

19 OCTOBER 2001



Public Affairs

**MISAWA AIR BASE PUBLIC AFFAIRS
PROGRAM**

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OPR: 35 FW/PA (MSgt Philip B. Carder)
Supersedes 35 FWI 35-101, 17 April 1997

Certified by: 35 FW/PA (Maj Claudia M. Foss)
Pages: 11
Distribution: F

This instruction implements AFDPO 35-1, Public Affairs Management, and outlines responsibilities for the Misawa Air Base Public Affairs Program. It explains the duties and responsibilities of the Public Affairs Officer (PAO), commanders, and unit public affairs representatives (UPARs). Related Air Force publications include AFI 35-101, Public Affairs Policies and Procedures, and AFI 33-129, Transmission of Information via the Internet, and applies to all Air Force units assigned to Misawa Air Base. Additionally, it requests cooperation from other US forces at Misawa.

SUMMARY OF REVISIONS

This instruction updates information in accordance with current guidelines. A bar (|) indicates revisions from the previous edition.

1. Misawa Air Base Public Affairs Program.

1.1. Function of the 35 Fighter Wing Public Affairs (35FW/PA) Program: Public Affairs is a function of command. The 35 FW/PA program encompasses four areas: Internal Information; Community Relations; Media Relations; and Security and Policy Review.

1.1.1. Public Affairs Internal Information program objectives are to plan and promote activities of the 35 FW and Misawa Air Base, while keeping wing and base personnel aware of Department of Defense (DoD) policies, decisions, and actions. Activities include:

1.1.1.1. Developing a Unit Public Affairs Representative (UPAR) program.

1.1.1.2. Publishing the wing newspaper.

1.1.1.3. Developing and maintaining base fact sheets and key personnel biographies.

1.1.2. Public Affairs Media Relations is responsible for developing and maintaining cooperative and responsive relations with the public and news media. Activities include:

1.1.2.1. Writing and releasing to military and civilian publishers news releases and photos concerning Air Force, Army, Navy, Marine Corps, and DoD personnel and/or activities.

1.1.2.2. Coordinating public releases and inquiries with all news sources, including the American Forces Network.

1.1.2.3. Maintaining news clipping files on all published news relating to the 35 FW and associate units of Misawa Air Base.

1.1.2.4. Coordinating and circulating translated English and Japanese news articles of interest to the installation commander.

1.1.3. 35 FW/PA Community Relations personnel are responsible for the following duties:

1.1.3.1. Acting as Wing Commander's community relations adviser on matters of cultural sensitivities, to include translating correspondence, documents, and invitations affecting the Misawa Air Base community.

1.1.3.2. Coordinating and developing the Wing Commander's community relations special events and activities.

1.1.3.3. Organizing and coordinating tours and visits to the 35 FW and associate units of Misawa Air Base.

1.1.3.4. Developing programs to further mutual understanding and cooperation between the base and local community in an effort to enhance public understanding and community relations.

1.1.3.5. Maintaining records of all community relations activities and special events.

1.1.3.6. Informing the Chief, 35 FW/PA, of all activities and visitors to the base as appropriate.

1.1.3.7. Reviewing material presented to incoming personnel as it relates to host nation sensitivities and customs.

1.2. Responsibilities:

1.2.1. 35 FW/PA has primary responsibility and authority for Public Affairs programs at Misawa Air Base.

1.2.2. US forces units:

1.2.2.1. Commanders/commanding officers will select a PAO/UPAR qualified and able to implement public affairs program objectives. Selection should be based on the desires and talents of the individual for this additional duty.

1.2.2.2. Memorandums of appointment for PAOs/UPARs will be sent to the 35 FW/PA Office. Memorandums should include: Name, rank, office symbol, phone number, primary or alternate designation, and DEROS.

1.2.2.3. The following listed action items will be sent to 35 FW/PA:

1.2.2.3.1. Public Affairs Media Relations. All releases to local civilian news media, including requests to and from local civilian news media concerning visits, news queries, and AFN releases, other than items relating to meetings, athletic, recreational, and social

events.

