

Summary of Changes

USMEPCOM Regulation 360-1, 19 July 2004

Public Affairs

Command Information (CI), Public Information (PI), and Community Relations (CR)

This revision has no new policy; it has administrative changes only. Significant changes include -

- Establishing electronic availability of the *Messenger* (par. 2-5c).
- Updating agency title in chain of command display (par. 2-6a (3)).
- Correcting the proponency for medical subject matter of media interest (par. 3-2b).
- Updating membership in local civic organizations (par. 4-14b).
- Changing approving office for ceremonial unit support that is national in scope (par. 4-15a).
- Updating office symbol for Community Relations (throughout).
- Updating references and prescribed file numbers (app. A).

DEPARTMENT OF DEFENSE
HEADQUARTERS, UNITED STATES MILITARY ENTRANCE PROCESSING COMMAND
2834 GREEN BAY ROAD, NORTH CHICAGO, ILLINOIS 60064-3094

USMEPCOM Regulation
No. 360-1

19 July 2004

Effective: 19 August 2004

Public Affairs
COMMAND INFORMATION (CI), PUBLIC INFORMATION (PI),
AND COMMUNITY RELATIONS (CR)

FOR THE COMMANDER:

OFFICIAL:

D.R. O'Brien
Deputy Commander/Chief of Staff

/SIGNED/

SALLY J. HALL

Lieutenant Colonel, United States Army
Command Executive Officer

DISTRIBUTION:

A (Electronic only distribution)

Summary. This regulation establishes policies and procedures for United States Military Entrance Processing Command (USMEPCOM) Public Affairs (PA). It prescribes guidance for conducting command information (CI), public information (PI) (including responding to media queries), and community relations (CR). It also outlines concepts, objectives, and policies pertaining to PA and establishes the responsibilities of the Public Affairs Officer (PAO), sector and military entrance processing station (MEPS) commanders, and PA representatives.

Applicability. This regulation applies to military and civilian members of USMEPCOM.

Supplementation. Supplementation of this regulation and establishment of forms, other than USMEPCOM forms, is prohibited without prior approval from Headquarters, United States Military Entrance Processing Command (HQ USMEPCOM), ATTN: MPA, 2834 Green Bay Road, North Chicago, Illinois 60064-3094.

Management Control Process. This regulation is subject to the requirements of Army Regulation (AR) 11-2 and USMEPCOM Regulation 11-4, but does not identify key management controls that must be evaluated.

Suggested improvements. The proponent agency of this regulation is HQ USMEPCOM. Users are invited to send comments and suggested improvements on Department of the Army (DA) Form 2028 (Recommended Changes to Publications and Blank Forms), or by memorandum, directly to HQ USMEPCOM, ATTN: MPA, 2834 Green Bay Road, North Chicago, Illinois 60064-3094.

*This regulation supersedes USMEPCOM Regulation 360-1, 18 April 2002.

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Chapter 1 General

1-1. Purpose

This regulation prescribes policies and procedures for United States Military Entrance Processing Command (USMEPCOM) Public Affairs (PA). It provides guidance for command information (CI), public information (PI) (including media relations), and community relations (CR).

1-2. References

References are listed in appendix A.

1-3. Explanation of abbreviations and terms

Abbreviations and special terms used in this regulation are explained in the glossary.

1-4. Responsibilities

a. The Public Affairs Officer (PAO), USMEPCOM, will—

- (1) Develop PA plans, policies, and objectives for USMEPCOM.
- (2) Implement Department of Defense (DOD) and Department of the Army (DA) PA directives and instructions on CI, PI, and CR.
- (3) Advise the Commander, USMEPCOM, on matters pertaining to CI, PI, and CR.
- (4) Assist sector and MEPS commanders in conducting CI, PI, and CR and procuring and producing support materials.
- (5) Act as spokesperson for the Command.
- (6) Advise and instruct sector and MEPS commanders of their responsibilities, if delegated as spokesperson.
- (7) Coordinate CI, PI, and CR projects as necessary with comparative or higher headquarters.
- (8) Coordinate activities that have national or far-reaching PA implications with higher headquarters before commitment of Command resources or assistance.
- (9) Evaluate the overall effectiveness of CI, PI, and CR.
- (10) Conduct research on CI audience attitudes toward and perceptions about policies, programs, and information needs, and provide feedback to the Commander, USMEPCOM.
- (11) Supervise headquarters preparation of CI products.
- (12) Critique sector and MEPS CI products.
- (13) Supervise release of PI Command-wide.
- (14) Authorize and act on behalf of the Command to approve and direct any MEPS participation in national events, as coordinated with DOD, including regional or local jointly planned events and CR events, such as post-season games and other special one-time events as determined appropriate.

b. Sector and MEPS commanders will—

- (1) Support and implement USMEPCOM CI, PI, and CR policies.
- (2) Consult and seek advice from PAO in CI, PI, and CR matters.
- (3) Appoint, in writing, one PA representative for their individual command.
- (4) Exercise, or delegate to a PA representative, release authority for CI articles.

Note: While sector headquarters may require simultaneous coordination/information copies from a MEPS, the MEPS will forward the information directly to HQ USMEPCOM (ATTN: MPA) to ensure timely publication.

(5) Ensure logistical support for PA representatives on temporary duty in performance of PA-related duties.

(6) Convey CI to internal audiences by holding formal and informal CI discussions (e.g., Commander's Call) at least quarterly.

(7) Conduct supplementary CI programs by providing information to unit members through bulletin boards, CI news from the USMEPCOM Public Affairs Office (MPA), fliers, or other print/electronic media products.

(8) Ensure PI needs are met.

(9) Act as the primary point of contact with media representatives during visits to the sector or MEPS and inform personnel of this policy.

(10) As delegated by the Commander, USMEPCOM, act as the local spokesperson to the public for matters pertaining to their headquarters.

(11) Transmit information pertaining to their headquarters to the PAO for PI releases.

(12) Act as primary contact with media representatives for their headquarters. This responsibility can be delegated.

(13) Coordinate with PAO to evaluate local community attitudes, problems, and CR opportunities.

(14) Plan, implement and carry out activities within the geographical CR areas of their respective MEPSs.

(15) Encourage establishment of an interservice PA council to coordinate CR matters when more than one activity (i.e., recruiting unit) is nearby. In the absence of such a council, the local commander will coordinate with other local Service commanders before responding to requests for participation in events that may involve other activities and services.

(16) Provide required information to HQ USMEPCOM (ATTN: MPA-CR) (See chap. 4).

(17) Provide appropriate PA support to recruiting activities.

(18) Coordinate release of PI news with the PAO.

(19) Consult with PAO regarding matters not readily covered by this regulation.

(20) Ensure all personnel (military and civilian) in their commands are aware—

(a) To speak only on subjects within their area of responsibility.

(b) Not to comment on matters that are the responsibility of another agency.

c. Sector PA representatives will—

(1) Coordinate release of CI and PI news from the sector headquarters only.

(2) Handle coordination/information copies of MEPS CI and PI products (where required by sector policy) expeditiously so as not to delay CI publication or PI release.

(3) Advise and assist the local commander on matters pertaining to PI, CI, and CR.

(4) Assist the local commander in identifying specific CI needs and the best methods to present specific messages.

(5) Assist in obtaining and distributing print and audio-visual information products through MPA and other Service channels.

(6) Ensure the *Messenger* and CI news carried on the Command electronic mail (e-mail) system is available and disseminated locally.

(7) In coordination with the local commander, report newsworthy events of command or public interest to HQ USMEPCOM (ATTN: MPA).

(8) Seek out and prepare CI news releases on accomplishments by individuals in the sector headquarters only. These also may be used for public release through the USMEPCOM Public Affairs PI Hometown News Release Program and other DOD Service news agencies.

(9) Supervise the preparation and production of CI articles for publication in the *Messenger*.

(10) Seek out and prepare CI news releases on accomplishments by individuals or facilities. These may also be used for public release through USMEPCOM Public Affairs PI and other Service news agencies.

(11) Procure, through the Public Affairs Office, HQ USMEPCOM, and display chain of command photos in the station.

(12) Coordinate release of PI items from their sector with the PAO.

(13) Consult the PAO regarding matters not readily covered by this regulation.

d. MEPS PA representatives will—

(1) Advise and assist the local commander on matters pertaining to PI, CI, and CR.

(2) Assist the local commander in identifying specific CI needs and the best methods to present specific messages.

