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UNITED STATES AIR FORCES IN EUROPE**



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Public Affairs

**PUBLIC AFFAIRS POLICIES AND
PROCEDURES**

COMPLIANCE WITH THIS PUBLICATION IS MANDATORY

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AFI 35-101, 26 July 2001, is supplemented as follows: This supplement establishes procedures for implementing the Air Force Public Affairs program in United States Air Forces in Europe (USAFE) and applies to all units assigned to USAFE and all Air Force units deployed or assigned in the United States European Command (USEUCOM) area of operation. It does not apply to Air National Guard (ANG) or US Air Force Reserve (AFRC) units, unless deployed to the European theater of operations or under operational control of USAFE forces. Ensure that all records created as a result of processes prescribed in this publication are maintained in accordance with AFMAN 37-123, *Management of Records*, and disposed of in accordance with the Air Force Records Disposition Schedule (RDS).

SUMMARY OF REVISIONS

This document is substantially revised and must be completely reviewed.

2.21.7. (Added) Public Affairs (PA) offices at all levels must be staffed, equipped and trained to carry out the public communication mission. The unit level chief of PA will work with Headquarters, US Air Forces in Europe Public Affairs (HQ USAFE/PA) to ensure the office is at least staffed at the PA worldwide manning level, and that personnel are qualified to perform their duties. The chief of PA will also work with local civilian personnel offices to ensure civilian positions are correctly classified and filled. Further, the chief of PA will research and secure necessary computers and office equipment to meet home station and deployment requirements.

3.12.9. (Added) The HQ USAFE/PA Resource Manager (RM) monitors training and education programs for PAs in USAFE such as the Editors Course and Intermediate Photojournalism course. Unit PAs send nominations to the RM when course and workshop quotas are announced.

3.13.1. (Added) The HQ USAFE/PA Resource Manager maintains a current HQ USAFE/PA Staff Directory, with expanded information including authorized positions, assigned personnel, and Date Eligible for Return from Overseas (DEROS). Units will submit updates to the HQ USAFE/PA RM whenever personnel changes occur.

4.4.5.2. (Added) In the USAFE Area of Responsibility (AOR), Public Affairs resources include wing Host Nation and or Community Relations Advisors, Defense Attaché Offices (DAO), and Embassy Press Officers. Thorough Public Affairs research, planning in an overseas environment is particularly important because Public Affairs must be attuned to host nation sensitivities and laws.

4.7.3. (Added) Public Affairs Offices will draft and coordinate an after-action report for all significant operations, exercises or activities and submit to Headquarters USAFE Public Affairs Resources Division (HQ USAFE/PAR) via e-mail to <mailto:pa.plans@ramstein.af.mil> no later than 45 days following the event. The after-action report should contain, at a minimum, copies of significant publications and media coverage generated during the event, lessons learned, a major event summary and significant issues or problems. Each "lessons learned" input will include a situation summary and a proposed recommendation or solution. Consider submitting lessons learned to the Joint Universal Lessons Learned System (JULLS) or USAFE Insights database, using its standardized format. For locally conducted aircraft orientation flights, PA Offices must provide an after action report to Headquarters USAFE Public Affairs Media Division (HQ USAFE/PAM) via e-mail to <mailto:pa.ops@ramstein.af.mil> within 72 hours of the flight completion.

4.9.3. (Added) In the USEUCOM AOR, US European Command Public Affairs (ECPA), in conjunction with OASD/PA, will coordinate and release Public Affairs Guidance (PAG) for major exercises, operations, unit designation changes, realignments or other events. Because of the unified command structures, USEUCOM and or OASD/PA guidance takes precedence over Secretary of the Air Force Public Affairs (SAF/PA) guidance for operations, exercises and other events in the USEUCOM AOR.

4.9.3.1. (Added) Units at all levels will develop Proposed Public Affairs Guidance (PPAG) when their units will be involved in an exercise, operation or event. Exercise or operation lead units (wings and numbered Air Forces) will draft PPAG and submit it to HQ USAFE/PA not later than 30 days prior to the event. HQ USAFE/PA will submit the PPAG to USEUCOM/PA not later than 15 days prior to the event.

5.5.1. (Added) Commanders and Public Affairs offices will incorporate the whole range of media into their internal communications programs, to include base newspapers, commander's calls, Armed Forces Network (AFN) Europe, Commander's Access Channels, and the Internet and Intranets. PA offices, on behalf of the commander, will seek audience feedback to determine the effectiveness of their internal programs. Focus should be on outcomes and effects, not outputs.

5.5.2. (Added) Unit PAs will maintain an effective Unit Public Affairs Representative (UPAR) program, which forges and facilitates ongoing communication between units and the base PA shop. The UPAR program consists of representatives from each squadron or group who serve as information sources. It can also consist of or include frequent visits to each squadron/group PA point of contact.

5.8.3.1. (Added) Public Affairs offices will work with units deployed to their bases to ensure the unit receives coverage in host base newspapers, rather than a deployed unit establishing its own publication. Base newspapers typically meet a deployed commander's communication needs.

5.10.4. (Added) Units publishing funded newspapers will request a HQ USAFE/PA funded newspaper review by 15 January of each year.

5.10.5. (Added) Seek Commercial Enterprise (CE) Contracts First. USAFE units will first work with their local contracting office and solicit bids for a CE contract, before establishing a funded newspaper. If contracting is unsuccessful in securing a CE contract, units may then contract for a funded newspaper, provided the unit has budgeted for one and funds are available. Units should seek the CE option any time the funded newspaper comes up for bid or renewal. Unit PA offices will maintain records of this process in their files.

5.13.1. (Added) When possible, assign more senior personnel who have completed the Defense Information School's Editors Course as base newspaper editor. Chiefs of PA should try to rotate personnel periodically in and out of the editor position.