1.2.2.3.2. Public Affairs Community Relations. Report all planned activities within the local community, whether they are taking place on or off base, and report situations that may create good or bad public reaction.

1.2.2.3.3. Planning. Coordinate all new plans, policies, and directives if they impact upon, or require action by 35 FW/PA.

1.2.2.4. Select unit personnel to work with the staff members of the base newspaper. Selected individuals, known as stringers (UPAR also), will supply newsworthy information concerning unit milestones, special events, recognition, work center features, unit news items, and other types of unit and personnel achievement news items. Normally this is the UPAR; however, in very large units, the UPAR may need assistance from section UPARs.

1.2.3. Providing security and policy review to ensure proposed releases to the public conform to national security, DoD, individual service, and base policies.

1.2.4. Air Force units:

1.2.4.1. The following action items will be sent through and to the 35 FW/PA Office:

1.2.4.1.1. Internal information. Provide story ideas for the newspaper and commander's call. Provide copies of unit internal information products, if applicable.

1.2.4.1.2. In addition to items listed in paragraph 3. below, send DD Form 2266, Hometown News Release, concerning newcomers, promotions, and awards, in accordance with AFI 35-101.

1.3. Reports:

1.3.1. Hometown News Release data. Each newcomer, reenlistee, or member receiving an award and/or promotion should be personally contacted during Base INTRO or by the unit UPAR to complete DD Form 2266. DD Form 2266 is an electronic form which can be completed and forwarded to 35 FW/PA over the base local area network via e-mail. Signed originals are required to be kept on file by 35 FW/PA authorizing release of personal information.

1.3.2. News stories. Articles and ideas for news stories about unit milestones, achievements, personnel recognition programs, and human-interest stories, will be sent to 35 FW/PA. Black and white or color photos may be submitted with stories. Photos may be either digital or print.

1.4. Communications:

1.4.1. The commander or PAO/UPAR of all US forces will advise 35 FW/PA of any incident or event that may be of local and national interest or that could cause unfavorable public reaction.

The 35 FW PAO will establish a system that informs all PAOs/UPARs about current base, intra-theater, and DoD public affairs programs and policies.

2. Internal Information.

2.1. Purpose of Internal Information. Conducting internal information programs is the primary means Air Force leaders use to communicate with airmen and their families. As used in this instruction airmen are active-duty and retired, officer and enlisted, Guard and Reserve, civilian and contract employees and their families. This also includes all US forces at Misawa. The main purpose of con-

ducting internal information programs is to link airmen and their leaders. Timely, accurate, relevant information is a force multiplier that enhances airman morale and readiness. The Public Affairs triad must have the knowledge and skills to conduct internal information programs at home and while deployed as an Expeditionary Public Affairs force. The Installation Commander is ultimately responsible for the program, but the PAO carries out the Public Affairs program with guidance from the Pacific Air Forces Public Affairs Directorate.

2.2. Objectives of the Internal Information Program. The Air Force Internal Information Program seeks to:

2.2.1. Link airmen and their leaders through a free flow of news and information.

2.2.2. Help Misawa Air Base members and their families develop a greater awareness and understanding of their roles in the Air Force mission; the US forces' role in the defense of the United States; and the individuals' role at Misawa and in DoD.

2.2.3. Explain how policies, programs, and operations affect airmen.

2.2.3.1. Give members and their families accurate information about the cultural environment, pay, housing, personnel policies, and other issues that affect their morale, welfare, health and safety.

2.2.4. Promote good citizenship and build pride in members of the civilian community in the US and in foreign countries.

2.2.5. Recognize individual and team achievements.

2.2.6. Provide avenues for feedback.

2.2.7. Support official fund-raising activities.

2.2.8. Foster DoD human relations goals.

2.2.9. Promote the basic doctrine of the US and a personal dedication to duty and pride in country.

2.2.10. Identify potential adversaries and explain their ideologies.

2.2.11. Explain the military capabilities of allied nations.

2.2.12. Inform Air Force personnel about defense matters so they can in turn correctly inform members of the community when defense questions arise.

