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SECRETARY OF THE AIR FORCE**

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COMMUNITY ENGAGEMENT

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This instruction implements Air Force Policy Directive (AFPD) 35-1, *Public Affairs Management*, and procedures for planning and executing community relations and civic outreach programs. It also implements Department of Defense Directive (DODD) 5410.18, *Public Affairs Community Relations Policy*; DOD Instruction (DODI) 5410.19, *Public Affairs Community Relations Policy Implementation*. Read this instruction with Joint Publication 3-61, *Public Affairs*; Air Force Instruction (AFI) 11-209, *Aerial Event Policy and Procedures*; and AFI 34-108, *Commercial Sponsorship and Sale of Advertising*. This publication requires the collection and/or maintenance of information protected by the *Privacy Act of 1974*, authorized by Title 5 United States Code (U.S.C.) § 552a. The applicable Privacy Act System of Records Notice(s) (SORN) F035 AF AFNEWS A, Hometown News Release Background Data File and F035 AF SAFPA C, Official Biographies are available at <http://dpcl.d.defense.gov/Privacy/SORNsIndex/DOD-Component-Notices/Air-Force-Article-List/>. Ensure that all records created as a result of processes prescribed in this publication are maintained in accordance with (IAW) Air Force Manual (AFMAN) 33-363, *Management of Records*, and disposed of IAW the Air Force Records Disposition Schedule (RDS) in the Air Force Records Information Management System. When a requirement is mandated for compliance at the wing level throughout this instruction, the requirement is tiered following the sentence/paragraph that drives the requirement. The authorities to waive wing/unit-level requirements are identified with a tier number (T-0, T-1, T-2, T-3) following the compliance statement. See AFI 33-360, *Publications and Forms Management*, Table 1.1, for a description of the authorities associated with tier numbers. Submit requests for waivers through the chain of command to the appropriate tier waiver approval authority or to Secretary of the Air

Force Public Affairs Engagement Division (SAF/PAY) for non-tiered compliance items. 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 publication may be supplemented at any level, but all supplements must be routed to the OPR of this publication for coordination prior to certification and approval. This instruction applies to Air Force Active Duty, Air Force Reserve Command (AFRC), and Air National Guard (ANG) units, contractors and Civil Air Patrol when performing functions of the Air Force unless otherwise noted.

SUMMARY OF CHANGES

This Instruction has been substantially changed and requires complete review. Major changes include: addition of required Tier compliance items, incorporation of non-media elements of the rescinded AFI 35-103, *Public Affairs Travel*, as well as new guidance from higher headquarters.

Per AFI 33-360, table of contents will be generated by AFDPO and is not submitted by the OPR as part of the draft.

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Chapter 1

PURPOSE AND OBJECTIVES

1.1. Purpose of Community Engagement. Community and public engagement is a crucial Departmental activity that reinforces trust and confidence in the United States military and in its most important asset – people. Proactive community outreach ensures we connect with the American people and our partner nations outside the continental United States (OCONUS) to inspire the best and most qualified candidates to serve; support our troops at home and in dangerous places throughout the world; and ultimately transition our military families back into communities ready to support them through education, employment, and wellness initiatives. These proactive engagements showcase our superior combat power, demonstrate readiness to defend the Nation, and help to preserve the all-volunteer force. Effective engagement builds an informed public that is more inclined to support military operations and less susceptible to the effects of adversary misinformation or inaccurate information in the public sphere.

1.1.1. Community Engagement. Community engagement encompasses activities of interest to the general public, businesses, academia, veterans, service organizations, military-related associations, and other non-news media entities. Targeted engagements with and through various groups enhance mutual understanding, cooperation, and support necessary to create desired effects that support the Air Force’s communications objectives. There are also other programs managed externally from public affairs that have a community engagement component (i.e. encroachment management, Air Installation Compatible Use Zone (AICUZ) program, and science, technology, engineering and mathematics (STEM) outreach, etc.).

1.2. Objectives of Community Engagement.

1.2.1. Increase public awareness and understanding of the armed forces and the mission, policies, and programs of the Air Force.

1.2.2. Support Air Force recruiting by inspiring patriotism and encouraging men and women to serve in the military.

1.2.3. Maintain a reputation as a good neighbor as well as a respected and professional organization charged with the responsibility of national security.

1.2.4. Preserve new and enduring overseas relationships with allies, coalition, and multi-national partners.

Chapter 2

ROLES AND RESPONSIBILITIES

2.1. Director, Secretary of the Air Force Office of Public Affairs (SAF/PA). The overall responsibilities for the SAF/PA Director are outlined in AFI 35-101, *Public Affairs Responsibilities and Management*; with regard to community engagement responsibilities, the SAF/PA Director will:

- 2.1.1. Advise and prepare Air Force senior leaders to communicate strategically.
- 2.1.2. Develop and implement policy and processes to conduct proactive PA programs and activities.
- 2.1.3. Manage and assess Air Force-level programs to educate publics about the inherent capabilities of air, space, and cyberspace power and the core values of Air Force members.
- 2.1.4. Synchronize and integrate the communication and engagement efforts of Air Force organizations and personnel to ensure information from official sources is accurate and consistent with Air Force policy.

2.2. Chief, Engagement Division (SAF/PAY).

2.2.1. Develop and execute public engagement programs to build sustained public understanding, trust and support for Air Force personnel and missions, to include oversight of community engagement policies. The division's responsibilities include the following:

- 2.2.1.1. Recommends, coordinates and supports Air Force speakers, aviation assets, think tank events, and coordinates with other Air Force entities (bands, honor guards, etc.) for appearing at key events open to the general public.
- 2.2.1.2. Manages the Air Force public flyover and national speakers programs.
- 2.2.1.3. Serves as the public affairs liaison to Air Force Recruiting Service.
- 2.2.1.4. Manages civic leader engagements, increasing awareness and understanding of the Air Force among influential individuals at the national, state and local levels through community leader visits, the National Civic Leader Program, and other civic leader orientation programs.
- 2.2.1.5. Conducts and executes engagement strategies through the Air Force's Opinion Leader Engagement program by facilitating on- and off-the-record conversations.
- 2.2.1.6. Cultivates relationships with Air Force senior leaders and key opinion leaders such as think tanks, industry experts and academic scholars who shape national and global security policy.

2.2.2. Supervise Los Angeles Entertainment field office. Projects and protects the Air Force image by serving as liaison between the Air Force and the motion picture and entertainment industries.

2.3. Director , MAJCOM, FOA, DRU, Office of Public Affairs. The overall responsibilities for the major command (MAJCOM), field operating agency (FOA) and direct reporting unit

(DRU) PA Directors are outlined in AFI 35-101 with regard to community engagement responsibilities, the MAJCOM, FOA and DRU PA Directors will:

- 2.3.1. Plan, coordinate, integrate, synchronize, execute, and assess PA community engagement programs and activities to achieve mission objectives.
- 2.3.2. Prepare MAJCOM senior leaders for community engagements.
- 2.3.3. Provide oversight of geographically-assigned regional bands, where assigned.
- 2.3.4. MAJCOMs and FOAs will keep SAF/PA advised of significant community engagement programs, problems, and needs. **(T-1)**.
- 2.3.5. Maintain records of community engagement programs and activities. **(T-2)**.
 - 2.3.5.1. Records include, at a minimum, date, place, and nature of the event; sponsoring organization; names and titles of sponsoring officials; names and titles of principal military participants; speakers, marching units, bands, exhibits, demonstrations, and equipment; administrative support provided; estimated size of civilian audience; and total additional cost to the government, if incurred.
 - 2.3.5.2. Records require sufficient detail to provide a basis for evaluating program effectiveness, answering inquiries from Congress, the media, and the general public; providing recognition of outstanding command or individual accomplishments; and ensuring proper national level planning and coordination of programs involving other activities of the U.S. Government and foreign governments.
- 2.3.6. Coordinate with wing-level public affairs offices on community engagement activities or issues, as required.

2.4. Director, Component Numbered Air Force Office of Public Affairs (C-NAF/PA). The overall responsibilities for the C-NAF/PA Director are outlined in AFI 35-101; with regard to community engagement responsibilities, the C-NAF/PA Director will:

- 2.4.1. Provide counsel on community engagement issues for senior leaders.
- 2.4.2. Coordinate with wing-level public affairs offices on community engagement activities or issues, as required.

2.5. Chief, Wing Public Affairs.

- 2.5.1. Manage, plan, execute and analyze the effectiveness of wing community engagement programs and activities. Results from analyses should be used to develop future plan and strategy development.
- 2.5.2. Identify and foster engagement opportunities and activities with community, civic, business, and governmental leaders and organizations to enhance the understanding and support for military operations and its role in national defense.
- 2.5.3. Provide counsel on community engagement issues for senior leaders.
- 2.5.4. Overall responsibilities for the wing Chief of PA are outlined in AFI 35-101.

Chapter 3

PROGRAM APPROVALS AND PARTICIPATION

3.1. Approval for Programs. Except where prohibited by this instruction, MAJCOM commanders, AFRC commander, and the ANG commander have the authority to approve the use of community engagement resources (speakers, bands, honor guard, etc.). They may grant approval authority to appropriate subordinate commanders at their discretion. Wing commanders must refer proposals for community engagement programs exceeding local support capability or the scope of local PA responsibility to the MAJCOM or next level higher headquarters with a description of the anticipated scope of the program, comments concerning expected civilian reaction, recommendations, and predicted benefits. Coordinators requesting approvals should provide event information to the local Air Force Office of Special Investigations (AFOSI) for their situational awareness. Ensure all community engagement planning, coordinating and execution is in accordance with DODD 5400.7 and AFI 33-332, *Air Force Privacy and Civil Liberties Program (T-1)*. SAF/PA and/or OASD/PA will retain approving authority for events in paragraph 3.1.1.

3.1.1. OASD/PA will approve:

3.1.1.1. Public Affairs participation in programs outside the United States. Requests are coordinated with the COCOM Public Affairs, SAF/PA and OASD/PA. (T-0)

3.1.1.2. Aerial review requests involving more than one service, or multiple types of aircraft. (T-0)

3.1.1.3. Preseason, postseason, or known programmed national sports and professional athletic events and other national level events within the United States. SAF/PA approves with notification to OASD/PA, as required. (T-0)

3.1.2. SAF/PAY will approve:

3.1.2.1. All Air Force support of community relations programs in the National Capital Region (NCR), except speaking engagements to foreign groups. The NCR is defined by DODI 4515.14, *DOD Support for Travel of Members and Employees of Congress*, and includes the District of Columbia; Montgomery and Prince George's counties in Maryland; Arlington, Fairfax, Loudoun, and Prince William counties in Virginia; and the cities of Alexandria, Fairfax, and Falls Church in Virginia. (T-0)

3.1.2.2. National and international programs, including conventions and meetings, except those in overseas areas under combatant or specified commanders (i.e. Special Olympics events, friendship festivals, etc.).

3.1.2.3. Programs requiring liaison between DOD and Washington, D.C., offices of national non-government organizations and groups, except Air Force special interest groups such as the Air Force Association (AFA) and the Air Force Sergeants Association (AFSA).

3.1.2.4. Programs providing information or other support to national organizations, including business and industry groups.

3.1.2.5. Non-local Civic Leader Tours. Submit a completed tour plan, to include justification, for review through MAJCOM/ PA offices and to SAF/PAY before making commitments or formally inviting guests. **(T-1)**. For guidance on preparing tour plans, wing PA offices will coordinate with their respective MAJCOM/PA.

3.1.2.6. Proper level of support for aircraft, related equipment, and support personnel requests for participation in public events such as airshows, flyovers or national level events.

3.1.3. Commanders.

3.1.3.1. Wing commanders are authorized to participate routinely in local events jointly planned and conducted by border communities of the United States, Mexico, and Canada. Local unit commanders are required to consult with NORTHCOM/PA, SAF/PAY and appropriate U.S. consular officials in the Mexican and Canadian communities involved. **(T-0)**.

3.1.3.2. MAJCOM commanders. Within the United States, MAJCOMs coordinate community engagement programs and public events with combatant and specified commands significantly affected. DOD requires combatant/specified commands to coordinate with HQ USAF and MAJCOMs on programs requiring Air Force support. **(T-0)**

3.1.3.3. Combatant Commanders. Per the Secretary of Defense, combatant commanders will be responsible for approving and participating in overseas public events. This authority may be delegated. While Air Force MAJCOMs overseas operate their programs to conform to this regulation, policy direction and guidance provided by combatant command headquarters takes precedence. Air Force MAJCOMs overseas must also advise SAF/PA when taking part in any public event that significantly affects operations, garners international media coverage or requires major administrative, financial, or logistical support.

3.2. Participation in Public Events. Air Force participation and use of equipment in public events enhances public understanding of the Air Force mission. Within legal and policy limitations, commanders at all levels who plan or conduct a community engagement program must consider the interests of the Air Force and the community as a whole. **(T-1)**. Since limitations of time and money make it impossible to grant all requests, public affairs will take all appropriate requests into equal consideration and recommend approval based on common factors that are in the best interests of the Air Force and taxpayer. **(T-1)**.

3.2.1. Participation Guidelines:

3.2.1.1. Noninterference basis. Ensure there is minimal interference with normal training or operational activities, the event is economically feasible, and that appropriate resources are available.

3.2.1.2. Transportation. For base visits, transportation may be provided without reimbursement, except airlift, if it makes the visit more efficient and is in the best interest of the Air Force. Reference AFI 24-301, *Vehicle Operations*.