(3) Assist in obtaining and distributing print and audiovisual products through MPA and other Service channels.

(4) Ensure the *Messenger* and CI news carried on the Command e-mail system is available to PS personnel.

(5) In coordination with the local commander, report newsworthy events of Command or public interest through the sectors to HQ USMEPCOM (ATTN: MPA).

(6) Seek out and prepare CI news releases on accomplishments by individuals in the MEPS.

(7) Supervise the preparation and production of CI articles for publication in the *Messenger*.

(8) Seek out and prepare CI news releases on accomplishments by individuals or MEPS.

(9) Procure and display chain of command photos in the station.

(10) Coordinate release of PI items from their sector or MEPS with MPA.

(11) Consult the PAO regarding matters not readily covered by this regulation.

e. USMEPCOM personnel will—

(1) Speak only on subjects within their area of responsibility.

(2) Not comment on matters that are the responsibility of another agency.

Chapter 2

Community Information (CI)

2-1. Objectives

a. CI supports two-way communications between the Commander, USMEPCOM, sector and MEPS commanders, and internal audiences. CI allows civilian and military members of the Command to exchange information about DOD activities, individual Services and their related commands, the USMEPCOM mission, and other items of common interest.

b. Effective CI satisfies both the information requirements of the commander and the needs of subordinates. The following are CI objectives:

(1) Enhance the ability of USMEPCOM to process individuals for enlistment and induction into the Armed Forces based on DOD peacetime and mobilization requirements.

(2) Enhance duty performance and satisfaction with the Command and the respective Service for military members.

(3) Tell the truth about the Command to internal audiences.

(4) Gain the understanding and support of internal audiences for USMEPCOM missions, programs, and priorities.

(5) Meet other information needs and requirements.

c. Primary target audience includes USMEPCOM military and civilian personnel and their families. Secondary audience includes members of the recruiting commands and training centers.

d. Command emphasis is the key to effective CI. When properly implemented, CI can prevent, alleviate, or solve problems; show a commander's concern for the welfare of military and civilian employees and their families and others associated with the Command; express a commander concern for mission readiness and retention; and motivate individuals.

2-2. Management

a. CI is a command responsibility at all levels. Commanders will define and meet their informational needs. The PAO provides advice and staff support and ensures CI reflects the views of the Commander, USMEPCOM. The following principles also apply:

(1) Information will be made available to the internal audience, unless release is precluded by security classification.

(2) A free flow of general and military information will be available to military members and their family.

(3) Information will not be classified or withheld to protect the command from criticism or embarrassment.

(4) Information will be withheld when disclosure would adversely affect national security or threaten safety or privacy of USMEPCOM personnel.

- (5) Propaganda will not be allowed in DOD PA programs.
 - (6) Information presented to USMEPCOM members will be accurate, factual, balanced, objective, and timely.
 - (7) Information will be presented in such a way that no individual has the perception of being the object of ridicule, exclusion, or discrimination.
 - (8) Information dealing with USMEPCOM policies and programs will be disseminated impartially and objectively.
 - (9) DOD and USMEPCOM policies require a free flow of information. The calculated withholding of unfavorable news is prohibited. A balance will be maintained to ensure coverage of an event avoids sensationalism.
 - (10) Material from non-DOD sources will not be used by commanders in their CI unless the information is pertinent and relevant to USMEPCOM. Information is pertinent when it has a significant effect on USMEPCOM mission or personnel. Copyright laws must be adhered to.
 - (11) Political campaign news, editorials, advertising, cartoons, surveys, straw votes, opinion polls, or information considered partisan in nature will not be presented through CI channels.
 - (12) CI may include news about officially sanctioned fundraising campaigns. Discussing campaign goals, quotas, or tallies of solicitation may occur only when—
 - (a) A balanced and factual account of the campaign progress, including Command or MEPS goals, is legitimate news.
 - (b) Coverage will not imply or inspire competition among units or personnel or compare progress of one facility in the Command to another.
 - (c) Content urging participation will focus on Command support for the campaign or reader participation, without targeting a percentage to participate.
 - (d) No organization is to receive selective benefit from editorial opinion.
- b. Publicity of “games of chance” (where money is required to play, a random selection of numbers is produced for a winning combination, and a prize is offered) is prohibited.
 - c. No private nongovernmental organization or association will be favored over another in unit CI products.
 - d. The command magazine, the *Messenger*, is the command’s sole CI publication.
- (1) Individual MEPSs, however, may produce and distribute a local information bulletin about operational issues and targeted at area recruiting Service personnel. This bulletin will adhere to the following standards:
 - (a) Be produced using existing word processing software.
 - (b) Be printed on standard 8 1/2- by 11-inch plain white bond paper. Both sides of the sheet(s) may be used.

- (c) Be printed in black and white only, with a minimum of illustrations.
- (d) Be reproduced using only local copy facilities.
- (e) Frequency is no more than quarterly.
- (f) Include name, address, and telephone number of the MEPS.
- (g) Provide a copy of each bulletin to MPA.

(2) CI products produced periodically by sectors or MEPS are considered publications. With the sole exception of the MEPS local information bulletin referred to in paragraph (1) above, all CI products produced at sectors or MEPS must first be approved by an exception to policy from Headquarters, Department of the Army (PA), through MPA. The following conditions must be met to obtain approval of exceptions to policy:

- (a) Proof that the *Messenger* cannot meet sector or MEPS informational needs.
- (b) A statement justifying the need for a publication to meet mission needs.
- (c) Information concerning the format, frequency, printed circulation, method of reproduction, minimum and maximum number of pages, name, and target audience.
- (d) Approximate work hours, by month, required to produce alternate publication.

(3) Any approved sector or MEPS publication is subject to quality control by the PAO. As such, proposed CI publications must be provided to the USMEPCOM PAO.

e. Material printed in the *Messenger* will be credited to the proper source. Author bylines will be printed as applicable.

2-3. Operations

a. The Commander, USMEPCOM, and sector and MEPS commanders may consider several types of face-to-face contact to keep internal audiences informed.

(1) Meetings allow commanders to know first hand who receives their message and how they perceive it. Such meetings also permit commanders to receive immediate feedback on the effectiveness of their efforts in communicating with military and civilian members.

(2) A Commander's Call is among the most effective means by which a unit commander can conduct CI successfully. It is used to present and explain subjects of interest and importance to members of the unit and to the command as a whole. The forum provides a face-to-face exchange of ideas. All unit personnel, including civilians, will participate. A Commander's Call will be held at least quarterly to encourage two-way communication, and enhance morale by bringing personnel up-to-date on current policies, military affairs, and local issues.

b. Print materials are available to commanders in many forms (see par. 2-6c and app. B). These can be used to supplement a Commander's Call.

2-4. Contents

- a. The contents of CI presentations will normally be determined by local commanders.
- b. The Commander, USMEPCOM, or PAO may occasionally direct that specific topics be presented.
- c. Suggested topics are listed in appendix B.

2-5. Materials and services

- a. Commanders are expected to localize materials to meet the needs of their units and various audiences.
- b. To support CI objectives, DOD and the Services provide a variety of information products (i.e., newspapers and magazines, daily or weekly bulletins, posters, fact sheets, and services (see app. B).
- c. MPA will provide materials or products to meet Command CI needs.

Note: The USMEPCOM magazine, *Messenger*, is distributed in hard copy through normal distribution channels and electronically on the USMEPCOM Web site (<http://www.mepcom.army.mil/direct/mpa/cmdinfo.htm#messenger>); USMEPCOM Notes are distributed to users by the USMEPCOM e-mail system.

- d. Commanders are encouraged to produce materials locally to meet the needs of their CI. PA representatives are responsible for assisting commanders in obtaining or producing such CI materials.
- e. Commanders and PA representatives may obtain and use products of other Federal agencies whenever appropriate to support CI. Commanders are authorized to contact other Federal agencies to obtain products if distribution is not restricted and if the products will enhance local CI. Visual information products will be obtained in accordance with USMEPCOM Reg 25-90 (Visual Information (VI)).
- f. All CI printed products will be temporarily posted to official bulletin boards. Local policies for the types of items and length of display will be devised and administered by the unit PA representative.