5.16.4.3. (Added) Operational Readiness Inspection (ORI), Functional Inspection (FI), Compliance Inspection (CI), and Nuclear Surety Inspection (NSI) Results. Commanders of inspected units may publish in the base newspaper the overall five-tier rating earned at the wing and group level for ORIs, FIs, and CIs, along with general comments from the inspection out brief and summary report. Specific ratings earned in NSIs are not releasable; however, commanders may publish in the base newspaper an inspection wrap-up story with general terms on the performance of the unit. NSIs will be referred to as "Surety Inspections." In all cases, commanders should emphasize the positive aspects of the inspection and the unit's overall performance. Similar guidelines apply when dealing with external media. Contact HQ USAFE/PA when requests for information go beyond this release guidance. HQ USAFE/PA will coordinate with Headquarters USAFE Inspector General (HQ USAFE/IG) on release ability of the additional information requested.

5.17.1. (Added) Readership Feedback. In addition to a formal readership surveys, PA offices should regularly determine the effectiveness of their publications through other means, such as focus groups, surveys, and "man-on-the-street" interviews. Use results to fine-tune newspaper content and to develop new programs to serve the internal audience. Report results to Headquarters USAFE Public Affairs Internal Information Division (HQ USAFE/PAI) and share information with other PA offices in the command.

5.19.1.6.1. (Added) USAFE Review. HQ USAFE/PAI will review CE contract Request for Proposal (RFP) prior to distribution. Send the request and draft RFP to HQ USAFE/PAI, allowing at least one week for the review.

5.19.3. (Added) Copies of Contracts. Mail one copy of the signed, final CE newspaper contract to HQ USAFE/PAI within 30 days of the contract award. Copies of all USAFE base newspaper contracts must be kept on file at HQ USAFE/PA, as well as at the appropriate wing.

5.19.4. (Added) Adherence to Contract. Chiefs of PA will regularly monitor performance to ensure the publisher is meeting the requirements of the contract. Report unsatisfactory performance to the Contracting Office. Ensure the PA Office is fulfilling its requirements to the publisher.

5.21.9. (Added) On the publication date, mail one copy of each newspaper to every Public Affairs office in the command, and four copies of each newspaper to HQ USAFE/PAI, Unit 3050, Box 120, APO AE 09094-0120.

5.23.9. (Added) Send the annual report to arrive at HQ USAFE/PAI by 15 January of each year.

5.25.3. (Added) Upon delivery, mail one copy of base guides or maps to every Public Affairs office in the command and to HQ USAFE/PAI, Unit 3050, Box 120, APO AE 09094-0120.

5.26.7. (Added) Upon delivery, mail one copy of publications other than newspapers to every Public Affairs office in the command and to HQ USAFE/PAI, Unit 3050 Box 120, APO AE 09094-0120.

5.31.3. (Added) HQ USAFE/PAI will collect proposed Commander (CC) Call topics from all HQ USAFE directorates by the third Monday of each month, and forward the final product to wing and Numbered Air Force (NAF) PA offices in USAFE. These topics will be command-specific or AF-level topics localized to a command perspective.

5.32.3. (Added) PAs should work with their local broadcast detachment to ensure the unit is regularly represented on Air Force Television News.

5.33.6. (Added) PAs should work with their local broadcast detachment to ensure the unit is regularly represented on Air Force Radio News.

5.34.11. (Added) Local Biographies. PA offices will maintain local biographies on assigned NAF and wing commanders and command chief master sergeants. PA offices will determine if any additional biographies should be maintained, such as those for Group Commanders, Disaster Control Group, Speakers' Bureaus, etc.

5.38.4. (Added) Local Fact Sheets. Public Affairs offices will maintain local fact sheets on organizations (wing and above) assigned to their base, as well as fact sheets on the base history, mission aircraft or equipment, and units assigned to geographically separated units.

5.45. (Added) **USAFE Command Media Server.** The USAFE Corrective Measures Study (CMS) is a designated repository for all photographs (and to an extent, video, as limited by current technology) captured in the USAFE AOR, whether by Visual Information, Combat Camera, or PA staff photographers. This server is secured under a .mil domain, available to all .mil-equipped users, but not to the general public. All products sent to this server are automatically fed to the Joint Combat Camera Command (JCCC) server at the Pentagon. Every USAFE photographer, regardless of Air Force Specialty Code (AFSC), who is shooting official photos while visiting, deployed to or permanently based in the USAFE AOR, should post captured photos to the CMS. The server provides directions on how to format and deliver photographs for posting. All non-USAFE photographers should also post products to the CMS. Release authority should be granted at the lowest level, but must not be a deterrent to posting photos. All uncleared photos will be posted, but with the proper clearance notification noted. Contact HQ USAFE/PAI at DSN 480-6565 for specific details on posting to the CMS.

5.45.1. (Added) Local PA Offices will clear photos for CMS, ensuring security, propriety, policy and procedures are complied with. Cutlines and identifications should be detailed and clear. A Visual Information Record Identification Number (VIRIN), and cut line information should be embedded in digital images by using Photoshop or Media Grid.

6.3.2. The HQ USAFE/PA director is the release authority for all Air Force media activities and issues having command-wide implications, which typically involve two or more bases and or possibly two or more countries, within the USAFE AOR.

6.33.1.1. (Added) Media representatives who carry the DD Form 2 (series), **Armed Forces of the United States-Geneva Conventions Identification Card**, such as *Stars and Stripes* reporters, editors and photographers; dependents employed by a news agency will be treated the same as all other accredited media. Base media policies (such as escort requirements) apply to these reporters and photographers, despite their special status overseas (DD Form 2 and access to base facilities). For example, if a military meeting or briefing is intended for an internal audience only and not open to the public, it would be unacceptable for any military ID card carrying reporter to attend while representing their employer.

6.33.1.2. (Added) AFN or AFNEWS correspondents do not normally require Public Affairs escort during day-to-day operations, but Wing PA coordination and direct involvement on issues of high interest to the commander is recommended. AFN or AFNEWS correspondents may require escort when speaking with certain senior leaders and while covering sensitive and, or high visibility events, particularly if other media are involved.

