency messages must be clear and calm, and critical information must be repeated.

3.1.7.2. Only the director of staff or, in the absence of the director of staff, the director of PA may approve the broadcast of non-emergency messages.

3.1.7.3. When used, non-emergency messages will only be made on the day of the associated event. Non-emergency messages should be only those of critical importance to the agency commander or that impact everyone within buildings 2000 and 2007.

3.2. Information Tiers. Public notifications are sorted into generic information tiers that identify the appropriate tools to ensure tools are not overused for communications of reduced or no relationship to the strategic goals. These tool choices are strong recommendations, and not all tools available to the appropriate tier have to be leveraged against a target. Also, the Director, PA, may choose to leverage select tools from higher tiers in specific circumstances that warrant such a shift.

3.2.1. Tier III.

3.2.1.1. Public Notifications: Retirements for E-8, O-5, IA-04/GS-14 equivalent and below; individual promotions; private organization fundraisers; luncheons or dinners only in conjunction with retirements; sports tournaments; and changes of command that occur below the A-staff level.

3.2.1.2. Tools: Digital community bulletin board and consolidated e-mail announcements.

3.2.2. Tier II.

3.2.2.1. Public Notifications: Private organization meetings; distinguished visitors at the E-9, O-6, SES or higher level to the agency headquarters; and tournaments or open events that are agency-sponsored or where any proceeds go toward approved non-profit charities or scholarships.

3.2.2.2. Tools: All tools included for Tier III plus poster stanchions and exterior electronic marquees, as appropriate and per rules established elsewhere in this document

3.2.3. Tier I.

3.2.3.1. Public Notifications: Agency-wide consolidated promotion or award ceremonies; conferences or professional development speeches or seminars open to the majority of headquarters personnel and not just one organization or career field; retirements at the E-9, O-6, IA-05/GS-15 equivalent or higher; and A-staff directorate or higher changes of command or farewells.

3.2.3.2. Tools: Tools included for Tiers II and III and independent e-mail announcements and public address system, the latter only at the request of the director of staff.

3.3. Submission Requirements.

3.3.1. Requests for public notifications may be sent via email to AFISRA.PA@us.af.mil or entered by the requestor into the appropriate digital community bulletin board.

3.3.2. Regardless of tier of importance or selected tool, no public notifications of an event will occur prior to 1 month before event date or its associated registration deadline, unless approved by the PA director.

3.3.3. To minimize the load on available digital distribution systems, only text will be accepted. Exceptions may be made for attachments that are critical to the raw information needing to be distributed, e.g., maps or forms. PA may resize or compress such attachments to lessen its burden.

3.3.4. Every effort will be made to place the notification in plain language text. In e-mail notifications, every effort will be made, when possible, especially when using consolidated e-mail announcements, to use hyperlinks to point to the proper supporting attachment, such as on digital community bulletin boards or elsewhere available to all recipients of the notification.

3.3.5. The PA office reserves the right to rewrite and reformat submissions; however, the significant facts of a submission will not be compromised to ensure the message is effectively communicated to its intended audience.

JOHN N.T. SHANAHAN, Maj Gen, USAF
Commander

Attachment 1

GLOSSARY OF REFERENCES AND SUPPORTING INFORMATION

References

AFI 10-701, *Operations Security (OPSEC)*, 8 June 2011

AFI 33-152, *User Responsibilities and Guidance for Information Systems*, 1 June 2012

AFMAN 33-363, *Management of Records*, 1 March 2008

AFPD 35-1, *Public Affairs Management*, 28 September 2012

AFI 35-101, *Public Affairs Responsibilities and Management*, 18 August 2010

AFI 35-102, *Security and Policy Review Process*, 20 October 2009

AFI 35-113, *Internal Information*, 11 March 2010

Adopted Forms

AF Form 847, *Recommendation for Change of Publication*

AF IMT 1098, *Special Task Certification and Recurring Training*

Abbreviations and Acronyms

AFISRA—Air Force Intelligence, Surveillance and Reconnaissance Agency

AFRIMS—Air Force Records Information Management System

AFSC—Air Force Specialty Code

CAFSC—Control Air Force Specialty Code

IAW—In Accordance With

OPR—Office of Primary Responsibility

PA—Public Affairs

RDS—Records Disposition Schedule

SES—Senior Executive Service