

**BY ORDER OF THE COMMANDER
944TH FIGHTER WING**



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**944TH FIGHTER WING
Supplement**

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This supplement implements and extends the guidelines of Air Force Handbook 35-115, Public Affairs, Visual Information, 24 November 2020. It establishes the basic guidelines, policies and procedures necessary for official photos. It applies to the 944th Fighter Wing (944 FW), and the geographically separated units (GSU) members. Refer recommended changes and questions about this publication to the Office of Primary Responsibility (OPR) using the Air Force (AF) Form 847, *Recommendation for Change of Publication*; route AF Forms 847 through unit publications/forms manager. Ensure all records created as a result of processes prescribed in this publication are maintained in accordance with Air Force Instruction (AFI) 33-322, *Records Management Program and Information Governance Program*, and disposed of in accordance with the Air Force Records Information Management System (AFRIMS) Records Disposition Schedule (RDS) located at <https://afrims.cce.af.mil/>.

SUMMARY OF CHANGES

This document has been substantially revised and needs to be completely reviewed. Major changes include updating guidance in **Chapter 1** and **Chapter 9** adding subparagraphs and adding **Attachment 2**.

Chapter 1 (Added-944 FW)

VISUAL INFORMATION (VI) AND MISSION ROLES

1.6. (Added) PA Mission. The 944 FW Public Affairs (944 FW/PA) advances Air Force priorities and achieves mission objectives through integrated planning, execution, and assessment of communication capabilities. Through strategic and responsive release of accurate and relevant information and imagery to Department of Defense (DOD), domestic, and international audiences, Public Affairs (PA) puts operational actions into context; facilitates the development of informed perceptions about Air Force operations; helps undermine adversary malign influence; and contributes to the achievement of national, strategic, and operational objectives.

1.6.1. (Added) Prioritized Employment Plan. The 944 FW/PA office provides support according to the following system focused on the commander's priorities, mission essential tasks (METs), urgency, mission impact, agencies supported, and resources available. This system helps control the flow of work and ensures all mission-critical needs are met. When PA personnel are deployed, lower-level priorities will become self-help as determined by the PA Chief. A detailed list of services and their associated priority level can be found at the enclosed prioritization/employment matrix ([Attachment 2](#)):

1.6.2. (Added) METs are those tasks that directly support emergent or operational mission requirements.

1.6.3. (Added) Priority one requests include support for time-critical official investigations, crisis response, contingency operations, and other requests directly affecting the ability of the unit to perform its core operational mission. This includes alert documentation for evidentiary and decisional purposes and assisting senior leaders with public and media interaction during emergencies and contingencies.

1.6.4. (Added) Priority two requests include support for non-time-sensitive official investigations, combat readiness, routine operational mission documentation, critical items in direct support of priorities and initiatives of commanders at wing level or higher, operational test and evaluation missions, and Air Force Reserve Command (AFRC)-directed support. This priority also entails communication to stakeholders and key publics in support of official goals and objectives.

1.6.5. (Added) Non-METs include services that enhance but are not critical to mission accomplishment.

1.6.6. (Added) Priority three requests include routine support for education and training, below wing-level command information, wing-level official recognition programs, and installation support. This generally includes routine communication with internal and external audiences.

1.6.7. (Added) Priority four requests include all other production services not outlined above. It is possible requests at this priority level may be fulfilled through self-help services.

1.6.8. (Added) Priority five requests are items that have been specifically designated as self-help services only.

Chapter 9 (Added-944 FW)

GENERAL GUIDANCE FOR PHOTOGRAPHY, TELEVISION AND OR VIDEO STUDIO OPERATIONS

9.3. (Added) PA Operations. PA promotes public trust and support, Airmen morale and readiness, and global influence and deterrence through the release of timely and accurate information to Airmen, their families, other governmental organizations, and the public. PA tools such as photography, videography, and written products help to communicate and advance our mission of assurance and deterrence.

9.3.1. (Added) Command Information. The preponderance of command activity is communicating with unit personnel. PA will provide effective and efficient communication tools to link Airmen with their leaders. Command information helps Airmen understand their purpose, role, and value to the Air Force and 944 FW mission. A free flow of information to Airmen creates mission awareness and support, increases their effectiveness as Air Force ambassadors, reduces the spread of rumors and misinformation, enhances Airmen and family readiness, and provides avenues for feedback.