6.51.1. (Added) Media Orientation Flights. The approval process of the vast majority of media flights is covered by Air Force Instruction 11-401, *Flying Operations Aviation Management*, table 1.1, lines 23 and 24, and by paragraph **6.52.1.1. (Added)** of this supplement. An after action report must be submitted to HQ USAFE/PAM (<mailto:pa.ops@ramstein.af.mil>) within 72 hours of the flight completion.

6.51.2. (Added) Regional, National or International Media Orientation Flight Request By A USAFE Wing. Wing PA shall obtain wing commander approval for the proposed flight and staff the flight request through NAF/PA for Commander, Numbered Air Force (NAF/CC) approval via electronic version of AF Form 1768, **Staff Summary Sheet**. Sample format is at **Attachment 3 (Added)** of this supplement.

6.51.2.1. (Added) NAF/PA will obtain NAF/CC approval and approval of other NAF directorates as appropriate, and will forward request via e-mail to HQ USAFE/PA (<mailto:pa.ops@ramstein.af.mil>) for final coordination and subsequent Commander US Air Forces in Europe (HQ USAFE/CC) approval. Sample format is at **Attachment 3 (Added)** of this supplement.

6.51.2.2. (Added) USAFE/PA will staff requests to USAFE/CC through appropriate directorates and supply wing with approval or disapproval message. Sample staff package for HQ USAFE/CC review and approval is at **Attachment 4 (Added)** of this supplement.

6.51.2.3. (Added) Air Force Policy Directive 16-2, *Disclosure of Military Information to Foreign Governments and International Organizations*, exempts Public Affairs programs from foreign disclosure review, since Air Force Instruction 35-101, *Public Affairs Policies and Procedures*, authorizes release of non-sensitive, unclassified information to media representatives. Therefore, media flight orientation requests for non-US media representatives do not require USAFE Foreign Disclosure Office coordination.

6.51.2.4. (Added) Request for approval must arrive at HQ USAFE/PA NLT than 45 days prior to flight date. For maximum flexibility, wing PA offices should request approval for the media flight to occur in a 30-day window, with a preferred flight date and two alternate dates. Notify HQ USAFE/PA if the date changes. For short notice flight requests, contact HQ USAFE/PAM immediately with justification and rationale. Requesting units must still submit coordinated staff packages. If justification is valid, HQ USAFE/PA will make every effort to expedite request through coordination process for HQ USAFE/CC approval.

6.51.2.5. (Added) After action reports on media flights must be submitted to HQ USAFE/PAM (<mailto:pa.ops@ramstein.af.mil>) within 72 hours after flight occurs.

6.51.2.6. (Added) Typically, wing commanders may approve local orientation flights for local news media. Local news media are those media within the vicinity of the installation who are not considered national or international in scope. See paragraph **6.52.1.1. (Added)** of this supplement for specific approval authority.

6.51.2.7. (Added) HQ USAFE/PA requires formal message notification at least 48 hours prior to local media flights.

6.51.2.8. (Added) If an Air Mobility Command (AMC) flight (not chopped to USAFE or a USEUCOM Joint Task Force) is used in the European theater to transport media, coordinate with Headquarters Air Mobility Command Public Affairs (HQ AMC/PA) to obtain mobility mission observer (MMO) status for media and mission essential ground personnel (MEGP) status for public affairs escorts.

6.52.1.1. (Added) USAFE wing commanders have approval authority for “local” media travel on local orientation flights, commonly referred to as “around the flagpole” flights that begin and terminate at the originating base without stopping at another location. Non-local media, or local media traveling to a base other than the originating base, require wing commander and NAF commander coordination before going to HQ USAFE/PA for HQ USAFE/CC approval.

6.53.4. (Added) Refer to DoD 4515.13-R, *Air Transportation Eligibility*, for non-local overseas travel guidelines.

6.53.4.2. (Added) Refer to the DoD 4500.54-G, *DoD Foreign Clearance Guide*, before allowing media to disembark aircraft in a different country than the one from which the flight originated.

6.54. Army and Air Force units (active, Guard or Reserve) visiting USAFE bases with civic leaders, media, or on Employer Support for Guard and Reserve (ESGR) trips must also comply with the following guidance:

6.54.3.3. (Added) Media traveling to Incirlik AB, Turkey, must have Turkish General Staff (TGS) approval via 39th Air Base Wing Public Affairs (39th ABW/PA) at Incirlik prior to arrival. Visitors will not be allowed on Incirlik under any circumstances without TGS approval.

6.54.3.4. (Added) Units visiting any USAFE installation must include HQ USAFE/PA on the visit request message; address the message to: HQ USAFE RAMSTEIN AB GE/PA// as well as HQ VAIHIN-GEN GE/ECPA//. Additionally, include the host unit PA address for the base to be visited.

6.54.3.5. (Added) Preferred method is to include the US Embassy, Defense Attaché Officer, Office of Defense Cooperation, military installation commanders and PAs on a single DMS message that includes all required information (full name, passport information and complete trip itinerary); this covers any contingency if there are maintenance or diplomatic clearance problems. The DoD Foreign Clearance Guide includes most, but not all, message addressees needed - <http://www.fcg.pentagon.mil>.

6.54.4. (Added) Theater And Country Clearances.

6.54.4.1. (Added) Theater clearance authorizes individuals to be in a specific theater of operations. Country clearances authorize individuals to be in a specific country. Individuals run the risk of having their trip cancelled or postponed until proper clearances are obtained. HQ USAFE/PA requires no less than 30 days to process country and/or theater clearances. The DoD 4500.54-G outlines theater clearance and country clearance requirements. IAW DoD 4500.54-G, Foreign Clearance Guide, country clearance is required for media arriving via military aircraft (MILAIR). Exception: Country clearance is not required if the media is to stay on a U.S. military installation and cover military operations.

6.54.4.2. (Added) Theater Clearances. USEUCOM has delegated theater clearance approval to USAFE when groups are visiting **only** USAFE bases. USEUCOM must grant theater clearance when a group stops at sister service locations or visits with host nation officials. Check with the US Embassy for visa requirements.

