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This instruction implements Air Force Policy Directive (AFPD) 35-1, *Public Affairs Management*. It provides guidance pertaining to release of accurate and continuous flow of information to the public. It also implements Department of Defense Instruction (DODI) 5410.15, *Department of Defense Public Affairs Assistance to Non-Government, Non-Entertainment Oriented Print and Electronic Media;* DODI 5410.16, *Department of Defense Assistant to Non-Government, Entertainment-Oriented Motion Picture, Television, and Video Productions.* Read this instruction with Joint Publication 3-61, *Doctrine for Public Affairs in Joint Operations*. This AFI requires the collection and maintenance of personal information including the following systems notices: F035 AF SAFPA A (Biographies of Officers and Key Civilians Assigned to the Secretary of the Air Force/Public Affairs), F035 AF SAFPA C (Official Biographies), and F035 SAFPA B Mobilization Augmentee Training Folders. Records Disposition. 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/gcss-af61a/afrims/afrims**/ . 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* and route AF Form 847s from the field through the appropriate functional chain of command. This instruction applies to the Air Force Reserve (AFR) and the Air National Guard (ANG), unless otherwise noted.

(USAFA) Air Force Instruction (AFI) 35-104, Media Operations, 22 January 2010, is supplemented as follows: This supplement covers interaction between the USAF Academy Public Affairs Office (HQ USAFA/PA) and the Directorate of Athletics' Information and Communication Office (USAFA/ADI) and the relationship between the two offices. HQ USAFA/PA handles interaction involving the cadet area and issues and USAFA/ADI handles all intercollegiate sports-related issues as it relates to media operations. USAFA/ADI works closely with HQ USAFA/PA to ensure standards within the base are followed. This publication applies to all United States Air Force Academy (USAFA) personnel. It does not apply to Air Force Reserve Command (AFRC) units and Air National Guard (ANG) units. Refer recommended changes and questions about this publication to the Office of Primary Responsibility (OPR) using AF Form 847, Recommendation for Change of Publication. Ensure that all records created as a result of processes prescribed in this publication are maintained in accordance with AFMAN 33-363, Management of Records, and are disposed of in accordance with the Air Force Records Information Management System (AFRIMS) Records Disposition Schedule (RDS) located at **https://www.my.af.mil/afrims/afrims/afrims/rims.cfm**. See Attachment 1 for a glossary of references and supporting information.

(USAFA) This supplement requires the collection and maintenance of information protected by the Privacy Act of 1974. Title 10, United States Code 8013 creates this authority.

Chapter 1—MEDIA OPERATIONS **6**

Section 1A—Purpose and Objectives of Media Operations 6

1.1. Purpose of Media Operations. 6

1.2. Objectives of the Air Force Media Operations Program. 6

Section 1B—General Release of Information 6

1.3. Responsibilities. 6

1.4. Freedom of Information Act (FOIA) and Privacy Act. 8

1.4. (USAFA) Freedom of Information Act (FOIA) and Privacy Act. 8

1.5. Special Policy. 9

1.6. Published, Released or Cleared Information. 9

1.7. Air Force People. 9

1.8. Accidents and Safety. 11

1.9. Pre-Trial Publicity. 11

1.10. Dissident. 12

1.11. Gifts to the Air Force. 12
1.12. Investigations or Reports by Air Force Office of Special Investigations (AFOSI). 12
1.13. Legal Procedures and Litigation. 12
1.14. DOD Homosexual Conduct Policy. 12
1.15. Force Structure Announcements. 12
1.16. Reduction in Force (RIF). 12
1.17. Scientists and Engineers. 12
1.18. Technical Documents. 13
1.19. Contracts and Contractors' Releases. 13
Section 1C—Release of Information on Operational Subjects 13
1.20. Alert Status. 13
1.21. Deployments. 14
1.22. Access to Sensitive Information. 16
1.23. Intelligence or Reconnaissance Activities. 16
1.24. Chemical, Biological and Radiological Warfare. 16
1.25. Simulated Employment of Nuclear Weapons on Maneuvers and Training Exercises. 16
1.26. Personnel Wounded in Combat. 17
1.27. Casualties. 17
1.28. Casualty Notification to Next of Kin (NOK). 17
1.29. Unit Activations, Inactivations, Phasedowns, or Movements. 18
1.30. Weapon Systems. 18
Section 1D—Working with the Media 18
1.31. General Guidelines. 18
1.32. Exclusive Requests. 19
1.33. Air Force Reports on News Programs. 19
1.34. Review of Material. 19
1.35. Duty Officer. 19
1.36. News Releases. 19
1.37. Classified Answers. 19
1.38. Pooling Media. 20
1.39. Air Force Visual Information (VI) Support for Media. 20

Section 1E—Magazine and Books Support 20

1.40. Books. 20

1.41. National Magazine Story Ideas. 21

1.42. Payment and Honoraria for Writing. 21

1.43. Commercial Use of Published Official Air Force Material. 21

Section 1F—Support for Non-Government, Non-Entertainment VI Productions 21

1.44. The information provided in this section is relevant to non-government VI productions other than news. 21

1.45. Visual Information Guidance. 22

1.46. SAF/PA Responsibilities. 22

1.47. MAJCOM Responsibilities. 22

1.48. Unit Responsibilities. 22

1.49. Support Procedures. 22

Section 1G—Support for Non-Government Entertainment Productions 24

1.50. Television, Motion Picture, Other Entertainment Production Guidance. 24

1.51. Responsibilities. 24

1.52. Procedures for Approval and Support. 25

1.53. Use of Air Force People as Extras. 26

Section 1H—Member Participation in Non-Government Talk, Reality and Game/Quiz Shows 26

1.54. General Guidance. 26

1.55. Talk and Reality Shows. 27

1.56. Participation in Commercials. 27

1.57. Game/Quiz Shows. 27

Chapter 2—CRISIS COMMUNICATIONS 28

Section 2A—Purpose, Objectives, and Planning 28

2.1. Purpose of Crisis Communication. 28

2.2. Objectives of Crisis Communication. 28

2.3. Planning and Preparation. 28

2.4. Requirements Explained. 29

Section 2B—Crisis Procedures and Release of Information 30

2.5. Procedures. 30

2.6. Release of Personal Information. 31

Section 2C—Controlling Photography 34

2.7. On U. 34

2.8. Appropriate and Professional Photography. 34

2.9. Control of Photography at an Off-Base Location in the United States and its Territories. 35

2.10. Liaison With Media. 36

2.11. Control of Photography Off-Base in a Foreign Country. 36

Section 2D—Aircraft, Missile and Space Accidents--Non-nuclear 36

2.12. Initial News Release. 36

2.13. Accident Investigations. 37

2.14. Safety Investigation Board. 37

2.15. Accident Investigation Board. 37

Section 2E—Disturbances 38

2.16. On-Base Disturbances. 38

2.17. Chemical or Biological Material. 39

2.18. Terrorism. 40

2.19. Near Mid-Air Collision. 40

Section 2F—Nuclear Weapons 40

2.20. Policy for Information Releases After Nuclear Accidents and Incidents. 40

2.21. U. 40

2.22. Neither Confirm Nor Deny (NCND). 40

2.23. Release of Information. 41

2.24. Information Collection, Records, and Forms. 43

Attachment 1—GLOSSARY OF REFERENCES AND SUPPORTING INFORMATION 45

Chapter 1

MEDIA OPERATIONS

Section 1A— Purpose and Objectives of Media Operations

1.1. Purpose of Media Operations. Media operations are essential for achieving the Public Affairs (PA) core competencies of Airman morale and readiness, public trust and support, and global influence and deterrence. Media operations expertise is also critical to an expeditionary PA force.

1.2. Objectives of the Air Force Media Operations Program.

1.2.1. Target audiences with Air Force messages to achieve specified effects.

1.2.2. Deploy time-sensitive information.

1.2.3. Convey Air Force core competencies to a broader audience.

1.2.4. Target media strategies to an international audience, especially in expeditionary settings.

1.2.5. **(Added-USAFA)** Athletics and Public Affairs relationships are in accordance with AFI 35-101, Public Affairs Responsibilities and Management, with the Office of Primary Responsibility as follows: Director of Athletics (USAFA/AD) and Director of Public Affairs (HQ USAFA/PA) assign the responsibilities and procedures governing the operations of the Directorate of Athletics' Information and Communication and the Public Affairs Offices. Most HQ USAFA/PA activities address non-athletic concerns, which require no coordination with USAFA/AD, while most USAFA/AD activities address intercollegiate athletic concerns and therefore do not require coordination from HQ USAFA/PA. However, there are "gray areas" in which the delineations are not pure. In such cases, HQ USAFA/PA and USAFA/AD will work together to resolve any public affairs issues with impact on both divisions. The Directorate of Athletics directs the USAF Academy's intercollegiate, intramural, and physical education athletic programs. Among the responsibilities are liaison with bodies within the National Collegiate Athletic Association (NCAA), Mountain West Conference (MWC), and other intercollegiate conferences and organizations. USAFA/AD is also responsible for the promotion of athletic contests, and the execution of a complete media relations program within all intercollegiate sports.

Section 1B— General Release of Information

1.3. Responsibilities. Senior commanders are responsible for releasing information within their purview. The Secretary of the Air Force Office of Public Affairs (SAF/PA) director is the coordination authority for all Air Force media activities and issues that have national or international implications. Even though material is unclassified or has been cleared through security and policy review channels, do not give it to the public unless the commander (or the commander's authorized PA representative) approves it for that purpose. See Air Force Policy Directive 35-1, Public Affairs Management, for more detailed policy information on authorities.

1.3.1. All military and civilian personnel must comply with the Secretary of Defense's (SECDEF) *Principles of Information*, (see DODD 5122.05 for more information) and the Air Force's "full disclosure/minimum delay" standards, thereby assuring commanders and PA staffs of rapid, accurate, and continuous flow of information to the public.

1.3.1. **(USAFA)** If news media representatives ask questions beyond athletics (such as military disciplinary action taken against cadets) or want to be escorted to an area outside the athletic realm (such as visits to a classroom), HQ USAFA/PA will handle the request.

1.3.1.1. Present Air Force information professionally, simply, and honestly.

1.3.1.2. Be accurate, prompt, and factual.

1.3.1.3. Confine the information to field of expertise.

1.3.1.4. Avoid the hypothetical and speculative.

1.3.1.5. Reflect Air Force policy.

1.3.1.6. **(Added-USAFA)** Directorate of Athletics Press Box Operations. USAFA/ADI operates the press box in Falcon Stadium, the Varsity Soccer Stadium, Varsity Baseball Stadium, the Cadet Field House, and the Track and Field Stadium in association with MWC and NCAA rules and regulation guidelines. The Associate Athletic Director for Information and Communication (USAFA/ADI) is responsible to the Director of Athletics (USAFA/AD) for the media admitted to the press box and control of the press box. Access to the press box is limited to the working media, statisticians, scoreboard operators, public address announcers, and USAFA and USAFA/AD senior staff. USAFA/ADI also provides media credentials and parking passes (Falcon Stadium) to those media members who request access to the working press areas.

1.3.2. Classified Information. Do not release classified information. See paragraph 1.22 for circumstances when exposure to sensitive or classified information is allowed. Consult DOD 5200.1-R, *Information Security Program*, AFI 31-401, *Information Security Program Management*, and AFI 35-102, *Security and Policy Program.* These publications tell how to classify, downgrade, and declassify information; who may release and receive certain information; what to do before telling the public about weapons systems; how to challenge the classification of material; and how open publication affects classified material.

1.3.2.1. Commanders will inform PA on all important operations and operational information affecting the organization, including any classified aspects.

1.3.2.2. Unfavorable information must not be classified or withheld simply to avoid criticism of the Air Force.

1.3.3. **(Added-USAFA)** In the event of closed public access to the base, USAFA/AD must notify security forces at the main gate if bona fide media representatives, freelance writers, and photographers need access to attend an athletic venue. Once in the athletic department venue, a representative from USAFA/AD must escort the representative. For open bases, USAFA/AD will escort representatives once they arrive at the athletic venue. The Associate Athletic Director for Information and Communication (USAFA/ADI) areas of responsibilities has established procedures for obtaining credentials, press parking, telephone services, and press seating (assigned seating is at the discretion of the director).

