

DEPARTMENT OF DEFENSE  
HEADQUARTERS, UNITED STATES MILITARY ENTRANCE PROCESSING COMMAND  
2834 GREEN BAY ROAD, NORTH CHICAGO, ILLINOIS 60064-3091

USMEPCOM Regulation  
No. 360-1

Effective:  
**Army Public Affairs**  
**Public Affairs**

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FOR THE COMMANDER:

J. Cunningham  
Deputy Commander/Chief of Staff

**DISTRIBUTION:**

Unlimited. This Regulation is approved for public release.

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**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), visual information (VI) 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, Battalion, 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 (HQ) USMEPCOM, ATTN: MEDC-PA, 2834 Green Bay Road, North Chicago, Illinois 60064-3091.

**Internal Control Process.** This regulation is subject to the requirements of Army Regulation (AR) 11-2, Managers' Internal Control Program but does not identify key internal 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: MEDC-PA, 2834 Green Bay Road, North Chicago, Illinois 60064-3091.

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\*This regulation supersedes USMEPCOM Regulation 360-1, July 19, 2004.

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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), visual information (VI), 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 [Appendix C, 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, VI, and CR
- (3) Advise the Commander, USMEPCOM on matters pertaining to CI, PI, VI, and CR
- (4) Assist Sector, Battalion, and Military Entrance Processing Station (MEPS) Commanders in conducting CI, PI, VI, and CR and procuring and producing support materials
- (5) Act as spokesperson for the Command
- (6) Advise and instruct Sector, Battalion, and MEPS Commanders of their responsibilities, if delegated as spokesperson
- (7) Coordinate CI, PI, VI, and CR projects as necessary with comparative or Higher Headquarters (HHQ)
- (8) Coordinate activities that have national or far-reaching PA implications with HHQ before commitment of Command resources or assistance
- (9) Evaluate the overall effectiveness of CI, PI, VI, 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 (HQ) USMEPCOM preparation of CI products
- (12) Critique Sector, Battalion, and MEPS CI products
- (13) Supervise release of CI Command-wide

(14) Authorize and act on behalf of the Command to approve and direct any MEPS participation in national events, as coordinated with the 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

(15) Coordinate and produce an annual Command Annual Report to highlight the major accomplishments of the Command and key linkages that support the Accession Enterprise. J-3/MEOP, J-5/MEPT, and J-7/MEMD will provide statistical data to support this task.

b. Sector, Battalion, and MEPS commanders will:

(1) Support and implement USMEPCOM CI, PI, VI, and CR policies.

(2) Consult and seek advice from PAO in CI, PI, VI, and CR matters.

(3) Appoint, in writing, one PA representative for their individual command.

(4) Exercise, or delegate to a PA representative for development of CI articles.

**Note:** The MEPS will forward the information directly to HQ USMEPCOM (ATTN: MEDC-PA) 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 (MEDC-PA), fliers, or other print/electronic media products.

(8) Ensure PI needs are met.

(9) Authorize establishment of official social media accounts and appoint at least two social media moderators in writing.

(10) Act as the primary point of contact (POC) with media representatives during visits and inform personnel of this policy.

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

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

(13) Act as primary POC with media representatives for their headquarters.

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

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

(16) 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.

(17) Provide required information to HQ USMEPCOM (ATTN: MEDC-PA) (See [Chapter 4](#)).

(18) Provide appropriate PA support to recruiting activities.

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

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

c. MEPS PA representatives will:

(1) Advise and assist the local Commander on matters pertaining to PI, CI, VI, 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 products through MEDC-PA.

(4) Serve as moderator of MEPS social media accounts, if commander authorizes use of social media.

(5) Ensure the *Messenger* and CI news carried on the Command Intranet (SPEAR) are available to all personnel.

(6) In coordination with the local Commander, report newsworthy events of Command or public interest through the chain of command to HQ USMEPCOM (ATTN: MEDC-PA).

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

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

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

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

(11) Coordinate release of PI items from their Sector, Battalion, or MEPS with MEDC-PA.

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

(13) Prepare and submit requests to MEDC-PA for VI products.