6.54.4.3. (Added) Country Clearances. In most cases, if required, country clearances for media travel can only be granted by the host nation US Embassy. HQ USAFE/PA must receive requests for country clearance at least 30 days in advance in order to process the request with the US Embassy.

6.54.4.4. (Added) Country Clearance For Germany. No country clearance is required for media that travel to and from Germany by commercial means. No country clearance is required for media that travel to Germany by commercial means, and depart via MILAIR. Country clearance is required for media that arrive in Germany via MILAIR and depart by commercial means. No country clearance is required for media that travel to and from Germany via MILAIR, provided they stay on a U.S. military installations and they are there to cover US military operations only. If visitors arrive in Germany by military airlift and HQ USAFE/PA has not issued the theater clearance, or if the US Embassy has not approved country clearance, then passengers will not be allowed to deplane in Germany.

6.54.4.5. (Added) HQ USAFE/PAM will send a DMS message granting and or requesting appropriate clearances. If the message has not been received prior to departure, call HQ USAFE/PA Operations at DSN 314-480-6558/9, COMM (49) 6371-47-6558/9, or send e-mail to <mailto:pa.ops@ramstein.af.mil>.

6.54.4.6. (Added) If the civilians or media arrive by commercial means, then there is no requirement for theater or country clearance requests or approvals. However, HQ USAFE/PA and host bases would like to be notified for possible internal/external media interest. Additionally, TGS approval is still required to enter Incirlik AB, Turkey as per paragraph **6.54.3.3. (Added)**.

6.54.5. (Added) Media Travel On US Air Force Aircraft.

6.54.5.1. (Added) Civic trips often include hometown media to cover the visit. Wing PAs must notify HQ USAFE/PA of any media on arriving aircraft. The clearance request message alone is not sufficient information.

6.54.5.2. (Added) The visiting unit PA should call or e-mail HQ USAFE/PAM (information above) to discuss any type of support needed such as photo authorization on the flightline (host nation approvals are often required for on-base photography), and to ensure that the purpose of the media's visit is understood.

6.54.5.3. (Added) If the visiting unit plans to move media downrange via USAFE-owned aircraft or deployed aircraft chopped to (under operational control of) a USAFE unit, then Commander, US Air Forces in Europe (COMUSAFE) approval is required. Public Affairs needs at least 45 days to secure COMUSAFE approval.

6.54.5.4. (Added) On-Base Lodging. If the media are to stay overnight at Air Force installations, this request must be coordinated with host unit Public Affairs since many wing commanders do not allow media to stay overnight on their installations. This can only be waived with the commander's written approval and PA must have a copy of the approval. If traveling to Incirlik AB, Turkey, only the Turkish General Staff can waive restrictions for on-base billeting.

6.54.5.5. (Added) Media Relations In Turkey. Conducting traditional media programs as specified in AFI 35-101 may not be possible. Though personal contact with editors and others in leadership and editorial decision-making positions of Turkish media outlets is encouraged, conducting press conferences and inviting Turkish media to cover unit events, functions or activities may not take place without permission of the US Embassy-Ankara. Among the specific restrictions are: press conferences, general news releases that do not have an immediate impact on the local community, feature stories on unit activities or functions, and interviews with commanders. This is not an all-encompassing list. For additional guidance,

contact 39 ABW/PA. This guidance does not affect relations with US media (to include *Stars and Stripes*), but even US media is subject to restrictions and TGS approval.

6.54.5.6. (Added) Media Relations at Lajes Field. Conducting traditional media programs as specified in AFI 35-101 may not be possible. Though personal contact with editors and others in leadership and editorial decision-making positions of (local and mainland) Portuguese media outlets is encouraged, conducting press conferences and inviting Portuguese media to cover unit events, functions or activities may not take place without permission of/coordination with Portuguese Air Base 4 (AB4) and/or Headquarters Azores Air Zone (HAAZ). Additionally, any media events or queries that are joint in nature or solely impact the Portuguese AF should be immediately referred to AB4/HAAZ Public Affairs for coordination. Among the specific restrictions are: press conferences, news releases, media queries, feature stories on unit activities or functions, and interviews with commanders. This is not an all-encompassing list. For additional guidance, contact 65th Air Base Wing Public Affairs (65th ABW/PA). This guidance does not affect relations with US media (to include *Stars and Stripes*), but even US media is subject to some restrictions and approval.

6.58.2.2. (Added) HQ USAFE/PA is the approval authority for all foreign magazine and book requests that deal solely with USAFE aircraft, facilities and personnel. Wing PA offices will forward all book and non-local magazine requests (both foreign and US) to HQ USAFE/PA for approval or forwarding to Secretary of the Air Force, Public Communication Division (SAF/PAN). SAF/PAN remains the approval authority for any book or magazine request that goes beyond the scope of the USAFE AOR and for any requests originating from continent of the United States (CONUS) -based authors or magazines.

7.6.6.1. (Added) Consult with the US Embassy in the host nation, and the base civilian personnel office for legal guidelines on releasing names of foreign nationals.

7.11.1. (Added) Because of country-specific requirements and host nation concerns, USAFE units must and consult with the US Embassy and develop local publications that state policy on relations with media at accident sites. Unit PAs must annually update these publications, to ensure they comply with changing Status of Forces Agreement (SOFA) agreements. Unit PAs must coordinate and develop contact information with pertinent community leaders such as mayors, police and fire chiefs, and emergency response personnel.

7.21.1. (Added) See European Directive Number 15-5 (Public Affairs) *Nuclear Accident and Incident Public Affairs Guidance* (USEUCOM/ECPA).

8.1.1. (Added) Theater-Unique Requirements. In the European theater, US European Command Public Affairs (ECPA) is the unified command public affairs authority for community relations activities. The directives providing theater unique requirements for community relations include: ED 15-1, *Public Affairs Organization and Policies*; ED-15-4, *Public Affairs Community Relations*; and ED 15-14, *Support of NATO Tours*. Where conflict exists between theater directives and AFI 35-101, the directives take precedence.