3.2.1.3. Endorsement of Entertainment Groups. Allowing groups to provide entertainment on base to military people, civilian employees, or family members does not

constitute an endorsement. Promotion of (or appearing to involve the promotion of) the group's objectives through handouts, speeches, program content, or other forms of promotion connected with the entertainment (including the period before and after the entertainment) is prohibited. Commanders must ensure participation is in good taste, appropriate in scope and type, and in keeping with the dignity of the Air Force. **(T-1)**. Participation should be coordinated with other military services and Air Force units if they are involved.

3.2.1.4. **Wear of Uniform.** Air Force members may appear in uniform at local community-wide, civic-sponsored events only when the approving commander believes participation is appropriate and in good taste; the individuals volunteer for the assignment; there is no interference with military duties or operations; participation involves no additional cost to the government; and the event meets the basic participation criteria in paragraph 3.2.2. This applies to the active-duty and Reserve components. For more information on the wear of uniforms for public appearances reference AFI 36-2903, *Dress and Personal Appearance of Air Force Personnel*, and consult with the installation legal office and MAJCOM/ PA.

3.2.1.4.1. Uniform wear restrictions due to force protection considerations must be adhered to in a combatant commander's area of operations. **(T-1)**

3.2.2. **Participation Criteria.** To ensure every planned event complies with public law and DOD policy, at least one condition in each of the following participation criteria categories must be met: Program, Sponsor, Support, and Site. **(T-1)**.

3.2.2.1. **Participation Criteria—Program.**

3.2.2.1.1. **Approved:**

3.2.2.1.1.1. Directed by Public Law, executive order, or the Secretary of Defense.

3.2.2.1.1.2. Official federal government or civil ceremonies or functions.

3.2.2.1.1.3. Events or occasions of general interest or benefit to a local, regional, or national community that are open to the general public. Closed events may be considered of common interest and mutual benefit to the community if invitations are extended to a broad cross-section of a diverse community.

3.2.2.1.1.4. In direct support of Air Force recruiting programs.

3.2.2.1.1.5. Patriotic in nature for the celebration of an official local, state, regional, or national holiday.

3.2.2.1.1.6. Supporting DOD-approved united, federated, or joint fundraising campaign, such as the Combined Federal Campaign (CFC). **(T-0)**

3.2.2.1.1.7. **Fundraising Events.** In general the Air Force will not provide support to fundraising events. Limited logistical Air Force support of local fundraising programs may be provided when the program is local in nature and of community-wide interest and benefit. PA must ensure support is incidental in nature. **(T-1)**. Care should be given to ensure support does not give preferential treatment to a single event or cause, even when the prospective recipient(s) is covered by the CFC. Refer to DOD 5500.07-R, *Joint Ethics Regulations*, for

additional information or contact the legal office for additional guidance. PA must ensure logistical support meets all the proper criteria outlined below. (T-0).

3.2.2.1.1.7.1. The event cannot interfere with the performance of official duties or detract from readiness.

3.2.2.1.1.7.2. Community engagement with the local community and other PA/military training interests are served by the support.

3.2.2.1.1.7.3. The association of the Air Force and DOD with the event is in the Air Force's best interest.

3.2.2.1.1.7.4. The event is of interest and benefit to the local community as a whole, the base, command or organization providing the support.

3.2.2.1.1.7.5. The installation providing logistical support is able and willing to provide the same support to similar non-federal entity events that meet the criteria.

3.2.2.1.1.7.6. The use is not restricted by other statutes or regulations.

3.2.2.1.1.7.7. No admission fee is charged for the portion of the event supported by the Air Force beyond what covers the reasonable costs of sponsoring the event.

3.2.2.1.1.7.8. A military band, color guard or choral group, or portion of a group, flyover or static display is not logistical support and is generally not available to support non-federal entity fundraising events. For more information, contact the base legal office or higher headquarters.

3.2.2.2. Disapproved:

3.2.2.2.1. Intended to, or which appears to endorse, selectively benefit, or favor any private individual, special interest group, business, religious, ideological movement, commercial venture, political candidate, or organization.

3.2.2.2.2. For the purpose of soliciting votes in a political election or events that provide a platform for a political message. Refer to AFI 51-902, *Political Activities by Members of the US Air Force*, and the DOD Public Affairs Guidance for Political Campaigns and Elections for additional information.

3.2.2.2.3. Commercially sponsored and intended to increase sales and business traffic (such as a business/mall grand opening, motion picture promotion, or beauty pageant).

3.2.2.2.4. In a situation where the intended or apparent purpose is to stage controversy or public confrontation or to gain media visibility or notoriety, such as social media "viral videos."

3.2.3. Participation Criteria — Sponsor

3.2.3.1. Approved:

3.2.3.1.1. Local, state, or federal governments. For OCONUS events, participation is dependent on the type of event and the level of government official(s) requesting support.

3.2.3.1.2. Veterans, military-service related, patriotic, or historical organizations, or their auxiliaries.

3.2.3.1.3. Civic, service, youth, professional, educational, trade, or labor organizations interested in supporting the Air Force (but not by fundraising).

3.2.3.1.4. A commercial enterprise when Air Force support is patriotic in nature, is incidental to the primary program, and does not selectively benefit the commercial activity of the sponsor. The sponsor's role must be clearly civic in nature and not commercial.

3.2.3.1.5. A public school, college, or university or nonpublic school, college, or university where the program is of community-wide interest and benefit. The program is free, open to all, and broadly promoted. It is clearly an educational, patriotic, or recruiting program.

3.2.3.1.6. Organizations with a narrow membership base or interest (religious or sectarian groups or organizations, ideological movements, and political organizations and campaigns) when it is clear that support primarily benefits of the community at large or the Air Force, as opposed to benefiting the sponsoring organization.

3.2.3.1.7. Air Force bands, performers, and other units may perform on television and radio programs. The programs are on public service broadcasts, and participation does not benefit or endorse any commercial enterprise. Bands, performers, and other Air Force units may appear on national or regional commercial programs only with approval of OASD/PA through SAF/PA. Requests are made through PA channels at least 60 days in advance. See AFI 35-110, *U.S. Air Force Bands*, for more information.

3.2.3.2. Disapproved:

3.2.3.2.1. Any organization that excludes anyone from its membership because of race, religion, color, national origin, gender or sexual orientation.

3.2.3.2.2. A commercial enterprise, unless Air Force support is patriotic, incidental to the primary program, and does not selectively benefit the commercial activity, whose role is clearly civic in nature.

3.2.3.2.3. Any organization whose constitution, by-laws, membership qualifications, or ritual is not available to the general public. Examples are secret societies and many fraternal organizations.

3.2.3.2.4. A sect, partisan political organization, or ideological movement.

3.2.4. Participation Criteria — Support.

3.2.4.1. Approved:

3.2.4.1.1. Authorized by Public Law, executive order, or the Secretary of Defense.

- 3.2.4.1.2. That can be reasonably expected to bring credit to the individuals involved and to the Air Force and at no additional cost to the government.
- 3.2.4.1.3. Where admission is charged, if the support is incidental to the primary event such as sporting events or air shows, including Service Academy sports events, and military aerial demonstration team performances approved in accordance with DOD policy.
- 3.2.4.2. Disapproved:
 - 3.2.4.2.1. When support might interfere with customary or regular employment of civilians in their art, trade, or profession.
 - 3.2.4.2.2. Use of Air Force resources, services, or facilities which are reasonably available from commercial sources and where such use would be perceived as unfair competition.
 - 3.2.4.2.3. Involves the use of active-duty, ANG, AFRC, Reserve Officer Training Corps (ROTC) personnel or U.S. Air Force Academy (USAFA) cadets in uniform outside military bases as ushers, guards, parking lot attendants, drivers, runners, messengers, escorts, baggage handlers, for crowd control, or in any other demeaning, unlawful or inappropriate capacity.
 - 3.2.4.2.4. Would interfere with military needs or operational requirements.
 - 3.2.4.2.5. Selectively benefits an event sponsor in that the same support would not or could not normally be provided to all similar groups or organizations that request it.
 - 3.2.4.2.6. Would entail illegal remuneration of DOD personnel or organizations.
- 3.2.5. Participation Criteria—Location.
 - 3.2.5.1. Approved:
 - 3.2.5.1.1. Open and free of charge to the public with admission, seating, and other facilities available to all without regard to race, religion, color, national origin, gender or sexual orientation.
 - 3.2.5.1.2. On a military base.
 - 3.2.5.1.3. At a local, state, or federal property, facility, or building.
 - 3.2.5.1.4. Bona fide community centers.
 - 3.2.5.1.5. At a private commercial building when the program is of community-wide interest and open to the public, patriotic, or when participation is incidental to the primary program and does not appear to selectively benefit any commercial business.
 - 3.2.5.1.6. In a building or facility used for religious purpose, when programs are of community-wide interest, nonsectarian, broadly promoted, and when the activity is not part of a religious service.
 - 3.2.5.1.7. In a shopping mall or center only when programs are directly related to recruiting or patriotic activities and do not appear to selectively benefit any commercial business.
 - 3.2.5.2. Disapproved:

3.2.5.2.1. Not open to the general public, and admission, seating, or other accommodations are barred to any person because of race, religion, color, national origin, gender or sexual orientation.

3.2.5.2.2. If the site is a private commercial or religious building, shopping mall, or non-public school, college, or university, except as specified in paragraphs 3.2.5.1.5 through 3.2.5.1.7

3.3. Funding Requirements. Air Force policy is to participate in programs and events within programmed budgets. Participation requiring additional cost to the government should be avoided unless considered in the best interest of the Air Force. Budgeted events fall into two event categories: *Primary Interest*--all costs incurred by the Air Force unit or units involved, and *Mutual Interest*--costs are shared by the Air Force and the sponsor. Scheduled training or troop movements that are viewed by the public are considered incidental to training and not a Public Affairs function. The following guidelines apply (T-1):

3.3.1. Primary Interest. Primary interest events can include those requiring SAF/PA and OASD/PA approval and those that may be approved by the local wing commander. In either case, the participating unit will incur all costs. (T-1).

3.3.1.1. Events for which the participating unit is authorized to bear all costs might include DOD requirements, Air Force or civic-sponsored public observances of the United States or a host or partner nation, official ceremonies or functions, or speaking engagements.

3.3.2. Mutual Interest. Events identified as mutual interest are carried out with the civilian sponsor.

3.3.2.1. The participating unit is responsible for Air Force costs of participation unless advised otherwise by higher authority. Units must budget for these costs in annual financial plans. (T-1). The unit's costs are those continuing costs that exist even if the Air Force did not participate. These include pay, allowances, and incidental expenses.

3.3.2.2. The cost of opportune airlift or routine flights in military aircraft for transportation of people and exhibit materials is also an Air Force share of costs. This only applies to the support of other military services whose participation in an event has been authorized.

3.3.2.2.1. Civilian sponsors must reimburse the Air Force for additional costs, including but not limited to the following: travel cost of military personnel and equipment; per diem payable under federal joint travel regulations; cost of shipping exhibit materials when commercial means are used; any rental space, utilities, or custodial services; and cost of shipping aviation fuel if it is not available at a military contract price at the required location.

3.3.2.3. Also included are any additional services determined necessary by the participating units and agreed on by the civilian sponsor. MAJCOMs may waive the per diem cost payment requirement and accept locally furnished meals and quarters but only if they meet military standards. This waiver authority may not be delegated to a lower authority even if such items are accepted without prior approval.

3.3.2.4. Sponsors must also provide local area ground transportation, exhibits, space, utilities, custodial services, or any other required services.

Chapter 4

USE OF AERIAL DEMONSTRATION TEAMS, PARACHUTE TEAMS, STATIC DISPLAYS AND OTHER EQUIPMENT

4.1. On- or Off-Base Public Events — General Guidance. The Air Force takes part in events at military and civilian locations to keep the public and military informed of U.S. preparedness, to demonstrate modern weapons systems, to promote good community and international relations, to support Air Force recruiting and retention efforts, and to render military honors. Air Force participation in any public event shall be in accordance with DODD 5410.18 and DODI 5410.19. Authority to approve requests from organizations requesting off-base aviation support has been delegated by the OASD/PA to the military services. Per delegation from the Secretary of the Air Force memorandum “Exception-to-Policy Flyover Approval Request”, dated 10 Aug 1998, the approval authority for Air Force participation in such events is SAF/PA in coordination with AF/A3O (T-1). Safety is the primary consideration. All pertinent safety regulations of the Department of Defense, Department of the Air Force, and the Federal Aviation Administration (FAA) are strictly enforced. Air Force participation at events requires approval for eligibility and level of support (SAF/PAY) and operational participation approval (AF/A3O). While the public affairs community approves the appropriateness of an event for Air Force participation, the operations community concurs on the operational issues impacting the feasibility and safety of participation.

4.1.1. SAF/PAY determines eligibility and is the approval authority for all Air Force aviation public event requests including those in support of one of the five DOD approved patriotic holidays, aviation-related events and non-aviation-related events. (T-1)

4.1.2. AF/A3O and SAF/AQ must approve the use of any aircraft or equipment undergoing testing in a research and development (R&D) program. Submit these requests, through the MAJCOM/A3O to AF/A3O and SAF/AQ, at least 60 days before the event date. (T-1)

4.1.3. All events scheduled for, or that may attract, national or international media coverage are coordinated with SAF/PA. Send requests, through PA channels, to SAF/PAY at least 15 days before the event date or as soon as the event is known. (T-1)

4.1.4. Flyovers of public events in support of community engagement activities are flown as a part of an approved training mission within allotted flying hours. (T-0)

4.2. On-Base Public Events. Military units hosting one or more aerial events on a military installation, when the event is open to the public, must submit requests via the DD Form 2535, *Request for Military Aerial Support*. (T-0).