2.3. Internal Resources Products. 35 FW/PA receives the following internal information source documents from the Air Force News Agency, which commanders can use to prepare commander's call topics, speeches, editorials, and other professional uses:

2.3.1. Commander's Call Topics

2.3.2. Air Force News Service.

2.3.3. Airman Magazine (requirement established through 35 FW/PA).

2.3.4. Air Force Television News (available on AFN Pacific TV Stereo 66 (off base), base cable channel 11; Spectrum, base cable channel 6; AFN Atlantic, base cable channel 7; and News Sports Network, cable channel 8. VHS copies of AFTV News broadcasts are also available at the 35 FW/PA office for check out. Air Force Radio News is also broadcast on AFN Misawa Radio 1575, Mondays through Fridays.

2.3.5. Air Force fact sheets.

2.3.6. Biographies of key Air Force civilian and military personnel (O-7 and above or equivalent).

2.4. Unit Commander Responsibilities. The 35 FW/CC, through the Chief of Public Affairs, conducts an internal information program that meets the specific needs of the wing and ensures the information is provided to members and their families. This responsibility is further delegated down to the unit level.

2.4.1. Commanders should use all internal communication channels and media to meet program purposes. Unit-level programs include two-way communication, as well as print and audiovisual media. Feedback received directly from audience members provides the surest indication of success. Some proven methods are:

2.4.1.1. Commander's call, which provides two-way communication between the commander and unit members.

2.4.1.2. Base newspaper. News and feature items give current information on unit accomplishments or events that affect Misawa Air Base. The Commander's Action Line is especially effective because the commander gives personal attention to questions and answers.

2.4.1.3. Briefings, such as Town Hall Meetings, for members and their families, highlight the mission, provide an in-depth look at topics of concern, build an accurate information base for families to understand the role of Misawa Air Base, and can help clarify misinformation they may have received. Additionally, Commander-sponsored radio show and television spots produced through AFN keep the internal audience current on hot issues, as well as provide an outlet for questions/concerns.

2.4.1.4. Unit bulletin boards should showcase information, recognition, and unit achievements.

2.5. Internal Information Outlets. The base newspaper, *Northern Light*, AFN radio and television reach a broad audience.

2.5.1. The base newspaper is under editorial control of the 35 FW/CC. AFN is a detachment of the Air Force Pacific Broadcasting Squadron based at Yokota Air Base, Japan. *Pacific Stars and Stripes* reserves editorial control of its publication.

2.5.2. Commanders are encouraged to provide commentaries, news items, and feature ideas, to these outlets through Public Affairs. Sufficient lead-time is needed to develop submissions.

3. Media Relations.

3.1. Public Affairs Responsibilities.

3.1.1. The 35 FW/CC is responsible for releasing information to the public. Even though material is unclassified or has been cleared by security review, it can't be given to the public unless the commander (or the commander's authorized public affairs representative) approves it for that purpose (see paragraph 3.5.).

3.1.2. Activities of Air Force personnel are the foundation of the public affairs program. Although commanders and public affairs staffs are responsible for releasing information, they are seldom the source of the material. Therefore, Air Force military and civilian personnel from all career

fields must provide the rapid and accurate flow of information which is the lifeblood of public affairs activities.

3.1.3. Individuals are encouraged to help the Public Affairs Office in other ways. Examples include:

3.1.3.1. Permit interviews by the news media with 35 FW/PA approval.

3.1.3.2. Accept speaking engagements. The language barrier limits the potential audiences off base. However, there are select groups in the community who request speakers and the Public Affairs Office can support with translating, but each request will be reviewed and granted according to community relations objectives. The nature of the topic, audience, and facilities will be included in the speaking request.

3.1.3.3. Submit professional writings (see paragraph 5.).

3.1.3.4. Take part in community activities. There are numerous festivals, civic projects, and goodwill events which draw the local media to Misawa and the region. This is a very important aspect of community relations, because the media reaches beyond those present at the event.