- d. HQ USMEPCOM directors/special staff officers will—
  - (1) Prepare and submit requests to MEDC-PA for VI products.
  - (2) Fund VI productions within their program areas, as appropriate.
  - (3) Provide a technical advisor (TA) when a VI production is being developed and produced on their subject area.
  - (4) Review VI productions produced for their directorate/special staff offices for outdated material and notify MEDC-PA for production recall, as appropriate.
- e. All 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**

### **Command Information (CI)**

#### **2-1. Objectives**

a. CI supports internal two-way communications between the Commander, USMEPCOM, Sector, Battalion, and MEPS Commanders, and all members of the Command.

b. Effective CI satisfies both the information requirements of the Commander and the needs of subordinates for information. 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) Gain the understanding and support of internal audiences for USMEPCOM missions, programs, and priorities

(4) 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's 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 families.

(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 the safety or privacy of USMEPCOM personnel.

(5) Propaganda is not allowed in DOD PA programs, nor will it be used to support any event involving (or appearing to involve) the promotion, endorsement, or sponsorship of any individual, civilian enterprise (CE), religious or sectarian movement, organization, ideological movement, or political campaign.

(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. Everyone must adhere to copyright laws.

(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 non-federal entity will be favored over another in unit CI products.

d. The Messenger Magazine, MEPCOM Notes, Take Ten, and SPEAR are the primary USMEPCOM CI tools.

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, Battalion, 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 messages and how they perceive them. 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 [paragraph 2-6c](#) and [Appendix B](#) as 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 (e.g., newspapers and magazines, daily or weekly bulletins, posters, fact sheets, and services (see [Appendix B](#))).

c. MEDC-PA 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 Website](#); and on [SPEAR](#); MEPCOM Notes are distributed to users on [SPEAR](#); Take10 is also distributed on [SPEAR](#).

d. 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 [Chapter 5](#) of this regulation.

## **2-6. Chain of command displays**

a. Chain of command photos will be displayed prominently at HQ USMEPCOM, Sectors, Battalion, and MEPS. Photos are obtained through MEDC-PA. [Figure 2-1](#) illustrates the order of precedence to be used when arranging the photographs. The photographs will be displayed on a wall or mounted display board.

b. 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. [Figure 2-2](#) provides several suggested arrangements that may be used. The arrangement used will be determined by available space and resources. Use of the suggested arrangements is not mandatory although if other arrangements are used, the proper order of precedence illustrated in [Figure 2-1](#) must be maintained.

c. 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.

Figure 2-1, USMEPCOM Chain of Command displays with legend.