2-6. Chain of command displays

a. Chain of command photos will be displayed prominently at HQ USMEPCOM, sectors, and MEPS. Photos are obtained through MPA. The 8- by 10-inch photos will be uniformly framed and displayed attractively in either the main entrance or the Command Group. The photos will be identified by name and title on a neatly typeset placard of white cardboard (or higher quality material, such as wood or brass) and placed on or under the frame. Photos will be arranged in the following order on a wall or mounted display board:

- (1) President of the United States
- (2) Secretary of Defense
- (3) Secretary of Home Land Security
- (4) Secretary of the Army
- (5) Secretary of the Navy
- (6) Secretary of the Air Force

- (7) Chairman of the Joint Chiefs of Staff
- (8) Deputy Assistant Secretary of Defense (Military Personnel Policy)
- (9) Commander, USMEPCOM
- (10) Sector commander
- (11) MEPS commander
- (12) USMEPCOM Senior Enlisted Advisor
- (13) Sector Senior Enlisted Advisor
- (14) MEPS 1st Sergeant

b. When a chain of command photo is not available, a name and title placard is required. The PA representative will type the words "Photo Not Available" on the placard and place the placard on or under the frame; the placard must completely fill or cover the frame. For frame and placard specifications see paragraph a above. Maintenance of the display (currency and cleanliness) is the responsibility of the PA representative.

Chapter 3

Public Information (PI)

3-1. Objectives

- a. PI is designed to release timely and factual information about organization activities, programs, and people. PI is intended to meet the needs of the public in obtaining information about USMEPCOM activities and to promote an understanding of the USMEPCOM mission and its role in DOD.
- b. Provide an effective PI response to the public's need for information according to DOD policy and to stimulate interest in more information.
- c. PI business is conducted with the international, national, and local media; independent writers; trade publications; and the general public.
- d. USMEPCOM PI is unusual in that often the MEPSs are the only military unit in many communities across the Nation. Accordingly, media representatives may ask a variety of military-related questions to MEPS commanders.

3-2. Management

- a. MPA will provide only unclassified information about its activities to the public. MPA will not release information that would clearly adversely affect national security or threaten the privacy or personal safety of men and women in the Armed Forces or DOD.
- b. USMEPCOM military and civilian personnel will speak only on subjects within their area of knowledge. Personnel—
 - (1) Will not comment on issues outside their area of knowledge and will refer media to higher headquarters or the appropriate agency for resolution. The news media frequently ask MEPS personnel to comment on broad military issues because MEPS personnel are often the most visible military presence in a community.
 - (2) Will not comment on matters that are the responsibility of other agencies, such as the recruiting commands or training centers, DOD accession policy, or above the purview of USMEPCOM or scope of their command. The PAO will assist in referring inquiries appropriately.
 - (a) Recurring subjects of media interest, properly referred to other agencies, include the Armed Services Vocational Aptitude Battery (ASVAB), recruiting trends, and demographics. Although human immunodeficiency virus (HIV) and drug and alcohol testing (DAT) procedures are within the purview of a MEPS, release of HIV and DAT statistics are not. The PAO will refer HIV and DAT questions to the DOD PAO in coordination with the USMEPCOM proponent (Medical).
 - (b) Many media questions can be answered by a MEPS commander with proper coordination from the PAO. Routine recurring subjects include USMEPCOM mission and history, MEPS mission, daily processing procedures, contract and payroll impact on community, and ASVAB use and testing procedures. MEPS specific information can be supported through each MEPS *Community Impact Statement* (see par. B-4e).
- c. Authority to release information rests with the PAO.

- d. Unfavorable news will be released with the same care and timeliness as favorable news.
- e. News released to the public will be accurate and factual. The PAO will respond to inaccurate press reports resulting from misinformation.
- f. The release of military records is governed by the Privacy Act of 1974 (section 552a, title 5, United States Code), AR 340-21 (The Army Privacy Program) and USMEPCOM Supplement 1 to AR 340-21, and AR 25-55 (Department of the Army Freedom of Information Act Program) respectively. For these matters, requesters will contact the Command Freedom of Information Act/Privacy Act Coordinator (HQ USMEPCOM, MCEA-SS, ATTN: FOIA/PA Coordinator). Records which would be released under those provisions will not be held for clearance through MPA. When information requests are of media interest or are controversial, the PAO will be notified. When it is determined necessary, the PAO will advise the DOD PAO (Office of the Assistant Secretary of Defense, Public Affairs (OASD PA)), the Commander, USMEPCOM; and other agencies.
- g. The authority to release information on the following issues is with a headquarters higher than USMEPCOM:
 - (1) Those where the information is proposed for release at the seat of Government.
 - (2) Those where the information concerns high level military or DOD policy.
 - (3) Those where the information relates to subjects of potential controversy among the Services. Specific recurring subjects releasable only through DOD include HIV testing statistics and ASVAB norms and comparisons. Consulting the PAO on all media contact will ensure subjects are released according to the governing policies. It will also ensure appropriate records are maintained.
- h. The PAO is responsible for the clearance of speeches, manuscripts, and articles for varied media. Clearance is provided according to standards of policy, security, accuracy, and propriety. MEPS personnel are encouraged to speak, and to submit for publication, manuscripts on Command- or mission-related topics. For example, new testing programs will be well received, but they must be staffed with subject matter experts at HQ USMEPCOM and then cleared for release.
 - (1) MEPS will request clearance by submitting the full and final text of material, including any supplemental audiovisual material to the PAO. (Text may be submitted by any means.)
 - (2) A copy of each manuscript will be initialed by the author to signify approval of the text, and will be retained by MPA (file number 360-5b3, disposition instructions in app. A, sect. VI.).
 - (3) A copy of each speech will be initialed by the speaker, to signify acceptance, and retained by MPA (file number 360-5b3, disposition instructions is app. A, sect VI).
 - (4) Speeches and manuscripts will be submitted at least 10 days in advance of desired clearance dates.
 - (5) Comments identified with "as amended" are mandatory and binding on the author or speaker. Comments identified as "recommended changes" are advisory in nature.
 - (6) Denial of clearance or directed mandatory change may be appealed through original channels.
- i. The DOD PAO, through the USMEPCOM PAO, must review speeches, manuscripts, and articles with any official connotation involving matters of national interest prepared by any member of the Command

before they are released. This is not intended to include fiction, academic work or letters intended as private submissions to the editorial sections of local newspapers and magazines, although advisory review is available on request.

(1) When the USMEPCOM PAO submits material to the DOD PAO, the writer will be notified of the final clearance decision through the same channel.

(2) Denial of clearance or directed mandatory changes may be appealed.

3-3. Media activities

a. Response to media queries will be made primarily by the PAO or by the Commander, USMEPCOM; sector commander, or MEPS commander in coordination with the PAO. Commanders who delegate interviews to subject matter experts within their sector or MEPS should ensure coordination between the PAO and the person to be interviewed. A background discussion or briefing may be held to give news media representatives a better understanding of a situation. This type of attribution must be agreed in advance. Cameras will not be used in background sessions. After MPA clearance, records of background media briefings may be disclosed under the Freedom of Information Act.

b. All comments made to reporters will be accurate and within the purview of the speaker.

c. During the initial media contact, commanders will make note of the topic, specific questions, and reporter's deadline, and report the request to the PAO. The PAO will attempt to answer all queries within the reporter's time constraints.

d. The media contact will be completed by filing Significant Activity Report (SAR) using the same format as the Serious Incident Report (SIR) as outlined in USMEPCOM Reg 5-5 (Security, Safety and Special Programs). The SAR will be maintained (file number 360-5d, disposition instructions in app. A, sect VI).

e. The USMEPCOM PAO may establish accreditation systems for local media in connection with coverage of a specific event or issue. However, this is not required for any specific circumstance.

f. Prior to answering media questions or consenting to a media visit, commanders will review the guidance in (1) through (8) below. Consultation with the PAO on all filming and taping in the MEPS will ensure compliance with AR 601-270.

(1) Interviews and photographs will not interfere with or disrupt mission accomplishment.

(2) Applicants and enlistees will be informed they are not obligated to talk with media representatives, but may consent to do so.

(3) Unless a certified break has been arranged, interviews and photographs will not be conducted while applicants are engaged in medical examination or enlistment qualification testing.

(4) Photographs of simulated medical examinations or enlistment qualification testing may be made, providing they are in good taste.

(5) Applicants' photographs will reflect personal dignity and decorum.

(6) News media representatives will not normally be permitted to photograph, film (video), or tape (audio) during an enlistment ceremony. MEPS commanders may approve exceptions, provided the photography or recording neither disturbs the conduct of the ceremony nor reduces its dignity.