1.4. Freedom of Information Act (FOIA) and Privacy Act. Federal law, Department of Defense (DOD) and Air Force policy require prompt and accurate disclosure of information to the public. The following documents are important for PA to learn the parameters of the FOIA (Title 5, *United States Code*, Section 552) and Privacy Act in DODD 5400.7, *DOD Freedom of Information Act (FOIA) Program*/Air Force Supplement, the *Privacy Act of 1974* (Title 5, *United States Code*, Section 552a), DOD 5400.11-R, *Department of Defense Privacy Program*, and AFI 33-332, *Privacy Act Program*. The FOIA directs maximum release of information. According to DOD, the commander, through PA and with the advice of the Staff Judge Advocate (SJA), should provide media releasable information without forcing news media representatives to go through FOIA channels. Since the implementation of FOIA policy is affected by a number of policy memos and other controlling documents that are updated with greater frequency than the applicable laws and directives, always consult the local SJA, the Privacy Act office, and the DOD policy letters when releasing personal information.

1.4. (USAFA)Freedom of Information Act (FOIA) and Privacy Act. Any request from news media representatives for information, tours, conferences, interviews, or any request for USAFA/AD participation in events that may attract media attention must be referred to the USAFA/ADI. After coordination from the USAFA Freedom of Information Office, any information which cites the Freedom of Information Act should be released to the media. Questions should be referred to USAFA Freedom of Information and Privacy Act Office (HQ USAFA/A6-FOIA).

1.4.1. Withholding of Information that Personally Identifies DOD Personnel. Release of information on DOD personnel will be limited to the names, official titles, organizations, and telephone numbers for personnel only at the office director level or above, provided a determination is made that disclosure does not raise security or privacy concerns. This requires the SJA to provide advice in a timely manner. However, media representatives can request information under FOIA, completely bypassing PA. FOIA channels take longer than PA due to administrative procedures, and the FOIA office does not provide explanations or answer questions. In cases where news media representatives submit FOIA requests but PA can provide more information in a more rapid timeframe, the FOIA and PA offices should coordinate responses.

1.4.2. Consideration of rights of living relatives and associates of deceased Air Force personnel. The Privacy Act and the privacy exemptions of the FOIA do not protect the personal privacy of deceased persons. Records about the deceased, however, may be withheld under FOIA or the Privacy Act to protect the privacy of living relatives and associates if the records contain private, personal information about the family or others that would adversely affect a recognized privacy right of living individuals.

1.4.3. The Privacy Act was designed to protect individuals. It may prevent the Air Force from disclosing information to the news media even though an individual may have already chosen to voluntarily discuss Privacy Act matters with reporters. If individuals want the Air Force to assist the news media with a particular matter, they can waive their rights under the Privacy Act by signing a Privacy Act release. On a case-by-case basis, PA should consider the option of contacting the individual to offer a Privacy Act release. This release document must be signed and dated by the individual waiving his or her rights. Public Affairs are advised to consult and coordinate the release with the SJA prior to signature, and individuals are advised to consult legal assistance before signing the release.

1.4.3.1. While a Privacy Act release statement can be tailored, an example of a Privacy Act release statement is: "I hereby authorize Air Force officials to disclose any information about me, whether or not protected by the Privacy Act, Freedom of Information Act, or any Air Force directives to [specific news organization or person] in response to [his/her] interest in my case."

1.5. Special Policy. Special policies often govern the release of information. Policies come from the Secretary of the Air Force and Headquarters Air Force, sometimes supporting Higher Headquarters policies. Major commands (MAJCOMs) can provide additional guidance to policies.

1.6. Published, Released or Cleared Information. Do not assume information about the Air Force has been officially released simply because it appears in the media. Neither does the appearance of classified information in the public realm mean it is now unclassified, nor can it be used or referred to by Air Force spokespersons. Operational or technical information combined for re-release must meet the same release standards as the original information.

1.7. Air Force People. Occasions may arise when special directives control releasable information about individuals under certain conditions. For additional guidance on the release of casualty information see paragraphs 1.27 and 2.6. The following guidelines apply to the release of information:

1.7.1. Address. Home of record, home address, and home telephone number generally are not releasable. It is permissible to release the home of record of deceased Airmen.

1.7.2. Administrative Actions. Administrative discharge boards or aviator flight boards generally are not releasable. Selective early retirement boards and reduction in force boards are boards affecting individuals and are not generally releasable.

1.7.3. Age and Date of Birth. Generally not releasable without consent of member. It is permissible to release ages of deceased Airmen.

1.7.4. Biographies and Photographs of Key Persons. Official photographs and biographies of general officers and key military and civilians maintained according to official biography requirements are releasable. For people other than these individuals, official photographs and biographies generally are not releasable.

1.7.5. Death of Civilian Employee or Military Personnel. See AFI 36-809, *Civilian Survivor Assistance*, for more details on civilian employees. The apparent cause of death (i.e. homicide, suicide) generally is not releasable until the investigation is completed and after consultation with the investigative agency. Any news releases and interviews will not include tentative or speculative conclusions or use terms such as “homicide”, “suicide”, or “self inflicted”. Comments concerning the death should be limited to, “The cause of death is under investigation (or undetermined).” Release will not be made until 24 hours after next-of-kin (NOK) notification.

1.7.6. Discharges. Information regarding administrative discharges generally is not releasable. Do not release information about honorable, under honorable conditions (general), or under other than honorable conditions unless the affected person gives written consent. **Note**: If a case has received extensive publicity, this information may be releasable (ask the local SJA or SAF/PA for guidance in this situation.) If the discharge results from a court-martial, the record of trial is a public document. The sentence and subsequent clemency action, if any, are releasable.

1.7.7. Duty Location. Current, past, and future assignments are releasable, except sensitive and overseas assignments masked in unit records. Current or future assignments, office and unit address and duty phone for personnel or units stationed overseas or for routinely deployable or sensitive units are generally not releasable.

1.7.8. Duty Status. Releasable (active duty, retired, etc.) The following information concerning duty status is also releasable: military grade and rank; civilian grade; military basic pay; civilian gross salary; and all allowances except basic allowance for housing (BAH). In addition, duty telephone number; date of rank (DOR); entered active duty date (EAD); pay date; source of commission; and promotion sequence number, Air Force specialty code (unless operational security considerations warrant withholding a specific duty descriptions), position title, office, unit address, and professional military education are releasable. See AFI 33-332 for other items that are releasable, not requiring consent under the Privacy Act Program.

1.7.9. Education. Information concerning civilian educational degrees and major areas of study, school and year of graduation generally is not releasable without written consent of the member.

1.7.10. Employers of Air Force Reserve or Air National Guard Members. Not releasable without the consent of the Air Force Reserve or Air National Guard member.

1.7.11. Family Members. Family members, including number or gender of family members, are not releasable.

1.7.12. Gender. Releasable.

1.7.13. General Officer Assignments. General officer assignments are announced by Office of the Assistant Secretary of Defense for Public Affairs (OASD/PA) in coordination with the White House and other agencies or departments. **Note**: An assignment within a MAJCOM or FOA may be announced by the MAJCOM or FOA commander after HQ USAF has published orders on the assignment.

1.7.14. Marital Status (single, divorced, married, widowed) or information about family members, including number or gender, generally not releasable.

1.7.15. Military Awards and Decorations or Citations. Releasable.

1.7.16. Military Personnel Records. See AFI 36-2608, *Military Personnel Records System.* Personnel board decisions should follow this rule: Actions that affect groups, such as promotion boards or augmentation boards, generally are releasable.

1.7.17. Name. Releasable within guidelines described.

1.7.18. Names of Air Force Reserve and Air National Guard (ANG) Aircrew members involved in incidents under investigation by the Federal Aviation Administration (FAA) are generally not releasable during the investigation. Air Force policy is for crewmembers to assist FAA by using their assigned radio call signs. Coordinate responses to such queries with the flying safety officer or director of operations. See Chapter 2, *Crisis Communication*, and AFI 91-204, *Safety Investigations and Reports*, for more information.

1.7.19. Prisoners. Base releases about stockade or guardhouse prisoner escapes, unusual incidents, or disturbances in local confinement facilities lead to satisfactory relations with the general public and the news media. Limit release to information on the Department of Defense (DD) Form 553, *Deserter/Absentee Wanted by the Armed Forces*, if not otherwise prohibited [e.g., blocks 5n (SSN) and 16 (Relatives and/or Persons Known).]

1.7.20. Prisoners of War and Missing in Action (POW/MIA). OASD/PA regulates information release for POW/MIA situations. Since hostilities and conditions of peace vary, information policy changes periodically. SAF/PA distributes current policy via AFPD 35-1, *Public Affairs Management*.

1.7.21. Race or National Origin. Generally releasable.

1.8. Accidents and Safety. See Chapter 2, Crisis Communication, and AFI 91-204, Safety Investigations and Reports.

1.9. Pre-Trial Publicity. Legal directives provide detailed guidance concerning the types of releasable information before a trial. In all cases, closely coordinate with the installation Staff Judge Advocate (SJA) before releasing information. Serious charges are newsworthy, especially those that directly or indirectly concern the public. These may include cases for flying violations, aircraft accidents, and nonmilitary offenses such as larcenies and assaults allegedly committed by Air Force people in the community. Air Force guidance for releasing information on criminal proceedings is that:

1.9.1. Media representatives, as members of the public, may attend open sessions of Air Force courts.

1.9.2. Cameras, video equipment, and audio equipment are generally not permitted in Air Force courtrooms during court sessions (see *Manual for Courts Martial* for more guidance).

1.9.3. News releases should convey that military and civilian courts are similar, based on the principle that the accused is considered innocent until proven guilty beyond reasonable doubt.

1.9.4. Releasable material may include:

1.9.4.1. Names of persons charged with crimes unless the person is a minor.

1.9.4.2. Date and nature of the alleged offense, as shown in the court-martial order.

1.9.4.3. Sentence.

1.9.4.4. Type of punitive discharge (if any) from the Air Force, and whether it was executed, suspended, or remitted.

1.9.4.5. Confinement circumstances or date of release from confinement.

1.9.4.6. Previous convictions or absence of them.

1.9.4.7. Findings of Guilty or Not guilty.

1.9.5. Avoid sensationalism, exaggeration, and use of the term “criminal." Do not use editorial words prejudicial to the accused before trial, such as hit-and-run driver, deserter, or murderer. Before conviction, releases may say the accused is charged with the crime or alleged to have committed it. Avoid military terms, jargon, clichés, or slang unless in a direct quote.

1.9.6. Media interviews and telephonic communication between media and people in confinement are prohibited by DODD 1325.04, *Confinement of Military Prisoners and Administration of Military Correctional Programs and Facilities,* and AFI 31-205, *The Air Force Corrections System.*

1.9.7. Do not release the names of minor children or other victims.

1.10. Dissident. Dissident and protest activities are rare in the Air Force. They might concern human rights, political activism, or other causes. As a rule, protests arise from local grievances. Problem resolution must stay at that level to be effective. Local commanders are responsible for solving the problem. Consult with installation experts, such as the equal opportunity officer, SJA, and/or chaplain. See Chapter 2, Crisis Communication, for more information.

1.11. Gifts to the Air Force. Gifts are a contribution, donation, bequest, or device offered to the Air Force. Guidance on gifts to individuals can be found in DOD 5500.7-R, Joint Ethics Regulation, AFI 51-601, Gifts to the Department of the Air Force, and AFI 51-901, Gifts from Foreign Governments. Gifts to the Air Force must be desirable, useful, and contribute to the health, comfort, and morale of Air Force people. Acceptance is based on the best interests of the Air Force, subject to the rules established in AFI 51-601.

1.12. Investigations or Reports by Air Force Office of Special Investigations (AFOSI). See AFPD 71-1, *Criminal Investigations and Counterintelligence*; AFI 71-101V1, *Criminal Investigations,* AFI 71-101V2, *Protective Service Matters,* and AFI 71-101V4, *Counterintelligence*.

1.13. Legal Procedures and Litigation. See AFI 51-301, *Civil Litigation*.

1.14. DOD Homosexual Conduct Policy. Refer to the most current PA guidance and contact the local SJA and higher headquarters (HHQ) PA for specific guidance.

1.15. Force Structure Announcements. As a matter of policy, Force Structure or Base Realignment and Closure announcements are made at HQ USAF level. No public comments should be made until official announcements are made at the headquarters level and congressional notification has been completed. PAs must work closely with the SJA and the manpower and organization experts as well as HHQ PA to prepare and coordinate questions and answers and news releases before commenting.