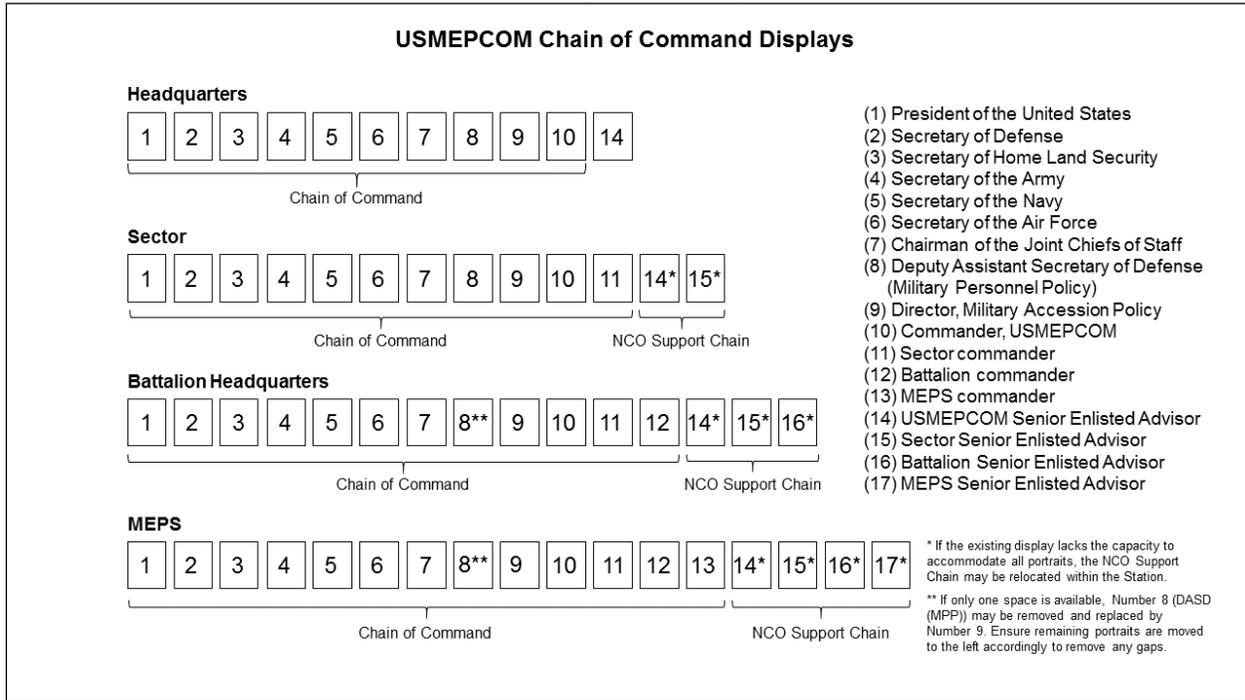


Figure 2-1, USMEPCOM Chain of Command displays with legend.

Figure 2-2, Suggested USMEPCOM Chain of Command display arrangements.

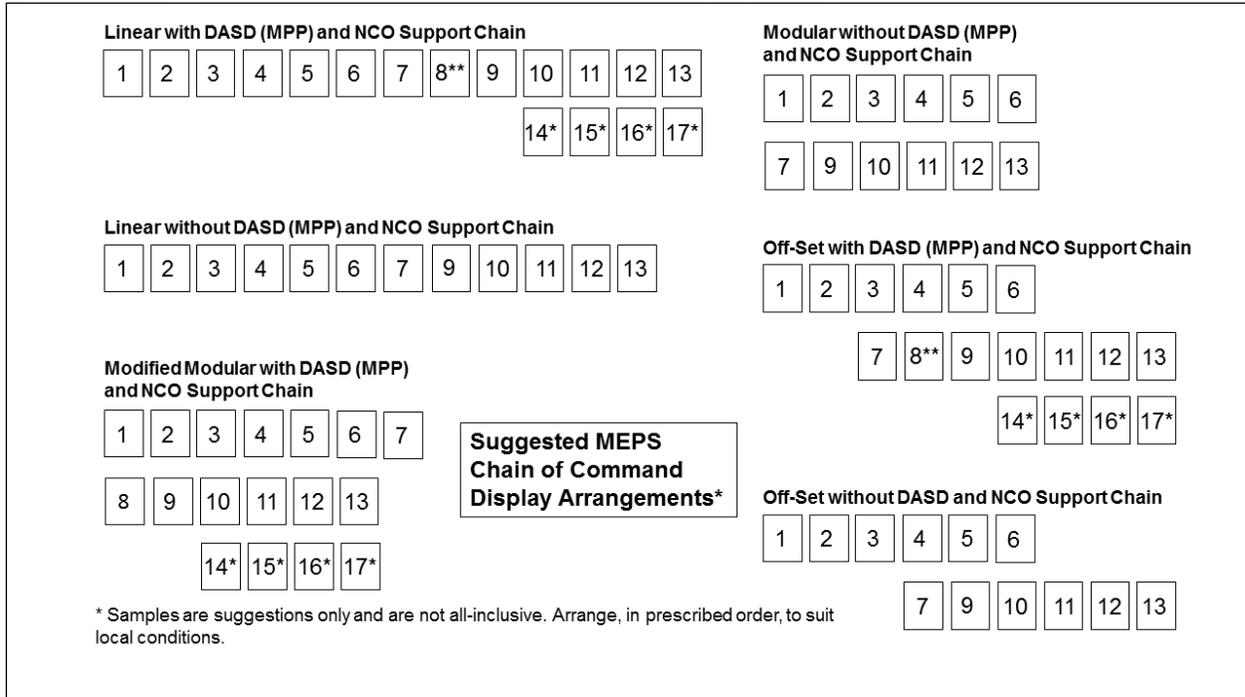


Figure 2-2, Suggested USMEPCOM Chain of Command display arrangements.