(7) Photographing and recording of all USMEPCOM personnel by the media will not interfere with mission accomplishment. Photographing and recording of military members on duty should accurately represent their activity, mission, and military appearance standards.

(8) Photographing and recording of applicants is allowed with their permission. Document permission on USMEPCOM Form 360-1-2-R-E (Name, Photograph and Recording (Video/Audio) Release) and maintain the form with the originating directorate/special staff office, sector or MEPS (file number 360-5d, disposition instructions in app. A, sect. VI). See sample at figure 3-1. This form also serves principally to protect the photographer.

g. HQ USMEPCOM, sectors, and the MEPS personnel have no influence over media actions outside of their facilities. Forthright and honest dealings with local media can result in MEPS commanders gaining cooperation based upon security considerations and other issues.

3-4. Events

Events such as open houses, training days, and joint/augmentation unit activations are events of interest to the public and may generate media interest. Grand openings, while CR events, are also PI events because they normally generate public media interest. Advance news releases, press advisories, and follow-up articles are provided by the MPA. Tours are often provided by the MEPS staff in conjunction with the event, subject to the guidance above.

3-5. News releases

a. HQ USMEPCOM, sector, and MEPS personnel are encouraged to write news and feature articles. HQ USMEPCOM personnel, and sector and MEPS PA representatives will coordinate with the MPA to seek assistance as required. Electronic transmission of articles is preferred.

b. The Hometown News Release Program is conducted by MPA. Commanders, first sergeants, and PA representatives are primary supporters of the program, and will ensure Department of Defense (DD) Form 2266 (Hometown News Release Information) and information on the program are available in the sectors and MEPS. Program users will submit information on DD Form 2266 and send the form to HQ USMEPCOM (ATTN: MPA-PI). File this form under file number 360-5b3 (disposition instructions in app. A, sect VI). See sample at figure 3-2.

3-6. Nonmedia requests for information

Official support to the media is granted in response to requests from bona fide media representatives. The coordination of all requests for media support with MPA will ensure the request is genuine.

3-7. Commercial requests for support

Commanders will not assist in the production of or allow use of command facilities for any advertisement or promotional venture that might imply Government endorsement of a commercial product, service, or company. Specific activities may be approved by the Commander, USMEPCOM, for use in commercial advertisements and promotion if the following criteria are met:

a. Requests are submitted to the PAO for appropriate coordination and recommendations to the Commander, USMEPCOM.

b. Materials or activities will depict fact and will be in good taste.

c. Use of materials or activities will be in the best interest of the Government and the Command.

d. Implication of DOD, DA, or Command endorsement will be avoided.

- e. The material will contain a proper disclaimer, if circumstances require.
- f. Claims made or implied in the material are not misleading.
- g. The command clearly does not assume responsibility for the product.
- h. No military or civilian member of the Command will violate the standards of conduct by officially endorsing commercial products or services, using their titles or grades, or appearing in uniform to express or imply official connection or endorsement.

3-8. Visitors

Visitors to the MEPS are encouraged, especially relatives and friends of applicants enlisting. However, visitors are not permitted to visit processing and examining sections while in operation. Only persons with official business or who are authorized guests will be in these sections.

3-9. ASVAB publicity

ASVAB publicity is routinely disseminated by test specialists. ASVAB events such as support signings by governors or school officials are of media interest. The PA staff is available to advise on PI principles and Command policies. Information copies of resulting publicity will be provided by the MEPS to MPA.

NAME, PHOTOGRAPH AND RECORDING (VIDEO/AUDIO) RELEASE	
For use of this form, see USMEPCOM Reg 360-1	
<p>I, <u>Jane E. Smith</u>, do hereby give the United States government, through its agent, the United States Military Entrance Processing Command, the irrevocable right, without monetary or any other form of compensation, to use my name, photograph and/or recording (video/audio) for any and all purposes and in all manners in news releases for internal and external publics, for promotion of the Armed Forces or any other lawful purposes. I waive any right to inspect or approve the finished product, including written copy, that may be created in connections therewith. I am of legal age in my state of residence, or have consent as assigned below. *</p>	
SECTION I - CONSENT	
Signature: <i>Jane E. Smith</i>	Date: December 1, 1998
Street address: 33211 Ninth Avenue	City: Peoria
State and zip code: Illinois 80056	Phone: (012) 345-6789
SECTION II - WITNESS	
Name: John A. Doe	Title: Public Affairs Specialist
Organization: Headquarters, United States Military Entrance Processing Command	Phone: (987) 654-3210
SECTION III - PARENT/LEGAL GUARDIAN CONSENT (if applicable)	
*I am the parent and/or legal guardian of the minor named above and have the legal authority to execute the above release. I approve the foregoing and waive any rights in the premises.	
Signature:	Date:
Street address:	City:
State and zip code:	Phone:

USMEPCOM Form 360-1-2-R-E, 1 Feb 99

Figure 3-1. Sample of a completed USMEPCOM Form 360-1-2-R-E

HOMETOWN NEWS RELEASE INFORMATION									
1. PAO CODE			PRINT OR TYPE - SEND ORIGINAL ONLY				FOR RELEASING PUBLIC AFFAIRS OFFICE USE ONLY		
2. YOUR SOCIAL SECURITY NUMBER (For identification only)									
0	0	0	0	0	0	0	0	0	0
PRIVACY ACT STATEMENT									
<p>AUTHORITY: 5 U.S.C. 301, 10 U.S.C. 8012 and 8034, and EO 9397.</p> <p>PRINCIPAL PURPOSE: To prepare news stories and news releases for distribution and publication by civilian news media to recognize the achievements of Army and Air Force members. In accordance with the 1974 Privacy Act, you are hereby informed that your Social Security Number on this form is required for identification use only.</p> <p>ROUTINE USE: Information may be disclosed to civilian news media representatives. Once published, information is considered "Public Domain."</p> <p>DISCLOSURE: Information collected on this form is released over your signature and is voluntary. If you have no objection to the information being released to hometown audiences, sign your name below. Failure to provide the information may mean little or no public news release material can be produced, thus denying the individual public recognition for personal achievements.</p>									
3. BRANCH OF SERVICE		4. STATUS		5. RANK	6. PAY GRADE	7. FIRST NAME, MIDDLE INITIAL, LAST NAME			8. SEX
<input checked="" type="checkbox"/>	ARMY	<input checked="" type="checkbox"/>	ACTIVE	SFC	E-7	John A. Doe			M
<input type="checkbox"/>	AIR FORCE	<input type="checkbox"/>	RESERVE	9. EVENT (Example: Arrival; Promoted to Sergeant; Received Commendation Medal, etc. - Citation Needed)					
<input type="checkbox"/>	NAVY	<input type="checkbox"/>	NATIONAL GUARD	Meritorious Service Medal (Third Award)					
<input type="checkbox"/>	MARINE CORPS	<input type="checkbox"/>	CIVILIAN						
<input type="checkbox"/>	COAST GUARD	<input type="checkbox"/>							
10. YOUR LIVING PARENTS, STEPPARENTS, GUARDIANS, AUNT/UNCLE/GRANDPARENTS OR ADULT SIBLINGS									
a.(1) FIRST NAME, MIDDLE INITIAL, LAST NAME					(2) RELATIONSHIP TO YOU				
Paul R. and Mary A. Doe					Parents				
(3) ADDRESS (Number and Street)				(4) CITY	(5) STATE	(6) ZIP CODE			
01234 North Street				Canton	GA	30114-1234			
b.(1) FIRST NAME, MIDDLE INITIAL, LAST NAME					(2) RELATIONSHIP TO YOU				
Madeline S. White					Grandmother				
(3) ADDRESS (Number and Street)				(4) CITY	(5) STATE	(6) ZIP CODE			
P.O. Box 191				Chelsea	MI	28323-1234			
11. SPOUSE'S NAME (First, Middle Initial, Last)									
John D. Smith									
12. SPOUSE'S LIVING FATHER a. FIRST NAME, MIDDLE INITIAL, LAST NAME									
Tom P. Smith									
b. ADDRESS (Number and Street)				c. CITY	d. STATE	e. ZIP CODE			
33211 Ninth Avenue				Peoria	IL	80056-1234			
13. SPOUSE'S LIVING MOTHER a. FIRST NAME, MIDDLE INITIAL, LAST NAME									
Sue A. Smith									
b. ADDRESS (Number and Street)				c. CITY	d. STATE	e. ZIP CODE			
33211 Ninth Avenue				Peoria	IL	80056-1234			
14.a. YOUR PRESENT UNIT OF ASSIGNMENT (Do not abbreviate)			b. POST OR BASE (Not APO)		c. CITY		d. STATE OR COUNTRY		
Atlanta Mil. Entrance Processing Station			Fort Gillem		Atlanta		GA		
15. DUTY MOS OR AFSC			16. PRESENT JOB TITLE (Full Title - Do not abbreviate)				17. TOTAL YEARS MILITARY SERVICE		
41			Commander				11		
18.a. HIGH SCHOOL GRADUATED FROM			b. YEAR GRADUATED	c. CITY	d. STATE	e. ZIP CODE			
Canton High School			1983	Canton	GA	30114-1234			
19. COLLEGES GRADUATED FROM									
a. COMPLETE NAME		b. DEGREE	c. YEAR GRADUATED	d. CITY		e. STATE	f. ZIP CODE		
Northern Illinois University		BS	1987	DeKalb		IL	60099-1234		
Bowling Green State University		MA	1991	Bowling Green		OH	74437-1234		
20. REMARKS (Continue on back if necessary)									
21. SIGNATURE OF PERSON LISTED ABOVE (Authorizing release of this information)					22. DATE (YYMMDD)		23. DUTY PHONE (DSN or area code)		
					011231		(847) 688-3680		