4.2.1. **Use of Military Aircraft for Off-Base Public Events.** Requests for off-base flyovers are considered by SAF/PAY only for aviation-oriented events (i.e., air shows, airport anniversaries or dedications) or for patriotic observances held in conjunction with formal observances, open to the public, honoring Armed Forces Day, Memorial Day, Independence Day, Prisoner Of War/Missing in Action (POW/MIA) Recognition Day or Veterans Day, when held within seven days before or after the national day of observance (T-1). Exceptions-to-policy for events other than those listed above are considered by SAF/PAY on a case-by-case basis after determining appropriateness and benefit of Air Force participation. **Note:** Sporting events require SAF/PAY exception-to-policy approval regardless of the date

(T-0). For example, a professional or local baseball game on July 4 must be approved by SAF/PAY.

4.2.1.1. All requests received for use of military aircraft at a location in North America are completed via the DD Form 2535 through the online Aerial Events website: www.airshows.hq.af.mil. The requesting organization of the event will be the point of contact on the request. If a request is received with an Air Force member as the point of contact, it will be denied until the proper civilian contact is provided to SAF/PAY. Requestors will ensure a hard copy of the request is printed; required signatures are obtained, and then forwarded to SAF/PAY within required time constraints (45 days but no less than 15 days). Be cautious not to give the impression of approval before the event is officially approved by higher headquarters. Air Force members will not solicit an organization to provide flyovers or other support. Upon their request, providing a list of available assets to the event organizer is acceptable. **Note:** Requests are not processed until all required signatures are obtained, including the event site certifier and FAA, and are received by SAF/PAY.

4.2.2. Overseas Requests. For overseas units, authority for aircraft participation at civilian locations is delegated to the appropriate combatant commander. If applicable, concurrence of MAJCOM with operational control of assets requested is necessary. Overseas requests for CONUS-based assets to specifically deploy in support of an air show or other public event (i.e., Paris Air Show or Royal International Air Tattoo, etc.) should be addressed to AF/A3 and the COCOM at least 60 days before the event.

4.2.3. For each event, the flyover will consist of not more than four tactical/rotary aircraft (of the same type) or one heavy/bomber making one pass (T-1).

4.2.4. Aerial Events Message. An aerial events message is distributed annually to specify the types of exception-to-policy events that are and are not eligible for support by the Air Force, and pre-determine the proper level of support. This message also annotates further restricting of policy due to current budgetary and OASD/PA policies. It is disseminated from AF/A3O and SAF/PAY at the beginning of the calendar year, or as needed.

4.3. Thunderbirds. Demonstrations by the USAF Aerial Demonstration Squadron, Thunderbirds, are flown only over airports, large bodies of water, or unpopulated areas. Requests for performances are due to SAF/PAY no later than July 1 each year to be considered for air shows two years in advance (T-1).

4.3.1. Performances on Air Force Bases. Aerial demonstrations at Air Force bases are requested by the host wing public affairs offices through the MAJCOM to SAF/PAY by July 1 (T-1). The Thunderbirds schedule two years in advance. Priority is given to bases that request two-day shows. Requests for the Navy's Blue Angels and the Army's Golden Knights are submitted to the U.S. Navy and U.S. Army Public Affairs offices indicated on page 4 of the DD Form 2535. Requests for the Canadian Snowbirds are submitted to the Canadian Air Division Special Events office; for more information and a copy of the request form, visit the team's website: <http://www.rcaf-arc.forces.gc.ca/en/snowbirds/index.page> or call (204) 833-2500 ext. 5228.

4.3.2. Performances on Other-Than-Air-Force Military Installations or Civilian Venues. Requests for Thunderbirds performances are submitted to SAF/PAY for review and

submission to the Thunderbirds schedulers by July 1. The individual or agency sponsoring the event must submit the completed DD Form 2535 directly to SAF/PAY. PA offices may assist sponsors with the DD Form 2535 but will not submit the request for the sponsor to avoid perception that the Air Force will approve the request. **(T-1)**. The Chief of Staff of the Air Force is the approval authority for the Thunderbirds aerial demonstration team schedule.

4.3.3. Cancellations. If a PA office is notified of a cancellation of an off-base performance, encourage the sponsor to notify the Thunderbirds immediately if they have not already done so. A military unit canceling a performance by the Thunderbirds at its installation must immediately send an e-mail message listing the date the performance was scheduled, place, reason for cancellation, and person canceling the performance (with phone number and affiliation, if possible, for a civilian site), through PA channels with a courtesy copy to SAF/PAY. **(T-1)**.

4.3.4. All activities undertaken by the Thunderbirds that are likely to result in national media exposure (i.e. videos, civic leader/media flights, and television appearances) are to be reported to SAF/PAY via ACC/PA. Photo shoots over national landmarks such as Mount Rushmore, the Statue of Liberty, etc., are to be coordinated with SAF/PAY via ACC/PA at least 10 days in advance. (T-1)

4.3.5. All open houses and airshows eligible for Thunderbirds support are posted for internal use to the Air Force Aerial Events website: www.airshows.pa.hq.af.mil.

4.4. Foreign Demonstration Teams. Performances by government-sponsored foreign demonstration teams at Air Force installations can enhance international goodwill. Questions regarding performances by foreign teams in the United States may be addressed to AF/A3.

4.5. Parachute Demonstrations. Parachute demonstrations are restricted to appropriate events over airports, or areas of land where adequate crowd control can be assured.

4.5.1. Requests for off-base parachute demonstrations at locations other than those specified receive approval as an exception-to-policy. Participation is usually limited to three days for any one event.

4.5.2. Participation by official parachute teams, parachute sports clubs, or qualified individuals in competitive parachute meets sanctioned by the United States Parachute Association (USPA) may be authorized provided such competitions are not conducted with a public event such as a fair, exposition, or similar event. Under the above criteria, an insurance bond is not required for participants in USPA events.

4.6. Aircraft Static Displays.

4.6.1. On-Base Public Events.

4.6.1.1. Small Public Events. The installation commander is the approval authority for static displays for events such as base tours and will follow all operational required approvals for aircraft not in the current inventory, see AFI 11-209. **(T-2)**.

4.6.1.2. Large Public Events. MAJCOM/A3 (may be delegated to lower echelon in A3) may approve on-base static displays for assigned operational resources, not in conjunction with a retirement or change of command ceremony, for large public events such as open houses.

4.6.1.3. Civilian Aircraft. MAJCOM/A3 (may be delegated to lower echelon in A3) may approve static displays of civilian aircraft on their respective base. Civilian participation should be at no additional cost to the U.S. Government. See AFI 34-108 and AFI 34-101, *Air Force Morale, Welfare, and Recreation (MWR) Programs and Use Eligibility*, for guidance.

4.6.1.4. Static displays do not require FAA approval on the DD Form 2535.

4.6.1.5. Static displays will have at least one qualified crewmember available to answer questions from spectators and help to ensure security. In addition, placards placed near the aircraft describing the specifications and missions is encouraged **(T-0)**.

4.6.1.6. Static displays used in conjunction with retirement or change of command ceremonies consist only of aircraft assigned to the base where the ceremony is occurring. For complete guidance on retirements and changes of command, refer to AFI 11-209.

4.6.2. Off-Base Public Events.

4.6.2.1. Authorized only at airfields, heliports, and landing sites meeting the qualifications prescribed in AFI 13-204, Volume 2, *Airfield Operations Standardization and Evaluations*, as supplemented by MAJCOMs. USAFA gliders and RPAs are authorized participation at other locations because of being trailered to static display sites.

4.6.2.2. . Static displays will have at least one qualified crewmember available to answer questions from spectators and help to ensure security. In addition, placards placed near the aircraft describing the specifications and missions are encouraged **(T-0)**.

4.6.2.3. All requests are required to be entered on the Aerial Events website: www.airshows.hq.af.mil. Static displays do not require FAA approval on the DD Form 2535.

4.7. Military Flyovers. A flyover, whether on-base or off-base, is a straight and level flight, limited to one pass by no more than four aircraft of the same general type (i.e., tactical, rotary wing,) or one heavy/bomber from the same military service over a predetermined point on the ground at a specific time, and not involving aerobatics or demonstrations. A flyover of more than four aircraft, or of multiple types of aircraft, or of aircraft representing more than one military service, with elements in trail formation and not involving precision maneuvers or demonstrations, constitutes an aerial review. Flyovers at memorial or funeral services in honor of rated and/or designated active-duty aviation personnel are not community engagement activities. In those cases, Mortuary Affairs and AF/A3O shall determine applicability of a flyover. **(T-1)**. Any situational OASD/PA and SAF/PA guidance takes precedence over this AFI (i.e. sequestration limitations, budgetary issues, Annual Aerial Events Message, etc.).

4.7.1. Approval Process. SAF/PAY is responsible for and tasked with ensuring that airshows, flyovers, Air Force parachute team (AFPT) demonstrations, static displays, and non-aviation events that desire Air Force aviation participation are appropriate events for Air Force support. Unified combatant commanders, the Under Secretary of Defense for Policy, and other OSD officials also have roles in specific cases to deem an event eligible or ineligible for military participation. Event sponsors are required to accomplish a DD Form 2535. Once the completed DD Form 2535 is reviewed by SAF/PAY and the event is

determined eligible for Air Force participation, the event is published on the Air Force Aerial Events website (www.airshows.pa.hq.af.mil) for Air Force flying units and PA offices to review and support. Complete request procedures, additional information, current guidance, and internal policies and regulations can be obtained from the Air Force Aerial Events website.

4.7.2. Recruiting. Public Affairs offices will work with the local recruiters to ensure they are offered the opportunity to have booth space at events where there is an Air Force flyover, per DD form 2535. **(T-0)**

4.7.2.1. Units that volunteer to support an event must indicate their intent on the website. **(T-1)**. Support must then be approved by the respective MAJCOM/A3 (may be delegated to lower echelon in A3). Sponsors of events may contact a unit to solicit participation in their particular event. Units will not rely on the sponsor to notify SAF/PAY.

4.7.3. USAFA. All definitions and policies regarding flyovers and aerial reviews apply to the USAFA. Examples of approved Academy events include graduation ceremonies, football games, parades, and other events with a patriotic/military theme. USAFA requests appropriate Air Force aviation participation through the Air Force Aerial Events website and is limited to one non-organic flyover per event, in addition to local capabilities demonstrations (i.e. parachute, gliders, etc.)

4.7.3.1. For each event, the flyover will consist of not more than four tactical/rotary aircraft (of the same type) or one heavy/bomber making one pass. **(T-1)**

4.7.3.2. Additional information regarding support to USAFA events can be found in the Annual Aerial Events Message published by AF/A3O.

4.7.4. Off-Base Public Events. Event eligibility determination is provided by SAF/PAY. Air Force evaluation of aviation support for off-base events is based on the theme and purpose of the event, the sponsoring organization, anticipated audience, assets requested, and the benefits of participation to the Air Force.

4.7.4.1. Single flyovers. Authorized flyovers include no more than four tactical aircraft or one heavy/bomber of the same type making one pass only, in support of aviation-related events, or one of the five DOD approved patriotic holidays: Armed Forces Day (third Saturday in May), Memorial Day (last Monday in May), Independence Day (July 4), POW/MIA Recognition Day (3rd Friday in September), and Veterans Day (November 11). Flyovers must occur within seven days before or after the national day of observance for the patriotic holiday and must directly support the holiday commemoration. **(T-0)**. SAF/PAY is the approving authority for all patriotic holiday events, including sporting events that fall within the 15-day window.

4.7.4.2. Multiple passes. Multiple passes by the same formation at any off-base event are not authorized. Send request for waiver to AF/A3O. Units will submit these requests, through MAJCOM/A3 (may be delegated to lower echelon in A3) to AF/A3O (copy to SAF/PAY), at least 15 days before the event date. **(T-1)**.

4.7.4.3. SAF/PAY coordinates all eligible events with AF/A3O to determine the extent of authorized operational participation, which is outlined in the Annual Aerial Events Message.

4.7.5. Requests for Missing-Man Formation. The missing-man formation is authorized for use at ceremonies commemorating Memorial Day, POW/MIA Recognition Day, Veterans Day, and at other suitable events when the theme is solemn in nature and when the event is not held in conjunction with another event (e.g. sporting events or air shows). The missing-man formation is not flown at CONUS public events without the approval of AF/A3O in coordination with SAF/PAY. **(T-0)**

4.7.5.1. For OCONUS commands, U.S. military support for Memorial Day events at U.S. military cemeteries overseas is a key community engagement activity. All wings are encouraged to support these requests to the maximum extent possible.

4.7.5.2. While determination of event eligibility rests with the unified or combatant commander, approval for missing-man flyovers at Memorial Day events at U.S. cemeteries overseas is delegated to the supporting MAJCOM.

4.7.6. Aerial Review. A flyover of more than four aircraft, or of multiple types of aircraft, or of aircraft representing more than one military service, with elements in trail formation and not involving precision maneuvers or demonstrations constitutes an aerial review. A single element involving four or less aircraft of different airframes but of the same general type (i.e. two F-16s and two F-22s) is not considered an aerial review. However, this latter formation should be undertaken only with applicable consideration given to safety, compatible flying characteristics, and the overall theme of the event that is being supported. Aerial reviews at airshows are exempt. **(T-0)**.