## **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 the 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 MEPS are the only military unit in many communities across the Nation. Accordingly, local media representatives may ask MEPS Commanders a variety of military-related questions.

#### **3-2. Management**

a. MEDC-PA will provide only unclassified information about its activities to the public. MEDC-PA 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 areas of knowledge. Personnel:

(1) Will not comment on issues outside their areas of knowledge and will refer media to HHQ 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, recruiting trends, and demographics.

(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.

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; USMEPCOM Regulation 25-52, Management and Disclosure of Command Information; 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 at HQ USMEPCOM, MEHR-PR, ATTN: FOIA/PA Coordinator. Records which would be released under those provisions will not be held for clearance through MEDC-PA. 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. Consulting the PAO on all media contact will ensure information is 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 public promotion. 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 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 MEDC-PA under Record Number 360-5b3/1000B, "News Media and Releases" (see disposition instructions in [Appendix A, Section III](#)).

(3) A copy of each speech will be initialed by the speaker, to signify acceptance, and retained by MEDC-PA under Record Number 360-5b3/1000B, "News Media and Releases" (see disposition instructions in [Appendix A, Section III](#)).

(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 to 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 MEDC-PA 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; Battalion Commander; or MEPS Commander in coordination with the PAO. Commanders who delegate interviews to subject matter experts within their organization 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 MEDC-PA 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). It is available on [SPEAR](#). The SAR will be maintained under Record Number 360-5d/1000B, "Public Inquiries" (see disposition instructions in [Appendix A, Section III](#)).

e. MEDC-PA 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 DoDM 1145.02, Military Entrance Processing Station (MEPS).

(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 are permitted to photograph and record during enlistment ceremonies. Photographers must not disturb the conduct of the ceremony nor reduce 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 \(UMF\) 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 under Record Number 360-5d/1000B, "Public Inquiries" (see disposition instructions in [appendix A, section III](#)) See sample at [figure 3-1](#). This form also serves principally to protect the photographer.

g. HQ USMEPCOM, Sectors, Battalions, and the MEPS personnel may not attempt to influence 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 MEDC-PA. Station 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, Battalion, and MEPS personnel are encouraged to write news and feature articles. HQ USMEPCOM personnel and Sector and MEPS PA representatives will coordinate with the MEDC-PA to seek assistance as required. Electronic transmission of articles is preferred.

b. The Hometown News Release Program is conducted by the Joint Hometown News Service. Military members are encouraged to submit hometown news releases regarding significant milestones in their career. A link to the web form is provided on the SPEAR main page.

### **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 MEDC-PA 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 MEDC-PA.

**Figure 3-1. Sample of a completed USMEPCOM Form 360-1-2 NAME, PHOTOGRAPH AND RECORDING (VIDEO/AUDIO) RELEASE**

NAME, PHOTOGRAPH AND RECORDING (VIDEO/AUDIO) RELEASE	
For use of this form, see USMEPCOM Reg 360-1	
<p>I, <b>John Doe</b>, 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:	Date: Dec 31, 2018
Street address: 123 Main Street	City: Anywhereville
State and zip code: IL 12345	Phone: 987-654-3210
SECTION II - WITNESS	
Name: CPT Jane Doe	Title: Operations Officer
Organization: Chicago MEPS	Phone: 312-456-7890
SECTION III - PARENT/LEGAL GUARDIAN CONSENT (if applicable)	
<p>*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.</p>	
Signature:	Date: Dec 31, 2018
Street address: 123 Main Street	City: Anywhereville
State and zip code: IL 12345	Phone: 987-654-3210

USMEPCOM FORM 360-1-2-R-E, FEB 1999

**Figure 3-1. Sample of a completed USMEPCOM Form 360-1-2 NAME, PHOTOGRAPH AND RECORDING (VIDEO/AUDIO) RELEASE**

## **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 directives, and practical experience.

### **4-3. Operations**

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

- (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: MEDC-PA) 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 memberships 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, Battalion, 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 affect 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's 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 honor 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 a 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 must make arrangements with a commercial source).

c. USMEPCOM members or activities will not accept money or a reward unless allowed by public law, DoD, 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, Battalion, 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 houses 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 from 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, Battalion, 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.
  - (3) Tours and briefings.
  - (4) Establishment of a liaison contact at the MEPS.