1.16. Reduction in Force (RIF). Consult SAF/PA before releasing any reduction in force information.

1.17. Scientists and Engineers. Significant work by Air Force scientists and engineers can be releasable. See AFI 38-203, *Commercial Activities Program,* for information.

1.18. Technical Documents. See AFI 61-204, Disseminating Scientific and Technical Information.

1.19. Contracts and Contractors' Releases.

1.19.1. Unclassified Contracts. Companies or institutions with unclassified Air Force contracts may release information about them unless the contract states otherwise. DOD 5220.22-R, *Industrial Security Regulation*, governs release of information by colleges and universities holding unclassified research and development contracts or letters of intent. The following may be released without further DOD approval:

1.19.1.1. A statement that the contract, letter of intent, or supplement agreement has been received. Certain types of contracts (such as proposals for a new electronic system, a high-altitude research study, etc.) may be released if this information is not limited by the contract.

1.19.1.2. Information of public or professional interest about the work being done, if this information is not limited by terms of the contract.

1.19.1.3. Information previously approved for release.

1.19.2. Classified Contracts. Companies or institutions with classified Air Force contracts prepare initial information announcements relating to new Air Force programs. DOD 5220.22-M, *National Industrial Security Program Operating Manual*, regulates these announcements. The manual is an attachment to DD Form 441, *Department of Defense Security Agreement*. The agreement enables a company to receive classified contracts and the classified information to meet them. This agreement prohibits the contractor from releasing information that pertains to classified contracts or projects until it is approved for this purpose. The contractor usually sends it directly to the Office of the Secretary of Defense Directorate for Security Review for approval.

1.19.2.1. The contract may specifically require the contractor to route the proposed release through an Air Force organization. In this case, PA reviews and clears the information for unrestricted publication. PA must coordinate the proposed release with the appropriate system program office, security office, and other interested agencies. If a non-DOD agency awards the classified contract or project to the contractor, requests for information release are sent to that agency.

Section 1C— Release of Information on Operational Subjects

1.20. Alert Status. Information concerning changes of alert status or defense readiness condition (DEFCON) may be released only by SAF/PA and only after coordination with OASD/PA. In addition, PA offices at all levels must be notified at once by their local command post when there are changes in alert status. The local force protection condition (FPCON) may be released to the general public if conditions affect the local community. For example, if the base will be closed or a security check at the gate will be instituted causing disruption to local traffic patterns, release the information. However, do not release the steps taken during a FPCON except to say that the unit is increasing its vigilance. Consult MAJCOM PA offices for additional guidance.

1.21. Deployments.

1.21.1. Releasable information. Release guidance from SAF/PA or MAJCOM PA usually precedes a deployment. However, if it is obvious the unit has departed, confirm the obvious but notify SAF/PA or MAJCOM PA of the information release. Unless directed otherwise, the following items of information are releasable:

1.21.1.1. Arrival of U.S. units in the commander's area of responsibility once announced by DOD or the combatant command.

1.21.1.2. Date of the unit's departure from home station after the unit has reached its deployed location.

1.21.1.3. Home station.

1.21.1.4. Approximate friendly force strength deployed (multi-squadron, group, wing--not how many people).

1.21.1.5. Approximate friendly casualty and POW figures.

1.21.1.6. Approximate number of enemy personnel detained.

1.21.1.7. Nonsensitive, unclassified information regarding past and present operations.

1.21.1.8. In general terms, identification and location of military targets previously attacked and types of ordnance expended, once released by the combatant commander.

1.21.1.9. Date, time, or location of previous conventional missions and their results.

1.21.1.10. Number of combat air patrol or reconnaissance missions or sorties flown in the operational area and a characterization of whether they were "land- or carrier-based."

1.21.1.11. Weather and climate conditions.

1.21.1.12. If appropriate, allied participation by type of units (ground units, ships, aircraft).

1.21.1.13. Conventional operations' unclassified code names.

1.21.1.14. Deployed units and locations. Check specific theater PA guidance.

1.21.1.15. Type of equipment, including aircraft, unless classified.

1.21.1.16. General personal interest stories.

1.21.1.17. General stories of training facilities, methods, etc., when not classified and when they would not indicate future operational planning.

1.21.1.18. General scope and duration of air training performed.

1.21.1.19. Battle damage may be described as "light," "moderate," or "heavy."

1.21.2. Not releasable. The following items of deployment information are not releasable:

1.21.2.1. Classified aspects of equipment, procedures, and operations.

1.21.2.2. Name of the operation, until released by the combatant commander.

1.21.2.3. Information placing future operations in jeopardy.

1.21.2.4. Information which could place people's lives at risk.

1.21.2.5. Information that, if released, would violate host nation or allied agreement and sensitivities.

1.21.2.6. Information that would reveal intelligence methods and sources.

1.21.2.7. Information that would reveal intelligence targeting and battle damage assessments.

1.21.2.8. Specific numbers of deployed troop strength, aircraft, weapons systems, on-hand equipment, or supplies available, unless otherwise stated in HHQ PA guidance.

1.21.2.9. Information that would reveal details of future plans, operations, or strikes, including postponed or canceled operations.

1.21.2.10. Information or imagery that would reveal specific location of forces.

1.21.2.11. Information or imagery that would reveal the level of security at deployment sites or installations.

1.21.2.12. Datelines showing specific countries when those countries have not acknowledged their participation in the operation.

1.21.2.13. Rules of engagement.

1.21.2.14. Details of training of specialized units.

1.21.2.15. Details of techniques, results, efficiency, etc., of forces involved.

1.21.2.16. Destination, unless initially released by OASD/PA.

1.21.2.17. Point of origin for an operational mission for an attack.

1.21.2.18. Information on the effectiveness of weapon systems and tactics.

1.21.2.19. Specific identifying information on missing or downed aircraft while search and rescue operations are ongoing.

1.21.2.20. Special operations' unique methods, equipment, or tactics that, if disclosed, could harm mission accomplishment.

1.21.2.21. Information on operational or support vulnerabilities.

1.21.2.22. Specific methods and tactics, speeds, and formations.

1.21.3. Movement of Units. As previously mentioned, release guidance from HHQ PA usually precedes a deployment, but if it is obvious that a unit has departed, confirm the obvious but notify the HHQ PA office.

1.21.3.1. Continental United States (CONUS) to Overseas. Information on the movement of Air Force units to overseas areas must be released initially by OASD/PA, unless delegation is authorized. SAF/PA will immediately notify all MAJCOM PA offices that directly or indirectly concerned that such a release is being made. The time and content of the release must be included in this notification. In addition, guidance on releasing any information subsequent to the initial release must be incorporated. This guidance applies to all commands affected by the move, even if the unit is only passing through. MAJCOM PA offices will disseminate the guidance immediately to their affected units. Unit PAOs and commanders must comply strictly with the policy outlined in the notification, deviating from it only when specifically authorized by SAF/PA.

1.21.3.2. Within Overseas Areas. Within overseas areas, movement releases are governed by instructions issued by the theater commander.

1.21.3.3. Within CONUS. For unit movements within the CONUS, the following information is releasable:

1.21.3.3.1. Designation of Unit.

1.21.3.3.2. Name and location of new station, assembly point, training area, etc., within the U.S., unless the movement itself or new station is classified.

1.21.3.3.3. Departure date, if routing for training, and details of movement are not classified.

1.21.3.3.4. General information necessary for local civic relations, such as housing, recreation, etc.

1.21.3.3.5. On arrival at new station within the United States, resume normal PA activities.

1.22. Access to Sensitive Information. Unit commanders may determine that coverage of a story will involve exposure to sensitive or classified information, but coverage of which is in the best interests of the Air Force. The primary safeguard will be to brief the reporter in advance about what information is sensitive and what the parameters are for covering this type of information. The commander may offer access if the reporter agrees to a security and policy review of the communication product. Agreement to a security and policy review in exchange for this type of access is strictly voluntary; however, if a reporter does not agree, then access to sensitive information may be denied. If a reporter agrees to a security and policy review, it will be conducted solely to ensure that sensitive or classified information is not included in the product.

1.23. Intelligence or Reconnaissance Activities. News releases may not be made regarding intelligence activities, except as authorized by SAF/PA.

1.24. Chemical, Biological and Radiological Warfare. Air Force PA material that deals with chemical, biological, or radiological warfare must be cleared by OASD/PA, through SAF/PA.

1.25. Simulated Employment of Nuclear Weapons on Maneuvers and Training Exercises. The fact that a particular maneuver or exercise will involve the simulated employment of nuclear weapons may be released to news media as the maneuver or exercise commander deems necessary. However, the technique required in the use of any nuclear weapon must not be released.

1.26. Personnel Wounded in Combat. PA must exercise care in releasing information and photographs of personnel wounded in action or hospitalized for other reasons. The governing concerns are patient welfare, patient privacy, and next of kin/family considerations. OASD/PA, unless it delegates authority to the combatant command PA, will issue an initial news release acknowledging that combat injuries have occurred. After the initial release, the services may release additional information on casualties, consistent with the Privacy Act.

1.27. Casualties. IAW with DODI 1300.18, Military Personnel Casualty Matters, Policies, and Procedures, no casualty information on deceased military personnel may be released to the media or the general public until 24 hours after notifying the next-of-kin regarding the casualty status of the member. Information on ill or injured Airmen may not be released without the consent of the individual, unless the release is otherwise authorized by the Privacy Act of 1974. In the cases of service members who have been unaccounted for from past conflicts, public release cannot occur until 24 hours after the next of kin accepts the member's identification or 24 hours after the next of kin has been notified that the Armed Forces Identification Review Board has upheld the identification. For more guidance on releasable information, see paragraphs 1.7.1 through 1.7.21.

1.27.1. Medical Care Facilities. Media visits are authorized to medical care facilities but must be approved by the medical facility commander and attending physician and must not interfere with medical treatment. Patients are not to be photographed if they can be identified in the photo or interviewed without informed signed consent. Informed signed consent is also required for medical staff to release information about patients. A PA escort is required for all media visits to medical facilities.

1.27.2. Unit casualties and losses. Information on unit casualties and losses should be described in general terms only, e.g., light, moderate, heavy. The use of percentages, numbers of aircraft damaged or destroyed, buildings, facilities, vehicles, etc., will not be released without approval of the combatant commander, a designated representative, or OASD/PA.

1.27.3. Aeromedical Evacuation Flights. Media requests to travel aboard aeromedical evacuation flights will be considered on a case-by-case basis. For more information and request procedures, see AFI 35-103, *Public Affairs Travel.*

1.27.4. Transfer of casualties to the United States. Media visits to Dover Air Force Base are authorized with primary Next of Kin approval, based upon the Secretary of Defense's March 25, 2009 memo, "DoD Policy Regarding Media Access to Dignified Transfers at Dover AFB."

1.28. Casualty Notification to Next of Kin (NOK). Although not an official part of a casualty notification team, in cases with high potential for media interest, PA has a valuable role in assisting with Air Force casualty NOK notification.

1.28.1. Responsibilities.

1.28.1.1. PA should assess the media climate and, in potentially high visibility cases (combat related, mass casualties, homicides, etc.) or duty status-whereabouts unknown (DUSTWUN), missing or captured, advise the commander of the likelihood of news media contacting the family members of the deceased Airman and offer PA support to the family.

1.28.1.2. The local commander or notification officer may request that PA accompany the NOK notification team when there are indications of high media interest and the possibility of news media contacting the deceased's family members directly.

1.28.1.3. When accompanying the NOK notification team, the PA should travel with the notification team but wait while notification is made to the family and remain available if the family requests contact.

1.28.1.4. After the NOK notification is completed, the notification officer will provide the family an installation-specific PA Media Information Paper. The PA Media Information Paper should include the installation public affairs office contact information as well as a list of services the installation PA office can provide the family if there is media interest. If requested by the family, the PA office will advise the family on interaction with the news media, offer assistance with any public statements, and define the family's preferences on news media requests for information.

1.28.1.5. If the news media is already at the family's residence or calling during the notification, PA should offer to act as the liaison between the news media and the family, in keeping with the family's preferences.

1.28.1.6. Casualty notification officers in remote areas who do not have PA support will provide the family contact information for the Casualty Center (AFPCC) (1-800-433-0048). The AFPCC will contact the on-call PA representative if needed.

