



DEPARTMENT OF THE AIR FORCE
HEADQUARTERS 51ST FIGHTER WING (PACAF)
UNIT 2067
APO AP 96278-2067

MEMORANDUM FOR OSAN AIR BASE ALL

FROM: 51 FW/CC

SUBJECT: Installation Public Affairs (PA) Employment Plan

1. PA resources are critical to enhance Airmen morale and readiness, develop public trust and support, and support global influence and deterrence. It is imperative that these finite resources be applied toward activities which most directly support the 51st Fighter Wing (51 FW), Pacific Air Forces (PACAF) and Air Force priorities. Inappropriate use detracts from the ability to support these priorities.
2. This memorandum and associated attachments detail the 51 FW/PA employment plan as required in Air Force Instruction (AFI) 35-101, *Public Affairs Responsibilities and Management*. The products and services detailed in the enclosed guidance are provided for official purposes consistent with AFIs governing PA activities; unofficial functions that are not related to military missions or activities will not be supported.
3. This memorandum and attachments supersedes all previous guidance on the same subject and will be reviewed annually by the 51 FW/PA chief. Please contact the PA staff with questions at DSN 784-4044.

ANDREW P. HANSEN, Colonel, USAF
Commander

3 Attachments:

1. 51 FW/PA Services and Employment Guidelines
2. 51 FW/PA Prioritization Matrix
3. 51 FW/PA Editorial Policy

DISTRIBUTION:
All Units

ATTACHMENT 1: 51 FW/PA SERVICES AND EMPLOYMENT GUIDELINES

1. **Scope.** The following procedures govern the 51 FW/PA office as the lead for host-installation PA activities and resources in support of units assigned to Osan Air Base, Republic of Korea. Individuals in units with organic PA capabilities (e.g., 7 AF, 35 ADA, etc.) should first coordinate requests through their unit PA office prior to contacting 51 FW/PA.

2. **PA Mission.** Air Force PA advances Air Force priorities and achieves mission objectives through integrated planning, execution, and assessment of communication capabilities. Through strategic and responsive release of accurate and useful information and imagery to Air Force, domestic, and international audiences, PA puts operational actions into context; facilitates the development of informed perceptions about Air Force operations; helps undermine adversarial propaganda efforts; and contributes to the achievement of national, strategic, and operational objectives.

3. **51 FW/PA Services.** Services available from the 51 FW/PA office are grouped into four categories consistent with Air Force Common Output Level Standards (AF COLS):
 - a. **Communication Planning.** Provides trusted counsel and communication advice to the commander and other staff members to enhance mission success. Communication planning is important to the creation of strategic, operational, and tactical effects in PA operations.

 - b. **PA Engagement.** Provides community engagement programs that aim to increase public awareness and understanding of the mission, policies, operations and programs of the AF; support AF recruiting; and maintain a reputation as a good neighbor. This includes receiving requests for base services from the community such as flyover support, public speakers, and base tours. Units who are asked for their services or personnel, or who receive offers of support from the community directly, must coordinate these with PA (and JA when applicable) prior to committing or accepting resources.

 - c. **PA Operations.** Provides programs that support Airman morale and readiness, public trust and support, and global influence and deterrence through the release of timely and accurate information to Airmen, their families, the public and the media.
 - (1) **Command Information.** Provides effective and efficient communication tools to link Airmen with their leaders. Command information helps Airmen and their families understand their purpose, role, and value to the Air Force. A free flow of information to Airmen and their families creates awareness of and support for the mission, increases their effectiveness as Air Force ambassadors, reduces the spread of rumors and misinformation, and provides avenues for feedback.

 - (2) **Environmental.** Supports environmental program objectives and requirements by facilitating public notification and involvement and communicating the Air Force's commitment to environmental excellence.

(3) **Media Operations.** Facilitates engagement and two-way communication with the media, which is often one of the most rapid and credible means of delivering the commander's message. Remaining open, honest, and accessible to the maximum extent possible normally results in greater accuracy, context, and timeliness in communicating with internal and external audiences. Personnel assigned to the 51 FW will coordinate all official media requests and queries through the 51 FW/PA office.