**4-11. Protocol**

- a. MEDC-PA is the protocol office for the Command. MEDC-PA advises the Commander, USMEPCOM, and Sector, Battalion, 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, Battalion, and MEPS PA representatives will contact MEDC-PA 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 JFTR.

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:

- (a) Armed Forces Day
- (b) Memorial Day
- (c) Independence Day
- (d) Patriot Day.
- (e) Veterans Day.
- (f) Pearl Harbor Remembrance Day.
- (g) 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. MEDC-PA 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. The event must adhere to the following:

- (1) It benefits USMEPCOM
- (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 USMEPCOM 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 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 DoD 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 Military Academies 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 (e.g., 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 MEPS 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 HQ USMEPCOM, 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.
- 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 DoD PA approval. Event sponsors will send requests through Command channels to the MEDC-PA at least 60 days prior to the event, if possible. Requests for local support will be forwarded to Battalion, Sector, and the Command PAO prior to 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

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

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

(6) Civic- or community-sponsored public parades, rallies, and concerts intended to:

- (a) Stimulate interest in the Armed Forces
- (b) Support recruiting activities
- (c) Stimulate patriotism
- (d) Celebrate a national holiday

d. USMEPCOM participation at sporting events will be used, when possible, to provide maximum support to recruiting programs. Other than those described in paragraph [4-15d\(3\)](#), nationally televised halftime shows and other national or international events require the approval of the DoD PA. Requests will be forwarded from the contacted MEPS through Battalion and Sector Commanders to MEDC-PA for evaluation and further coordination. USMEPCOM participation in sporting events is 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 pre-game activities at professional sports events and pre-season and/or post-season collegiate events under the following conditions:

(a) The game is not being televised nationally.

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

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

e. Participation in activities in shopping centers and malls to support recruiting may be authorized by sector, battalion, 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.

**4-17. MEPS Open house events**

- a. MEPS open house events are authorized and encouraged to establish and maintain cordial relationships between MEPS 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.

## Chapter 5

### Visual Information (VI)

MEDC-PA Visual Information is the production of graphic arts products and still photography in support of USMEPCOM Headquarters staff elements, Sectors, Battalions and MEPS.

#### 5-1. Objectives

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

- a. Increase public awareness of the USMEPCOM mission, policies, and programs through graphic arts and still photography.
- b. Promote USMEPCOM through the development of high-quality images and photography, presenting the command in a professional light.
- c. Supports photojournalism and electronic journalism in execution of other PA missions.

#### 5-2. Management

Policies for developing and producing USMEPCOM VI and evaluating requests for graphic arts support are based on public law, executive order, USMEPCOM and Department of Defense directives, and practical experience.

#### 5-3. Types of VI support

- a. Graphic art. Graphic art is the design, creation, and preparation of two- and three-dimensional visual products. Products include charts, graphs, posters, and visual materials for brochures, covers, printed publications, displays, presentations, and exhibits prepared manually, by machine, or by computer.
- b. Still Photography. Still photography is producing, processing and reproducing still picture films, prints and transparencies. This includes electronic still video camera systems.
- c. Presentation. Presentation is scheduling and maintaining selected conference rooms and the supporting equipment, which may include providing public address systems, equipment use, self-help services and projection services.

#### 5-4. Requesting Graphic Art and Photography Support

Graphic art and still photography support is provided to command elements upon request. MEDC-PA uses a work order request process to manage workload and provide support to meet customer's deadlines.