8.1.2. (Added) Public Communication on US Bases and Facilities in Turkey. The US Embassy directed a low profile posture for all US forces in Turkey. Activities that raise the profile or highlight the locations of gatherings of Americans will not be publicized for force protection reasons. Guidance does not affect the establishment and continuation of personal contacts between public affairs officer (PAO) and media or community leaders; rather, it restricts the publicizing of US forces activities, both in the media or the community. This posture does not apply to internal information products.

8.1.3. (Added) Community Relations in Turkey. Personal contact with community leaders and others in opinion-making positions is encouraged, to include host-nation civic/military receptions hosted by the commander. However, a robust Community Relations program, as directed by AFI 35-101, may not take place. Specifically, a base-community council, speakers bureau, base tours and US participation in off-base events should not take place without clearance from US Embassy Press Officer and 16th Air Force Public Affairs (16 AF/PA) (or HQ USAFE/PAM if 16 AF/PA is unavailable). For additional guidance, contact the Embassy Press officer, US Embassy-Ankara or 16 AF/PA.

8.2.1. In the European theater, include the following objectives:

8.2.1.1. (Added) Demonstrate and promote American partnership with host nation and emerging North Atlantic Treaty Organization (NATO) member allies.

8.2.1.2. (Added) Gain public understanding, acceptance, and support of, the US Air Force mission in Europe and specifically, the USAFE role in fulfilling North Atlantic Treaty Organization (NATO) commitments.

8.2.1.3. (Added) Maintain a solid, favorable image of USAFE through regular contact with host nation community leaders, organizations, and the public.

8.3.2.6. (Added) USEUCOM Public Affairs has delegated air show and flyover event approval authority to HQ USAFE/PA. Reference: USEUCOM/ECPA Memorandum for HQ USAFE/PA, dated 4 February 2000. However, Director, US Air Forces in Europe Air & Space Operations (HQ USAFE/A3) approval is required prior to aircraft support of any aerial event in the USEUCOM AOR. HQ USAFE/A3 will identify supported air show and flyover events in the USAFE Air Show Tasking Message. The USAFE Air Show Tasking Message is normally released one month after the HQ USAFE/PA Approved European Air Show Events message.

8.10.2.1. (Added) Each December, HQ USAFE/PA requests US Embassies in the AOR and USAFE units to submit requests for US Air Force aircraft participation at unit open houses and other military or civilian aerial events for the following year.

8.10.2.1.1. (Added) After unit commander approval, USAFE units will forward air show and open house requests to the NAF. Once approved by the NAF, HQ USAFE/PA will coordinate dates with the respective US Defense Attaché Office (USDAO) and ask for approval. After USDAO and HQ USAFE/PA approve the events, HQ USAFE/PA will incorporate unit events into the Approved European Air Show Events message and sent it to all US MAJCOMs soliciting aircraft participation. Aircraft participation needs to be approved by HQ USAFE/A3. HQ USAFE/PA will send requests for foreign military aircraft to appropriate USDAOs.

8.10.2.1.2. (Added) Non-US military and civilian organizations must send requests for US aircraft participation to the USDAO in their country. USDAOs will prioritize their requests and submit the list to HQ USAFE/PA not later than 31 January. After HQ USAFE/PA approves the events, HQ USAFE/PA will incorporate events into the Approved European Air Show Events message and send it to all US MAJCOMs asking for aircraft participation. Aircraft participation must be approved by HQ USAFE/A3.

8.24.1. (Added) Currently, orientation flights for local, non-US civic leaders, falls under AFI 11-401, table 1.1, line 25. These requests are considered exceptions to policy and require US Air Force Vice Chief of Staff (USAF/CV) approval. Plan appropriately for the time required to staff request through HQ USAFE staff and for Air Staff coordination, typically 60 days. In your request, provide a 90-day window

for civic leader flights (example: Request local civic leader orientation flight for [name] in the 1 Jan to 31 Mar timeframe.) Also provide concise justification for the orientation flight.

8.24.2. (Added) Foreign Military. Orientation flight approval for foreign military, colonel or colonel-equivalent and below, is obtained from NAF/CC. Orientation flight approval for foreign military general officers must come from Headquarters US Air Force Directorate of Operations, Operations and Training (HQ USAF/XOO). These requests are processed through HQ USAFE/A3 and not worked through PA channels.

8.24.3. (Added) Foreign Government Officials. Orientation flight approval for foreign government officials must be obtained from COMUSAFE. These requests are processed through HQ USAFE/A3 and not worked through HQ USAFE PA channels.

8.27.7. (Added) Wing PAs should make every attempt to fulfill requests from the host-nation community for speakers. Platforms for speakers should be actively sought to provide host nation citizens a better understanding of the US Air Force.

8.35.6. HQ USAFE/PA units should attempt as much as possible to find qualified US citizens to submit to the Secretary of Defense Joint Civilian Orientation Conference each year.

8.36. Consult with US embassy or consulate in country, host nation or community relations advisors, and HQ USAFE/PA when developing civic leader tour guest lists.

8.36.2. (Added) Civic tours/visits to Incirlik AB, Turkey, must have Turkish General Staff (TGS) approval via 39 ABW/PA at Incirlik prior to arrival. Visitors will not be allowed on Incirlik under any circumstances without TGS approval.

8.36.3. (Added) Units visiting USAFE installations must include HQ USAFE/PA on the visit request message; address the message to: HQ USAFE RAMSTEIN AB GE/PA// as well as HQ VAIHINGEN GE/ECPA//. Additionally, include the host unit PA address for the base to be visited.

8.36.4. (Added) Preferred method is to include the US Embassy, Defense Attaché Officer, Office of Defense Cooperation, military installation commanders and PAs on a single DMS message that includes all required information (full name, passport information and complete trip itinerary); this covers any contingency if there are maintenance or diplomatic clearance problems. The DoD Foreign Clearance Guide includes most, but not all, message addressees needed - <http://www.fcg.pentagon.mil>.

8.36.5. (Added) Civic trips often include hometown media to cover the visit. Wing PAs must notify HQ USAFE/PA of any media on arriving aircraft. The clearance request message alone is not sufficient information. See AFI 35-101, para 8.36.1.2 for more details.