9.3.2. (Added) Media Operations. PA facilitates engagement and two-way communication with the media, which is often one of the most rapid and credible means of affecting the information environment. Maintaining an open, honest, and accessible media posture within operations security (OPSEC) constraints results in greater accuracy, context, and timeliness media reporting. Personnel assigned to 944 FW will coordinate all official media requests and queries through 944 FW/PA or their higher headquarters PA office.

9.3.3. (Added) Security and Policy Review. PA ensures information intended for public release will not adversely affect national security, harm the Air Force reputation, or threaten the safety, security, or privacy of Air Force personnel. Personnel must obtain necessary security and policy review before releasing official imagery, documents, information, or proposed statements publicly.

9.3.4. (Added) Visual Information (VI). PA is required by law to collect, preserve, and accession VI products to meet operational, informational, training, research, legal, historical, and administrative needs. Visual products, such as photo, video, and graphics, support effective communication and document the Air Force's visual history through the accessioning process for future generations.

9.3.5. (Added) Studio Photography. The 944 FW/PA has scheduled studio times for bios, applications for special duty assignments, award and promotion packets, citizenship applications, annual award winners at group-level and above, and chain-of-command photos for squadron-level leadership and up. To schedule a request please use the Public Affairs Productive Portal: <https://safpa.appianportalsgov.com/request>. We will no longer take walk ins.

9.3.6. (Added) Availability. PA Airmen and resources will be available for all legitimate requirements during normal duty hours of 0800-1600 and on Unit Training Assembly (UTA) weekends, while also balancing the need for upgrade training, administration, and other office sustainment functions. The PA team strives to support all requests outside of stated duty hours; however, consideration will be based on personnel availability and mission related newsworthiness of the request. Final approval will be at the discretion of 944 FW/PA leadership. During non-duty hours, the on-call PA representative can be contacted through the command post.

9.3.7. **(Added)** Requesting Support Submit PA support requests to the 944 FW/PA via the Public Affairs Productivity Portal website: <https://safpa.appianportalsgov.com/request>, as far in advance as possible, but no less than 15 calendar days prior to the requested service. Advance notice provides PA the ability to ensure the necessary equipment and personnel are available. Failure to coordinate in advance will reduce the likelihood of PA support.

9.4. (Added) 944 FW Official Photos. All photographs taken by the Public Affairs (PA) office are considered "Official Department of Defense (DoD) Imagery."

9.4.1. **(Added)** Studio Photography. Studio photography is by appointment only and available for official portraits, applications for special duty assignments, and citizenship applications as required by Department of Air Force Instruction (DAFI). Chain-of-command studio photography will be provided for leadership at the squadron-level and above (commander, deputy/vice commander, senior enlisted leader, and first sergeant) as well as annual award winners at the wing-level and above. Electronic copies will be provided to the requestor.

9.4.2. **(Added)** Group Photos. Units at the squadron-level and above are authorized one group photo per calendar year. Ideally, these will be taken following the wing photo, but if not, the requested unit/individual is responsible for providing additional equipment as needed by the photographer (i.e. stand, cherry picker, etc.), other desired equipment (i.e. static aircraft, vehicles, other props), and coordinating all logistics (i.e. site reservations). Requesters are also responsible for ensuring the unit is in place no later than 15 minutes prior to the photograph start time.

9.4.3. **(Added)** Responsibility. Each Public Affairs staff member is responsible for taking all imagery and insuring it meets AF/DoD standards. The PA office will archive all digital images for at least one year from the date the image was taken. It is the responsibility of requester to follow the guidelines below.

9.5. (Added) Guidelines:

9.5.1. **(Added)** Department of Defense military and civilians can request official photos:

9.5.1.1. **(Added)** Quarterly/Annual Award Winners (during respective quarters/year).

9.5.1.2. **(Added)** Bio photos for official bios.

9.5.1.3. **(Added)** Victim Advocates.

9.5.1.4. **(Added)** Special duty packages.

9.5.1.5. **(Added)** All others will be at the discretion of the PA office. Justifications must be noted on the AF Form 833, *Multimedia Work Order*.

9.5.2. **(Added)** Scheduling:

9.5.2.1. **(Added)** The customer must schedule an appointment with the PA office at least 24 hours prior to appointment.

9.5.2.2. **(Added)** Appointments are scheduled for 30-minute increments between 9 a.m. to 11 a.m. and 1 p.m. to 3 p.m., Monday - Friday and on UTA weekends.