4.7.6.1. Aerial reviews are reserved only for the most meaningful occasions and are not scheduled or performed at CONUS events without initial review and approval by SAF/PAY and AF/A3O (Combatant Command review and approval for OCONUS events), and with final approval granted by OASD/PA. Units will submit these requests, through MAJCOM/ PA leadership, to SAF/PAY (information to AF/A3O) 45 days before the event date. **(T-0)**.

4.7.6.2. Multi-Service or multi-nation aerial reviews on- or off-base may require additional approval. Refer to AFI 11-209 for specific guidance. Units will submit these requests, through MAJCOM/ PA, to SAF/PAY (also send information to AF/A3O) at least 45 days before the event date. **(T-1)**.

4.7.6.3. As distinctly diverse assets, SAF/PAY and AF/A3O will approve the combination of a parachute jump and flyover or a flyover and aircraft demonstration (not to exceed a total of four elements) at off-base public events. Use of such aviation assets is reviewed on a case-by-case basis. Approval is based on the supportive justification as to the significance of the event and the ability to provide such resources at no additional costs to the government.

4.7.6.4. USAFA demonstrations at home football games, on-base parades, graduation and other major on-base patriotic events using USAFA-owned assets are exempt from needing a waiver. USAFA events using USAF-owned assets in addition to non USAFA-owned assets as such events, and for flyovers and aerial reviews, are also exempt.

4.7.7. Aircraft Demonstrations. Aerial demonstration is a generic phrase that includes virtually every type of aerial participation in public or military events (except for aerial review and flyover) to include aerobatics, aircraft capabilities demonstrations, assault

landing/takeoffs, aircraft weapons or tactics demonstrations, Air Force Vintage Aircraft Programs (i.e. USAF Heritage Flight Program operated by Air Combat Command), airdrop demonstrations of personnel or equipment, and Combat Search and Rescue (CSAR) demonstrations. It is used interchangeably with the phrase “aircraft demonstration.” MAJCOMs may approve demonstrations by their assigned operational assets on their command bases. MAJCOM-to-MAJCOM requests for these aerial events are approved by the MAJCOM/A3 (may be delegated to lower echelon in A3) owning the requested assets. Notification to AF/A3O and SAF/PAY through their respective channels will occur 45 days prior to the event.

4.7.8. Memorial or Funeral Ceremony – Aerial Event. All requirements are validated with Mortuary Affairs. Refer to AFI 34-501, *Mortuary Affairs Program*, and AFI 11-209 for guidance.

4.7.9. Retirement and Change of Command Ceremonies – Aerial Event. Refer to AFI 11-209 for guidance.

4.8. Jump Platform.

4.8.1. On Base.

4.8.1.1. MAJCOM/A3O may approve use of its assigned operational assets on their command bases. For notification requirements, refer to paragraph 4.5.

4.8.1.2. MAJCOM-to-MAJCOM requests for a jump platform are approved by the MAJCOM owning the requested assets.

4.8.1.3. If the request is for an Air Mobility Command (AMC) asset, units will submit requirements to AMC/A3O at least 45 days before the event date for consideration at the monthly Joint Airborne and Air Transportability Training (JA/ATT) planning conference. **(T-2)**.

4.8.2. Off Base.

4.8.2.1. When a military unit is making the initial request, submit these requests, through PA channels, to SAF/PAY (with a copy to AF/A3O) at least 45 days before the event date. SAF/PAY coordinates all approved events with AF/A3O to determine extent of operational participation authorized. **(T-1)**

4.8.2.2. If the request is for an AMC asset, units will submit requirements to AMC/A3O at least 60 days before event date for approval or disapproval at the monthly JA/ATT planning conference. **(T-2)**.

4.8.2.3. For additional guidance, reference the Annual Aerial Events Message.

4.9. Civilian Aerial Demonstrations On Base. Awareness of aviation heritage is the primary objective when scheduling civilian aerial demonstrations and performances during on-base events. While it is the intent of HQ USAF that DOD aerial demonstration teams normally perform aerobatics at or over Air Force installations, qualified civilian performers may be permitted to provide aerial demonstrations, flyovers, and static displays to supplement or augment DOD team performances. Commanders must select civilian organizations whose aircraft are of historic military significance and whose performances clearly reinforce and

promote a better understanding of the Air Force. **(T-1)**. See AFI 10-1004, *Conducting Air Force Open Houses*, for additional guidance.

4.10. Supporting Special Events. Requests for non-aviation related military support of public programs should be addressed to the nearest military installation, using the DD Form 2536, *Request for Armed Forces Participation in Public Events (Non-Aviation)*. Decision criteria should include the nature of the program, sponsor, site, and support. Wing commanders may authorize local program support without further authorization. The DD Form 2536 is designed to aid civilian sponsors and provide required information for approval authority. When possible, local PA offices should provide the sponsor with the form and assist the sponsor in filling out the form completely; however, they should not be listed as the point of contact. PA should also contact local recruiters if appropriate (T-1). Additional consideration should be given to integrating military assets into key civilian events and ensuring proper Air Force message placement in all public events.

4.10.1. All requests for Air Force support within the National Capital Region are sent to SAF/PAY using the DD Form 2536 at least 60 days before the event date or as soon as the event is known; SAF/PAY coordinates with OASD/PA as appropriate. **(T-0)**

4.10.2. When OASD or HQ USAF receives direct requests from civilian sponsors, SAF/PAY will coordinate with the respective MAJCOM/PA to appoint a project officer at the base closest to the requester to plan all Air Force participation at that approved event (i.e., White House events, Armed Forces Day, Veterans Day, national sporting events). The project officer should establish initial contact with the sponsor as soon as possible and maintain close liaison to assure the sponsor that the Air Force is going to provide the appropriate level of assistance and participation. Project officers are authorized direct communication with participating commands and military services. Project officers will provide SAF/PAY a report of all planned participation at least 15 days before the event and prepare a brief after-action report within 30 days after the event. **(T-1)**.

4.10.3. MAJCOMs must ensure all events scheduled for or that may attract national or international media coverage are sent to SAF/PAY at least 30 days before the event date or as soon as the event is known. **(T-1)**.

4.10.4. Exceptions-to-policy are kept to a minimum. Unit commanders must approve any requests for exceptions and ensure MAJCOM/A3O (for aviation assets) and PA have concurred as appropriate prior to submission to SAF/PAY. **(T-1)**.

Chapter 5

INTERAGENCY PROGRAMS

5.1. Air Force Participation in Interagency Programs. Occasionally, the Air Force takes part in and supports interagency exhibits, programs and training such as approved trade shows, Joint Interagency Task Force programs, and interagency wildland fire management programs (ANG/AFRC). Each Air Force component of a combatant or specified command is guided by the policy on interagency programs issued by that command. However, the policy stated below on programming, preparing budget estimates, and financing Air Force participation in interagency programs applies to all Air Force activities.

5.1.1. Coordination. The Air Force must work through, and obtain approval from, OASD/PA on all interagency programs. In supporting such programs, the Air Force objectives are to strengthen its community engagement program and provide Public Affairs support to all Air Force activities worldwide. **(T-0)**

5.1.2. The Air Force component of the combatant or specified command must forward a request to take part in or to support an interagency action through PA channels to SAF/PAY for determination and processing through OASD/PA. **(T-0)**.

Chapter 6

SPEECHES, PUBLIC APPEARANCES, MESSAGES AND OFFICIAL FUNCTIONS

6.1. Acceptance Criteria. Official public appearances and speeches by Air Force personnel, military or civilian, constitute essential parts of the Air Force program to keep the public informed. Individual members of the Air Force at all levels, but particularly general officers and other key personnel, should make every effort to fill requests unless overriding or previous official commitment precludes acceptance. Apply the following criteria:

6.1.1. Participation does not interfere with assigned duties.

6.1.2. Remarks are confined to discussion of subjects within the Air Force and speaker's purview.

6.1.3. Views expressed are nonpartisan, consistent with AFI 51-902, *Political Activities by Members of the U.S. Air Force* (uniformed military personnel), and *The Hatch Act* (civilians). **(T-0)**

6.1.4. Views expressed during an official speaking engagement, whether the event is sponsored by a Federal or non-Federal entity, must reflect U.S. Government policy.

6.1.5. Participation does not imply Air Force sponsorship or agreement with the statements of others that may be partisan in nature or contrary to national policy.

6.1.6. Participation does not violate DOD 5500.07-R.

6.2. Security and Policy Review. Speakers must have their speeches reviewed for security and policy issues at the appropriate level. **(T-1)**. See AFI 35-102, *Security and Policy Review*, for complete information.

6.3. Payment and Honoraria. Payment or honoraria cannot be accepted for making an official on- or off-duty public appearance or speech done as part of official duties **(T-0)**. Consult the installation Staff Judge Advocate (SJA) for more information. Refer to DOD 5500.07-R.

6.3.1. Travel Expenses. Funded TDY is authorized to support approved events; however, in some cases, official travel expenses can be paid by the organization requesting a speaker. Coordinate with the SJA.

6.3.2. Federal government employees shall not accept any gift of value given to them because of their government position or by a "prohibited source." **(T-0)**. Gifts valued under \$20 may be accepted under the "de minimus" rule, one of many gift exceptions for DOD personnel. If the gift is valued at more than \$20 or results in gifts totaling more than \$50 received from the same source in a calendar year, do not reject it outright. Contact the local SJA office to determine if the gift can be accepted.

6.4. U.S. Air Force Representation at Events in the National Capital Region and New York City. SAF/PA has an established process to vet, advise, and approve community engagements and speaking opportunities in the NCR and New York City. SAF/PAY advises whether or not attendance is desirable, optional, or inadvisable and assists in ensuring legal requirements are met. Members must contact SAF/PAY upon receipt of the invitation in these areas. **(T-1)**. SAF/PAO maintains operational authority for media activities in NYC.

6.4.1. Personal Responsibilities.

6.4.1.1. Air Force military members or civilians invited to speak or appear at public events in the NCR or in New York City will notify their respective Public Affairs offices immediately upon receipt. The respective PA office will then notify the owning MAJCOM/PA and request guidance from SAF/PAON. The invited member will indicate desire to accept or decline the invitation.

6.4.2. Unit Responsibilities.

6.4.2.1. Units based in the NCR/Washington Metropolitan Area do not need to coordinate local community engagement programs with SAF/PA unless senior Air Force leaders are involved. Exceptions are events sponsored by, or in honor of, foreign nationals. Invitations in honor of foreign dignitaries should be reported to SAF/IA, according to AFI 65-603, *Official Representation Funds*.

6.4.2.2. Air Force Protocol, AF/CVAP, provides advice on state and official functions.

6.5. Inviting Distinguished Visitors. Air Force units may invite distinguished visitors to attend appropriate functions.

6.5.1. Government Officials. SAF/PAY should be notified if invitations are sent to members of the Supreme Court, Cabinet Secretaries, and Principal Deputies to Cabinet Secretaries.

6.5.1.1. Commands must favorably endorse invitations for them to receive approval at HQ Air Force level.

6.5.1.2. Air University and USAFA. Correspond directly with Cabinet Officers and Principal Deputies to Cabinet Officers to speak or appear at academic functions. On acceptance of such an invitation, Air University and/or USAFA/PA will notify SAF/PAY immediately. **(T-1)**.

6.5.1.3. President, Vice President and Members of Congress. Invitations to the President of the United States, Vice President, and members of the Congress should be processed according to AFI 90-401, *Air Force Relations with Congress*. **(T-1)**.

6.5.2. Military Officials. Invitations may be made directly by or through commanders of MAJCOMs, DRU's or FOAs to senior officials up to, and including, the Chairman; Joint Chiefs of Staff; the Secretary or Chief of Staff of the Army; the Secretary of the Navy or the Chief of Naval Operations; the Secretary or Chief of Staff of the Air Force; or the Commandant, U.S. Marine Corps. When an invitation from an Air Force unit is accepted by any of the officials listed above, the hosting PA will notify SAF/PAY immediately. **(T-1)**.

6.5.3. Foreign Nationals. SAF/IA must approve all invitations from CONUS commanders to foreign nationals to visit U.S. Air Force facilities or to take part in U.S. Air Force-sponsored functions. Contact your base level foreign disclosure office for further details. **(T-1)**

6.5.4. Invitations to other distinguished visitors are procedural matters for commands. However, MAJCOMs will advise SAF/PAY immediately when the appearance of a distinguished visitor at an Air Force function is considered likely to attract national attention. **Note:** Invitations for citizens of national prominence to take part in or attend memorial and dedication programs are processed according to AFI 36-3108, *Memorialization Program and Ceremonies*.

6.5.5. Congressional Visits. Information concerning visits by members of Congress is found in AFI 90-401.

6.5.6. Joint Civilian Orientation Conference (JCOC). This is an annual conference arranged by OASD/PA in which civilian opinion leaders are personally invited by the Secretary of Defense. The participants attend briefings in the Pentagon and visit field installations within different combatant commands.

6.5.6.1. These tours should be given the highest priority since they are SECDEF sponsored with assistance from OASD/PA and SAF/PAY. SAF/PA will send a message to Air Force MAJCOMs annually requesting nominations. The message outlines nominee criteria and instructions for submission. The JCOC website is located at <http://jcoc.osd.mil/>.

