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Public Affairs

BASE MARQUEE PROCEDURES

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This instruction aligns with AFPD 35-1, *Public Affairs Management*. It defines policies and procedures for Robins Air Force Base (RAFB) Marquees. This instruction applies to all RAFB personnel. Refer recommended changes and questions about this publication to the Office of Primary Responsibility (OPR) using Air Force (AF) Form 847, *Recommendation for Change of Publication*; route AF Forms 847 from the field through the appropriate functional's chain of command. Ensure that all records created as a result of processes prescribed in this publication are maintained in accordance with Air Force Manual (AFMAN) 33-363, *Management of Records*, and disposed of in accordance with Air Force Records Information Management System (AFRIMS) Records Disposition Schedule (RDS) located at <https://www.my.af.mil/afirms/afirms/afirms/rims.cfm>. See Attachment 1 for a glossary of references and supporting information.

SUMMARY OF CHANGES

This document is substantially revised and must be completely reviewed. This revision designates responsibility for operating the RAFB marquee to 78 ABW/PA. **Chapter 1** clarifies maintenance and repair responsibility. **Chapter 2** spells out specific message posting procedures which explain the primary functions of the marquee system and the prioritization of messages. **Chapter 3** details message request procedures in accordance with the updated policy.

1. General:

1.1. Request for location and construction of an electronic marquee on RAFB requires a letter to the 78th ABW Commander (78 ABW/CC) through the 78th ABW Office of Public Affairs (78 ABW/PA). If approved, an AF Form 332 will be submitted by the requesting organization to 78th Civil Engineer Group (78 CEG) for location and construction by contract. Requesting unit will be responsible for all costs of construction and maintenance.

1.2. The 78th Civil Engineer Squadron (78 CES) is responsible for maintenance of 78 ABW/PA-managed marquees as physical property on RAFB. This includes funding of service contracts to repair light bulbs and other necessary equipment to maintain the marquees. Other units managing marquees are responsible for funding of service and repair contracts.

1.3. 78 ABW/PA will regulate, manage, and implement the program for the electronic marquees inside gates 1 and 14 only. Base Operations will manage the electronic marquee at their location. The 116th Air Control Wing (116 ACW) will manage their electronic marquee on Beale Drive. Messages and scheduling on these marquees will be determined by Base Operations and the 116 ACW, respectively.

2. Message Posting Procedures:

2.1. 78 ABW/PA-managed marquees are used to welcome distinguished visitors, as individuals or groups, to RAFB. They are also used to publicize activities and programs important to the Robins community. Marquees will not normally be used to recognize achievements of people on base, retirements, farewells, or other similar activities.

2.2. In general, FPCON and INFOCON, and welcome announcements will receive top priority, followed by announcements about base-wide activities and programs. Requests other than these will be honored on a space-available basis.

2.3. Priority will be given to announcements as follows for 78 ABW/PA-managed marquees:

- 2.3.1. FPCONs and INFOCONs
- 2.3.2. Official welcome announcements
- 2.3.3. Base-wide activities and programs
- 2.3.4. Other official messages

2.4. All messages will be posted according to the format outlined in 3.1.2. Letters will be Times New Roman (the default setting) font and red in color.

3. Message Request Procedures:

3.1. All messages must be appropriate for the Robins audience and in accordance with 78 ABW/PA policies.

3.1.1. Requests for 78 ABW/PA-managed marquees must be submitted to the office via e-mail or fax (926-9597). Call 926-2137 to determine the correct e-mail address.

3.1.2. Requests must be submitted in a format of four lines horizontal with no more than 21 characters per line. Spaces are considered characters.

3.1.3. Requests not made at least 48 hours in advance will be honored on a space-available basis.

3.1.4. Advertisements for commercial sales and businesses on RAFB will not be posted.

3.1.5. If a visitor arrives by air at Base Operations, the use of the marquee at Base Operations may be requested by calling 926-2114.

MITCHEL H BUTIKOFER, Colonel, USAF
Commander

Attachment 1**GLOSSARY OF REFERENCES AND SUPPORTING INFORMATION*****References***

AFPD 35-1, *Public Affairs Management*, 17 September 1999

Air Force Manual (AFMAN) 33-363, *Management of Records*, 1 March 2008

Abbreviations and Acronyms

AF—Air Force

AFPD—Air Force Policy Directive

AFMAN—Air Force Manual

AFRIMS—Air Force Records Information Management System

FPCON—Force Protection Condition

INFOCON—Information Condition

OPR—Office of Primary Responsibility

RAFB—Robins Air Force Base

Adopted Forms

AF Form 847, *Recommendation for Change of Publication*