1.29. Unit Activations, Inactivations, Phasedowns, or Movements. A significant change in unit level of operations is extremely important news for local communities. This change takes place after deliberation at appropriate levels of government. PA personnel should not discuss these subjects without guidance from HHQ PA.

1.30. Weapon Systems. This category includes aircraft, missiles, munitions, support systems, subsystems, and space vehicles. Information about the existence, characteristics, potential or demonstrated capabilities of new systems, or improvements or modifications of existing ones must be reviewed by SAF/PA before it is released. The same is true for military applications of nuclear energy, and the following types of warfare subjects: biological, radiological, chemical, electronic, and psychological.

Section 1D— Working with the Media

1.31. General Guidelines. The media's need for rapid, accurate information requires immediate response by Air Force officials. It is important to understand media capabilities, organization, technology, and deadlines. Information on working with the media is available on the Air Force PA Community of Practice (CoP).

1.31.1. Access to Installations. Bona fide media representatives, freelance writers, and photographers may visit Air Force installations. PA must notify the security forces at the main gate or visitor center and escort media at all times when they are on a military installation.

1.31.2. Bad News. When bad news occurs, release it quickly and candidly.

1.32. Exclusive Requests. An exclusive is a reporter's request for information that no other reporter has asked for. It can involve a minor or major story. The Air Force allows reporters to work on exclusives, but it is obligated to provide the same information to other reporters. Reporters should be made aware of this policy to avoid misunderstandings. Interviews, by their nature, are exclusive in terminology, i.e., quotes and statements, but not in content if another reporter requests it.

1.32.1. Minor Story. This news is not particularly significant. Protect the reporter's story until a similar request comes from another reporter. If this happens, tell the second reporter that another media representative is already working on it. The second reporter probably won't press the issue. If pressed, provide the same material to the second reporter and inform the first reporter that another individual is also working the story.

1.32.2. Major Story. Do not honor any request for exclusive information on a truly major story. The Air Force must release information on major stories to all media equally. The public's right to significant news transcends the right of a single reporter who first asked for the information. In-depth feature stories on major issues may be treated exclusively until similar queries come from other reporters or major developments require a general release.

1.33. Air Force Reports on News Programs. Air Force members may do regular reports of installation news on radio or television stations, if the subject matter pertains exclusively to Air Force life and activities. All material must be read from written scripts approved by the proper authority.

1.34. Review of Material. Do not ask a reporter to send material for review unless security considerations are involved. The primary responsibility for protecting classified information lies with the Air Force, not the reporter, and the reporter can justifiably refuse any requests for prior review. The primary safeguard should be to brief the reporter in advance about what information is sensitive and what the parameters are for covering this type of information.

1.35. Duty Officer. PA offices must have a designated representative available 24 hours a day for significant breaking news stories, accidents, and other events that require immediate PA action. Arrange to have someone on call during off-duty hours. Brief security forces, operations centers, and telephone personnel on the procedures for contacting the off-duty representative. An instruction book should be prepared for the off-duty representative's use. At a minimum, it should contain emergency checklists and off-duty telephone numbers of PA staff members and key unit installation officials. Instruction books must be checked frequently to ensure instructions and officials' names and telephone numbers are current.

1.36. News Releases. The news release is the most common way to deliver information to the media. It may announce news or answer anticipated queries. The news release varies in length, but most often is a page of newsworthy information. Prepare news releases according to the guidelines on the AF PA CoP.

1.37. Classified Answers. If an answer is classified, tell the reporter you cannot provide the information because it is classified. If possible, explain why it's classified.

1.38. Pooling Media. Consider pooling when circumstances such as limited space preclude accommodating all the media wanting to cover a story. Keep in mind most media dislike pool arrangements and prefer to do their own reporting. A news pool involves having a representative from the media (or one representative from the various media, such as print, television, and radio) cover the story and then feed reports to all media taking part in the pool. Use pools only when circumstances absolutely preclude accommodating all interested media. Always let media decide procedures on how representatives are selected and how stories are distributed

1.39. Air Force Visual Information (VI) Support for Media. The Air Force supports all bona fide print and electronic media (which include traditional and nontraditional media organizations and their accredited representatives) requests to release visual information (which includes combat camera) products when such release meets the responsibility to inform the public and it does not compromise national security. Releasable materials are equally available to all interested media. Air Force stock audiovisual materials or location photography on Air Force facilities are provided to media without charge when used for news projects.

Section 1E— Magazine and Books Support

1.40. Books. SAF/PA and its field offices are the points of contact between the Air Force and book representatives.

1.40.1. SAF/PA Responsibilities. The New York field office generally handles book activities since most publishers have major offices in that city. These responsibilities include:

1.40.1.1. Responding to requests for available material on Air Force subjects.

1.40.1.2. Referring requesters to MAJCOMs, field operating agencies (FOAs), and Air Force record centers and depositories.

1.40.1.3. Coordinating and approving requests from authors with Letters of Intent to interview Air Force personnel, visit bases, and participate in media orientation flights.

1.40.2. MAJCOM Responsibilities. SAF/PA may delegate direct liaison between Air Force and book representatives to the MAJCOM, FOA, or unit level (with MAJCOM or FOA coordination and approval) on a case-by-case basis.

1.40.2.1. Overseas MAJCOMs and FOAs are the liaison with foreign book representatives covering subjects solely within their areas of responsibility. Send all foreign magazine and book representatives' requests for material not available at the overseas location to SAF/PA for coordination, support, or concurrence. Advise overseas-based foreign book representatives who request to visit CONUS installations to contact the press office in their respective U.S. embassies. Appropriate MAJCOMs and FOAs are the Air Force focal points for coordination and support after approval by Office of the Assistant Secretary of Defense for Public Affairs (OASD/PA). PA at every level may support unofficial Air Force authors as they would support civilian writers and may review submissions for policy and technical accuracy, if requested.

1.41. National Magazine Story Ideas. Placement of solid, mission-oriented stories in the national magazine market is a critical part of the PA mission.

1.41.1. Without assigning production goals, MAJCOMs and FOAs should encourage PA offices to develop original story ideas for proposal to national and regional magazines. These include trade, technical, fraternal, consumer group, and industrial publications. Stories receive official support when they satisfy Air Force PA requirements; that is, the topic must be related to an operational mission on an Air Force organization, or it must directly support Air Force programs.

1.41.2. All PA people are encouraged to write for national publications as part of their official duties. On a voluntary basis, writers may prepare articles while on official duty and be credited in print with a by-line. Air Force people may not accept payment for these articles.

1.41.3. PAs screen story ideas for accuracy, quality, security, and policy. In addition, PA is responsible for quality control to ensure the final product presents a professional image. Contact SAF/PA for assistance in marketing, when appropriate.

1.41.4. PA at all levels may contact or send story ideas or articles directly to national magazine representatives. Inform SAF/PA of national-level media requests.

1.42. Payment and Honoraria for Writing. Air Force military and civilian professionals are encouraged to write for publication. Air Force and civilian professionals are not allowed to receive payment or honoraria for writing produced as part of their official duties. However, they can accept payment and honoraria for writings that are done off duty and are unrelated to their official duties. Consult the servicing staff judge advocate (SJA) for more information, and refer to DOD 5500.7-R.

1.42.1. Air Force people receive the same service from the PA office as all other writers when they write for profit. They must not have access to technical or operational military information not available to all. They must not receive payment for materials their duties require them to provide at no cost.

1.43. Commercial Use of Published Official Air Force Material. Official U.S. Government- and contractor-produced unclassified Air Force manuals, symposium papers, and other documents often provide valuable story material for publishers. Excerpts are frequently reprinted commercially. If a publisher requests Air Force documents for this purpose, contact SAF/PAO.

Section 1F— Support for Non-Government, Non-Entertainment VI Productions

1.44. The information provided in this section is relevant to non-government VI productions other than news. These include commercial and nonprofit industrial, institutional, documentary, educational, and commercial enterprise productions. The key is these productions are intended to inform.

1.45. Visual Information Guidance. Per DODI 5410.15, DOD Public Affairs Assistance to Non-Government, Non-Entertainment-Oriented Print and Electronic Media, Air Force assistance, access to installations, equipment, and personnel for interviews, photo and video opportunities, and unclassified VI material may be provided when it is considered beneficial to the Air Force and DOD and is in the national interest. See DODI 5410.15 for complete information and guidelines.

1.46. SAF/PA Responsibilities. SAF/PA evaluates and approves support for national-level, non-government, and non-entertainment VI productions. SAF/PA determines if the VI production meets Air Force and DOD policy and coordinates with OASD/PA. Requests are generally supported when they serve the Air Force interest, meet guidelines in Air Force and DOD directives, and are not prohibited by legal or policy restrictions. When a national production involves more than one MAJCOM, SAF/PA coordinates assistance to obtain or produce the VI material. SAF/PA notifies the requester the project is approved, reiterates project restrictions, and arranges for release of stock footage or puts the requester in contact with the right PA POC.

1.46.1. SAF/PA must approve support for VI productions involving Air Force-level contracts.

1.47. MAJCOM Responsibilities. MAJCOMs approve regional and local requests. MAJCOMs review, evaluate, and determine support for VI productions judged as having regional and local impact only. They will withhold approval until support is coordinated with SAF/PA if it is believed interest may expand beyond a regional audience. They also keep SAF/PA appraised of MAJCOM-approved projects.

1.48. Unit Responsibilities. When contacted by a non-government, non-entertainment group (other than news media) seeking VI support, units forward requests through PA channels to MAJCOM PA with a unit recommendation, if appropriate. Provide normal PA assistance in the form of advice or guidance. Take care to ensure no commitment of resources is made without approval.

1.48.1. Units approve requests for assistance from Air Force contractors when the support relates to contract requirements. Contract-associated support should be confirmed with the contract administrator. Requests relating to contractor-sponsored photography outside the scope of the contract must be sent through PA channels to SAF/PA.

1.49. Support Procedures.

1.49.1. Non-Government, Non-Entertainment VI Productions Other Than News. Productions done by organizations outside the federal government which are primarily intended to inform.

1.49.1.1. SAF/PA approves support to national-level, non-government, and non-entertainment visual information productions other than news media. MAJCOMs approve support on the local and regional level. Requesters should submit requests in writing as outlined below:

1.49.1.1.1. Include detailed description of the desired material stock footage or photography (footage format, amount, etc.); desired receipt date (two to four weeks is normal processing time).

1.49.1.1.2. If production support is requested, include anticipated specific support requirements, such as military manpower and equipment and projected production schedule, including filming dates and proposed filming locations.

1.49.1.1.3. Provide a synopsis or explanation of the product in which the Air Force VI material will be used. Include a treatment, outline, script, or storyboard for the project.

1.49.1.1.4. Describe the use of the product to include distribution mode and target audience (e.g., national TV advertisement; 30-minute TV documentary to air nationally on PBS; etc.).

1.49.1.1.5. Include a statement that the requested VI support cannot be reasonably obtained from commercial or private sources.

1.49.1.1.6. Provide a statement that the finished product will not imply Air Force or DOD sponsorship, approval, or endorsement of the organization or company, its products or services, nor will it state or imply Air Force or DOD support of any viewpoint expressed in the product.

1.49.1.1.7. Ensure that SAF/PA (or appropriate level) will be given the opportunity to review the final product before release.

1.49.2. Contractor VI Productions. These are products by Air Force and DOD contractors such as annual reports, corporate in-house training videos, and promotional and marketing productions.

1.49.2.1. Government contracts often include VI productions that address the contract program. Contractors are responsible for seeking approval of their produced print and electronic promotional, marketing, and advertising material before public release. Subjects of material that require OASD/PA and SAF/PA clearance are listed in DODD 5230.9, *Clearance of DOD Information for Public Release*. Material not requiring OASD/PA or SAF/PA clearance will be cleared at the lowest level competent to evaluate the information.

1.49.2.2. Contractors seeking VI material for a production must certify in writing that funding of the production will not be billed to the government unless the production itself is being done pursuant to a government contract that authorizes such costs.

1.49.3. Commercial Advertisements. These are requests by advertising agencies for Air Force materials or assistance in campaigns designed to sell a particular product, service or company.