6.5.6.2. Nominees must be influential leaders in their professions and in their communities who, both personally and professionally, communicate with key audiences. Examples include: presidents of universities and colleges; chief executive officers and senior officials of private enterprises with regional or national reach; publishers, editors, and management officials of news media organizations; national and regional leaders of professional groups; minority and women's organizations; and rising state and local elected and appointed officials. OASD/PA makes the final selections of attendees from among those nominated. (T-0).

Chapter 7

AIR FORCE TOURS, PROGRAMS AND OPEN HOUSES

7.1. General Guidelines. The Air Force Tour Program increases awareness and understanding of the Air Force's role in national security by inviting groups of opinion and community leaders to witness the Air Force mission by visiting Air Force installations. Air Force units carefully select candidates who are capable of disseminating information to various publics about the Air Force's programs. Participants may travel on military transportation, including aircraft, to view the Air Force in action in accordance with DOD 4515.13, *Air Transportation Eligibility*.

7.1.1. All tours are conducted under the same basic guidelines, and there are different types of tours to include National Civic Leader Tours, civic leader tours (CLT), community engagement tours, and base tours.

7.1.1.1. Prior to planning or scheduling any community engagement tour other than a routine base tour or local tour (no travel outside the local area and out and back in the same day), public affairs units must complete a tour plan and forward it to the MAJCOM Public Affairs office for concurrence and forwarding to SAF/PAY for approval. **(T-1)**. For the most current tour plan template contact the appropriate MAJCOM/PA office.

7.1.2. Hosting units will ensure that tours adhere to OASD/PA guidance that civilian visitors are not permitted to operate any item of military equipment when such operation could cause, or reasonably be perceived as causing, an increased safety risk. **(T-0)**. This policy is designed to ensure visits are conducted as safely as possible. This policy specifically includes any aspect of the actual operation of military vessels, aircraft, vehicles, and crew-served weapons systems. Small arms weapons firing is allowed with local wing commander approval, but host nation sensitivities involving this event should be taken into consideration at OCONUS locations.

7.1.3. Tours are not intended to produce media coverage; however, media queries concerning the program or a specific tour are answered factually, completely, and in a timely manner. Hosting units will ensure tour participants are advised prior to the event that names, business affiliations, and any other information releasable under FOIA are released if queried by the media. **(T-0)**.

7.1.4. Working members of the press and members of the U.S. Congress and their staff are not included in community engagement tours since there are other programs in place for these groups. Members of local and state governments may be included. **(T-1)**

7.1.5. In areas where major units are collocated, the tour host will coordinate tour plans and guest lists with other Air Force Public Affairs offices in the area before extending invitations in order to maximize Air Force reach. **(T-1)**. Local Air Force recruiting squadron commander and/or recruiters, AFROTC detachments, and ANG and AFRC sources should also be contacted for suggested tour invitees.

7.2. National Civic Leader Tours. SAF/PAY manages the overall National Civic Leader Tour Program, and in particular, tours that are broadly focused in nature. For example, SAF/PAY may set up tour specifically targeting STEM career fields and have Air Force's Chief Scientist as the host. SAF/PAY, working with MAJCOMs, will coordinate to assign execution responsibility for

individual tours. Additional themes for national civic leader tours may be proposed at lower echelons and submitted through MAJCOMs along with the tour plan to SAF/PAY for approval. When organizing national civic leader tours:

- 7.2.1. The focus is on issues or themes that have greater local or national impact.
- 7.2.2. The target audience is composed of stakeholders generally associated with a major strategic issue or persons who are force multipliers in communicating Air Force messages.
- 7.2.3. Limit National Civic Leader Tours to two days.
- 7.2.4. SAF/PAY will identify a senior Air Force leader and PA escort(s) to accompany the tour.
- 7.2.5. MAJCOMs and wings may be asked to nominate invitees. MAJCOMs may be asked to provide assistance.
- 7.2.6. In accordance with AFI 24-101, *Passenger Movement*, AMC/PA working with SAF/PAY will request and monitor funds through AMC/PA for all National Civic Leader tours, JCOC, SAF/PA field offices, and Air Force District of Washington (AFDW) requests via the Program Objective Memorandum (POM) process. **(T-1)**

7.3. Civic Leader Tours. The target audience is stakeholders connected to a local issue or where general civic education can be justified. Civic Leader Tours are more than one day and involve travel away from the local installation.

- 7.3.1. Bases and units are responsible for funding their civic leader tours, to include airlift. PA offices interested in hosting a CLT should contact their MAJCOM/PA early in the fiscal year budget process to determine the best funding mechanism based on MAJCOM requirements. MAJCOMs are not required to fund civic leader tours for bases.
- 7.3.2. Tours are limited to two days. SAF/PAY will be the approval authority for exception to the policy authorizing a tours extending more than two days.
- 7.3.3. There is no limit on the number of civic leader tours that may be performed as long as justification is provided via the tour plan. Approval is also contingent upon MAJCOM concurrence and budget availability.
- 7.3.4. Participants may travel on Air Force aircraft to view the Air Force in action in accordance with information provided in DOD 4515.13; DODI 5122.08, *Use of DOD Transportation Assets for Public Affairs Purposes*; and DODI 5410.19. Reference Table 1 in Section 8.
- 7.3.5. Not all civic leader tours require airlift. Commanders should consider all alternatives in an effort to meet the communication objective(s).
 - 7.3.5.1. If airlift is used, MAJCOM is the approval authority.
 - 7.3.5.2. Airlift is flown as a funded special assignment airlift mission (SAAM) per AFI 24-101.
 - 7.3.5.3. If flying on Air Force aircraft, invitational travel orders should be accomplished in accordance with local procedures. A manifest of passengers will be accomplished for all flights per the originating unit's guidelines. **(T-2)**

7.3.6. Tours should be focused on and driven by local or regional issues. Itinerary is developed to meet specific objective(s) with measurable result(s). Care will be taken to tie the MAJCOM mission to the overall Air Force mission.

7.4. General Civic Leader Tour Guidance.

7.4.1. For all tours, specific communication objectives are developed by the unit and forwarded for approval via the tour plan to the MAJCOM/PA and SAF/PAY. Consider theme-based tours, such as environmental, small business, personnel, education, warrior care and others. **(T-1)**

7.4.2. The PA sponsor must indicate special aircraft configuration, including seating, comfort pallets, etc., with the appropriate supporting airlift unit scheduler when arranging airlift support. **(T-1)**.

7.4.3. All group lodging reservations are made through the base lodging office. Under no circumstances may government credit cards, personal credit cards, or personal checking accounts be used to hold group reservations. If only off-base non-contract lodging is available, recommend the fund established for collectively managing guests' expenses be used for any lodging deposit normally associated with commercial hotels, or work with the hotel to waive the requirement. **(T-3)**.

7.4.4. CONUS units must conduct tours within the CONUS. **(T-1)**. Visits to Alaska bases are considered for CONUS unit tour requests on a case-by-case basis by SAF/PAY.

7.4.5. Group is composed of no more than 40 participants and should not be less than 25, including escorts.

7.4.6. SAF/PAY will be the approving authority for waivers. Prior to delivering invitations, submit requests for waivers to SAF/PAY through the MAJCOM/PA and include an itinerary and letter of justification. Due to the longer flying times for PACAF and USAFE tours, PACAF is allowed four-day tours and USAFE three-day tours, if approved by MAJCOM/PA. SAF/PAY must approve waivers for tour durations that exceed any of these limits. For all tours, specific communication objectives are developed by the unit and forwarded for approval via the tour plan to the MAJCOM/PA. **(T-1)**.

7.4.7. Local PA offices are responsible for ensuring that all briefings, demonstrations, and orientations are cleared for presentation to the general public. Local PA will schedule orientations, demonstrations, and briefings during normal duty hours. **(T-2)**.

7.4.8. Limit time spent in briefings and increase contact with Airmen and operations. Present a balanced view of conditions and issues, including areas for improvement as well as successes.

7.4.9. Include a senior Air Force representative and a public affairs officer (PAO) at the point of origin as military escorts on flight. Air Force escorts, including the host and executive officers, should not exceed 20 percent of the total number of guests.

7.4.10. Retain emergency information on each participant until the end of the tour.

7.4.11. Tours will not be composed of members from predominantly one organization (i.e. military affairs committee, or base support team)

7.4.12. Include participants from a cross-section of the community or business leadership (consider age, gender, race, ethnic, and occupational backgrounds). Opinion leaders who can influence public opinion for the theme/objective selected for the tour, or inform and educate their communities and peers should be considered.

7.4.12.1. Foreign national participation in PA travel must be approved at the MAJCOM/CC or CV level through established Foreign Visitor Request processes. Contact the local foreign disclosure office for additional procedures. **(T-1)**.

7.4.13. Issue invitations only on a by-name, by-tour basis. Fill last-minute cancellations in the same manner. Do not send tour invitations prior to MAJCOM/PA and SAF/PA approval.

7.4.14. Provide tour participants with biographies of tour senior hosts/escorts, fact sheets, and other materials on units to be visited, pertinent weapons systems, force modernization programs, Air Force Core Values and Competencies, and current Air Force themes and messages.

7.4.15. Photography on board the aircraft is allowed if cleared by the aircraft commander.

7.4.16. Tours to the Pentagon or the National Capital Region are not authorized.

7.4.17. Tours do not include peripheral activities (such as sight-seeing, golfing, or other athletic events).

7.4.18. Do not provide alcoholic beverages to guests aboard aircraft and buses or during any business briefings.

7.4.19. Do not include spouses or retired military members unless they qualify as bona fide opinion leaders in their own right.

7.4.20. Evening activities should be an integral part of the education process, not purely a social event. Use the time for appropriate speakers and interaction with leadership. If available, include a performance by an element of an Air Force Band.

7.4.21. Limit repeat participants to no more than 20 percent of the group total. Repeat participants are those who have gone one or more past civic leader tours with the host unit. If repeat participants are included, assign them mentorship responsibilities for new attendees.

7.5. PA Office Responsibilities. The sponsoring PA office will ensure tour participants:

7.5.1. Confirm they are in good health and physical condition. **(T-3)**.

7.5.2. Assume full financial responsibility for their own lodging, meals, and other expenses during the tour. **(T-3)**.

7.5.3. Furnish the name, address, and telephone number of an emergency contact. **(T-3)**.

7.5.4. Disclose any special dietary requirements or other restrictions. **(T-3)**.

7.6. Money Management. Because participants in the Civic Leader Tour program pay their own expenses, the hosting unit must decide the best way to pay for meals, lodging, and other included expenses. **(T-3)**. Priority should be given to making bill payments the least cumbersome on everyone – the escorts, guests, and payees.

7.7. Base Tours. Base tours tell a portion of the Air Force story to visitors and should be tailored to coincide with the interests of different age groups. An Operational Risk Management

assessment should be done before all interactions with members of the public on base to ensure safety.

7.7.1. Classified Information. Protecting classified information is a matter of prime concern in any tour program.

7.7.2. Coordination. Public Affairs must have written procedures, coordinated with base security forces, on how to handle all types of tour issues or emergencies. **(T-3)**.

7.7.3. Foreign Nationals. Foreign nationals may be given the standard base tours provided to U.S. citizens. All requests must be coordinated through the local foreign disclosure office. **(T-1)**

7.7.4. Non-PA sponsored tours. Unit commanders may sponsor visitors into their organization and onto installations IAW local base access procedures. In approving such visits, commanders assume responsibility for the safety and security of visitors to include providing escort/supervision of guests, performing risk assessment on activities, properly coordinating activities that fall outside the commanders' immediate span of control (i.e., anything outside the commander's organization), and adhering to the local installation tour procedures.

7.8. Base Open Houses. Open houses provide an opportunity for citizens to gain an understanding of Air Force missions and military capabilities as well as the skills and professionalism of its people. Commanders are encouraged to execute an open house with prudent oversight that balances the issues of force protection and operations tempo with the expected benefits of opening the base to the public. AFI 10-1004 provides full guidance for the planning and execution of Air Force open houses.

7.8.1. Commanders should hold open houses when considered in the best interest of their overall community engagement program.

7.8.2. Open houses should inspire patriotism and aid military recruiting efforts and not be (or convey the image of) a fair, carnival, circus, or civilian air show. Commercial sponsorship may be authorized under AFI 34-108, *Commercial Sponsorship*, if appropriate to the event.

7.8.3. Open houses should highlight the base mission and Air Force life and do not always have to be an air show. Commanders may consider opening dining facilities, dormitories, maintenance shops, classrooms, flight simulators, and other unclassified facilities during a non-aviation-related open house.

7.8.4. Consider highlighting air, space, cyberspace, sister-service and other government assets at open houses, and partnering with NASA to showcase educational resources such as space missions and exploration, exhibits and astronaut appearances.

7.8.5. A base open house is a major activity. Project officers should be senior in rank and familiar with flight and maintenance activities to ensure the success of the event.

7.8.6. Commanders must ensure, due to extensive PA involvement, that the Public Affairs officer is not appointed as overall open house project officer. **(T-1)**. The PA office works closely with the project officer to ensure public awareness and promote attendance at the open house.

7.8.7. Refer to AFI 34-108 for restrictions on commercial sponsorship and the use of non-appropriated funds in support of open houses.