- a. USMEPCOM elements may submit requests for graphic art and still photography support to MEDC-PA on DA Form 3903, Multi-Media/Visual Information (M/VI) Work Order, to HQ USMEPCOM, MEDC-PA ATTN: PAO Work Order Clerk, [osd.north-chicago.usmepcom.list.hq-mepa-schedule@mail.mil](mailto:osd.north-chicago.usmepcom.list.hq-mepa-schedule@mail.mil).
- b. Templates and samples of frequently requested products are available on [SPEAR](#).
- c. MEDC-PA maintains digital cameras for sign-out in support of HQ USMEPCOM and Sector staff elements. Request use of these cameras through the MEDC-PA Work Order Clerk.

[TOC](#)

d. Upon completion of the work order, the DA Form 3903 will be retained under Record Number 25-1z/400B, “Visual Information System Program” (see disposition instructions in [appendix A, section III](#))

### **5-5. Presentation Support**

a. MEDC-PA provides scheduling and maintenance for the Auditorium and Commander’s Conference Room. All other conference rooms are scheduled and maintained by the proponent for that facility.

b. HQ USMEPCOM and Sector staff elements may request use of the Auditorium and Commander’s Conference Room through the MEDC-PA, Work Order Clerk, [osd.north-chicago.usmepcom.list.hq-mepa-schedule@mail.mil](mailto:osd.north-chicago.usmepcom.list.hq-mepa-schedule@mail.mil). MEDC-PA will provide instruction in operating conference room equipment, when requested.

## Chapter 6

### Web Content and Social Media

MEDC-PA manages content of HQ USMEPCOM web-based platforms. This includes the command public website, the command intranet (SPEAR) and the headquarters social media platforms.

#### 6-1. Objectives

Web-page content and social media facilitate communication with internal and external audiences, promoting understanding of USMEPCOM programs and policies and highlighting significant contributions of the command. These programs are intended to—

- a. Increase public awareness of the USMEPCOM mission, policies, and programs through electronic publication of visual information products.
- b. Promote accomplishments of individual and teams within the command by electronic publication of high-quality images, photography and news releases presenting the command in a professional light.
- c. Respond to public requests for information using web-based social media and other electronic communications mediums.

#### 6-2. Management

The PAO will appoint a web content manager who will be responsible for maintaining content on the command public website and SPEAR. Additionally, a social media content manager will be appointed when operating commercial social media platforms.

#### 6-3. Command Public Website

The PAO is the approval authority for all content posted to the command public web page.

- a. Addition, modification and deletion of information on the public web page will be managed by the MEDC-PA web content manager, who will coordinate with J-6/MEIT to publish all content on the public web site.
- b. All headquarters, sector, battalion and MEPS commanders and senior enlisted advisors will provide an approved biography and portrait for use on their organization's respective pages. Biographies will be written by MEDC-PA in accordance with command standards and approved by the PAO prior to publication. The biographies may also be used in various command products in support of the USMEPCOM mission.
- c. Commercial social media sites may be used to supplement the command public website. See [paragraph 6-5](#) for further guidance.

#### 6-4. Sharing Policy Experience And Resources (SPEAR)

SPEAR is the command intranet. Its purpose is to facilitate sharing and dissemination of electronic files between MEPS, battalions, sectors, and headquarters staff. To make SPEAR easy to use, proponents must edit and maintain their content in a consistent and timely manner. SPEAR is based on Microsoft SharePoint, which offers extensive customization and creative capability. Content editors must use discernment and judgment when designing pages for which they are responsible.

- a. SPEAR is primarily the means of providing access to command policy and documentation.

b. MEDC-PA is the proponent for Web Content Management on SPEAR. Content editors are the proponents for content on the respective pages on SPEAR. J-6/MEIT is the proponent for technical aspects of web programming and information technology (IT) solutions.

c. Commanders, Directors and Special Staff Officers will appoint at least two individuals as SPEAR content editors for their respective pages, in writing. Within HQ USMEPCOM, large directorates may assign additional content editors at the division level.

d. SPEAR content editors will only make changes to pages for which they are responsible. At no time will they allow other individuals to use their login to add, delete, or modify content on SPEAR. They are responsible for designing and posting content to their assigned SPEAR pages in accordance with the following guidelines, and regularly reviewing posted content to ensure accuracy and currency of information.

e. All SPEAR pages will be designed using following layout and visual appearance standards:

(1) Content posted to SPEAR will be mission related. It will not be used for advertisement or notification of unofficial functions.