3.1.4. On-call public affairs member. The Public Affairs office has a representative on 24-hour call, who can be contacted through the Security Forces, Command Post, or by pager 172-1128. The Public Affairs chief can be reached on pager 172-0723, if the on-call representative can not be contacted.

3.2. Media Access to the Base. News media are escorted at all times while on Misawa Air Base. The Naval Air Facility, Misawa also hosts media visits. These visits are conducted upon prior coordination with 35 FW/PA and NAF/PAO.

3.3. Response to Queries. Direct all questions from the news media, including *Pacific Stars and Stripes*, to 35 FW/PA.

3.3.1. 35 FW/PA will document and staff the query on AF Form 39, Response to Query.

3.3.2. Public Affairs relies on subject matter experts in functional staff areas for their information. Information is screened for security and policy. However, the subject matter expert is often best qualified to make that determination. News media work on deadlines, so rapid response from subject matter experts is needed. Paragraph 5. explains security and policy review.

3.4. Individual Responsibilities.

3.4.1. Safeguard classified information. Make no statement or writing, official or unofficial, that would release classified information to unauthorized persons.

3.4.2. Avoid public discussion of political, diplomatic, or legislative matters and subjects which prejudice good order and discipline.

3.4.3. Contact the Public Affairs office to help clarify any questions or doubt concerning oral or written information.

3.5. Release of Information. The 35 FW/CC is authorized to release unclassified information pertaining to 35 FW activities in accordance with Commander-in-Chief, United States Pacific Command (CINCPACOM) and Commander-in-Chief, Pacific Air Forces (CINCPACAF) policy guidance. Release of information that is intra-service or involves Japan Air Self Defense Force (JASDF) assets

will be coordinated with that service commander. HQ PACAF/PA and/or higher headquarters clearance is required for public announcements and responsive statements for the following:

- 3.5.1. Military activities that are likely to have a significant impact on the defense, economy, or political sensitivities of any United States Pacific Command (USPACOM) country.
- 3.5.2. Information which has US and/or international significance, or which is intended for national release in the US.
- 3.5.3. Initial announcements about large-scale training exercises.
- 3.5.4. Movements or transfers of troops.
- 3.5.5. Introduction or removal of major items of military weapons, aircraft, equipment, or other material.
- 3.5.6. Matters relating to the defense or policies of USPACOM countries the US is allied with.
- 3.5.7. The evacuation of US noncombatants from Japan under threat of hostilities or natural disaster.
- 3.5.8. Foreign policy statements.
- 3.5.9. Sensitive strategic concepts, territorial seas, sensitive test and evaluation of units/equipment.
- 3.5.10. Terrorist activities.
- 3.5.11. Chemical/biological matters.
- 3.5.12. Contingency operations. Responsibility for release of information concerning classified, real-world contingencies rests with the Office of the Secretary of Defense Public Affairs Office (OSD/PA) and Secretary of the Air Force Public Affairs Office (SAF/PA). In Japan, this rests with the USFJ Commander, US Ambassador, task force commander, or other competent authority.

Presence of or operations involving nuclear weapons.

4. Community Relations.

4.1. Purpose of Community Relations. Community relations provide the 35 FW/CC the means, through the Public Affairs office, to study and analyze local community reactions and attitudes toward Misawa Air Base operations in this region.

4.2. Community Relations Objectives.

- 4.2.1. Increasing public awareness and understanding of US Forces in Japan, its missions, policies, and programs.
- 4.2.2. Inspiring patriotism and encouraging young men and women to serve in the military.
- 4.2.3. Fostering good relations on mutually acceptable terms with the Japanese hosts that installation members come in contact with.
- 4.2.4. Maintaining a reputation as a good neighbor, as well as a respected professional organization charged with part of the responsibility for national security.

4.3. Community Relations Programs.

4.3.1. Community relations activities include all school, goodwill, sports, or social events that involve Japanese citizens and DoD personnel excluding personal social events.

4.3.2. Base tours. These are tours of Misawa Air Base facilities, usually as a windshield tour by bus. Tour requests are submitted in writing to 35 FW/PA at least three weeks in advance. Tour sponsors must ensure vehicles have the proper insurance to enter the base. Tours are conducted on a limited basis.