9.5.2.3. **(Added)** Appointments for full-length photographs must be scheduled between 1 p.m. to 3 p.m.

9.5.2.4. **(Added)** Squadrons may schedule a block of time for Isolated Personnel Reports (ISOPREPS), special badges, et cetera.

9.5.2.5. **(Added)** Walk-ins will be accepted on a case-by-case basis.

9.5.3. **(Added)** What to bring to appointment:

9.5.3.1. **(Added)** Work order filled out (provided by the PA office).

9.5.3.2. **(Added)** Printed copy of Awards and Decorations (via virtual Military Personnel Flight (vMPF)).

9.5.3.3. **(Added)** Documentation regarding special requirements for special duty packages.

9.5.3.4. **(Added)** Appropriate uniform with all accouterments.

9.5.4. **(Added)** Personal appearance must conform to Department of the Air Force Instruction (DAFI) 36-2903, *Dress and Personal Appearance of Military Personnel*:

9.5.4.1. **(Added)** If the customer does not comply with the AFI, the studio photographer reserves the right to reschedule the appointment without taking any images until all discrepancies are corrected.

9.5.5. **(Added)** Rescheduling due to late arrival/missed appointments:

9.5.5.1. **(Added)** If the customer is late by more than 15 minutes, their appointment will automatically be cancelled.

9.5.5.2. **(Added)** This appointment is considered an "official appointment." Late or failing to show will result in an email to the customer's leadership.

9.5.5.3. **(Added)** The direct supervisor of the customer must call to reschedule the appointment.

9.5.6. **(Added)** Receiving products/ Re-shooting:

9.5.6.1. **(Added)** After the session, the photographer will review the images with the customer.

9.5.6.2. **(Added)** The customer will choose the "best image" which will be cropped, edited and emailed within the given timeframe.

9.5.6.3. **(Added)** By signing the work order form, customers are acknowledging they are pleased with image, and it complies with DAFI 36-2903.

9.5.6.4. **(Added)** Reasons for reshooting, promotion, updated ribbon rack, etc.

9.5.6.5. **(Added)** Images will not be re-shot due to superficial reasons; blemishes, "bad hair day," etc.

9.5.7. **(Added)** Product turn - around:

9.5.7.1. **(Added)** Digital copies - within 24 hours.

9.5.7.2. **(Added)** Hard copies - within 48 hours. Hard copies will only be given for official use. Justification must be noted on the work order form.

9.5.7.3. **(Added)** The requester is responsible for picking up hard copies at the PA office after receiving confirmation via email of product completion. If you do not receive your products within the given time frame, please feel free to contact PA.

9.5.8. **(Added)** “Touch ups”:

9.5.8.1. **(Added)** Alterations to official images are prohibited as stated in AFI 35-101, *Public Affairs Operations*.

9.5.8.2. **(Added)** Exceptions to the above are cropping, minor adjustments to lighting, and color correcting.

TODD D. RIDDLE, Colonel, USAF
Commander, 944th Fighter Wing

Attachment 1 (Added-944 FW)**GLOSSARY OF REFERENCES AND SUPPORTING INFORMATION*****References***

AFH 35-115, *Visual Information*, 23 Nov 20

AFI 33-322, *Records Management and Information Governance Program*, 22 Mar 20

AFI 35-101, *Public Affairs Operations*, 19 Nov 20

DAFI 36-2903, *Dress and Personal Appearance of Military Personnel*, 28 Feb 24

Adopted Forms

AF Form 833, *Multimedia Work Order*

AF Form 847, *Recommendation for Change of Publication*

Abbreviation and Acronyms

AF—Air Force

AFI—Air Force Instruction

AFRC—Air Force Reserve Command

AFRIMS—Air Force Records Information Management System

DAFI—Department of the Air Force Instruction

DoD—Department of Defense

GSU—Geographically Separated Units

ISOPREP—Isolated Personnel Reports

MET—Mission Essential Task

PA—Public Affairs

OPR—Office of Primary Responsibility

OPSEC—Operations Security

RDS—Records Disposition Service

UTA—Unit Training Assembly

VI—Visual Information

vMPF—Virtual Military Personnel Flight

Attachment 2 (Added)

944FW/PA PRIORITIZATION MATRIX

Table A2.1. (Added) 944FW/PA Prioritization Matrix.