1.49.3.1. DOD is prohibited from endorsing or appearing to endorse or selectively benefit any particular product, company, or commercial concern. Because of this, the Air Force generally does not support commercial advertising unless the Air Force uses the product or service being advertised. The requester must show a specific tie between the Air Force and the advertised item. Proof can be via valid contract numbers or other verifiable information that shows their company does provide the advertised goods or services to the Air Force. Any request for Air Force support for a commercial advertisement must be coordinated through SAF/PA. In all cases, a proposed advertisement must meet the policy guidelines and the following:

1.49.3.2. Must be factual and in good taste.

1.49.3.3. Must be of some benefit to the Air Force (informational value, enhancement of public understanding, etc.)

1.49.3.4. Must not state or imply Air Force endorsement or preference of one product over another. Such terms as "government approved" or "Air Force certified" must not be used.

1.49.3.5. Must not compare the relative merits of current weapons or weapons systems.

1.49.3.6. Must not refer to the economic impact of a proposed continuation or cancellation of a defense contract.

1.49.3.7. Must not reproduce the Air Force seal or any of its parts, except as authorized by AFMAN 33-326, *Preparing Official Communications*.

1.49.3.8. Active-duty Air Force military and civilian personnel may not use their title or position to endorse commercial products, services, or activities; assume responsibility for advertising claims; or obtain personal gain.

Section 1G— Support for Non-Government Entertainment Productions

1.50. Television, Motion Picture, Other Entertainment Production Guidance. This section covers guidance governing Air Force assistance to non-government entertainment productions, including motion pictures released via box office, DVD, and direct-to-video; television movies; television series and mini-series, on network, cable, and syndicated television as well as theatrical productions. These productions are primarily intended to entertain. The SAF/PA field office in Los Angeles is the OPR for liaising with the entertainment industry on Air Force-related projects.

1.50.1. DOD Instruction 5410.16, *DOD Assistance to Non-Government Entertainment-Oriented Motion Picture, Television and Video Productions*, authorizes assistance to an entertainment-oriented motion picture, television, DVD, or video production when cooperation benefits DOD or when this would be in the best national interest. See DODI 5410.16 for complete information.

1.51. Responsibilities. Pending final approval of Air Force cooperation, PA may provide production companies information or suggestions and access to unclassified technical research. PA must make it clear that interim help does not commit the Air Force to final approval and official support of the project.

1.51.1. The OASD/PA-Special Assistant for Entertainment Media serves as the sole authority for approving DOD assistance to non-government, entertainment-oriented motion picture, television, DVD and video productions. The Special Assistant for Entertainment Media is herein referred to as OASD/PA.

1.51.2. SAF/PA serves as the Air Force approval authority for official support before elevating requests to OASD/PA for DOD-level approval. The Los Angeles field office serves as the entry point for all requests, reviews and coordinates support requirements with MAJCOMs, makes a qualifying recommendation to OASD/PA, and is ultimately charged

with preparing, coordinating, and executing a DOD Production Assistance Agreement. Before a production company officially submits a project to OASD/PA, the field office may provide advice and courtesy assistance that might ultimately help to qualify the project for support. However, no premature commitments may be made. The field office also provides the production company a copy of DODI 5410.16.

1.51.3. MAJCOM PA. Reviews requests and makes recommendations to the Los Angeles field office, to include MAJCOM and local unit ability to support. MAJCOMs ensure required documents are accomplished for their units before filming is allowed.

1.51.4. Installation PA. If initially contacted by a representative from the entertainment industry (to include TV and motion picture companies and city and state film commission offices), the unit should coordinate with its MAJCOM and contact the Los Angeles field office in-turn before agreeing to anything. If contacted by SAF/PA or MAJCOMs concerning projects already under LA field office review, units should advise MAJCOMs of their ability to support.

1.51.5. Production company. The production company collaborates and coordinates with the LA field office to develop the project ultimately for OASD/PA approval of production assistance by the Air Force.

1.52. Procedures for Approval and Support. Before a production company officially submits a project to OASD/PA for support consideration, the LA field office may provide courtesy assistance, as in project research and development, thereby helping the production company to develop a script that might ultimately qualify for DOD assistance.

1.52.1. The production company must submit to OASD/PA, via the field office, a formal request for production assistance, which should include:

1.52.1.1. A letter describing the proposal to produce a specific motion picture, television program, or video product, stating the project objectives and identifying benefits for DOD.

1.52.1.2. A statement acknowledging the producer has read and agrees to abide by DODI 5410.16.

1.52.1.3. Five copies of the script for review and evaluation.

1.52.1.4. A detailed list of requirements. If not yet known, requirements should be stated in general terms.

1.52.2. The LA field office reviews the request and determines initial support feasibility and, when necessary, coordinates with appropriate Air Staff agencies and MAJCOMs. Any comments, changes, or problems are resolved by the field office, and recommendation for approval or disapproval is sent to OASD/PA.

1.52.2.1. Support approval or disapproval will be communicated to the producer by OASD/PA or the LA field office.

1.52.2.2. Once support approval is granted, if the original request submitted was not complete as far as final scripting or specific support requirements, these must be coordinated and approved by the LA field office and OASD/PA as soon as possible thereafter.

1.52.3. Once a project is granted OASD/PA approval, the LA field office is authorized to provide official production support through an assigned project officer. The field office can assist with script review and rewrite, filming location arrangements, stock footage research and acquisition, on-site technical advice, handling of insurance and reimbursement arrangements, and review of completed projects.

1.53. Use of Air Force People as Extras. Air Force people who appear in non-government entertainment-oriented productions (non-news) must do so voluntarily, whether on duty or off duty.

1.53.1. If they are performing normal duties during the time of the production, the Airmen are said to be on duty and cannot be paid by the producer, but they are not required to participate.

1.53.2. If they are not performing normal duties while taking part in the production, they must be off duty. Military personnel in an off-duty, non-official status may be hired by the production company to perform as actors, extras, etc., provided there is no conflict with any other Air Force instruction. In such cases, contractual arrangements are solely between those individuals and the production company; however, payment should be commensurate with current industry standards. Military personnel accepting such employment shall comply with DODD 5500.7, *Standards of Conduct*.

1.53.3. The production company is responsible for resolving any disputes with unions governing the hiring of non-union actors and extras.

Section 1H— Member Participation in Non-Government Talk, Reality and Game/Quiz Shows

1.54. General Guidance. Air Force members may participate in non-government talk, reality, and game/quiz shows given the considerations and coordination outlined below, when such participation does not detract from the dignity and prestige of the Air Force.

1.54.1. The following factors should be weighed in favor of participation when appropriate:

1.54.1.1. The show is devoted mainly to observing a national holiday or is dedicated to the U.S. Armed Forces or a particular service.

1.54.1.2. The show is local and originates entirely from a military installation.

1.54.1.3. The appearance of Air Force personnel is for a purpose that has no commercial counterpart or that contributes to a specific Air Force interest.

1.54.1.4. The show supports national interests.

1.54.1.5. Members may appear when they are newsworthy in their own right or when appearing as an Air Force official to provide information on Air Force subjects to the listening or viewing audience.

1.54.1.6. A show's sponsors or business practices do not reflect adversely on the Air Force.

1.54.2. Coordination with PA.

1.54.2.1. A member must coordinate with his or her base-level PA office if he or she intends to participate either in or out of uniform, in or out of official duty status or by expressly presenting himself or herself as a member of the Air Force.

1.54.2.2. The base-level PA office should in-turn inform its MAJCOM, which should in-turn coordinate with SAF/PA as outlined below based on the type of show.

1.55. Talk and Reality Shows. SAF/PA is the OPR for coordination and approval of an Air Force member's participation on a talk and reality show. Member participation is approved on a case-by-case basis.

1.56. Participation in Commercials. Participation in endorsing or marketing any commercial products is strictly prohibited. If necessary, SAF/PA is also the OPR for coordination of an Air Force member's participation and involvement in all commercials depicting any relationship with a product and the Air Force or any Airman.

1.57. Game/Quiz Shows. The LA field office is the OPR for coordinating a member's participation on a game/quiz show.

1.57.1. Military-Themed Game/Quiz Shows. When a military installation takes an active role in providing military contestants, approvals by the SAF/PA's LA field office and OASD/PA are necessary for military members' participation (other than as audience members only), whether appearing in or out of uniform. Military personnel selected as game or quiz show participants should be placed in a leave or other authorized off-duty status.

1.57.2. Non-Military Themed Game/Quiz Shows. Military personnel who independently go to a studio to be a member of a game or quiz show audience and have the possibility of being selected out of the audience for participation are encouraged to contact the LA field office prior to attending the event, so the LA Office is aware and can inform the military member which uniform (if any) is appropriate. If randomly selected, military members should inform their unit PA office as soon as possible, which should in-turn inform its MAJCOM and the LA field office.

Chapter 2

CRISIS COMMUNICATIONS

Section 2A— Purpose, Objectives, and Planning

2.1. Purpose of Crisis Communication. Facilitating effective communication is critical during a crisis. A crisis is a rapidly developing situation ranging from natural disasters to hostile activities posing a threat to U.S. interests. For OASD/PA, a crisis becomes relevant when it is of a nature that commitment of U.S. military forces and resources is contemplated in order to respond to the situation, or where the situation directly affects military assets. PA must be ready to implement courses of action to provide target audiences with accurate, timely, and essential information. PA requires its trained professionals to have the skills to engage the media and to keep a wide range of publics informed during crises.

2.2. Objectives of Crisis Communication.

2.2.1. Establish procedures which prepare PA to handle any crisis communication issue.

2.2.2. Provide PA rules of engagement for the proper release of information during crises.

2.3. Planning and Preparation. MAJCOMs and FOAs must prepare comprehensive PA accident plans, or supplements to this instruction, for both nuclear and non-nuclear accidents. These plans must include provisions for adequate personnel, administrative, communication, and logistical support for a nuclear accident or incident Immediate Reaction Forces (IRF). Plans must agree with AFI 10-2501, Air Force Emergency Management (EM) Program Planning and Operations, which establishes requirements for local responses and AFI 91-204, Safety Investigations and Reports, that describes mishap investigation management after initial response. MAJCOM, FOA and Direct Reporting Unit (DRU) PAs should coordinate with SAF/PA when activating accident plans. Base-level PA offices should coordinate with the appropriate MAJCOM PA, which will notify SAF/PA.

2.3.1. Unclassified Information. It is Air Force policy to give the public unclassified information on all activities subject to the guidance in this AFI. Provide accurate and timely release of news--good and bad--to recognized news media. Promptly release unclassified facts about accidents and incidents, including near misses or missing aircraft, consistent with national security considerations and responsibilities.

2.3.2. Classified Information. Federal law and Executive Order 12356, *National Security Information*, require protection of classified information. Air Force people must protect classified information against compromise as required. The on-scene commander, with the advice of the security forces representative, will provide initial guidance to the PA representative when it is determined classified information is involved. However, there are limits to Air Force authority at an accident site, particularly away from Air Force installations. Civilian police enforce Federal, State, and foreign criminal law.

2.4. Requirements Explained.

2.4.1. Media Operations Center. Establish a centrally located media operations center (MOC), as needed, for news media representatives. Do not co-locate the media center and the PA office. The MOC must have the appropriate telecommunications equipment available to support anticipated media representatives, plus at least one commercial line for PA personnel only. Consider having an additional telephone line to accommodate media requirements in the event cell phone use is limited.

2.4.2. Straight Talk Line. Consider the establishment of a Straight Talk phone line to provide base personnel with an authoritative point of contact for current, accurate information about the status of any disturbance, and the command's actions. PA personnel and augmentees will perform such tasks as preparing fact sheets, messages for automatic telephone answering devices (if used), e-mail messages, straight talk web page on the intranet, and news articles for online and print installation newspapers. Also, make updated statements available to base telephone operators.

2.4.2.1. The PA office should publicize the existence of the Straight Talk phone line both before and during an on-base disturbance by the command/internal information program, newsletters, and base bulletins.

2.4.2.2. When available, the PA office should consider the use of answering service systems incorporated into installation telephone exchange facilities for the Straight Talk Line's automatic answering service.

2.4.3. First Responders. PA should be prepared to join other base emergency responders as part of the initial response element as determined by local procedures. These forces—typically fire, medical, and security members—arrive as part of the first responders to manage the incident and coordinate with civil authorities.

2.4.3.1. Emergency Operations Center (EOC). For on-base accidents and incidents, a PA representative should be designated for incident response.