4.3.2.a. Monthly Base Tour program. During April through November, 35 FW/PA offers a scheduled base tour on the third Friday of the month. Individuals should call 35 FW/PA to sign up.

4.3.3. F-16 tours. Requests for F-16 static displays are handled by 35 FW/PA. Request must be submitted in writing to 35 FW/PA three weeks in advance. Tours are conducted on a limited basis.

4.3.4. Air festival. This annual open house is co-hosted with USFJ and JASDF elements at Misawa. Public Affairs assists the project officer and lends advice as needed.

4.3.5. Community Relations Advisory Council. This council meets at least once a year. It provides an interface for Misawa City, US forces commanders, and key personnel in local communities. Installation representatives include:

4.3.5.1. 35 FW commander.

4.3.5.2. 35 FW vice commander.

4.3.5.3. 35 Operations Group commander.

4.3.5.4. 35 Support Group commander.

4.3.5.5. 35 Logistics Group commander.

4.3.5.6. 35 Medical Group commander.

4.3.5.7. Naval Air Facility, Misawa, commanding officer.

4.3.5.8. Chief, Public Affairs.

4.4. Responsibilities.

4.4.1. Public Affairs will inform the 35FW/CC, staff, and base officials of community relations activities. They will assess the impact of base activities and policies on nearby towns, and monitor base community relations activities. 35FW/PA will maintain files on base and community relations activities.

4.4.2. Public Affairs Community Relations serves as the base/community relations adviser and will:

4.4.2.1. Inform the 35FW/CC/CV and chief, Public Affairs of Japanese activities and policies that may affect Misawa Air Base.

4.4.2.2. Provide advice on protocol-related matters when dealing with Japanese citizens.

4.4.2.3. Maintain a current list of key local Japanese dignitaries.

4.4.2.4. Interpret for the 35FW/CC.

4.4.2.5. Help with translations for the 35FW/CC/CV and the Chief, Public Affairs.

4.4.2.6. Maintain for the PAO a calendar of events for community activities.

- 4.4.2.7. Help sponsor contacts with Japanese citizens for activities such as cultural exchanges and goodwill projects.
 - 4.4.2.8. Review programs that acquaint base people with Japanese lifestyles, culture, and sensitivities, and will provide the material for such programs when possible.
 - 4.4.2.9. Help Japanese government officials conducting business with the 35FW/CC gain entry to the base in coordination with 35 SFS.
 - 4.4.2.10. Help base people contact the Social Welfare Committee in Misawa City to make goodwill donations (Red Feather Program).
 - 4.4.2.11. Help arrange courtesy calls as needed.
 - 4.4.2.12. Convene private organizations, individuals, and unit representatives to discuss and assess community relations issues.
 - 4.4.2.13. Assist in setting up the Community Relations Advisory Council with the city office.
 - 4.4.2.14. Assist in setting up the Aircraft Accident Liaison Committee Meeting with the Sendai DFAB/Misawa DFAO.
 - 4.4.2.15. Maintain a current list of Japanese DVs who possess a base clearance sponsored by the 35 FW/CC.
 - 4.4.2.16. Update base clearance renewal process and prepare seasonal golf pass documentation for off-base golf association members.
 - 4.4.2.17. Provide advice and recommendation to the 35 FW/CC/CV and the Chief, Public Affairs, on sensitive issues and problems in local communities that may affect Misawa Air Base.
- 4.4.3. Individuals, units, or private organizations who sponsor community relations events will:
- 4.4.3.1. Provide the following in writing, two weeks prior to the event: The name of the sponsoring organization; nature and purpose of the activity; number of Japanese Nationals in the event; date, time, and location and approval from the 35th Services Squadron (35 SVS) and 35 FW/JA.
 - 4.4.3.2. Coordinate with the chief of Public Affairs and the following base agencies (as appropriate), at least 30 days in advance of a large scale event:
 - 4.4.3.2.1. 35th Security Forces, if entry of Japanese citizens to the base is required.
 - 4.4.3.2.2. Base Operations for flight line events.
 - 4.4.3.2.3. Transportation Office, if military vehicles are required.
 - 4.4.3.2.4. Military Public Health, if food will be served.
 - 4.4.3.3. Coordinate with 35 FW/PA Community Relations when goodwill gifts to Japanese citizens are made.
 - 4.4.3.4. Provide an interpreter when needed for community relations activities.