(2) Content posted to SPEAR must be timely. Outdated information will be removed upon supersession. It will not be used for archival purposes.

(3) Content will not contain Personally Identifiable Information (PII).

(4) Content will comply with DoD regulations, copyright, and public law.

(5) Font size for the primary message on a page should be 12 point, subject headings should be 18 point, and page headings should be 24 point. Font type is not mandated. Font color should be left at default setting except when absolutely necessary to convey safety or security emphasis. Hyperlinks will retain the default color when created; do not alter the color of hyperlinks.

(6) Photographs or other images must serve a mission-related purpose and must not violate copyright. Generally, images should not use more than 25% of available screen space when viewed at 100% zoom level.

(7) J-1/MEHR-SD-MSS is the proponent for editing and publication of USMEPCOM regulations and forms. MECE is the proponent for policy memorandums and command messages. When including a form or regulation on a SPEAR page, content editors shall create a hyperlink to the form or regulation from the USMEPCOM forms and publications library or from the respective departmental web document library:

(a) DoD - <http://www.dtic.mil/whs/directives/index.html>

(b) Army - <http://www.apd.army.mil/>

(c) Marine Corps – <http://www.marines.mil/News/Publications.aspx>

(d) Navy – <http://doni.daps.dla.mil/default.aspx>

(e) Air Force – <http://www.e-publishing.af.mil/>

(f) Coast Guard - <http://www.uscg.mil/top/library/>

(8) Links to websites in the .mil and .gov domains may be posted to SPEAR without review by MEDC-PA. Additionally, links to official military and government social media sites, such as <http://www.facebook.com/USArmy> may be posted without prior approval.

(9) Links to all commercial or non-profit domains (i.e., .com, .org, .edu, etc.) must be submitted to MEDC-PA for review and approval before they are posted to SPEAR.

### **6-5. Social Media**

Social media are defined as web-based platforms used to communicate and interact with the public. Social media platforms include, but are not limited to: Facebook, Flickr, Google, Instagram, and Twitter.

a. Use of social media is not mandated, however when used, compliance with these requirements is mandatory. Sector, battalion and MEPS commanders may activate or deactivate social media accounts for their respective organization at their discretion.

b. Facebook, Flickr, Google, Instagram, and Twitter are authorized for official use within USMEPCOM. MEPS desiring a presence on other social media sites must request authorization in writing from USMEPCOM Public Affairs, Web and Social Media, prior to activating accounts.

c. Social media sites are intended to provide a forum to communicate with internal and external audiences. Personnel must exercise caution and sound judgment when posting on official social media pages.

(1) USMEPCOM PAO is the Command's sole news media spokesperson. At no time will personnel respond to members of the news media on official social media sites in an official capacity. All news media inquiries will be referred immediately to MEDC-PA.

(2) Applicants encountering difficulties entering the military are likely to use social media to address their concerns. To prevent public disclosure of PII, do not engage the applicant in discussion regarding their problem. Instead, direct them to submit an official request for assistance on the USMEPCOM public website at: <http://www.mepcom.army.mil/Contact/>.

(3) USMEPCOM personnel may use their personal social media accounts to interact with the public. However, they must operate within the following guidelines:

(a) Personnel should "stay in their lane," commenting only on information within their job specialty, their MEPS, or their military and/or civilian experience.

(b) Do not respond to inquiries of a personal processing nature from a personal social networking account, i.e., "Can I enter the military with this medical condition," "Can I get a waiver for this condition," "I know of an applicant who is fraudulently enlisting," etc. Instead refer the individual to the Contact Us page on the command public website.

(c) Personnel are encouraged to respond to inquiries of a general nature, i.e., "When is the oath of enlistment ceremony, Where is the nearest hotel, What time does processing start," etc.

(d) USMEPCOM personnel will not represent themselves as speaking in an official capacity when posting from a personal social media account.

(e) Personnel who notice content not in compliance with posting guidelines will notify the official moderator immediately.

d. Each MEPS is authorized one official social media account per platform. Within Headquarters USMEPCOM, Public Affairs will maintain the command social media platforms. Separate pages for headquarters elements will be authorized on a case-by-case basis only with the written approval of the Chief of Staff through MEDC-PA.