2.4.4. National Defense Area (NDA). A NDA is the temporary establishment in the United States of federal areas for the protection or security of DOD resources (Title 50, *United States Code*, Section 797). If the off-base site is designated as an NDA, PA supports news media representatives in the same way as if they were on a military installation. Brief the media on appropriate disclosable information during a nuclear accident or incident and the procedures to be followed, such as escort requirements.

2.4.5. Emergency Responders. PA staff members must be prepared to join base emergency responders as part of the follow-on forces as determined by the on-scene commander. This team provides enhanced command, control, and communication functions at an incident site.

2.4.6. Jurisdiction. In the United States, PAs must respect the jurisdiction and interests of all concerned government agencies at national, state, and local levels to include additional coordination which may be required with the Departments of Justice and State, the Federal Bureau of Investigation (FBI), and the Federal Aviation Administration (FAA).

2.4.7. Transportation Requirements. Mobility is vital during a disturbance. The PA office must request sufficient vehicles and land mobile radios for on-base internal information program support and vehicles for media through the base disturbance contingency plan. Certify PA personnel to drive these vehicles, preferably prior to an incident.

2.4.8. Additional Duties. Do not assign PA personnel to other operational duties during a natural disaster, on-base disturbance, crisis situation, accident, or serious incident.

2.4.9. Installations Without a PA office. MAJCOM and FOAs must ensure that commanders of units without a primary duty PAO understand the need to release accident information to the news media on a timely basis. The MAJCOM PA should ensure commanders have established notification procedures between the unit and their supporting PA office.

2.4.10. Crisis Notification. Reports of operational incidents or events use OPREP-3. Ensure command post procedures exist to notify PA duty officers of known or suspected incidents or events. PA organizations at all levels must ensure command post notification procedures. To confirm notification, inform the PA duty officer at the next higher level of command of the incident.

2.4.11. Overseas Precedence. When instructions or plans of a combatant command conflict with this instruction in procedural detail (such as naming a release authority for confirming a nuclear accident) or with host nation sensitivities, use the combatant command plan.

2.4.12. Exemption from MINIMIZE. When disturbance contingency plans are implemented, the commander may impose MINIMIZE to reduce the flow of voice and message traffic. Requirements in MINIMIZE instructions must include exemption of limitation of PA voice and message traffic. These exemptions allow the PA office to meet the rapid response requirements of SAF/PA and OASD/PA.

2.4.13. Briefing Requirement. DOD Directive 5230.16, *Nuclear Accident and Incident Public Affairs (PA) Guidance*, requires that certain military people be briefed to help them understand Air Force procedures for handling nuclear accidents and incidents.

Section 2B— Crisis Procedures and Release of Information

2.5. Procedures. In significant weapon system mishaps, PAs should be in place at the PA office, the accident scene, and the installation command post.

2.5.1. PA must ensure unit contingency plans include transportation to the accident site during accidents/incidents.

2.5.2. Regardless of location, establish communication at once between the on-scene PA representative and those at the installation. This permits PA at the site and those at the PA office to coordinate information for release on a timely basis.

2.5.3. The installation PA office must establish procedures to notify a tenant unit commander of any follow-on PA actions in accidents involving that commander's resources.

2.5.4. In accidents or incidents likely to require PA support for extended periods of time, or likely to exceed the capabilities of the responsible PA office, PA should:

2.5.4.1. Ask the next higher PA echelon for additional people and equipment if needed.

2.5.4.2. Set up a 24-hour news media operations center. If other federal, state, and local PA response force officers are on scene, the media center should be a joint operation.

2.5.4.3. Provide Air Force news releases about the accident to state, local, or other officials responsible for informing the public and media, or who needs the releases for any other purpose.

2.5.4.4. Anticipate public concerns and issues, news releases before such concerns distort public perceptions.

2.5.4.5. Have each PA staff member record media and public queries on AF Form 39, *Response to Query*.

2.5.4.6. Use a central log to record: Time of accident, important developments, time of releases, guidance received from higher PA echelons and how or when it was implemented, and thumbnail sketches of most significant queries and events.

2.5.4.7. Alert switchboard operators to direct all news media and public calls to the installation PA phone line in the media operations center.

2.5.4.8. Ensure MAJCOM and Air Force News Services are included as addressees on initial information release and other publicly releasable information and images.

2.6. Release of Personal Information. This section provides guidelines for the release of personal information about victims of accidents, incidents, disturbances, and disasters. Always consult with the local SJA before releasing personal information.

2.6.1. Names of Survivors. Generally, release the names of all survivors as soon as possible in close coordination with the commander, staff judge advocate, and the medical community. Make releases quickly, to relieve the fears of people with kin in the accident and also to ease the concern of families and friends of other individuals flying similar aircraft or on similar duty in the vicinity. Public Affairs officers should be in constant communication with the local SJA in these types of instances and releasing personal information.

2.6.1.1. If, in the judgment of the commander, releasing survivors' names would reveal the identity of deceased individuals prior to NOK notification (in the case of crew members known by their families to customarily fly together, for example), the survivors' names may be withheld. Do this only when the potential for the NOK deducing their loss through news stories about the survivors is so strong that the circumstances clearly warrant leaving other families in suspense.

2.6.1.2. Report information on survivors who are believed to be in immediate danger of dying as survived but in critical condition. PA must ensure releases do not invade the personal privacy of the victims or relatives (see AFI 33-332, *Privacy Act Program*).

2.6.2. Names of People Aboard Aircraft Missing or Presumed Lost. When an Air Force aircraft, including a contract or charter flight, is officially declared missing or crashes in a remote area, the PA office at the departure base will release the names of passengers and crew to news media individually, as the NOK are notified. This should not delay the announcement that the aircraft is missing.

2.6.3. Names of Persons Admitted to Military Medical Facilities. PA should coordinate responses to query or news releases about the admittance or status of patients with the military treatment facility's privacy officer (each location is required to have an individual acting in this capacity).

2.6.4. Names of Deceased. The responsible installation PA office releases the names of people killed in Air Force accidents according to the following rules:

2.6.4.1. In accordance with DODI 1300.18, *Military Personnel Casualty Matters, Policies, and Procedures,* no casualty information on deceased military personnel may be released to the media or the general public until 24 hours after notifying NOK regarding the casualty status of the member.

2.6.4.2. When a military accident in a civilian community causes significant property damage or civilian loss of life, the commander may release the names of Air Force members killed in the accident before their NOK have been notified. This is only done when, in the judgment of the commander, the needs of the public outweigh any potential distress of the victim's NOK. This may be necessary when the commander needs to immediately reassure the community the Air Force members were well qualified and experienced, or when civilian authorities need information on the members to identify the accident victims' remains.

2.6.4.3. Releasable information includes gender; Air Force specialty code (AFSC); military grade and rank; civilian grade; military base pay and all allowances except basic allowance for housing (BAH); civilian gross salary; current and past assignments; date of rank (DOR); extended active duty (EAD) date; pay date; source of commission; professional military education (PME); military awards and decorations; duty status, attendance at technical, scientific, or professional meetings; and in the case of key personnel, biographies and photographs.

2.6.4.4. Non-releasable information includes home of record, home address; home telephone number, date of birth; marital status; number and gender of family members; civilian education degree and year of graduation; civilian awards; or race.

2.6.5. Release of Information When More Than One Service Is Involved. In joint exercises or operations, the joint command PA is responsible for all PA actions. In all other cases, if circumstances permit, the parent service of the involved aircraft or vessel makes the initial announcement of the accident. If this is not feasible because of location or time constraints, any other service directly involved may assist media as necessary, including release of facts. The responding service must keep the parent service PA informed. Once an official statement is released by the parent service, other services involved may release a full description of their own participation, such as rescue or disaster relief activities.

2.6.5.1. Release specific casualty information according to the military service's regulations. Names and numbers of casualties are released by the service to which the casualties belong. When time does not permit and facts are obvious to the public, any other service involved in the operation may announce, when queried, only the number of dead, number of survivors, and number of injured. If possible, release all services' casualty names simultaneously.

2.6.6. Names of Foreign Nationals. When a foreign national (other than a locally hired employee) is an accident casualty while under Air Force auspices, Air Force officials will not release the name without host nation coordination and confirmation that NOK notifications have taken place. When the foreign national is locally employed by a host nation agency, that agency's rules take precedence. Overseas MAJCOMs must develop policy for releasing names of local national U.S. Air Force employees injured on duty.

2.6.7. Key U.S. and Foreign Government Persons. Because of national and international interest and implications, carefully coordinate the release of casualty information concerning key U.S. Government personnel or equivalent rank foreign government visitors. When the following key persons are killed, injured, or listed as missing while on an Air Force installation or traveling in an Air Force vehicle or aircraft, notify OASD/PA press desk for public announcement by the White House Press Secretary:

2.6.7.1. The President of the United States

2.6.7.2. The Vice President of the United States

2.6.7.3. Speaker of the House of Representatives

2.6.7.4. President Pro Tempore of the Senate

2.6.7.5. Members of the Cabinet

2.6.7.6. Foreign visitors of political or royal rank equivalent to the above list of U.S. officials, and chiefs of foreign military services

2.6.7.7. U.S. Senators

2.6.7.8. U.S. Representatives

2.6.7.9. Secretaries of the Military Departments

2.6.7.10. The Joint Chiefs of Staff

2.6.7.11. Commanders of combatant and specified commands

2.6.7.12. Federal Government department heads

2.6.7.13. The installation PA office withholds casualty information on the following officials until OASD/PA approves: other military officers and civilian employees in the grades of Lieutenant General, GS-18 or NSPS equivalent, Senior Executive Service Precedent Priority Code DV4, and above. (SAF/PA may authorize releasing casualty information before securing OASD/PA approval if specific by-name queries are received. Only do this when OASD/PA approval is not available in time to meet immediate needs.)

2.6.7.14. When it is necessary to telephone OASD/PA directly about releasing casualty information on key personnel, send an immediate confirmation message to OASD/PA with SAF/PA and any intermediate headquarters as information addressees. Coordinate with the U.S. Embassy or Consulate to ensure the host government is notified of accidents occurring outside the United States.

Section 2C— Controlling Photography

2.7. On U. S. Military Installations During Crises. If no classified material is exposed, the commander will permit news media photography. PA may not release official Air Force accident photographs that show classified information, bodies, or parts of bodies. It does not mean the presence of bodies is in itself a reason to prohibit media photography.

2.7.1. Classified Material. If classified information or materials are exposed and cannot be covered or removed immediately, media or visitors will not be allowed to photograph or videotape in the area. As soon as reasonably possible, the appropriate agency will cover exposed classified objects and information in order to allow escorted media to photograph or videotape the site. The commander and PA will:

2.7.1.1. Notify media or visitors of any restrictions with regard to what can and cannot be filmed in a given area or activity. Bar or restrict media and visitors from sensitive sites or activities.

2.7.1.2. Immediately notify security forces of suspected photography of classified material by media or visitors. Security forces will ensure the images are deleted or erased from the individual's photographic equipment (camera, cell phone, video recorder). Return camera or other device (without images) to the media or visitor. Do not detain the media or visitor.

2.7.1.2.1. Coordinate closely with command officials to confirm the existence of classified information on the seized materials, review the coverage, and return all portions that do not contain classified information.

2.7.1.3. Immediately notify the local Air Force Office of Special Investigations (AFOSI) for its determination as to whether an AFOSI investigation is warranted if it is determined that:

2.7.1.3.1. The coverage contains classified information and in some cases, AFOSI will develop and review the content and will handle further necessary coordination on processing classified information. AFOSI will review and electronically edit classified information from the media coverage.

2.7.1.3.2. If it appears there was an intent to deliberately obtain coverage of classified information for purposes of profit, espionage or to have any other significant adverse impact on national security, the Air Force, base, or command, officials should immediately report the above actions through command channels as well as to OASD/PA through PA channels.

2.8. Appropriate and Professional Photography. PA is responsible for being aware of on- and off-base photography in relation to Air Force activities. Special attention will be placed on photography of prisoners, wounded or killed personnel.

2.9. Control of Photography at an Off-Base Location in the United States and its Territories. The authority of PA personnel, on-scene commanders (OSCs), accident boards, and security forces is limited in dealing with media, particularly at an accident site outside an installation, unless it is declared a national defense area (NDA).