Chapter 8

PUBLIC AFFAIRS TRAVEL OTHER THAN MEDIA

8.1. Purpose of Public Affairs (PA) Travel. IAW DODI 4515.13 and DODI 5122.08, public affairs transportation is defined as “Transportation of individuals, groups, or materiel undertaken as a result of a request to or an invitation from, and authorized by, an approving authority in the interest of adding to the public understanding of DOD activities. It includes transportation involving individuals or cargo, military or civilian, government or non-government, U.S., and foreign requests. Transportation may be local or non-local, point-to-point, or public affairs orientation flights that are performed in a local flying area and terminate at the point of origin or in proximity to the point of origin.” Military carriers may be used to support travel of the public, American or foreign, in support of approved PA programs, including community engagement programs, tours, or conferences in which a DOD component is either a sponsor or a participant; or in cases where local commanders believe it furthers their PA program to approve travel, and tours or other PA programs arranged jointly with another Federal department or agency or with a foreign government. Media travel is addressed in AFI 35-104, *Media Operations*. Travel authorized for PA purposes reflects the following considerations:

8.1.1. Commanders will ensure PA travel shall not compete with U.S. flag commercial sea, land, or air transportation when that capability exists, is adequate, and when PA objectives may be achieved through use of commercial transportation. **(T-0)**.

8.1.2. Travel or transportation for PA purposes is determined to be primarily in the interest of the DOD, the MAJCOM or the unit.

8.1.3. Travel designed solely to increase goodwill, or serve humanitarian purposes does not meet the criteria for PA travel.

8.1.4. A PA escort is required to accompany all Public Affairs travel. For Public Affairs Flights in fighter/trainer aircraft, Public Affairs will be planeside and present pre-flight and post-flight. **(T-1)**.

8.2. Eligibility. Both U.S. citizens and foreign nationals are eligible for PA travel; participation in approved PA activities by non-government foreign nationals (i.e., partner nation civic leaders) is approved by the MAJCOM/CC or CV using established foreign visitor request processes with the local foreign disclosure office. Eligibility includes individuals traveling on invitational or authorized travel in support of approved PA activities, including guests of the Secretary of Defense participating in the Joint Civilian Orientation Conference (JCOC), the National Civic Leader Tour program, civic leader tours, Public Affairs Flights, or tours and activities arranged jointly with other Federal government departments or agencies or with a foreign government, and individuals who, because of their position and contacts with various public organizations, can make positive contributions to public understanding of the roles and missions of the DOD.

8.3. Terms Defined.

8.3.1. Operational Approval Authority (OAA). Official representative authorized to approve operational use of a military carrier. The operational approval authority is designated based on operational control (OPCON) of the air asset in use. If the OAA is the MAJCOM/CC, it applies to the MAJCOM having OPCON of the air asset. See Table 1 for specific guidelines.

8.3.2. PA Participation Approval Authority. Official PA representative authorized to confirm eligibility of passengers participating in PA travel and evaluate tour plans to ensure they meet criteria.

8.3.3. Local Travel. Travel is local with respect to each MAJCOM and Air Force base concerned when it is within the scope of interest in the public affairs program involved. Local travel may include interim stops within CONUS as long as the travel concludes at the point of origin and lasts only one day (not overnight). Local travel may be defined differently in an OCONUS area of responsibility; consult the theater PA for guidance.

8.3.4. Non-Local Travel. Travel conducted in support of a public affairs program that affects more than one military department; OCONUS geographic regions/area of responsibility; major or combatant commands; the scope of interest being of primary concern to a higher headquarters than the military headquarters and/or installation requesting the travel. Non-local concludes at the point of origin and lasts more than one day.

8.3.5. Point-to-Point Travel. Travel from one location to another. Can be local or non-local.

8.3.6. Intertheater airlift. Travel conducted between one or more theaters of operation.

8.3.7. Intratheater airlift. Airlift conducted within a theater of operations.

8.3.8. Public Affairs Travel. Any travel that is part of an approved Public Affairs program and is in the interest of adding to the public understanding of military activities. It includes travel involving military or civilian, Government or non-Government, U.S. or foreign nationals and requests may come from any level. It can be local or non-local.

8.4. Public Affairs Travel General Approval Authority.

8.4.1. The Assistant to the Secretary of Defense for Public Affairs (ATSD/PA) must approve the use of military carriers for PA purposes with delegations of authority as outlined in DODI 5122.08. This authority is delegated to commanders at all echelons who are authorized to grant participation approval for local travel or transportation for PA purposes wholly within the scope of the mission and responsibilities of their respective command subject to the following conditions (**T-0**):

8.4.1.1. The PA activity is not the responsibility of a higher command.

8.4.1.2. The public interest in the PA activity is confined primarily to the mission and vicinity of that command.

8.4.1.3. Transportation is provided for non-government personnel who are a part of an approved local PA activity that is in the primary interest of the DOD.

8.5. Public Affairs Travel. The purpose of PA travel is to further public understanding of Air Force missions, people, and weapons systems and to develop Air Force advocates to carry the Air Force story to non-traditional as well as traditional audiences. Authority for Public Affairs travel is contained in DODD 5122.08, *Use of Military Carriers for Public Affairs Purposes*, and in DODI 4515.13. In accordance with OASD/PA, Employer Support for the Guard and Reserve (ESGR), Bosslift programs are not considered PA travel and should be coordinated with ESGR state representatives.

8.5.1. Specific Approval Authority for Civilian PA Travel. See [Table 1](#).

Table 1.1. Specific Approval Authority for Civilian Non-Media Travel in support of PA programs.

Event	Participants	Approval Level	
		Participation	Operational
Public Affairs Flights	Individuals who can have a positive impact on public understanding of the roles and missions of the DOD and Air Force. This includes National/Regional/Local Civic Leaders, Celebrities and National Sports Figures. ^(1,2)	SAF/PAY ⁽⁷⁾	MAJCOM/CC*
Local Travel	Individuals participating in approved PA activities (i.e. civic leader flights) ⁽²⁾	SAF/PAY ⁽⁷⁾	MAJCOM/CC*
Non-local Travel	Individuals participating in approved PA activities (i.e.. civic leader tours) or individuals traveling on invitational travel orders ^(3,4)	SAF/PAY ^(5,7)	MAJCOM/CC*
CONUS Traveling to OCONUS	Invitational and other authorized PA travel ^(3,4)	SAF/PAY ⁽⁵⁾	MAJCOM/CC*
Local and Non-local travel for OCONUS locations	Non-Local, invitational and other authorized PA travel ^(3,4,6)	SAF/PAY ⁽⁷⁾	MAJCOM/CC

*May be delegated to wing-level

Notes:

1. MAJCOM/PA will coordinate with SAF/PAY 30 days in advance or as soon as details are available.
2. May include an intermediate stop. Flight is accomplished within allocated flying hour funding and is complete in the same day (e.g. training flights authorized).
3. Is flown as a funded SAAM IAW AFI 24-101.
4. Transportation in support of approved PA activities.
5. If non-local travel involves stopping at a base owned by a different major command, MAJCOM/PA of requesting MAJCOM will inform owning MAJCOM/CC.
6. MAJCOM/PA will inform MAJCOM/CC and SAF/PAY.
7. SAF/PAY may delegate to the MAJCOM/PA but no lower. National level civic leaders, sports figures and celebrities must be approved at SAF/PAY and will not be delegated lower.

8.6. Civilian Travel Procedures and Guidelines.

8.6.1. Selecting invitees. Participants should be selected and invited as part of an overall PA strategy to increase public understanding and support of the roles and missions of the DOD, Department of the Air Force, or a local installation.

8.6.2. Installation PAs are responsible for providing a comprehensive list of proposed invitees and submitting it to the wing commander for final approval prior to sending invitations. **(T-1)**.

8.6.3. Invitational Travel Orders and Passenger Manifests. When traveling on a local flight, there is no requirement for invitational travel orders; however, installation PAs are responsible for providing required information for the manifest. When the travel is non-local, civilian participants must travel on invitational travel orders but at no cost to the government (no line of accounting required on the orders), unless it is a CLT-funded SAAM.

8.6.4. Reporting Requirements. Submit an after-action report within 30 days of completion to owning MAJCOM/PA to include date, type of aircraft, itinerary, resulting media and/or follow-on activity and names of participants. **(T-2)**

8.7. Public Affairs Flights. The Air Force conducts Public Affairs flights to increase public understanding and support of a particular weapon system, its mission, and its role in national defense. They are defined as flights in DOD-owned aircraft performed within the local flying area and terminating at the point of origin. Refer to DOD 4515.13, *Air Transportation Eligibility*, Section 8, and AFI 11-401, *Aviation Management*.

8.7.1. Participants for Public Affairs flights may include local and state government leaders and officials but not federally elected officials; local, national or regional civic leaders; celebrities, national sports figures, or those individuals whose notoriety or work is in the best interest of the Air Force. SAF/PAY approves participants for all Public Affairs flights unless delegated in writing to the MAJCOM/PA.

8.7.2. Participants should not have flown previously on Air Force aircraft.

8.7.3. Public Affairs Flights will not be used as a reward for supporting a local installation. Proper justification is required for all proposed passengers.

8.8. Non-Local PA Travel Funding . In accordance with AFI 24-101 and this instruction, non-local PA travel is supported as a SAAM. Units are responsible for funding their civic leader tours in accordance with MAJCOM/PA procedures.

8.8.1. Fiscal year funds should be requested through the normal MAJCOM budgeting process. MAJCOM/PA will staff as appropriate within their command. ANG units will process tour requests IAW National Guard Bureau Public Affairs Manual (PAM) 360-5.

8.9. Airlift Requirements .

8.9.1. MAJCOM and base validators must submit requests to U.S. Transportation Command (USTRANSCOM) no later than 60 days prior to the event, or 30 days if request includes contact information for a unit willing to volunteer to support, including owning wing support. **(T-0)**

8.9.2. Requests should identify any special requirements such as airline style seating, comfort pallets, etc. **Note:** Not all aircraft can accommodate comfort pallets, and not all units can provide sufficient airline-style seating for all passengers.

8.9.3. Although sponsors may request passenger-configured aircraft, the participants experience a more meaningful view of Air Force crewmember travel if they fly on cargo-configured aircraft.

8.9.4. Sponsors are encouraged to request a refueling mission on one leg of the trip. Air refueling is a unique Air Force operation demonstrating the capabilities of our systems and the professionalism of our people.

8.10. Special Considerations for Civilian, Non-Media Travel.

8.10.1. Tactical Waiver. Touch-and-go landings, multiple practice approaches, doors open in flight, practice emergency separations, and airdrops are prohibited with passengers onboard without a tactical waiver. Tactical waivers must be requested and routed through the requesting unit's operations group. Initiating tactical waivers is the responsibility of the owning wing operations group.

Chapter 9

REQUEST FOR INFORMATION (NON-MEDIA) AND GENERAL INQUIRIES

9.1. General Guidelines. Responding promptly, accurately, and completely to requests for information or complaints is an important part of Public Affairs. People often develop lasting impressions of the Air Force and the professionalism of its members based on the quality and timeliness of replies to their queries, requests and comments. Many times correspondence is the only direct contact a person or organization has with the Air Force.

9.1.1. Responses should be written in a clear, concise style. Avoid Air Force jargon, technical language, and acronyms.

9.1.2. Whenever possible, current, previously cleared information should be used in responding. However, when requests require more detail or involve sensitive subjects, proper coordination is essential.

9.1.3. When appropriate, refer requesters to <http://www.af.mil/Questions.aspx>, the installation home page or to official social media channels.

9.1.4. SAF/PAY provides congratulatory letters and certificates signed by the SECAF and CSAF to Boy Scout Eagle Award and Girl Scout Gold Award recipients. Requestors need to submit information through the online submission form at: <http://www.afoutreach.af.mil/scout/>.

9.2. Public Inquiries. Refer public inquiries to www.af.mil/Questions.aspx.

9.2.1. Public Affairs is not expected to invest excessive time and resources to research and develop materials for student research papers. Provide materials you have readily available, politely advise requesters their request goes beyond your research capability and refer them for further information to other appropriate sources of information, such as specific magazines, books, public or university libraries, industry, or other Air Force units.

9.3. Congressional Requests and Inquiries. Handle according to AFI 90-401.

9.4. Regional, State, and Local Government Officials and Special Interest Group Requests. Special care is taken to get a fully coordinated staff response and concurrence by the commander, and higher headquarters when appropriate, before answering these requests. Coordinate with the legislative liaison representative at the appropriate level in the commander's action group or elsewhere on the commander's staff. **(T-3)**

9.5. Foreign Nationals. Public Affairs must respond directly to all routine foreign national requests for unclassified information approved for public release. **(T-1)**. All other requests should be sent to the local AFOSI detachment and to the MAJCOM foreign disclosure offices for release determination. If release determination cannot be made at MAJCOM level, the request is sent to SAF/IA.

Chapter 10

COMMUNITY INVOLVEMENT, PARTICIPATION AND PROGRAMS

10.1. General Guidelines. Air Force policy is to maintain close working relationships with its civilian neighbors. Such a partnership should include every area of Air Force and civilian community life. The base and its appropriate military members, and civilian employee leadership are encouraged and expected to take part in community programs and organizations. Key civic leaders or groups should be invited to the base for informational briefings and meetings hosted by the commander and staff, as applicable.

10.1.1. Commanders must ensure that individuals or groups are not given preferential treatment that implies or confers authority or access to base services they would not be otherwise be entitled to. **(T-1)**. Commanders and public affairs offices should be made aware of any misuse of commander-granted access to the base, to include use of services meant exclusively for Airmen, their families and DOD employees. In the event the command considers rescinding base access or privileges afforded to a key civic leader or group, to include honorary commanders, maintaining base security is a paramount factor to be considered along with the potential impact on community ties and/or local factors.