Figure 3-2. Sample of a completed DD Form 2266

Chapter 4

Community Relations (CR)

4-1. Objectives

CR develops public understanding of the Command and appreciation of USMEPCOM and Armed Forces contributions to the Nation. CR programs are intended to—

- a. Increase public awareness of the USMEPCOM mission, policies, and programs.
- b. Inspire patriotism.
- c. Promote good relations between the public and USMEPCOM, locally and nationally.
- d. Promote the USMEPCOM image as a professional organization responsible for processing applicants for entrance into the Armed Forces.
- e. Support the recruiting mission.

4-2. Management

Policies for planning and conducting USMEPCOM CR and evaluating requests for command participation in public events are based on public law, executive order, USMEPCOM and Department of the Army directives, and practical experience.

4-3. Operations

a. Event planning information is required and will be coordinated with HQ USMEPCOM (MPA). Event sponsors will provide the following information to HQ USMEPCOM (MPA-CR):

- (1) Name, rank (if applicable), and position or title of official making the request.
- (2) Nature of request, support required, and date and location of event (include city and State).
- (3) Host, sponsor, and occasion (e.g., chapter meeting, military program, centennial celebration).

b. Sponsors will report the completion of the CR event to HQ USMEPCOM (ATTN: MPA-CR) and include:

- (1) Name, rank (if applicable), and position or title of the official who made the appearance.
- (2) Date and location of the event (include city and State).
- (3) Media coverage and medium (e.g., newspaper, magazine, radio, television).

c. USMEPCOM participation in community events will not selectively benefit any person, group, corporation (whether profit or nonprofit), religion, sect, religious or sectarian group, quasi-religious or ideological movement, fraternal organization, or commercial venture.

(1) Church facilities are often used as nonsectarian centers for community events and activities of common interest and benefit. USMEPCOM support of community activities conducted in church facilities may be authorized if the program is community-wide, nonsectarian in nature, of common interest and benefit, and broadly publicized.

(2) Participation in events sponsored by veterans' organizations may be authorized when such participation supports programs oriented to the veteran rather than the sectarian, fraternal, or national origin aspects of the organization's objectives. Similarly, participation in nonpublic school activities may be authorized in support of Armed Forces recruiting programs.

d. USMEPCOM participation in any public program within the scope of this regulation may be authorized only if admission, seating, and all other accommodations connected with the program are available to all persons without regard to sex, race, creed, color, or national origin. Participation in programs sponsored by organizations whose qualifications or membership are based on sex or national origin may be authorized only when the program is:

(1) Of primary interest or benefit to the community.

(2) Not for the special interest or benefit of the sponsoring organization. Users are encouraged to consult with the PAO.

e. USMEPCOM participation in a public event must be incidental to the event. Exceptions are programs of a patriotic nature, celebration of national holidays, or other proper events. Such events must be open to the general public. A general admission charge does not necessarily preclude USMEPCOM participation if participation is incidental to the event and other proper criteria are met. No additional fee may be charged specifically to observe USMEPCOM participation.

f. USMEPCOM personnel will not be used as ushers, guards, parking lot attendants, runners, messengers, baggage handlers, crowd controllers, or in any demeaning or inappropriate capacities to support unofficial programs conducted off military installations.

g. Commanders will weigh recruiting potential when evaluating requests for USMEPCOM participation.

h. USMEPCOM personnel should be encouraged to accept speaking invitations at public events to inform the public of the USMEPCOM mission and its contribution to national security.

i. Maximum effort will be made to satisfy public interest in USMEPCOM through orientation visits, tours, periodic open houses, and briefings.

j. Event sponsors will encourage maximum involvement of all Services' National Guard and Reserve forces in planning and conducting CR activities.

4-4. Public opinion

a. Public opinion about USMEPCOM and the Armed Forces is greatly influenced by the actions of each MEPS and sector headquarters. What USMEPCOM representatives do or say, or fail to do or say, has an important bearing on public opinion. This applies both to official and unofficial acts, which by their commission or omission affects public opinion. This principle also applies to civilian employees in their personal contact with the public. USMEPCOM personnel will adhere to DOD 5500.7-R (Joint Ethics Regulation) and DOD Directive 5500.7 (Standards of Conduct) and will use common sense and good taste.

b. USMEPCOM support of and participation in public events is based on the fact that the United States military belongs to the American people. Common ownership therefore requires that USMEPCOM resources be used to support events and activities of common interest and benefit. Because of time and resource limitations, USMEPCOM cannot respond positively to all valid requests for support. The command resources, therefore, should not selectively benefit any one sponsor without considering similar requests from others.

c. Effective CR requires:

- (1) Command supervision at all levels.
- (2) Appreciation of public opinion and attitudes toward USMEPCOM and the Armed Forces.
- (3) Planning definite actions and positive policies.
- (4) Implementing programs in a competent, professional, and responsible manner.
- (5) Continued evaluation of programs to measure their effect upon the public and USMEPCOM.
- (6) Sharing the results of the programs.

4-5. Prohibited participation

a. USMEPCOM participation is not authorized for events that are designed or conducted for the primary benefit of commercial interests including events designed to stimulate sales or increase business. However, participation may be authorized in an business establishment such as a shopping center or mall if it is in direct support of recruiting.

b. USMEPCOM material, or that of any other DOD agency, will not be provided in competition with resources and services commercially available in the civilian domain (for example, if a civilian organization needs a tent for a function, they would make arrangements with a commercial source).

c. USMEPCOM members or activities will not accept money or a reward unless allowed by public law, DA or USMEPCOM directives. Request guidance from the PAO.

4-6. Financing and budgeting

a. The cost of participating in a CR event is the responsibility of the activity (i.e., HQ USMEPCOM, sectors, and MEPS). Commanders should contact HQ USMEPCOM, Resource Management Directorate, concerning resource guidance for CR events.

b. Participation costs will normally be at Government expense for the following types of activities:

- (1) Official Government functions (e.g., grand opening ceremonies).
- (2) Public observances of national holidays, including Armed Forces Day sponsored by either military or civilian organizations.
- (3) National conventions of veterans' associations.
- (4) Official civil ceremonies and functions.
- (5) Speaking engagements.

c. Participation in other public events of mutual benefit to USMEPCOM and the sponsor will normally be at no additional expense to USMEPCOM. The sponsor will reimburse the additional costs financed from funds available to USMEPCOM. Additional costs normally include:

- (1) Travel and transportation of military personnel and equipment.

(2) Meals and lodging or per diem allowances payable as allowed under the Joint Federal Travel Regulation (JFTR) - Volume 1.

(3) Transportation and handling costs.

(4) Exhibit space rental, utilities, and custodial services.

(5) Public liability and property damage insurance, if required.

(6) Other services deemed necessary in agreement with the sponsor.

4-7. Programs

a. A number of Command-initiated official programs are effective in informing the public about USMEPCOM and in developing and maintaining a viable relationship with the civilian community including the following programs:

(1) Speakers bureaus.

(2) Liaison with civic and community organizations.

(3) Membership in civic, business, and professional organizations.