8.39.1. When civic leader tours include overseas travel, the tour may take up to 3 days because of time zone differences and travel time.

8.41.4.1. (Added) Air Force Office of Special Investigations (AFOSI) should be informed about any visitors and, or tour groups from a former Eastern Bloc country. Partnership for Peace initiatives and NATO partnership exchanges are acceptable and encouraged, but keep a database of foreign visitors, dates of birth, dates of visit and what was seen. Check with AFOSI if in doubt.

8.47. Include Freedom of Information Act (FOIA) office (HQ USAFE/A6YI) in list of contacts.

8.48.1. (Added) Inform HQ USAFE/PA of significant items discussed at meetings between unit officials and community leaders or groups, especially when discussions may have command-wide interest. In

addition to participation in local organizations, HQ USAFE/PA will offer to USAFE personnel, when available, host nation civilian and military professional programs (Example: Haus Rissen, Atlantic Academy, St Martin and German press office seminars). Such programs will be used to help further American understanding of host nation attitudes and issues. Opportunities to increase two-way understanding can be explored by PAs and commanders to enhance community relations.

8.49.1. (Added) Community relations resources in theater include community relations advisors (CRA) and host nation advisors (HNA).

8.49.2. (Added) A host nation or community relations advisor should be assigned to each USAFE unit. The HNA/CRA advises PA and unit commander on local and host nation political, social, economic developments which could impact the unit. The CRA/HNA serves as a liaison with civic counterparts and government officials.

8.49.3. (Added) CRAs/HNAs should report directly to the unit PA or the unit commander.

8.49.4. (Added) Community relations is a unit commander's responsibility. Unit PAs are expected to be involved in community relations programs even if they do not have complete authority over host nation advisors. PAOs and HNAs/CRAs must establish close relationships and work hand-in-hand with one another to accomplish community goals and speak corporately with one voice to advocate public themes and messages.

8.50. Base-community councils may not be applicable for all USAFE installations. Check with AFOSI and the host nation US embassy for recommendations.

10.4. For further USAFE Band guidelines, refer to USEUCOM Directive Number 15-4 for information regarding Community Relations programs and events in the European theater.

10.12.1.4. USEUCOM Directive Number 15-4, paragraph 7b(3)(a) states that there is an exception to event sponsors charging admission fees. "In keeping with customary performance practices in Europe, community sponsors of musical and ceremonial units by US Military Components may charge a minimal admission fee to defray only the costs of procuring the performance site (i.e. auditorium, concert hall, theatre or community center) and costs associated with advertising and promotion of the event. Any excess revenues beyond what will cover the reasonable costs of sponsoring the event are to be donated to local charities of community-wide interest or benefit. When practical and/or appropriate, host-country military service aid societies should be given priority."

12.1. Wing PAs must ensure every member of the PA staff knows what Air and Space Expeditionary Force (AEF) pair they are assigned to and is deployment ready. Training requirements include weapons qualification, Self-Aid Buddy-Care, and chemical/biological warfare training. PA Offices should work with their Unit Deployment Manager to determine and meet all local training requirements. Wings are responsible for reporting monthly their Unit Type Code readiness using the Aerospace Expeditionary Force (AEF) Unit Type Code (UTC) Reporting Tool (ART) at the AEF Center classified Web site.

13.1. Public Affairs units at all levels (USAFE, NAF, Wing, squadron, etc.) are eligible to compete in HQ USAFE/PA award categories.

13.3. HQ USAFE/PA may present more than one award in Special Achievement and Commander Support categories, when the awards board determines there is more than one deserving package. However, HQ USAFE/PA will only forward the top finisher in any one category to the SAF/PA level competition.

13.7.1. HQ USAFE/PA will convene a board of not less than three voting members, who will be drawn from outside sources such as HQ USAFE staff directorates, US European Command Public Affairs, and Air Force News Detachment 4. Board members will typically include military members and civilians who possess expertise with Air Force awards programs. The Deputy Director of HQ USAFE/PA or Resource Manager will serve as a non-voting board advisor.

13.8. The Director of Staff (HQ USAFE/DS) will announce Public Affairs Achievement award recipients via DMS message to wing and NAF commanders. HQ USAFE/PA will mail plaques to unit winners and to individual award recipients. Certificates will be presented to significant contributors in unit categories. Congratulatory letters will be prepared and forwarded based on current USAFE awards policy.

13.12.4. HQ USAFE/PAI will manage the USAFE Media Contest in accordance with the Air Force Media Contest Standard Operating Procedure. Five of each field submission must be sent to HQ USAFE/PAI for MAJCOM judging and US Air Force judging. Each year in November HQ USAFE/PAI will announce the suspense date for sending field submissions.

13.12.6. HQ USAFE/DS will announce Media Contest award recipients via DMS message to wing and NAF commanders. HQ USAFE/PA will present plaques to unit winners, primary contributors, and winners in each individual category. Certificates will be presented to significant contributors in unit categories. Letters will be prepared and forwarded based on current USAFE awards policy.

15.10.1.1. (Added) All documents for review must be sent via electronic mail to <mailto:usafe.pa@ramstein.af.mil>, or by fax to DSN 480-2705.

15.10.1.2. (Added) Most reviews take 30 days if a review by Secretary of the Air Force Office of Public Affairs, Strategic Communication Division, Security and Policy Review (SAF/PAX) is needed. All four-star and three-star oral and written presentations will be reviewed by SAF/PAX.

17.3.5. (Added) Cockpit Photography. There are times when in-flight fighter footage can be used to most accurately portray an Air Force mission story. In accordance with Air Force Instruction 11-202, Volume 3, *Flying Operations General Flight Rules*, and its USAFE supplement, approval for use of non-transmitting electronic equipment is delegated to the wings, often the Commander (CC) or HQ USAFE/A3. After approval, inform HQ USAFE/PA and Headquarters USAFE Director of Air and Space Operations, Operations and Training Branch, (HQ USAFE/A3TO). Position the camera so only unclassified information is filmed. PAs must ensure a thorough security review is conducted before releasing to media, but much rests on security at the source in the first place. Document the date and purpose of the photography, and how it was finally used.