10.1.2. Local Organizations. Base personnel should be encouraged to join local organizations compatible with their interests such as military affairs committees, community councils, etc.

10.1.2.1. Public Affairs should maintain an organizational reference file to include titles and addresses, official missions and structure, places and scheduled meetings, and conventions. **(T-3)**

10.1.2.2. The commander or a designated representative should be ex-officio observers who regularly attend meetings of key civic organizations representing a broad cross section of the community, such as the Chamber of Commerce. The commander or designated representative should consult the servicing legal office regarding the limits imposed by DOD 5500.07-R, para. 3-200 and 3-201, on attendance at, and membership in non-Federal entity activities in one's official capacity, and for ethics advice on activity limits, especially fundraisers.

10.1.2.3. Base access for civic leaders and others is an installation commander's decision and should be worked in accordance with AFI 31-501, *Personnel Security Program Management*, and local security forces offices. **(T-1)**

10.2. General Responsibilities. Department of Defense and Air Force policies express the responsibility to maintain an open, timely, and honest dialogue between military organizations and community and opinion leaders. While media engagements facilitate the more familiar avenue for such communication, community engagement enables community leaders to understand Air Force missions and priorities through direct personal contact and dialogue with Air Force personnel, and to convey community leaders' understanding to broader community audiences and opinion leaders. Commanders must establish personal contact with local community leaders to increase citizen awareness of the armed forces and missions, policies, and programs of the Air Force and to build relationships of mutual trust and benefit between Air Force and community leaders and their constituents. **(T-1)**.

10.3. Air Force personnel will only ask community participants to share individual attitudes or opinions; Air Force personnel do not solicit group or consensus recommendations to avoid violating the Federal Advisory Committee Act. (T-1). Commanders own the responsibility to establish contact with community leaders and may involve subordinate commanders and staff elements to assist in communicating about all levels of Air Force operations and personnel.

10.4. Managing Community Leader Meeting or Visit Requests. Community leaders may request informational meetings with Air Force commanders and visits to Air Force installations to better align community plans and services to assist Air Force operations and priorities (these are not considered a part of the tour program). Commanders should accommodate these requests as long as they do not interfere with installation mission execution and support activities. Commanders determine visit timing and the level of Air Force support provided, while remaining cognizant of the Air Forces' obligation to provide equal access and levels of support to similarly situated visitors.

10.4.1. Such visitors may include volunteer representatives of community organizations and private groups, local or state officials, members of Congress or their representatives, and paid advocates for private, civic, local, state or federal interests or other entities, sometimes referred to as "lobbyists." Groups that include individuals representing diverse community components or interests frequently benefit more broadly from meetings with Air Force leaders than singularly aligned or purposed groups. The PA office should identify community and member affiliations within the initial visit request. Participation by former Air Force or Federal government personnel, unilaterally or representing a non-DOD entity, does not confer special access or expanded discussion scope, unless otherwise authorized by law or Departmental instruction.

10.4.2. Commanders may outline unit and installation details in formal presentations and informal meetings during discussions with community groups. AFI 35-102 covers the requirement for review and clearance of the content of formal presentations. Air Force Public Affairs, Judge Advocate, Legislative Liaison, and mission area subject matter experts should assist commanders in determining acceptable, relevant information to satisfy community interests while complying with information guidelines governing congressional, contractor, technical, legal, and media information, FOIA and Privacy Act directives, and operations security policies and regulations, concurrent with guidance. **(T-1)**. These examples are not all inclusive. AFI 35-102 outlines these types of information and their release constraints and provides resources governing avenues for and restrictions on formal, written requests for public information release.

10.4.3. Commanders should discuss the same unit and installation information across diverse community groups to avoid providing a selective benefit or conferring preferential treatment upon any particular group, whether perceived or actual, as described in DOD 5500.07-R, para. 3-209. **(T-0)**

10.4.4. Installation personnel may only ask participants in community leadership programs for their personal or individual observations or recommendations. In order to avoid triggering the Federal Advisory Committee Act, these groups are not asked by the Air Force for group or consensus recommendations. **(T-1)**

10.5. Civic Leader Programs. Commanders are encouraged to have civic leader/honorary commanders programs. These programs increase the bond between local civic leaders and the Air Force. The goal of a civic leader program is to engage, educate and empower local, regional and national level community leaders to be advocates for the Air Force, Airmen and their families. Civic Leader program members should serve as advisors, key communicators and advocates for Air Force issues, providing ideas and feedback to commanders as to how Air Force missions can be best accomplished and monitor public attitudes toward the Air Force and Air Force missions.

10.5.1. Civic Leaders at all levels serve as advocates on Air Force matters and issues. In particular, programs should focus on fostering support for Airmen and their families, recruiting talented individuals to consider the Air Force, encourage youth to serve, encourage diversity and outreach to minorities, and provide Air Force leadership with insight and perspective on high priority issues.

10.5.2. Base-level Civic Leader Programs should aim to develop core partners from the community who are committed to the Air Force and would make good candidates to ultimately join MAJCOM and CSAF level civic leader programs.

10.5.3. Base-level Civic Leader Programs will be managed by Wing Public Affairs staff.

10.5.4. Under no circumstances will program participation be determined by any local civic organization nor will any local civic organization assess a fee to any civic leader who is chosen by the base to participate in the base Civic Leader Program. **(T-0)**

10.6. Execution of Base or MAJCOM Civic Leader Programs

10.6.1. Generally, neither appropriated nor non-appropriated funds are available to fund civic leader programs. Base events for civic leaders, such as luncheons, should be “pay-as-you-go” or funded with official representation funds (ORF) in accordance with AFI 65-603. This type of event should be held only once yearly at locations within the U.S. and its territories. ORF may be used to host distinguished foreign nationals in accordance with AFI 65-103, *Temporary Duty Orders*. Consult the installation legal office before making plans.

10.6.2. Guidelines for event participation and gifts apply to civic leader and advisory group programs. Event participation cannot violate DOD 5500.07-R, Joint Ethics Regulation. Avoid anything that could be perceived as impermissible preferential treatment, fraud, waste or abuse. **(T-0)**

10.6.3. The responsible PA organization should develop an operating instruction (OI) in accordance with AFI 33-360 to implement the base or MAJCOM civic leader program within resources available at the installation. The OI should outline responsibilities of various organizations on base (protocol, security forces, services, etc.) and complement this AFI. **(T-1)**

10.6.4. When practical, term limits should generally be no more than two to three years to enhance the program’s reach and effectiveness and to avoid program stagnation. If commanders deem longer terms are necessary, extreme care should be taken to avoid the perception that civic leader representation is a closed or stagnant group. If requested, a current civic leader may terminate his or her term early. Should a civic leader not fulfill his

or her responsibilities (i.e., recurring non-participation) the installation commander may terminate his or her term early.

10.6.5. Base access for civic leaders is an installation commander's decision and should be worked in accordance with AFI 31-501 and local security forces offices. **(T-1)**

10.7. Choosing Civic Leaders. The intent of a civic leader program is to educate and increase the knowledge and understanding of key civic leaders about the Air Force and the installation. Civilian participants are selected from among non-federally elected or appointed officials, mayors, chamber of commerce-type group members, principals of local schools, Military Affairs Committee members and others who, because of their position or influence in the community, can positively impact public support for the base. Public Affairs offices should nominate civic leaders from a diverse cross-section of the entire community and nominees should be approved through local legal offices prior to sending to wing leadership.

10.7.1. Civic Leaders should:

10.7.1.1. Be a United States citizen of outstanding character, integrity and patriotism.

10.7.1.2. Have a deep interest in military affairs.

10.7.1.3. Be a leader in local/regional/national community affairs.

10.7.1.4. Be in a position to provide individual perspectives to senior Air Force leaders on Air Force initiatives, issues and other matters of interest.

10.7.1.5. Be in a position to disseminate information about the Air Force to broad cross section of the public and to other prominent citizens in his or her area.

10.7.1.6. Be able to interpret and affect public attitude toward the Air Force.

10.7.1.7. Be able and willing to devote a reasonable amount of time as a civic leader for the installation.

10.7.2. Civic Leaders will not:

10.7.2.1. Be an employee of the Federal Government. **(T-0)**

10.7.2.2. Be a federally elected or appointed official. Locally elected or appointed officials will be considered on a case-by-case basis. **(T-0)**

10.7.2.3. Be an active member of the National Guard or a member of the Ready Reserve (Selected), Individual Ready Reserve, or Standby Reserve. **(T-1)**

10.7.2.4. Be a retired military member of any service. Exceptions will be rare and approved at the MAJCOM/PAC level when there is significant justification for inclusion.

10.7.2.5. Be a paid employee of any political party. **(T-0)**

10.7.2.6. Hold financial interests that conflict with their role as a civic leader. **(T-0)**

10.7.3. Selection of civic leaders should target engagement of a broad cross-section of area community leaders. Where possible, a single representative to the program from organizations is desirable (for example, from a school or business), taking into account the fact that heavily engaged civic leaders may be members of or participate in multiple local groups or organizations.

10.7.4. Nominees can work in a media-related field, but should not be a newspaper, TV, or radio reporter due to the inherent conflicts of interest that could arise if allowed unescorted access to the installation and/or access to base leadership in situations not intended to be public or to be publicized. Consult with MAJCOM/PA on establishing guidelines to mitigate potential conflict.

10.7.5. Individuals employed by DOD contractors cannot be nominated, nor may nominees otherwise occupy a position that may create a perception of a conflict of interest between program participation and their private interests (for example, financial interests in DOD contracts). The local legal office should be contacted for assistance in addressing questions in this regard.

10.8. Think Tank and Academia Engagement. SAF/PAY conducts a think tank engagement program to connect with opinion leaders who shape national and global policy. This program orchestrates engagements between Air Force senior leaders and leading opinion leaders from think tanks, academia and industry to establish conversations on key Air Force issues while receiving candid feedback. The intent of the program is to ensure Air Force senior leaders build and maintain relationships so that influential national security opinion leaders gain useful insight to better inform audiences of Air Force issues. SAF/PAY recommends general officer level wing commanders or Senior Executive Service civilians plan meetings with think tanks in the Washington, DC area when they are in town for Capitol Hill visits. Contact SAF/PAY 30 days in advance for additional details as all engagements must be worked through SAF/PAY. **(T-1)**

10.8.1. Installations may execute a think tank engagement program at the local level to facilitate discussions with local university professors, think tanks, and opinion leaders on installation-specific issues. Contact SAF/PAY for additional details on setting up a program.

Chapter 11

SPECIAL EVENTS, OBSERVANCES, JOINT COUNCILS, AND MUSICAL SUPPORT

11.1. Inter-Service Support for Events. Some community engagement programs involve support from more than one military service. When more than one military service supports a program sponsored by a civilian organization and the magnitude of the support warrants DOD coordination, OASD/PA requests one military department to nominate an officer located in the area of the program to serve as the overall DOD support coordinator.

11.1.1. When the Air Force is requested to nominate a DOD coordinator, SAF/PA requests the command with the installation closest to the event nominates a public affairs representative. OASD/PA then designates them as the DOD coordinator. The DOD coordinator is responsible for coordinating all military support, including support by the ANG and AFRC. DOD coordinators are authorized direct liaison with OASD/PA. **(T-0)**.

11.1.2. When the Air Force provides support for a particular event, SAF/PA requests appointment of a project officer, usually located within the area of the event, to represent the Air Force and assist the DOD coordinator.

11.1.3. The DOD coordinator prepares an after-action report and sends it to OASD/PA within 30 days following the event. Air Force project officers assist the DOD coordinator in preparing the after-action report by supplying the Air Force information. Air Force Project officers must ensure a copy of the report is sent to SAF/PAY. **(T-0)**.

11.2. Observances.

11.2.1. Armed Forces Day. By Presidential Proclamation, Armed Forces Day is observed on the third Saturday in May. On Armed Forces Day, in keeping with the spirit of unification in the National Security Act of 1947, as amended, Air Force units must not observe this commemoration (or any other day of significance to the Air Force and its subordinate elements) at any location away from an Air Force base without specific authorization of OASD/PA. **(T-0)**.

11.2.1.1. OASD/PA coordinates Armed Forces Programs at the national level. SAF/PA will pass OASD/PA guidelines to the field.

11.2.1.2. Air Force units will participate by extending hospitality to the public through open houses or similar events and by cooperating with community and organizational observances of Armed Forces Day as appropriate. **(T-3)**. In locations and situations where two or more military services are represented, joint participation in community-sponsored programs is encouraged.

11.2.2. Veterans Day. The Administrator of Veterans Affairs is usually designated by Presidential Proclamation as the Chairperson of the Veterans Day National Committee. The objective of this committee, comprised of representatives from major veteran's organizations, is to stimulate and perpetuate national public interest in honoring all veterans of all wars on Veterans Day. Each year, this Committee designates certain communities as regional sites for observing this national holiday. DOD supports these observances by appointing a coordinator and approving military support. Regional sites are designated to ensure proper priority and appropriate levels of support are available for these major observances. DOD policy is to

provide military support for Veterans Day observances in communities designated as regional sites as well as for smaller local observances held in communities not designated as regional sites.

11.2.3. **Presidential Wreath Laying Ceremony.** The Office of the Military Assistant to the President provides Presidential wreaths and arranges for their annual placement at the tombs, burial sites, and monuments of all former presidents. The Air Force, through the MAJCOM or FOA indicated, provides Presidential representatives at wreath laying ceremonies for the following Presidents: Millard Fillmore (ANG), 7 January, at Buffalo, New York, and Lyndon B. Johnson (ANG), 27 August, at LBJ Ranch, Texas.