4.5. The Air Force Band of the Pacific. The Yokota-based band provides a variety of musical styles and groups. The band schedules appearances one year in advance; however, support may be requested two months in advance for special events.

4.5.1. Public Affairs coordinates band visits to Misawa Air Base and the local area. Public Affairs contacts various base agencies such as 35 SVS, private organizations, or Family Support Center, to provide opportunities to perform in programs which:

4.5.1.1. Provide music for military formations and ceremonies and recreational and entertainment programs.

4.5.1.2. Provide music for the Air Force Community Relations Program.

4.5.2. The band offers a variety of music and groups:

4.5.2.1. Pacific Showcase.

4.5.2.2. Pacific Express.

4.5.2.3. Final Approach.

4.5.2.4. Pacific Trends.

5. Security and Policy Review.

5.1. Purpose and Objectives of Security and Policy Review. Security and policy review ensures material proposed for public release does not contain classified material and does not conflict with established Air Force, DoD or U.S. Government policy. In order to protect classified information and to ensure consistency in policy, DoD personnel must submit speeches, manuscripts, and articles for review by the 35 FW chief of Public Affairs.

5.2. General Guidelines.

5.2.1. Maximum Disclosure. The Air Force is obligated to provide the public and the Congress maximum information about Air Force operations and activities. Air Force Public affairs offices will clear, without delay, the maximum amount of information at the lowest competent review level.

5.2.2. Clearance Authority. The security and policy review process determines the degree of releasability only. A clearance does not grant an approval to release the information. Release of the material is the decision of the originator, often reached through coordination with his or her chain of command. Security reviews identify classified information. They do not classify, or declassify. The office of primary responsibility determines original classification. Clearance authority is delegated to the lowest echelon qualified to evaluate the contents of the subject and the implication of that subject. The subject matter expert is best qualified to evaluate the security and policy aspects of the document or speech. At the local level:

5.2.2.1. The 35FW/CC, through 35 FW/PA, is the clearance authority for unclassified information of local or regional interest. This includes speeches, interviews, and pictorial coverage.

5.2.2.2. News or photos of national interest in the "spot news category" may be cleared by the local commander or a designated representative. However, the following items must be sent by the 35 FW/PA through channels to SAF, Public Affairs Security and Policy Review (SAF/PAS, Washington DC 20330) if they:

5.2.2.2.1. Have the potential to become items of national interest, or have foreign policy implications.

5.2.2.2.2. Concern high level DoD, or US government policy.

5.2.2.2.3. Concern subjects of potential controversy among DoD components or with other federal agencies.

5.2.2.2.4. Concern the following subject areas:

5.2.2.2.4.1. New weapons, weapons systems, or significant modifications or improvements to existing weapons and systems, equipment, or techniques.

5.2.2.2.4.2. Military operations, operations security, potential operations, and significant exercises.

5.2.2.2.4.3. National Command Authority and command posts.

5.2.3. 35 FW/PA will determine the line of clearance level for news releases, speeches, and manuscripts.

5.2.3.1. Topics dealing solely with Air Force matters will be sent to PACAF/PA, who will then determine if the documents need higher level clearance.

5.2.3.2. Topics that are intra-service in nature or deal with status of forces in Japan, and any information likely to impact on the political, economic, or military sensitivities in Japan, will be sent to USFJ/PA.

5.2.3.3. Topics unique to the Navy, Army, or Marine Corps can be cleared by the respective service's local commander. However, coordination with 35 FW/PA is advised. 35 FW/PA will assist in determining whether the respective service's higher headquarters security and policy review is required.

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