(4) Open house and MEPS tours.

b. Unofficial programs that involve direct contact with the civilian community are the most effective unofficial means of improving CR. Commanders should encourage military and civilian personnel and their family members to participate in local community activities (e.g., educational, religious, organizational, recreational, youth projects). USMEPCOM personnel involved in civilian community activities should be familiar with local history, customs, traditions, and culture.

c. Military personnel lending voluntary support during off-duty time to a community activity may be authorized to participate in uniform if the participation—

(1) Is proper according to restrictions, limitations, and considerations listed in paragraphs 4-4 through 4-6.

(2) Meets the standards of conduct in DOD 5500.7-R and DOD Directive 5500.7.

4-8. CR councils

a. Commanders are encouraged to organize an informal CR council of key members of their staffs (military and civilian).

b. As a minimum, councils should plan a continuous CR program and identify and establish contact with community services; businesses; and economic, minority, and veteran organizations.

c. Commanders are encouraged to identify and establish contacts with key civilian community officials through such councils.

d. Council members can assist in periodic appraisals of public attitudes toward the command to see if modification or new procedures are needed for CR policies and operations.

4-9. Community liaison

Commanders must maintain continual liaison with persons and organizations in the local community to help resolve common problems and develop cooperation and understanding between HQ USMEPCOM, sectors, MEPS, and the local community.

4-10. Public service awards

a. Commanders at all levels may recognize private citizens, local community leaders, and citizen groups and organizations for their support through public service awards. The local civilian personnel office normally supplies awards. Recommendations should be coordinated with the local civilian personnel office and the PAO.

b. Programs to recognize regional and local presidents or commanders of Service-oriented or veteran organizations and civic leaders are encouraged at each command level. Suggested activities for these civilian officials include:

- (1) Letters of congratulations upon election to office.
- (2) Invitations to visit the MEPS commander.
- (3) Tours and briefings.
- (4) Establishment of a liaison contact at the MEPS.

4-11. Protocol

a. MPA is the protocol office for the Command. MPA advises the Commander, USMEPCOM, and sector and MEPS commanders on matters associated with visiting dignitaries, and on appropriate honors and ceremonies. The MEPS commander is the host when dignitaries visit the MEPS. When dignitaries visit and a senior member of the command is present, the MEPS commander will still act as host.

b. Sector and MEPS PA representatives will contact MPA on protocol issues.

4-12. Speaking engagements

a. Commanders are encouraged to approve speaking engagements and public appearances. Speakers are an effective means to develop understanding, stimulate patriotic spirit, and inform the public about USMEPCOM and the Armed Forces. Requests for speakers will be submitted directly to the MEPS commander. The following also applies:

(1) Speaking engagements and public appearances by USMEPCOM personnel on subjects that will receive national media coverage will be cleared by the PAO and DOD PAO.

(2) USMEPCOM speakers will not participate in partisan or political gatherings.

(3) USMEPCOM speaker participation in fundraising events normally is limited to programs of the Combined Federal Campaign, military aid societies, and other appeals authorized by the President. Participation by USMEPCOM speakers in local fundraising programs may be authorized at the discretion of the local commander or the PAO.

(4) Admission, seating, and all other accommodations and facilities connected with the program must be available to all persons without regard to race, creed, color, sex, or national origin. When accommodations

and facilities are restricted, the sponsor must be willing to modify such procedures before USMEPCOM participation can be approved.

(5) USMEPCOM speakers will address only subjects within USMEPCOM purview and of which the speaker has personal knowledge.

(6) Participation by USMEPCOM speakers must not lend an appearance of sponsorship to the statements of nonmilitary speakers. This includes subjects that may be either partisan in character or contrary to established national policy.

(7) Speaking engagements before nongovernmental groups will not interfere with the assigned duties of the speaker. Commanders may authorize official duty time when such participation is in the best interest of the Command.

(8) Situations where the real or apparent purpose is to create controversy will be avoided. Consult the PAO before committing speakers to events where public confrontation or debate of national policy is planned or likely.

(9) Acceptance of press, radio, and television interviews in conjunction with speaking engagements is encouraged if such activities are coordinated with the PAO and conducted according to the provisions of this regulation, chapter 2.

(10) Costs incident to speaking engagements are normally at Government expense. Such costs are paid by the command or agency furnishing the speaker.

(11) Acceptance of a gratuity or fee is prohibited. Exceptions are listed in AR 360-1 (The Army Public Affairs Program), chapter 4. Reimbursement for necessary travel and living costs may be accepted from the sponsoring organization in lieu of reimbursement by the Government under the JTR.

b. The size of the CR geographical area will vary with the location of the MEPS. Generally, the size is based upon the distance in which travel to and from an event can be accomplished in one day without requiring overnight accommodations. In congested areas, the CR area may be limited to a small radius of the MEPS (e.g., 25 miles). In more rural areas, the radius may be greater (e.g., 50 miles). Travel outside regional geographical area in support of speaking engagements may be authorized as follows:

(1) Where participation by a member of the Command is clearly in the best interest of USMEPCOM, in observances such as:

- (a) Armed Forces Day.
- (b) Memorial Day.
- (c) Independence Day.
- (d) Veterans Day.
- (e) Other significant patriotic ceremonies.

(2) Where the nature of the audience and occasion clearly justifies the presence of a member of the Command, such as significant forums.

4-13. Organizations and associations

a. USMEPCOM recognizes the value of maintaining liaison with local, national, and Service-oriented organizations; therefore, commanders are encouraged to respond to requests for information and assistance. MPA may provide assistance as required.

b. Participant attendance should not selectively benefit any individual, corporation, political organization, or commercial venture. Also, the event should be of a general benefit to the whole community. To ensure compliance with DA policy, the event must adhere to the following:

- (1) It benefits the Army.
- (2) Fees charged to those attending are in line with actual costs.
- (3) Only a limited number of DOD participants will appear on the same program.
- (4) The event provides the best way to spread DOD information.

c. Additional issues that may be addressed within the organization or association may include the following:

- (1) Development of an effective two-way channel of communication between the Army and the community.
- (2) Cooperation among civilians and military agencies.
- (3) Sponsorship of joint social activities.
- (4) Provision of adequate off-post housing, public facilities, entertainment, and services to military personnel and their dependents.
- (5) Maximum support of Army activities such as Armed Forces Day and other special events.
- (6) Exchange of clergy and chaplains.
- (7) Provision for recreational facilities for Service personnel within the community.
- (8) Personnel procurement for the Army and incentives that add opportunities and benefits to Service life.
- (9) Civic, professional, and business clubs occasionally holding their regular luncheons with one of the military units at the installation.
- (10) Promotion of United States Military Academy and Reserve Officer Training Corps scholarship opportunities by educators and counselors.
- (11) Use of Army National Guard armories or United States Army Reserve centers by civic organizations.

4-14. Membership

a. Policy on membership or participation by USMEPCOM military or civilian personnel in private organizations and associations (i.e., local Chambers of Commerce) is the same as paragraph 4-13.

b. Command memberships are authorized in local civic organizations when deemed beneficial to USMEPCOM. HQ USMEPCOM, sectors, and MEPSs may be members of more than one local civic organization; however, only one membership in each organization per level of command may be purchased with authorized funds. Commanders should register memberships in the name of the command to eliminate name changes due to reassignments.

c. Normally, command membership in civic organizations will be purchased with appropriated funds. Commanders having control of nonappropriated welfare funds at headquarters, sector and MEPS level may approve nonappropriated fund expenditures for command memberships if:

(1) Membership supports morale, welfare, and mission objectives.

(2) Appropriated funds are not available.

(3) Authorization to use nonappropriated Amusement Vending Machine Funds (AVMFs) must be received from the Command AVMF committee.

d. USMEPCOM military and civilian personnel are prohibited from accepting an honorary office or membership in private associations whose membership includes business activities engaged in, or endeavoring to engage in, providing goods or services to a DOD component, including nonappropriated fund activities.

4-15. Ceremonial and troop units

a. Requests for ceremonial unit support that are national in scope require OASD PA approval. Event sponsors will send requests through command channels to the USMEPCOM PAO at least 60 days prior to the event, if possible. Requests for local support will be forwarded to sector and the Command PAO prior to sector or MEPS commitment.

b. Ceremonial units include special or unit color guards, drill teams, and other specialized units appropriate for military and patriotic ceremonies in the civilian domain. These units will be—

(1) Composed of volunteers serving in an official or unofficial capacity as authorized by the local commander.