17.4. **Forms Adopted.** DD Form 2 (series), **Armed Forces of the United States-Geneva Conventions Identification Card**; DD Form 1768, **Staff Summary Sheet**.

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

AFI 11-401--*Flying Operations Aviation Management*

AFI 11-202V3--*Flying Operations General Flight Rules*

AFI35-101--*Public Affairs Policies and Procedures*

AFPD 16-2--*Disclosure of Military Information to Foreign Governments and International Organizations*

DOD 4515.13-R--*Air Transportation Eligibility*

DOD 4500.54-G-- *DoD Foreign Clearance Guide*

European Directive Number 15-5--*Nuclear Accident and Incident Public Affairs Guidance*

ED 15-1--*Public Affairs Organization and Policies*

ED 15-4--*Public Affairs Community Relations*

ED 15-14--*Support of NATO Tours*

USEUCOM/ECPA Memorandum for HQ USAFE/PA, dated 4 February 2000

Abbreviations and Acronyms

16 AF—Sixteenth Air Force

3 AF—Third Air Force

AEF—Air and Space Expeditionary Force

AMC/PA—Air Mobility Command Public Affairs

AFOSI—Air Force Office of Special Investigations

CC—Commander

CE—Civilian Enterprise

COMUSAFE—Commander, US Air Forces in Europe

CONUS—Continent of the United States

CRA—Community Relations Advisor

DAO—Defense Attaché Office

ECPA—US European Command Public Affairs

HNA—Host Nation Advisor

MEGP—Mission Essential Ground Personnel

MILAIR—Military Aircraft

MMO—Mobility Mission Observer

NAF/CC—Numbered Air Force Commander

NATO—North Atlantic Treaty Organization

OSI—Office of Special Investigations

PAG—Public Affairs Guidance

PPAG—Proposed Public Affairs Guidance

RFP—Request for Proposal

RTQ—Response to Query

RM—Resource Manager

SOFA—Status of Forces Agreement

UPAR—Unit Public Affairs Representative

USAF/CV—US Air Force Vice Chief of Staff

USAFE/A3—Director, U.S. Air Forces in Europe Air & Space Operations

USAFE/A6—US Air Forces in Europe Communications & Information Directorate

USAFE/CC—Commander, US Air Forces in Europe

USAFE/DS—Director of Staff

USDAO—US Defense Attache' Office

USEUCOM—US European Command

Attachment 3 (Added)

SAMPLE WING STAFF PACKAGE FOR MEDIA FLIGHT REQUEST

Figure A3.1. (Added) Sample Wing Request from NAF/PA to HQ USAFE/PA for Media Flight Approval.

100 ARW/CC	Coord
3 AF/PA	Coord
3 AF/A3	Coord
3 AF/CC	Coord
USAFE/PA	Coord
USAFE/A3	Coord
USAFE/DS	Coord
USAFE/CV	Coord
USAFE/CC	Appr

-----STAFF SUMMARY

AO: 2nd Lt Glory Smith/ PA /238-2654

1. **PURPOSE:** The purpose of this SSS is to obtain USAFE/CC approval on multiple KC-135 flights for Mr. John Doe, photojournalist working for the Air Force Yearbook 2003, during the period of 31 Oct-30 Nov 03, pending 100 ARW aircraft availability.

2. **BACKGROUND:** Mr. Doe is a **British** photojournalist, **Passport No. XXXXXXXX**. He has requested to fly with the 100 ARW and photograph refueling of F-15E and/or A-10 receivers. Mr. Doe will be working on the 2003 Air Force Yearbook by providing photographs for a number of articles featuring U.S. Air Forces in Europe. These photographs will also likely be used in other publications featuring USAFE. Supporting Mr. Doe's request would provide outstanding coverage of the 100 ARW mission and people to Air Force members and their families. The flight would be conducted pending aircraft availability during the requested time frame. Since the deadline for photo and article submissions to the Air Force Yearbook is in December, a 30-day flight window has been requested for Mr. Doe if any unforeseeable mission changes should occur.

3. **DISCUSSION:** The flight is IAW AFI 11-401, table 1.1, line 24: News Media; and AFI 35-101, 6.51: Supporting Media Travel. Because the large international audience Air Force Yearbook reaches, 100 ARW/CC has approved the flights and is requesting 3AF/CC and USAFE/CC further approval. The 100 ARW will provide flight equipment, briefings, and training in compliance with all applicable directives. Briefings, flight, and debrief will be unclassified and conducted according to AFI 11-401, AFI 11-401/ USAFE Supplement 1, and DoD 4515.13-R.

4. **RECOMMENDATION:** USAFE/CC approve media orientation flights.

//Signed-17 Oct 03//

SHANE BALKEN, Capt, USAF

Chief of Public Affairs

Attachment 4 (Added)**SAMPLE USAFE/PA STAFF PACKAGE SEEKING COMUSAFE APPROVAL
FOR MEDIA FLIGHT****Figure A4.1. Sample Staff Package to HQ USAFE/DS Seeking COMUSAFE Approval for Media Flight.**

DS Coord

CV Coord

CC Appr

-----STAFF SUMMARY

AO: Capt Bryan Edmonson/ HQ USAFE/PAM/480-6558

COORD: 100 ARW/CC, 3 AF/CC, USAFE/A3TS, SAF/IARE, USAFE/A3

SUBJECT: A-PA-Air Force Yearbook 2003 Media Flight Request

1. **PURPOSE:** The purpose of this SSS is to obtain USAFE/CC approval on multiple KC-135 flights for Mr. John Doe, photojournalist working for the Air Force Yearbook 2003, during the period of 30 Nov-28 Feb 03, pending 100 ARW aircraft availability.