(1) Battalion and/or MEPS commanders will create and retain in their files a memorandum for record indicating their acknowledgement that a social media platform has been established for their respective organization and that it will be maintained in accordance with DoD and USMEPCOM standards. This memorandum will be re-accomplished whenever a new commander assumes command.

(2) A minimum of two social media moderators will be appointed in writing. At the MEPS, the Public Affairs Representative should be one of the moderators. Contractors will not be appointed as moderators. The appointment memorandum will be re-accomplished when the duty is assigned to other individuals. Copies of the appointment memorandum will be provided to USMEPCOM Public Affairs, Web Content and Social Media prior to page activation or change of assignment.

(3) All social media pages must be labeled as “This is the Official (platform) page of the XXX MEPS.” For example: “This is the Official Facebook page of the Chicago MEPS.”

(4) All social media platforms must contain the DoD approved posting guidelines.

(5) All social media presences must be unlocked and open to the public.

(6) Prior to page activation, the site must be reviewed and approved by USMEPCOM Public Affairs, Web Content and Social Media.

e. Moderating of social media is the responsibility of the establishing organization. USMEPCOM Public Affairs will only moderate the Headquarters, USMEPCOM social media pages.

(1) Moderators will use the USMEPCOM or MEPS crest as their social media avatar.

(2) Moderators will review all postings by guests for compliance with the posting guidelines. Careful attention will be given to photographs and videos to preclude exposure of PII.

(3) The authorizing official is responsible for all content posted by their personnel and should approve all photographs or videos posted by page moderator.

(4) The Public Affairs Office will periodically spot-check official pages for currency and content but is not responsible for moderation of MEPS pages.

(5) The Public Affairs Office will notify moderators of inadequately maintained sites to identify and rectify the problem. Sites that are consistently neglected by the moderator should be inactivated by the establishing organization.

[TOC](#)

f. MEPS pages will be named, “XXXXX MEPS, Xth Battalion, USMEPCOM”. For example: “Chicago MEPS, 6th Battalion, USMEPCOM”.

**Appendix A**  
**References**

*Section I*

*Publications referenced in or related to this regulation.*

**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**

Managers' Internal Control Program

**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

**DA Pam 25-91**

Visual Information Procedures

**DA Pam 600-60**

A Guide to Protocol and Etiquette for Official Entertainment

**DoDM 1145.02**

Military Entrance Processing Station (MEPS)

**DoD 5200.1-R**

Information Security Program

**FM 46-1**

Public Affairs Operations

**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 II***

***Forms referenced in or related to this regulation***

**DA Form 3903**

Multi-media/Visual Information (M/VI) Work Order

**USMEPCOM Form 360-1-2-R-E**

Name, Photograph and Recording (Video/Audio) Release

***Section III***

***Record Numbers/Disposition Instructions***

**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 PA 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:

- 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

**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. 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**

MEDC-PA produces and distributes the following materials may be used by Commanders and PA representatives:

- a. The Command magazine, the [Messenger](#), quarterly. It contains Command news, features, the Commander's commentaries, sports, recognitions, entertainment items, photographs, and artwork.

- b. MEPCOM Notes lists news and information for each Service, it is published on SPEAR as a blog and is updated every other week.

- c. Take 10, a quarterly electronic interactive newsletter covering the lighter side of USMEPCOM. It is published on SPEAR.

- d. The Commander's PodCast is distributed on SPEAR when directed by the USMEPCOM Commander.

**Appendix C**  
**Glossary**

***Section I***  
***Abbreviations***

**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

**DoD**  
Department of Defense

**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/Office

**PI**  
Public Information

**SAR**  
Significant Activity Report

**SIR**

Serious Incident Report

**UMF**

USMEPCOM Form

**UMR**

USMEPCOM Regulation

**USMEPCOM**

United States Military Entrance Processing Command

**VI**

Visual Information

***Section II******Terms*****background**

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

**visual information**

Graphic arts and still photography products used to convey information in visual form.