(2) Well-trained and professional in appearance. Color guards will be composed of eight Service members with at least one representative from each Service. Six flags will be held: the national colors and each of the five Service flags (the Army flag must mount the full set of streamers). There are three sets of flags in each sector. The six flag bearers are flanked by one ceremonial rifleman on either side. Any deviation to this make-up must be approved by the PAO.

(3) Operated at no additional cost to the Government.

c. USMEPCOM ceremonial and troop units support and participation is authorized for the following:

(1) Official military functions on or off military installations.

(2) Official civil ceremonies and functions sponsored and conducted by Federal, State, county, and municipal governments. Events include the following:

(a) Inaugurals.

(b) Dedications of public buildings and projects.

(c) Ceremonies in honor of official Government visitors.

(d) Convening of legislative bodies.

(3) Community or civic celebrations such as:

(a) Banquets.

(b) Dinners.

(c) Receptions.

(d) Carnivals.

(e) Anniversaries sponsored to draw crowds for commercial purposes only.

(4) Civic-sponsored celebrations can be supported at the discretion of the commander in coordination with the PAO.

d. Parades and ceremonies incident to gatherings of personnel of the Armed Forces, veterans, and patriotic organizations.

e. Civic- or community-sponsored public parades, rallies, and concerts intended to—

(1) Stimulate interest in the Armed Forces.

(2) Support recruiting activities.

(3) Stimulate patriotism.

(4) Celebrate a national holiday.

f. USMEPCOM participation at sports events will be used, when possible, to provide maximum support to recruiting programs. Other than those described in paragraph (3) below, nationally televised halftime shows and other national or international events require the approval of the Office of the Assistant Secretary of Defense, Public Affairs (OASD PA). Requests will be forwarded from the contacted MEPS through the sector commander to USMEPCOM PAO for evaluation and further coordination. USMEPCOM participation in sports events are authorized under the following conditions:

(1) The game is a scheduled regular season event in which a military team competes and when such participation is in the best interest of the military.

(2) The game is an amateur regular season event, although admission is charged, and neither of the competing teams is military. Participation must be incidental to the event and in the best interest of the military. In addition, the event must be strictly local or regional.

(3) Local commanders may authorize color guards to participate, at no additional cost to the Government, in pregame activities at professional sports events and preseason and/or postseason collegiate events under the following conditions:

(a) The game is not being televised nationally.

(b) Such participation is confined to pre-game or halftime activities associated with rendering proper honors to the colors.

(c) The event is open to the public and is widely publicized.

g. Participation in activities in shopping centers and malls to support recruiting may be authorized by sector and MEPS commanders. CR support must not be advertised or presented as a promotion for the center or mall or for special business activities, such as promotional sales.

4-16. Prohibited participation

USMEPCOM participation and support is not authorized for the following:

a. Motion picture premieres or regular movie presentations, fashion shows, beauty pageants, or similar events sponsored or conducted for the sole benefit of commercial interests.

b. Parades sponsored solely to support commercial or promotional aspects of a holiday or event. Participation may be authorized in a parade sponsored by the community as a whole, when oriented toward civic or patriotic aspects rather than commercial. Regardless of sponsorship, certain events (such as Christmas parades) attract crowds to the local business district. When evaluating requests for support at such events, commanders must determine if the sponsor is cooperating with the spirit and intent of the foregoing policy, and if the event will benefit the military.

c. Civilian-sponsored beauty contests or pageants and similar events.

4-17. Armed Forces Day

a. CR emphasis during the month of May will be on Armed Forces Day. By Presidential proclamation, the third Saturday in May will be observed as Armed Forces Day. It is an occasion to—

(1) Report to the community on the status of USMEPCOM and the MEPS.

(2) Demonstrate the unity and common purpose of the Armed Forces in fulfilling our national security requirements and the USMEPCOM role in that purpose.

b. Armed Forces Day was first established with Presidential approval in 1950 by the Secretary of Defense. Since then, Armed Forces Day observances have demonstrated the unity and common purpose of the Armed Forces in fulfilling our national security requirements.

c. The following procedures apply to the observance of Armed Forces Day:

(1) The theme is announced annually by DOD.

(2) Activities to support the national theme will be at the discretion of the local commander. Participation should stress contributions to national security by the MEPS or the Command.

(3) Request military personnel wear their uniforms at civic, patriotic, and religious gatherings during Armed Forces Day observances.

d. Specific activities.

(1) **Speakers.** MEPS members may be invited to speak at occasions to observe Armed Forces Day. Favorable consideration of such invitations is encouraged. Speakers should stress the contribution of their MEPS to national security.

(2) **Parades.** Parades sponsored by community, civic, or veterans organizations are proper Armed Forces Day events for USMEPCOM elements. Cooperation with such sponsoring groups is encouraged. The extent of participation in such events is at the discretion of the local commander.

(3) **Civic organizations and Service association functions.** In the past, organizations such as veteran and civic groups have sponsored balls, dinners, and similar events to honor the Armed Forces. Encourage command personnel invited to such events to attend in uniform.

4-18. Fundraising

a. USMEPCOM fundraising support may be provided to the following:

(1) United, federated, or joint fundraising campaigns to include the Combined Federal Campaign.

(2) Other appeals authorized by the President of the United States or the Director, Office of Personnel Management.

(3) Efforts sponsored by Service aid societies.

b. USMEPCOM support for other local fundraising events is authorized only when—

(1) The program is local in nature, of community-wide interest and benefit, and has the support or endorsement of local united, federated, or joint campaign officials.

(2) In the judgment of the local commander, support of a local charity drive is part of the MEPS responsibility as a member of the local community. Such support could benefit a volunteer fire department, rescue unit, or youth-activity fund drive.

(3) The local commander authorizes support of activities to assist the unfortunate to include the use of “poppies” or other similar tokens by veterans’ organizations. This may also include the placement of collection boxes in public areas of Federal buildings or installations for the voluntary donation of foods or goods for charitable causes.

(4) It supports installation morale, welfare, and recreation activities.

c. Commanders may encourage volunteer efforts by command personnel as private citizens on behalf of charities of their choice.

4-19. Open house

a. MEPS open house events are authorized and encouraged to establish and maintain cordial relationships between MEPSs and the surrounding civilian communities.

b. Open houses may be scheduled to coincide with Armed Forces Day, the Command birthday, Service birthdays, or anniversaries that mark the history of the MEPS or community.

c. Activities should be conducted within the limits of available resources and operational capabilities.

Appendix A References

Except where otherwise indicated below, the following publications and forms are available on their service or agency Web sites:

Department of Defense (<http://www.defenselink.mil/pubs>)

Army (<http://www.usapa.army.mil>)

Marine Corps (<http://www.usmc.mil/marinelink/ind.nsf/publications>)

Navy (<http://neds.nebt.daps.mil/>)

Air Force (<http://afpubs.hq.af.mil>)

Coast Guard (<http://www.uscg.mil/hq/g-wk/g-wkh/g-wkh-1/pubs/pubs.direct.htm>)

USMEPCOM (MEPNET (<https://mepnet.mepcom.army.mil>) or Web (<http://www.mepcom.army.mil>))

GSA and Standard Forms (<http://www.gsa.gov/Portal/gsa/ep/home.do?tabId=0>)

Section I (The publications needed to comply with this regulation)
Required Publications

Joint Federal Travel Regulation (JFTR) – Volume 1

Uniformed Service Personnel. Cited in paragraph 4-6c(2). (<http://www.dtic.mil/perdiem/jftr.html>)

DOD 5500.7-R

Joint Ethics Regulation. Cited in paragraph 4-4a.

DOD Directive 5500.7

Standards of Conduct. Cited in paragraph 4-4a.

USMEPCOM Reg 5-5

Security, Safety, and Special Programs. Cited in paragraph 3-3d.

USMEPCOM Reg 25-90

Visual Information (VI). Cited in paragraph 2-5e.