2. **BACKGROUND:** Mr. Doe is a British photojournalist and has requested to fly with the 100 ARW and photograph refueling of F-15E and/or A-10 receivers. Mr. Doe will be working on the 2003 Air Force Yearbook, a non-DoD commercial publication, by providing photographs for a number of articles featuring US Air Forces in Europe. These photographs will also likely be used in other publications featuring USAFE. Supporting Mr. Doe's request would provide outstanding coverage of the 100 ARW mission and people to Air Force members and their families. The flights would be conducted pending aircraft availability during the requested time frame.

3. **DISCUSSION:** Because of the flexibility required to accommodate the reporter's specific photography requirements, 100 ARW isn't able to project the specific dates or missions he would fly aboard at this time. However, if COMUSAFE concurs, 100 ARW/PA would forward the media flight dates to USAFE/PA as soon as they're available, which would then be forwarded to COMUSAFE for his situational awareness in advance of the flight. The flight is IAW AFI 11-401, table 1.1, line 24: News Media; and AFI 35-101, 6.51: Supporting Media Travel. Because the large international audience the Air Force Yearbook reaches, 100 ARW/CC has approved the flights and is requesting 3AF/CC and USAFE/CC further approval. The 100 ARW will provide flight equipment, briefings, and training in compliance with all applicable directives. Briefings, flight, and debrief will be unclassified and conducted according to AFI 11-401, AFI 11-401/USAFE Supplement 1, and DoD 4515.13-R.

4. **RECOMMENDATION:** COMUSAFE approve media orientation flights and release message at TAB 1.

//signed, 19 Nov 03//

EDWARD G. WORLEY, Col, USAF

Director of Public Affairs

2 Tabs

1. Proposed USAFE/CC DMS Message
2. Prior Coordination (3 AF, 100 ARW, USAFE/A3TS, SAF/IARE, USAFE/A3)

-----**TAB 1 (Proposed USAFE/CC DMS Message)**

<ATTACHED FILE COPY OF DMS MESSAGE BELOW>

FROM: USAFE RAMSTEIN AB GE//CC//
 TO: 3 AF RAF MILDENHALL UK//CC/CV/A3//PA//
 100 ARW RAF MILDENHALL UK//CC/OG/PA/OSS//
 HQ USAFE RAMSTEIN AB GE//A3//PA//
 INFO: HQ USAF WASHINGTON DC//PA/XO/XOO//
 UNCLAS

1. MEDIA ORIENTATION FLIGHTS ABOARD A KC-135 AIR REFUELING AIRCRAFT IS APPROVED FOR MR. JOHN DOE, BRITISH PHOTOJOURNALIST, US AIR FORCE YEARBOOK 2003, PASSPORT XXXXXXXX. FLIGHT APPROVAL COVERS THE PERIOD OF 30 NOV-28 FEB 03. FLIGHTS WILL BE CONDUCTED PENDING 100 ARW AIRCRAFT AVAILABILITY.
2. MR. DOE WILL BE WORKING ON THE 2003 AIR FORCE YEARBOOK BY PROVIDING PHOTOGRAPHS FOR A NUMBER OF ARTICLES FEATURING US AIR FORCES IN EUROPE. THESE PHOTOGRAPHS WILL ALSO LIKELY BE USED IN OTHER PUBLICATIONS FEATURING USAFE. SUPPORTING MR. DOE'S REQUEST WILL PROVIDE OUTSTANDING COVERAGE OF THE 100 ARW MISSION AND PEOPLE TO AIR FORCE MEMBERS AND THEIR FAMILIES.
3. 100 ARW/PA WILL PROVIDE AN AFTER ACTION REPORT TO HQ USAFE/PA, WITH INFORMATION COPIES TO 3 AF/PA, NO LATER THAN 3 WORKING DAYS FOLLOWING THE FLIGHTS.
4. HQ USAFE/PA POC IS 1LT BRYAN EDMONSON, DSN 480-6558/6559, E-MAIL: <mailto:WILLIAM.EDMONSON@RAMSTEIN.AF.MIL>

UNCLAS

-----**TAB 2 (Prior Coordination: 3 AF, 100 ARW)**

100 ARW/CC	Coord
3 AF/PA	Coord
3 AF/A3	Coord
3 AF/CC	Coord
USAFE/PA	Coord
USAFE/A3TS	Coord
USAFE/A3	Coord
USAFE/CC	Appr

-----STAFF SUMMARY

AO: 2nd Lt Glory Smith/ PA /238-2654

1. **PURPOSE:** The purpose of this SSS is to obtain USAFE/CC approval on multiple KC-135 flights for Mr. John Doe, photojournalist working for the Air Force Yearbook 2003, during the period of 31 Oct-30 Nov 03, pending 100 ARW aircraft availability.

2. **BACKGROUND:** Mr. Doe is a British photojournalist and has requested to fly with the 100 ARW and photograph refueling of F-15E and/or A-10 receivers. Mr. Doe will be working on the 2003 Air Force Yearbook by providing photographs for a number of articles featuring U.S. Air Forces in Europe. These photographs will also likely be used in other publications featuring USAFE. Supporting Mr. Doe's request would provide outstanding coverage of the 100 ARW mission and people to Air Force members and their families. The flight would be conducted pending aircraft availability during the requested time frame. Since the deadline for photo and article submissions to the Air Force Yearbook is in December, a 30-day flight window has been requested for Mr. Doe if any unforeseeable mission changes should occur.

3. **DISCUSSION:** The flight is IAW AFI 11-401, table 1.1, line 24: News Media; and AFI 35-101, 6.51: Supporting Media Travel. Because the large international audience Air Force Yearbook reaches, 100 ARW/CC has approved the flights and is requesting 3AF/CC and USAFE/CC further approval. The 100 ARW will provide flight equipment, briefings, and training in compliance with all applicable directives. Briefings, flight, and debrief will be unclassified and conducted according to AFI 11-401, AFI 11-401/ USAFE Supplement 1, and DoD 4515.13-R.

4. **RECOMMENDATION:** USAFE/CC approve flights.

SHANE BALKEN,

Capt, USAF

Chief of Public Affairs

EDWARD G. WORLEY, Col, USAF
Public Affairs Director