11.2.3.1. The minimum military grade for wreath laying ceremonies is a Colonel from the installation closest to the site, unless overriding considerations preclude the availability of a senior officer. The name, grade, title, address, and telephone number of each designated representative must be sent to SAF/PAY at least 65 days in advance of the month of wreath placement. **(T-0)**

11.3. Joint Councils. When there is more than one military installation in an area, community engagement efforts or programs should be coordinated when appropriate. Consideration should be given to either forming a joint community council or providing for representation on the separate councils.

11.4. Musical Support at Public Events . The use of Air Force bands is effective in informing the public about the Air Force, and fostering public trust and support with communities at home and abroad. Each event is an opportunity to engage and interact with a particular public on behalf of the Air Force and is planned and structured to maximize the effectiveness and impact of the message being delivered. Refer to AFI 35-110, *Band Operations*, for detailed guidance.

11.4.1. Musical support of events includes, but is not limited to, public events, parades, concerts, choral presentations, patriotic openers or presentations, and community outreach concert tours that are in the best interest of the Air Force. CONUS Regional Air Force bands operate in geographic AORs as assigned by SAF/PA. OCONUS Air Force bands operate in geographic AORs as assigned by PACAF and USAFE. The Air Force Premier band stationed in Washington D.C. rotates through five national tour areas on a six month cycle as determined by the Deputy Assistant Secretary of Defense for Community and Public Outreach.

11.4.1.1. **Performances by Non-professional Military Musicians.** Official military musical performances that could garner national media attention (i.e., singing the National Anthem at a sporting event) should be performed by a professional military musician. On a case-by-case basis, service members who are non-professional military musicians who volunteer or are solicited to perform at such events must be approved by the closest military band commander or SAF/PAB prior to accepting an invitation to perform in uniform. Even if the service member volunteers to perform in civilian attire, if introduced as a member of the military, prior approval is still required. Refer also to guidance in DODI 5410.19.

11.4.2. No event will receive the support of more than one musical unit without prior approval of the ATSD(PA) or designated representative with two exceptions:

11.4.2.1. One local band per Military Department is authorized to participate in local patriotic or civic parades (i.e., Armed Forces Day parades, Norfolk North Atlantic Treaty Organization (NATO) Festival parade, Veterans Day parades) that are of general interest or benefit to a local, state, regional, national or broadly representative community. The parades should be sponsored or supported by the local government.

11.4.2.2. Participation by more than one Military Department must be considered when extensive support is required, or when cross-Military Department representation is applicable on occasions where it is in the best interests of the DOD to display the members of the joint team.

11.4.3. Musical support of events sponsored by non-federal entities is limited to patriotic, military, and other musical selections that clearly demonstrate the professionalism of the performers and focuses attention on the performance as an Air Force music presentation. Authorized programs include concerts, parade participation, and patriotic presentations.

11.4.4. Social music, background music and dance music are not authorized at civilian sponsored events, unless the event sponsor is a military welfare society as identified in 10 USC §2566 as amended by the 2010 National Defense Authorization Act (NDAA). Background, dance, or other social music programs are authorized for official U.S. Government events supported solely, or in part, by appropriated funds, regardless of location.
(T-0)

Chapter 12

SUPPORT FOR NON-GOVERNMENT ENTERTAINMENT PRODUCTIONS

12.1. Television, Motion Picture, Documentary, Unscripted & Other Entertainment Production Guidance . This section covers guidance governing Air Force assistance to non-government scripted and unscripted productions, including motion pictures, DVD, television and web-based movies; series and mini-series as well as theatrical productions, game shows and video games. These productions are primarily intended to entertain. The SAF/PAYL Entertainment Liaison Office in Los Angeles (SAF/PAYL) is the office of primary responsibility for liaising with the entertainment industry on all Air Force-related projects.

12.1.1. DOD Instruction 5410.16, *DOD Assistance to Non-Government Entertainment-Oriented Media 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.

12.1.2. The OSD/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. **(T-0)**

12.1.3. SAF/PAYL serves as the Air Force approval authority for official support before elevating requests to OASD/PA for DOD-level approval. SAF/PAYL 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, SAF/PAYL may provide advice and courtesy assistance that might ultimately help to qualify the project for support. However, no premature commitments may be made. SAF/PAYL also provides the production company a copy of DODI 5410.16, *DOD Assistance to Non-Government, Entertainment-Oriented Media Productions*.

12.2. MAJCOMs. Installations will be asked to support on-site filming requests for major motion pictures, television shows or documentaries. SAF/PAYL reviews requests and makes recommendations to MAJCOM/PA, to include MAJCOM and local unit ability to support. MAJCOM/PA must ensure required documents are accomplished for its units before filming is allowed. **(T-1)**

12.3. Installations. 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 PA office, after gaining approval from the installation commander, should contact its MAJCOM and who should contact SAF/PAYL in-turn before agreeing to anything. If contacted by SAF/PAYL or MAJCOMs concerning projects already under SAF/PAYL review, units should advise MAJCOMs of their ability to support. **(T-1)**

12.4. Production Companies . SAF/PAYL collaborates and coordinates with production companies to develop a project that will qualify for DOD approved assistance. Before a production company officially submits a project to OASD/PA for support consideration, SAF/PAYL 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.

12.4.1. The production company submits to OASD/PA, via SAF/PAYL, a formal request for production assistance. To begin the process, refer the production company to SAF/PAYL office website: www.airforcehollywood.af.mil. On this website, the production company will need to complete a "Production Request Support Form." Once completed, the website instructs the production company to e-mail the form to the organizational email box. SAF/PAYL will review the request and coordinate appropriately.

12.4.2. Production companies will be required to provide complete scripts for review and evaluation upon request of SAF/PAYL. All information provided is considered proprietary and is treated accordingly.

12.4.3. SAF/PAYL 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 SAF/PAYL, and recommendation for approval or disapproval is sent to OASD/PA.

12.4.4. Once support approval is granted, if the original request submitted was not complete as far as final scripting or specific support requirements, these are coordinated and approved by SAF/PAYL and OASD/PA as soon as possible thereafter. Support approval or disapproval gets communicated to the producer by OASD/PA or SAF/PAYL.

12.4.5. Once a project is granted OASD/PA approval, SAF/PAYL is authorized to provide official production support through an assigned project officer. SAF/PAYL assists 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.

12.4.6. On occasion, local PA units will be asked to assist with on-ground support if it's determined to be in the Air Force's best interest. A representative from SAF/PAYL will always be on-site.

Chapter 13

USE OF AIR FORCE MEMBERS AS EXTRAS, IN GAME SHOWS OR ENTERTAINMENT PRODUCTIONS

13.1. Use of Air Force People In Non DoD-Supported Entertainment programs. Air Force people who appear in non-government entertainment-oriented productions (non-news) do so voluntarily. Members must have their individual commander's approval and may need MAJCOM approval to appear. Members may participate in these programs but only in his/her personal, off-duty capacity. Members may not wear their uniform for any of the segments or arrange to use, military facilities or equipment in support of any portions of this program or provide any footage (to include filming the member on base or at their job) that gives the appearance or impression of Air Force endorsement. Members should also coordinate with their local PAO for media training. All active duty members must be in a leave or commander approved off-duty status. **(T-1)**. Permissive TDY is generally not authorized. Even though the requirements may state a certain time frame and will require leave, individuals should know that they may be required to make other appearances on behalf of the show or there may be instances where they would be required to stay on leave more than 45 days due to production schedules. Commanders should not sign any forms generated by production companies indicating that the member will not be deployed during the duration of filming the program. Active-duty & Reserve members must also have an approved AF Form 3902, *Application for Off-Duty Employment*, prior to leaving home duty installations for casting/auditions and for participation. **(T-1)**. The form should document any compensation that the member may receive. Compensation includes travel, airline tickets, per diem, lodging, food, gifts and prizes, etc. The form also allows for review from JA regarding any joint ethics regulations in the case of compensation for participation and/or in the event the person wins prizes on the show. SAF/PAYL should also be informed, to provide further guidance to members.

13.2. Use of Airmen as Extras In Approved DoD entertainment productions.

13.2.1. If Airmen are performing normal duties during the time of an approved DOD supported production, they are said to be on-duty and cannot be paid by the producer, nor are they required to participate.

13.2.2. If Airmen are not performing normal duties while taking part in an approved DOD production, they are off-duty. Airmen in an off-duty, non-official status may be hired by the production company to perform as actors, extras, etc., provided they are on leave or in a commander approved off-duty status, have an approved AF Form 3902, *Application for Off-Duty Employment*, and 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. The production company is responsible for resolving any disputes with unions governing the hiring of non-union actors and extras. Military personnel accepting such employment shall adhere to DODD 5500.07, *Standards of Conduct*. **(T-0)**. The individual's uniform may be worn only when it is used to identify the military service to which the individual belongs. Local units may assist the production company in publicizing the opportunity for employment and in identifying appropriate personnel.

13.3. Member Participation in Game & Talk Shows.

13.3.1. General Guidance. Air Force members may participate in game/quiz shows when such participation does not detract from the dignity and prestige of the Air Force. The following factors should be weighed in favor of participation when appropriate:

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

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

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

13.3.1.4. The show supports national interests.

13.3.1.5. 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.

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

13.4. Member coordination with PA . A member coordinates with his or her base-level PA office if he or she intends to participate either in or out of uniform, or by expressly presenting himself or herself as a member of the Air Force.

13.3.1. The base-level PA office should in-turn inform its MAJCOM, which will coordinate with SAF/PAYL as outlined below based on the show format.

13.5. Unscripted & Talk Shows . SAF/PAYL is the OPR for coordination and approval of an Air Force member's participation on a talk or unscripted program. Member participation is approved on a case-by-case basis.

13.6. Participation in Commercials . Participation in endorsing or marketing any commercial products is strictly prohibited. If necessary, SAF/PAYL 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.

13.7. Game/Quiz Shows . SAF/PAYL is the OPR for coordinating an Airman's participation on a game/quiz show.

13.7.1. Military-Themed Game/Quiz Shows. When a military installation takes an active role in providing military contestants, approvals by SAF/PAYL 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.

13.7.2. 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 SAF/PAYL prior to attending. SAF/PAYL can advise on which Air Force 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 SAF/PAYL.

EDWARD W. THOMAS, Brigadier General,
USAF
Director of Public Affairs

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

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Abbreviations and Acronyms

AFA—Air Force Association
AF/CV—Air Force Vice Chief of Staff
AFI—Air Force Instruction
AFOSI—Air Force Office of Special Investigations
AFPC—Air Force Personnel Center
AFPD—Air Force Policy Directive
AFPT—Air Force Parachute Team
AFRC—Air Force Reserve Command
AFSA—Air Force Sergeants Association
AFSC—Air Force Specialty Code
AICUZ—Air Installation Compatible Use Zone
AMC—Air Mobility Command
ANG—Air National Guard
ANGB—Air National Guard Base
C-NAF/PA—Component Numbered Air Force Office of Public Affairs
CLT—Civic Leader Tour
COCOM—Combatant Commander
CONUS—Continental United States
CR&PL—Office of the Secretary of Defense Public Affairs Community Relations and Public Liaison
CSAF—Chief of Staff of the Air Force
CSAR—Combat Search and Rescue

DOD—Department of Defense
DODD—Department of Defense Directive
DODI—Department of Defense Instruction
DRU—Direct Reporting Unit
FAA—Federal Aviation Administration
FOA—Field Operating Agency
FOIA—Freedom of Information Act
HQ—Headquarters
IAW—In Accordance With
JA/ATT—Joint Airborne and Air Transportability Training
JCOC—Joint Civilian Orientation Conference
MAJCOM—Major Command
MIA—Missing In Action
NAF—Numbered Air Force
NATO—North Atlantic Treaty Organization
NCO—Noncommissioned Officer
NCR—National Capital Region
NDAA—National Defense Authorization Act
O&M—Operation and Maintenance
OAA—Operational Approval Authority
OASD/PA—Office of the Assistant Secretary of Defense for Public Affairs
OCONUS—Outside of the Continental United States
OI—Operating Instruction
OPCON—Operational Control
ORF—Official Representation Funds
OSD—Office of the Secretary of Defense
PA—Public Affairs
PACAF—Pacific Air Forces
PAO—Public Affairs Officer
POM—Program Objective Memorandum
POW—Prisoner of War
R&D—Research and Development

RDS—Records Disposition Schedule

RIAT—Royal International Air Tattoo

ROTC—Reserve Officer Training Corps

SAAM—Special Assignment Airlift Mission

SAF—Secretary of the Air Force

SAF/AQ—Secretary of the Air Force Acquisition

SAF/IA—Secretary of the Air Force International Affairs

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

SAF/PAO—Secretary of the Air Force Office of Public Affairs Operations Division

SAF/PAY—Secretary of the Air Force Office of Public Affairs Engagement Division

SECAF—Secretary of the Air Force

SECDEF—Secretary of Defense

SJA—Staff Judge Advocate

SORN—System of Records Notice

STEM—Science, Technology, Engineering and Mathematics

TDY—Temporary Duty

USAF—United States Air Force

USAFE—United States Air Forces in Europe

USAFA—U.S. Air Force Academy

USMC—United States Marine Corps

USTRANSCOM—U.S. Transportation Command

USPA—United States Parachute Association