2.9.1. The senior Air Force representative at the scene must find out, as soon as possible, if there is any identifiable classified information present.

2.9.2. If no classified information is exposed, or if it has been covered or removed, the senior Air Force representative authorizes media photography. PA representatives will use identified safe routes to escort media to a safe viewpoint of the scene, allow photography, provide statements to media from cleared press releases, and coordinate all media queries, to include interview requests. If photography of the incident scene is not initially an option, consider as an interim solution allowing media to photograph and report from a checkpoint where emergency responders are entering.

2.9.3. If undetermined whether classified information is exposed, explain that fact to any media photographers at the scene and advise them no photography is authorized. Warn that taking pictures without permission may violate federal law and may identify them for future investigative purposes if they persist.

2.9.4. If classified information is exposed and cannot be covered or removed, the senior Air Force representative must:

2.9.4.1. Explain the situation and ask the media to cooperate.

2.9.4.2. Explain federal law prohibits photography when official permission is expressly withheld (Title 18, United *States Code*, Sections 795 and 797).

2.9.4.3. Do not use force if media representatives refuse to cooperate unless declared an NDA. If photographs are taken after a warning is issued, Air Force officials must ask civilian law enforcement authorities to stop further photography of the exposed classified information and to collect all materials with that coverage.

2.9.5. If no civilian law enforcement authorities are on the scene and media representatives take unauthorized pictures, do not seize the materials or hold the photographer. Instead, the senior Air Force official at the scene or the responsible Air Force installation commander must:

2.9.5.1. Immediately contact the managing editor or news director of the newspaper, magazine, or television station employing the photographer.

2.9.5.2. Explain the situation.

2.9.5.3. Request the return of media coverage having suspected classified information.

2.9.5.4. Explain failure to return the material to military authorities violates federal law (Title 18, *United States Code*, Sections 793(e), 795,797).

2.9.5.5. Review media coverage turned over to the Air Force.

2.9.5.6. Report the action by telephone and follow-up message, when such contact is made, through PA channels to OASD/PA.

2.10. Liaison With Media. Accidents occurring off an installation are under state and local authorities' control. Officials often rope off an area to protect the public from injury or to protect government property from further disturbance. When this is done, the OSC must coordinate media access to the accident site with civilian officials.

2.10.1. If possible, brief the media on safety hazards in the area and the need for preserving the site for investigation and consider escorting media representatives. Air Force personnel do not have authority to physically restrict movement of media representatives.

2.11. Control of Photography Off-Base in a Foreign Country. Air Force officials at the scene must comply with status of forces agreements, the laws of the host nation, and other instructions of the combatant commander responsible for that area. Overseas MAJCOM commanders will publish supplements to this instruction that state policy on relations with media at accident sites.

Section 2D— Aircraft, Missile and Space Accidents--Non-nuclear

2.12. Initial News Release. Write and publicly release a news release within an hour after notification of an accident if possible or as close to an hour after notification of the incident. The release should include as much of the following information as possible. **Note:** If all the information listed below is not available, release any available information. Sample news releases are available on the AF PA CoP. The news release should be sent to SAF/PAO at **safpao.workflow@pentagon.af.mil** in addition to local and regional media.

2.12.1. A general description of the type of accident (crash, mid-air collision, space launch mishap, etc.)

2.12.2. The time and location.

2.12.3. The aircraft, space launch vehicles or missile's departure/launch point and destination or, in the case of satellites, intended orbit (unless that information is classified or foreign country sensitivity precludes release).

2.12.4. The number of crewmembers and passengers aboard.

2.12.5. The type of aircraft, space launch vehicle/satellite or missile. Withhold this information if the aircraft or missile is an experimental type that has not been publicly announced or is on a classified mission and an exact description would reveal the nature of that mission. In these cases, release a general description (for example: "...an Air Force jet aircraft...").

2.12.6. Release unclassified facts about the mission the aircraft and crew were on when the accident occurred. Avoid non-descriptive phrases, such as "on a routine training flight." Instead, describe the purpose of the flight (for example: the specific training involved) and give as many facts about the mission as security permits.

2.12.7. A board of officers will investigate the accident. See paragraphs 2.14. through 2.15.3. for guidance on answering queries about these boards' findings and the cause of the accident.

2.12.8. If an accident occurs overseas, ensure U.S. embassy coordination is obtained prior to release.

2.13. Accident Investigations. Commanders and PA representatives must not speculate about the possible causes of the accident, even if the cause seems obvious. If pressed by a reporter, explain only an accident board is qualified to determine the causes. Explain the processes for the safety investigation board and the accident investigation board. The Safety Investigation Board (SIB) report is not releasable. The Accident Investigation Board (AIB) report is releasable.

2.14. Safety Investigation Board. SIBs are conducted to prevent future mishaps. Safety investigations take priority over accident investigations because of the need to quickly assess the impact on a weapons system's ability to fulfill its national defense role. The SIB convenes within days of the mishap and has approximately 30 days to return its assessment. Safety investigators are given wide-ranging freedoms to assist in quickly moving to conclusion. For example, SIBs have the authority to take testimony under promise of confidentiality and to deliberate on causes and recommendations without bearing a substantial burden of proof. The SIB's conclusions reflect the best professional judgment of the board members. SIB members are specifically selected because of their intimate familiarity with the maintenance, operation, employment roles, and mission of the weapon system involved in the mishap.

2.14.1. The SIB report is in two parts. The first part is factual and passed to the Accident Investigation Board to be incorporated into its report in its entirety. The second part is privileged, meaning it is to be used solely for mishap prevention and is restricted from release outside the Air Force. The privileged portion contains testimony taken under promise of confidentiality, private individual medical material, and a record of the SIB's deliberations.

2.14.2. If a media representative requests the SIB report, direct the representative to the convening authority's PA office. Tell the requester the releasable portions of the SIB report are in the AIB report. If no accident investigation was conducted, media representatives may apply in writing to the Air Force Safety Center at AFSC/IMR, 9700 G Avenue SE, Suite 235A, Kirtland AFB NM 87117-5670, for a copy of the releasable information. Findings, including determination of causes and recommendations, will not be in the material released. Reports generally are not available until 60 to 90 calendar days after an accident.

2.15. Accident Investigation Board. The AIB is also appointed immediately after an accident and begins its investigation as soon as it can do so without interfering with the SIB operations. For an aircraft accident, the board president is a senior pilot, and other team members include a maintenance expert, flight surgeon, judge advocate, and any other needed specialists. The AIB begins its investigation by reviewing the factual information from Part 1 of the SIB report and building on it to determine the cause of the accident. The AIB re-interviews all witnesses and performs any additional testing required. The AIB report includes the board president's opinion about what caused the mishap, using a "clear and convincing evidence" standard. If there is insufficient evidence to meet that high standard, the report will describe the factors believed to have contributed to the accident. After the report is approved, if there are fatalities in the mishap, the families of the deceased or any injured victims are briefed privately prior to public release. **Note**: For space launch mishaps, AIBs are conducted in parallel with SIBs and do not review Part 1 of the SIB report. This is done to ensure timely completion of space launch investigations and release of information to the public and industry. For more information see AFI 51-503, *Aerospace Accident Investigations*.

2.15.1. The AIB report is releasable to the public. The report is completed and released in approximately 60 to 90 days. This timeline allows for technical review, coordination, and approval by the convening authority (usually a MAJCOM commander) and a briefing to family members and any injured victims, if applicable. If a press briefing is held, the AIB president usually serves as the Air Force spokesperson and is available to answer questions.

2.15.2. Requests for accident information should be referred to the convening authority's PA office. The convening authority is the MAJCOM to which the weapon system is assigned. For Air National Guard units, the AIB is handled by the gaining active-duty command. Copies of the AIB report in its entirety can be obtained from the Air Force Safety Center. **Note:** AFSC's mailing address is at paragraph 2.14.2.

2.15.3. Coordinate with MAJCOM PA for local release (community in which the weapon system and/or personnel were assigned) of the AIB report's Executive Summary.

Section 2E— Disturbances

2.16. On-Base Disturbances. Disturbances, such as protests and marches, due to social, political, or economic unrest, can occur on any Air Force installation. PA must ensure their actions do not aggravate the existing situation. PA also must ensure all PA actions are in close coordination with security forces activities. In overseas areas, ensure PA activities during on-base disturbances conform to policies and directives established by the combatant or specified commander and the country team.

2.16.1. Release Authority. The local commander is the release authority. HHQ may issue PA guidance. See Chapter 1, *Media Operations*, for media guidance. Sample news releases are available on the AF PA CoP.

2.16.2. Commander's Responsibilities.

2.16.2.1. Adequately staff the PA office to provide required support during a disturbance, including authorized augmentation where needed, to assist PA personnel.

2.16.2.2. Meet with internal and external media when needed.

2.16.2.3. Approve a message for the Straight Talk Center's telephone answering machine, e-mail and web site, as applicable.

2.16.2.4. Conduct on-base town hall meetings or other open forums to allay fears and address concerns of non-participants and to help stabilize the situation.

2.16.3. PA Responsibilities.

2.16.3.1. Develop Situation Reports (SITREPs). Send SITREPs to MAJCOM PA as warranted. Continue reporting during emergency conditions using priority precedence. Continue reporting during MINIMIZE. SITREPs include:

2.16.3.1.1. Base facilities involved and how affected.

2.16.3.1.2. Number of military personnel involved, both as participants in the disturbance and as members of the control force or in support of the control forces.

2.16.3.1.3. Number of PA augmentation personnel requested or in place.

2.16.3.1.4. Assessment of impact to on-base personnel, including information about previous similar incidents.

2.16.3.1.5. PA actions already taken and known or anticipated media interest.

2.16.3.2. Deploy to Disturbance Area. PA will deploy a person (or persons) with the on-scene response force to provide liaison between the disturbance area and the PA office.

2.16.3.3. Activate, operate, and update the Straight Talk line, e-mail and web page as applicable.

2.16.3.4. Conduct media operations.

2.16.3.4.1. Activate and operate Media Operations Center, if appropriate.

2.16.3.4.2. Respond to local media. Release information about the crisis as soon as it is available.

2.16.3.4.3. Initial News Release. The initial news release should include the nature and background of the disturbance, numbers of personnel involved, damage or injury estimates, command actions, and a statement that the cause is being investigated.

2.16.3.4.4. Escort Media.

2.16.3.4.4.1. Before taking media representatives to the disturbance area, brief them on the current situation, base organizations involved, and any possible risks of personal harm.

2.16.3.4.4.2. Issue a media badge. Coordinate with the security forces to ensure they recognize the badge. Note that media representatives are not allowed beyond the disturbance cordon perimeter, if established, or the edge of the disturbance.

2.16.3.5. After-Action Report. Provide an after-action report to MAJCOM PA within seven days after the end of the disturbance. Report should contain a chronology of PA actions, problems encountered, community and media relations activities, and lessons learned.

2.17. Chemical or Biological Material. If an accident or incident involves chemical or biological material, release information according to AFI 10-2501, *Air Force Emergency Management (EM) Program Planning and Operations*. The release must also comply with more specific instructions given in movement and operations plans or orders and DOD or overseas combatant command policies that apply.

2.18. Terrorism. Because terrorists seek media recognition, media information management must be in the best interest of the hostage if any and the situation. PA screens information disseminated to the media to ensure operational security and force protection and provides communication advice and counsel to those in charge. In general, statements may include U.S. policy that terrorist acts are criminal, that the U.S. Government will make no concessions to terrorists, that ransom will not be paid, and that nations fostering terrorism will be identified and isolated. In response to a possible or real terrorist threat, the PA representative may acknowledge, if appropriate, that increased security measures have been taken (without going into specific detail). PA may also confirm the obvious. Requests for coverage of counter terrorism forces will not be approved. In overseas areas, coordinate announcements with the U.S. Embassy and combatant command PA. Queries or requests for information or photography beyond the above guidance must be referred to OASD/PA.

2.19. Near Mid-Air Collision. In case of a near mid-air collision that is of more than local PA significance, advise HHQ PA of the details and the PA situation. Include any actual or proposed responses to queries. MAJCOMs and FOAs should consider whether SAF/PA should be advised. Responses to news media queries at any level should be coordinated with the appropriate FAA office.

Section 2F— Nuclear Weapons

2.20. Policy for Information Releases After Nuclear Accidents and Incidents. DOD policy is to establish efficient and effective procedures for release of information to the public in the event of nuclear accidents or incidents. However, procedures must be consistent with the policy of neither confirming nor denying the presence or absence of nuclear weapons at any specific location.