1. Communication Planning		
Activity	35-series DAFI Reference	Priority
1.1. Communication Planning	AFMAN 35-101, Chapter 2	II
1.2. PAG/Talking Point Development	DAFI 35-101, Chapter 2	II
1.3. Operational/Wing Plan Coordination	DAFI 35-101, Chapter 1 and 2	III
2. Community Engagement		
Activity	35-series DAFI Reference	Priority
2.1. Air Force Tour Program/ Base Tours	DAFI 35-101, Chapter 4	IV
2.2. Aviation Support	DAFI 35-101, Chapter 4	IV
2.3. Civic Leader Activity	DAFI 35-101, Chapter 4; AFMAN 35-101, Chapter 5	III
2.4. Community Complaint Response	AFMAN 35-101, Chapters 5 and 6	III
2.5. Honorary Commander Program	DAFI 35-101, Chapter 4; AFMAN 35-101, Chapter 5	III
2.6. Legislative Liaison Support	DAFI 35-101, Chapter 4	II
2.7. Military Participation in Off-Base Events	DAFI 35-101, Chapter 4	III
2.8. PA Representation (off-base)	DAFI 35-101, Chapter 4	IV
2.9. Request for Information (non-media)	AFMAN 35-101, Chapter 5	III
2.10. Speeches/ Speaker's Bureau	DAFI 35-101, Chapter 4	IV
3. Public Affairs Operations		
Activity	35-series DAFI Reference	Priority
3.1. Crisis Communication	DAFI 35-101, Chapter 3; AFMAN 35-101, Chapter 4	I
3.2. Command Information	DAFI 35-101, Chapter 5	-
3.2.1. Wing Marquee	No specific reference	IV
3.2.2. Official Web	DAFI 35-101, Chapter 5	
3.2.2.1. Content Generation/Posting	DAFI 35-101, Chapter 5	II
3.2.2. Official Bios and Fact Sheets	DAFI 35-101, Chapter 5	II
3.2.2.3. Social Media Posting/Engagement	DAFI 35-101, Chapter 5	III
3.2.2.4. Web/Social Media Analysis	DAFI 35-101, Chapter 5; AFI 1-1, Air Force Standards, 7 August 2012	III
3.3. Environmental PA	DAFI 35-101, Chapter 6	IV
3.4. Joint Hometown News Service	DAFI 35-101, Chapter 5	III
3.5. Media Operations	DAFI 35-101, Chapters 2 and 3	IV
3.5.1. Media Analysis (news clips)	DAFI 35-101, Chapter 1	-
3.5.2. Media Engagement (pro-active)	DAFI 35-101, Chapter 2	II
3.5.3. Media Escort (non-crisis)	DAFI 35-101, Chapter 2; AFMAN	II

	35-101, Chapter 3	
3.5.4. Media Training (non-crisis)	DAFI 35-101, Chapters 1 and 2	II
3.5.5. News Conference (non-crisis)	DAFI 35-101, Chapter 2	III
3.5.6. News Release (non-crisis)	DAFI 35-101, Chapters 2 and 3	III
3.5.7. Response-to-Query (non-crisis)	DAFI 35-101, Chapters 2 and 3	III
3.6. PA Travel	DAFI 35-101, Chapter 8	II
3.7. Security and Policy Review	DAFI 35-101, Chapter 9	III
		III

Notes:

1. This matrix serves as a guide for 944 FW/PA's day-to-day activities. In some cases, an item that falls into one priority level (for example, priority level three) may receive support at a higher priority level (for example, priority level two) if deemed necessary by 944 FW/PA or Wing leadership.

2. Items that fall into a category not listed in this matrix will be prioritized at the discretion of 944 FW/PA leadership.

3. Work Order Priority System:

- Priority I – Urgent, completed within 24 hours
- Priority II – Time sensitive, completed within three workdays
- Priority III – Routine, completed within 5 workdays
- Priority IV and V – case-by-case basis, completed as available

4. VI resources are DOD assets intended to support mission requirements and are not authorized for the following events and activities:

- a. Social functions (i.e. hails and farewells, fundraisers, get-togethers, promotion parties, etc.)
- b. Private photo shoots not associated with an official unit sanctioned event
- c. Squadron/Booster club/Non-Profit events (i.e. picnics)
- d. Support to private organizations
- e. Support to Non-Appropriated Funds events