Section II (The publications are a source of additional information. Users may read them to better understand the subject, but do not have to read them to understand the publication.)
Related Publications

Annual Army Posture Statement

Annual Chief of Staff Army Focus Book

AR 1-211

Attendance of Military and Civilian Personnel at Private Organization Meetings

AR 11-2

Management Control

AR 25-30

The Army Publishing Program

AR 25-55

The Department of the Army Freedom of Information Act Program

AR 25-400-2

The Army Records Information Management System (ARIMS)

AR 70-26

Department of the Army Sponsorship of Unclassified Scientific or Technical Meetings

AR 140-145

Individual Mobilization Augmentation (IMA) Program

AR 215-1

Morale, Welfare and Recreation Activities and Nonappropriated Fund Instrumentalities

AR 220-90

Army Bands

AR 340-21

The Army Privacy Program

AR 360-1

The Army Public Affairs Program

AR 380-5

Department of the Army Information Security Program

AR 600-29

Fund-Raising Within the Department of the Army

AR 601-270

Military Entrance Processing Station (MEPS)

DA Pam 25-91

Visual Information Procedures

DA Pam 600-60

A Guide to Protocol and Etiquette for Official Entertainment

DOD 5200.1-R

Information Security Program

FM 46-1

Public Affairs Operations (<http://www.adtdl.army.mil/cgi-bin/atdl.dll/fm/46-1/default.htm>)

The Associated Press Stylebook and Libel Manual

Christopher W. French and Norm Goldstein; The Associated Press, 50 Rockefeller Plaza, New York, NY 10020 (available through commercial sources)

The Complete Handbook of Diplomatic, Official and Social Usage

Mary Jane McCaffree and Pauline Innis; Devon Publishing Company, Inc., Washington DC (available through commercial sources)

Section III

(The publications prescribed by this regulation.)

Prescribed Publications

None

Section IV (The forms needed to comply with this publication.)
Required Form

DD Form 2266
Hometown News Release Information. Cited in paragraph 3-5b.

Section V (The forms prescribed by this regulation. Users must use the form to comply
Prescribed Form with this regulation.)

USMEPCOM Form 360-1-2-R-E
Name, Photograph and Recording (Video/Audio) Release. Cited in paragraph 3-3f(8).

Section VI (The file numbers this regulation prescribes for filing specific documents.)
Prescribed File Numbers

360-5b3
News media and releases. Cited in paragraphs 3-2h(2) and (3) and 3-5b.
KE6. Event is no longer needed for conducting business (business process requires a minimum 5-year retention). Keep in current file area until event occurs, then destroy.

360-5d
Public inquiries. Cited in paragraphs 3-3d and f(8).
K2. Keep in current file area until record is 2 years, then destroy.

Appendix B
Topics and Forums of Information Programs

B-1. CI topics

In helping to tell the USMEPCOM story internally, commanders will consider the following information:

- a. In qualifying applicants for military service, the Command performs a critical mission for the United States of America and performs it well.
- b. The Armed Forces attract and retain quality people.
- c. Leadership development is vital to mission accomplishment.
- d. Maintaining performance, discipline, and morals at all times is important to the Command.
- e. The Armed Forces have excellent equipment and a responsible support system for military and civilian personnel and their families.
- f. The Armed Forces are mentally and physically fit.
- g. The Armed Forces take care of their own.
- h. The principles of American freedom and democracy.
- i. National policies affecting the military.
- j. The nature of external threats to the United States and the free world.
- k. The reasons we need the Armed Forces.
- l. USMEPCOM capabilities, requirements, and accomplishments.
- m. The need for and contributions of civilian personnel.
- n. The benefits that accrue to individuals as a result of their association with the DOD.
- o. Responsibilities of internal audiences as United States citizens and as members of USMEPCOM.
- p. The contributions family members have made toward military readiness, retention, and military members' well-being.
- q. Laws, policies, regulations, and actions related to professional and personal interests.
- r. Military members speaking knowledgeably and confidently about their Service and their role in the military.
- s. The integral role our internal audiences play in the overall USMEPCOM Public Affairs Program.
- t. The Command role during peacetime and mobilization.
- u. Applicants are treated according to the Red Carpet Program at all phases of processing within the MEPS.

- v. The importance of HIV detection mission.
- w. The importance of a drug-free military and civilian workforce.
- x. The need for computer security.
- y. The need for physical security.
- z. Quality control.
- aa. Rights and responsibilities under the Uniform Code of Military Justice.

B-2. Forums

Forums appropriate for conducting CI include, but are not limited to the following:

- a. Newcomer's orientations that are coordinated with servicing installations.
- b. Commander's Call.
- c. Officer and noncommissioned officer professional development classes.
- d. Military formations and staff meetings.
- e. Displays, bulletin boards, posters, and fact sheets.
- f. Memorandums, notices, and daily bulletins.
- g. The command magazine, CI bulletins, and authorized publications from DOD and Service agencies.
- h. Video tapes, photographs, 35mm slides, audio tapes, and other electronic information materials.

B-3. PI topics

In helping to tell the USMEPCOM story publicly, commanders will consider the following information:

- a. In qualifying applicants for military service, the Command performs a critical mission for the United States of America and performs it well.
- b. The Armed Forces attract and retain quality people.
- c. Applicants are treated according to the Red Carpet Program at all phases of processing within the MEPS.
- d. Armed Forces and MEPS missions are accomplished through dedication and self-discipline of military and civilian members.
- e. The MEPS have appropriate and well-designed facilities for their work.
- f. The MEPS is a good neighbor, impacting favorably on its community.

B-4. Supporting DOD and USMEPCOM materials

The following materials may be used by commanders and PA representatives:

- a. The Office of Personnel Management produces the *Federal News Clipsheet*. It provides employees with information about their rights, benefits, and obligations as members of the Federal Career Service. Sectors and MEPS may receive a free copy by writing the Office of Public Affairs, Office of Personnel Management, 1900 I Street, N.W., Washington, DC 20415.
- b. The Army produces CI pamphlets and posters for pinpoint distribution. Normally these materials are a one time mass distribution and cannot be requested.
- c. Soldiers Radio and Television Center has a production five times weekly.
- d. Each Service component produces a magazine. *Soldiers* (Army), *All Hands* (Navy), *Airman* (Air Force), and *Marines* (Marine Corps) are monthly official Service component magazines providing timely, factual information on topics of interest to members of the Services. HQ USMEPCOM, sectors, and MEPSs are on the distribution list.
- e. MPA maintains MEPS *Community Impact Statements*, which are updated annually for use by commanders to support statements about the MEPS economic impact on the community. They include the latest fiscal year totals for accessions, exams, testing, staffing and payroll. The MPA work orders clerk is the direct point of contact for format and submission of yearly updates.
- f. MPA produces and distributes the Command magazine, the *Messenger*, every 2 months. It contains Command news, features, the Commander's commentaries, sports, recognitions, entertainment items, photographs, and artwork.
- g. MPA produces and distributes MEPCOM Notes over the command e-mail system. This product is usually distributed two times a month. It lists time sensitive information for each Service.
- h. MPA also distributes an all-Service news video two times a month to sectors and MEPSs detailing Service specific information of interest.

Glossary

Section I
Abbreviations

AR

Army regulation

ASVAB

Armed Services Vocational Aptitude Battery

AVMF

Amusement Vending Machine Fund

CI

command information

CR

community relations

DA

Department of the Army

DAT

drug and alcohol testing

DD, DOD

Department of Defense

e-mail

electronic mail

HIV

Human Immunodeficiency Virus

HQ USMEPCOM

Headquarters, United States Military Entrance Processing Command

MEPS

military entrance processing station

PA

public affairs

PAO

public affairs officer

PI

public information

USMEPCOM

United States Military Entrance Processing Command

Section II

Terms

background

Remarks that may be reported only if attributed to a nonspecific source, for example, Army official.

command information

Provides timely and accurate information between commanders and members of the Command.

community relations

Develops and promotes an understanding and appreciation of the Command mission and contributions between command units and their local communities.

community relations program

An action or series of actions planned and carried out by any USMEPCOM component, unit, or person to achieve and maintain good relations with the various communities with which the component interacts. Community relations programs may be conducted on or off military installations.

internal audience

Assigned military and civilian personnel and their families depending upon Command information.

international event

An event in which the audience and participation is drawn from the United States and at least one other nation and is of international interest.

national event

An event in which the audience and participation is drawn from the United States as a whole and is of national interest. Local and regional events aired nationally on television or radio are considered national events.

primary target audience

The people whose interests the information addresses.

public information

Unclassified information about the Command and its members released to the public or media.

regional event

An event in which the audience and participation is drawn from two or more States of the United States and is of regional interest.

speaking engagement

Any prearranged affair, including official Government, military and civic functions, or public events where a military or civilian member of any USMEPCOM component speaks on a USMEPCOM subject within that member's official knowledge. Impromptu remarks delivered incidentally as part of the person's attendance at an event do not constitute a speaking engagement within the meaning of this regulation.

supplementary CI programs

Locally devised projects in support of CI dissemination.