2.21. U. S. Initial Public Affairs Responsibility. In the United States and its territories and possessions, OASD/PA retains initial PA responsibility for nuclear weapon accidents and significant incidents. In overseas areas, combatant commanders, in coordination with OASD/PA, have this responsibility, with the exception of losses, thefts, or seizures.

2.22. Neither Confirm Nor Deny (NCND). The presence of nuclear weapons or radioactive nuclear weapon components at any specified location must not be confirmed or denied, except for the following exemptions.

2.22.1. Exception for Public Safety. In the interest of public safety in the United States and its territories and possessions, confirmation of nuclear weapons or radioactive nuclear weapon components may be made by any OSC. The deputy director of operations of the National Military Command Center (NMCC) also may invoke this exception to policy before the OSC arrives, based on available information and coordination with the Air Force Chief of Staff or designee. Notify public authorities in a timely, candid manner to enable them to take public safety actions. Notification is required if the public is or may be in danger of radiation exposure or any other danger posed by the nuclear weapon or radioactive nuclear weapon component. Make confirmation promptly when protective action or evacuation of civilians may be required. These actions may include releasing statements to news media to expedite public safety procedures. Advise SAF/PA and OASD/PA as soon as practicable when confirmation is made directly by the OSC or the deputy director of operations of the NMCC.

2.22.2. Exception To Prevent Public Alarm. To reduce or prevent widespread public alarm in the United States and its territories and possessions, the OSC may issue an official statement of reassurance to the public that confirms or denies the presence of nuclear weapons or radioactive nuclear weapon components. Before the OSC arrives, the deputy director of operations of the National Military Command Center (NMCC) may invoke this exception to policy with available information and in coordination with the Air Force Chief of Staff, or designee. An official confirmation should be accompanied by appropriate assurances, such as that the chance of injury from high explosive detonation or potential exposure to radiation is highly unlikely. The confirmation also may state that use of explosive ordnance disposal teams and evacuation of military personnel is only a protective measure to limit the number of personnel at the accident site. A denial should characterize the accident or incident as a non-nuclear event. Notify SAF/PA and OASD/PA in advance if practical, or as soon as practicable thereafter if this exception to policy is initiated to enable OASD/PA and SAF/PA to continue initial PA responsibilities and ensure release of timely, accurate information at the national level.

2.22.3. Overseas. In overseas areas other than the United States and its territories and possessions, combatant commanders, with concurrence of the host government through the Chief of the U.S. Mission, may officially confirm or deny the presence of nuclear weapons or radioactive nuclear weapon components at the scene of an accident or significant incident in the interest of public safety or to reduce public alarm. Advise SAF/PA and OASD/PA, in advance if practical, if exception to policy is necessary. Inform civil authorities through the Chief of the U.S. Mission of an accident or significant incident involving nuclear weapons or radioactive nuclear weapon components in countries where international agreements require this information. Should a nuclear mishap occur in a country that requires public announcement either for public safety or to ease public alarm where PA coordination procedures are not established, the combatant commander or designee coordinates the announcement with the host government through the Chief of the U.S. Mission.

2.23. Release of Information. Information about any nuclear accident that does not cause a public hazard or undue public alarm must not be released without OASD/PA approval. In event of losses, seizures, or thefts of nuclear weapons, materials, or components by terrorists or other dissident groups, or in the case of seizures of nuclear storage sites or any site or location having a nuclear weapon or nuclear weapon system, release of information must be approved in advance and handled by OASD/PA. However, this does not apply in overseas areas where governmental agreements exist for the release of this information. Terrorist activities on or near an Air Force installation are considered a special case of civil disturbance rather than an accident. For general policies on release of information, see Chapter 1, Media Operations.

2.23.1. Procedures for Release After Nuclear Accidents and Incidents. Within the United States and its territories and possessions, the responsible commander must:

2.23.1.1. Require the on-scene PAO to contact SAF/PA by the most expeditious means. Phone numbers are DSN 225-0640 or commercial (703) 695-0640. During non-duty hours, contact the Air Force Operations Center, DSN 227-6103 or commercial (703) 697-6103 and ask for the SAF/PA duty officer.

2.23.1.2. If action has not been taken by Federal Emergency Management Agency (FEMA) or the Department of Energy (DOE) to establish a joint information center (JIC), establish one near the accident site. Make sure all public information is coordinated at the JIC before release.

2.23.1.3. Direct the release of basic accident or incident information without reference to nuclear material. See sample news releases on the AF PA CoP.

2.23.1.4. If needed, direct the preparation of a proposed follow-up release that is more specific to the situation that involves nuclear weapons, components, or radioactive materials and any conventional high explosives. If the mishap causes a public hazard or undue public alarm, the responsible OSC issues the release on his or her own authority. If there is no public hazard or alarm, OASD/PA approval is required for confirmation or denial of the presence of nuclear material.

2.23.1.5. Notify HHQ and obtain OASD/PA approval of the proposed follow-on release. Both telephonic and message notifications are required.

2.23.1.6. Coordinate all further releases and proposed responses to queries that go beyond the scope of previously approved releases with appropriate members of the JIC or through PA channels to OASD/PA if the JIC has not been formed.

2.23.1.6.1. Community Emergency Action Team (CEAT). When key local officials and civilian and state officials are informed of an accident or significant incident where radiation and other hazards may exist, direct a CEAT be formed by the JIC. The CEAT may include PA, medical, legal, security, communications, administrative, logistics, and other appropriate personnel. As these resources become available, they function under the direction of the OSC and are physically located in the JIC to facilitate coordination.

2.23.1.6.2. Coordinate CEAT activities through the senior federal official (SFO) and with other agency PA activities to ensure a unified approach to working with the community. For military nuclear reactor or radiological accidents, state and local officials may be informed by FEMA in the United States and its territories and possessions.

2.23.1.7. Acknowledge the presence of nuclear weapons, components or radioactive materials, as soon as possible, if the accident or incident causes a public hazard or undue public alarm.

2.23.1.8. Avoid talking about nuclear weapons or materials, beyond the scope of the above guidance, unless authorized by OASD/PA.

2.23.1.9. Ensure the OSC or PA designee establishes communication with OASD/PA immediately if an accident or incident requires implementing public safety measures. Direct communication between the OSC's PA representative and OASD/PA ensures appropriate coordination of PA policy matters and provides timely, accurate information for public release at the national level until the Air Force service response force (SRF) takes responsibility for PA at the scene. Response task forces are provided by Air Force Space Command (AFSPC) for Intercontinental Ballistic Missile (ICBM) accidents within CONUS, Air Combat Command (ACC) for all CONUS non-ICBM nuclear weapons

accidents, or the responsible command or component designated by current service policy. **Note:** Command responsibility of ICBM units transfer from AFSPC to Air Force Global Strike Command (AFGSC) 1 Dec 2009, and command responsibility of CONUS non-ICBM nuclear-capable units transfers from ACC to AFGSC 1 Feb 2010.

2.23.2. MAJCOM Nuclear Accident Planning. PAs for MAJCOMs possessing, storing, or transporting nuclear weapons, or supporting nuclear-capable units should prepare sample PA annexes that can be tailored by the installation PA office. MAJCOMs and FOAs must guide subordinate units, describing what additional supplements or annexes are needed in support of accident or incident plans.

2.23.2.1. Briefing Requirement. DOD Directive 5230.16, *Nuclear Accident and Incident Public Affairs (PA) Guidance*, requires that certain military and civilian people at or near a nuclear-capable installation be briefed to help them understand Air Force procedures for handling nuclear accidents or incidents. However, since there is usually intense local public interest in any Air Force aircraft accident, PAs should consider expanding this briefing to cover aircraft accident procedures in general as well as specific installation issues.

2.23.2.1.1. DODD 5230.16 requires commanders to brief military and civil law enforcement, disaster response, nuclear weapons security force, intelligence and operations officials at least once a year. Areas discussed should include security, base plans, policies, and laws. While face-to-face meetings and briefings are preferred, PAOs have the option, if conditions warrant, to provide the required information through by-name letters, videotapes, or handouts. The sensitive nature of nuclear accidents and incidents requires PA, disaster preparedness, and security forces officials to conduct active PA and education programs with their civilian community counterparts. See DODD 5230.16 for details regarding annual briefings and meetings.

2.24. Information Collection, Records, and Forms.

2.24.1. Information Collections. No information collections are created by this publication.

2.24.2. Records. The program records created as a result of the processes prescribed in this publication are maintained in accordance with AFMAN 33-363 and disposed of in accordance with the AFRIMS RDS located at **https://afrims.amc.af.mil/rds_series.cfm**.

2.24.3. Forms (Adopted and Prescribed).

2.24.3.1. Adopted Forms.

2.24.3.1.1. AF Form 847, *Recommendation for Change of Publication*.

2.24.3.1.2. AF Form 39, *Response to Query*.

2.24.3.1.3. DD Form 441, *Department of Defense Security Agreement.*

2.24.3.1.4. DD Form 553, *Deserter/Absentee Wanted by the Armed Forces*.

2.24.3.2. Prescribed Forms. No forms are prescribed by this publication.

LES A. KODLICK, Colonel, USAF
Director of Public Affairs

Attachment 1

GLOSSARY OF REFERENCES AND SUPPORTING INFORMATION

References

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Abbreviations and Acronyms

ACC— Air Combat Command

AFGSC— Air Force Global Strike Command

AFI— Air Force Instruction

AFMAN— Air Force Manual

AFOSI— Air Force Office of Special Investigations

AFPCC— Air Force Personnel Casualty Center

AFPD— Air Force policy directive

AFR— Air Force Reserve

AFRC— Air Force Reserve Command

AFRIMS— Air Force Records Information Management System

AFSC— Air Force specialty code

AFSPC— Air Force Space Command

AIB— accident investigation board

AMC— Air Mobility Command

ANG— Air National Guard

AO— area of operations

BAH— basic allowance for housing

CC— Commander

CEAT— Community Emergency Action Team

CFR— Code of Federal Regulations

COMPUSEC— computer security

COMSEC— communications security

CONUS— continental United States

CoP— Community of Practice

DCG— disaster control group

DEFCON— defense readiness condition

DOD— Department of Defense

DODD— Department of Defense directive

DODI— Department of Defense instruction

DOE— Department of Energy

DOR— date of rank

DRU— direct reporting unit

DSN— Defense Switched Network

DUSTWUN— duty status-whereabouts unknown

DV— distinguished visitor

EAD— extended active duty, entered active duty

FAA— Federal Aviation Administration

FBI— Federal Bureau of Investigations

FEMA— Federal Emergency Management Agency

FOA— field operating agency

FOE— Follow-on response element

FOIA— Freedom of Information Act

FPCON— force protection condition

HHQ— Higher Headquarters

ICBM— Intercontinental Ballistic Missile

IRE— Initial response element

IRF— initial response force; initial reaction force

JCS— Joint Chiefs of Staff

JIC— Joint Information Center

LA— Los Angeles

MAJCOM— major command

MIA— missing in action

MOC— media operations center

(Added-USAFA) MWC—Mountain West Conference

(Added-USAFA) NCAA—National Collegiate Athletic Association

NCND— neither confirm nor deny

NDA— national defense area; non-disclosure agreement

NMCC— National Military Command Center

NOK— next of kin

NSPS— National Security Personnel System

OASD/PA— Office of the Assistant Secretary of Defense for Public Affairs

OPR— office of primary responsibility

OPREP— operational report

OPSEC— operations security

OSC— on-scene commander

PA— Public Affairs

PAO— Public Affairs office, Public Affairs officer, Public Affairs Media Operations Division

PME— Professional Military Education

POC— point of contact

POW— prisoner of war

RDF— Records Disposition Schedule

(Added-USAFA) RDS—Records Disposition Schedule

RIF— reduction in force

SAF— Secretary of the Air Force

SAF/PA— Secretary of the Air Force Office of Public Affairs

SECDEF— Secretary of Defense

SFO— senior federal official

SG— Surgeon General

SIB— safety investigation board

SITREP— situation report

SJA— Staff Judge Advocate

SRF— Service response force

SSN—- Social Security Number

USAF— United States Air Force

(Added-USAFA) USAFA—United States Air Force Academy

VI— visual information