(4) **Security and Policy Review.** Ensures information intended for public release will neither adversely affect national security nor threaten the safety, security, or privacy of Air Force personnel, while adhering to the policy of "maximum disclosure, minimum delay." Personnel must obtain necessary security and policy review before releasing official imagery, documents, information, or proposed statements outside the Air Force.

d. **Visual Information (VI).** Provides programs that collect, preserve and accession VI products to meet operational, informational, training, research, legal, historical and administrative needs. Visual products, such as photo and video, are catalysts for effective communication and document the Air Force's visual history, through the accessioning process, for future generations.

4. **Availability.** The PA office will be manned during normal duty hours. A PA representative will be on-call 24 hours a day, 7 days a week (including holidays), and will accomplish emergency services as required by security forces, the Air Force Office of Special Investigations, the safety office and/or wing leadership. During non-duty hours, the on-call PA representative can be contacted through the command post. Details of alert photography and video are below:

a. **Alert Photography.** Alert photos (no video) can be requested by 51 SFS, fire department, AFOSI, command post, safety, family advocacy and the 51 FW/CC or CV.

(1) **Alert Photography Scenarios**

- a. Crisis and/or contingency mishaps/accidents/disasters.
- b. Time-sensitive documentation required for crime scenes/investigations.
- c. Incidents involving death or bodily harm.
- d. Major damage to facilities, vehicles or property estimated over \$5,000.

(2) **Alert Photography Rules of Engagement:**

- a. The Alert Photographer has one hour to respond to the alert location. The requesting agency may be required to provide transportation to the scene.
- b. The on-scene commander will brief the alert photographer on specific photo requirements, details, and provide further instructions at the scene.

- c. The Alert Photographer will document the scene by taking the required alert photos (i.e., 360-degree shots, wide, medium, close-up, identification, etc.).
 - d. Alert Photographers will not document scenes in hazardous conditions in which they do not have the proper training and/or equipment to ensure survivability.
 - e. Alert photography DOES NOT respond to off-base incidents, unless it is a major event (i.e., major GOV accident, death or severe bodily harm, etc.).
 - f. Alert photography DOES NOT provide photo support for personal property.
 - g. Alert photography digital files are considered privileged information and will only be provided to the proper investigating authorities.
- b. **Alert Videography.** There is not an on-call alert video representative. All requests for alert video will be sent to the chief of PA, where a determination for video support will be made on a case-by-case basis.

5. **Requesting PA Support.** Submit PA support requests to the 51 FW/PA email account at 51FWPA@us.af.mil as far in advance as possible; requests for VI support should be submitted with a completed Air Force Form 833 attached. Advance notice provides PA the ability to ensure the necessary equipment and personnel are available. Failure to coordinate in advance will reduce the likelihood that the event can receive PA support. Consumer-grade still and video equipment is available for self-help use on a first-come, first-served basis when the PA staff is already scheduled to support higher or equal priority tasks.

6. **Prioritized Employment Plan.** The 51 FW/PA office provides support according to the following system focused on the commander's priorities, operational core tasks, urgency, mission impact, agencies supported, and resources available. This system helps control the flow of work and ensures all mission-critical needs are met. A detailed list of services and their associated priority level can be found at the enclosed prioritization/employment matrix (Attachment 2):

- a. Core services are services that directly support emergent or operational mission requirements.
 - (1) Priority one requests include support for time-critical official investigations, crisis response, and other requests directly impacting the ability of the installation to perform its operational mission. This includes alert documentation for evidentiary and decisional purposes, and assisting senior leaders with public and media interaction during emergencies and contingencies.
 - (2) Priority two requests include support for non-time-sensitive official investigations, combat readiness, critical items in direct support of priorities and initiatives of commanders at wing level or higher, operational test and evaluation missions, and

MAJCOM-directed support. This priority also entails communication to stakeholders and key publics in support of official goals and objectives.

b. Non-core services are defined as services that do not directly affect an operational mission requirement.

(1) Priority three requests include routine support for education and training, unit-level command information, wing-level official recognition programs, and installation support. This generally includes routine communication with internal and external audiences.

(2) Priority four requests include all other production services not outlined above. It is possible requests in this priority level may need to be fulfilled through self-help services.

(3) Priority five requests are items that have been specifically designated as self-help services only.

7. **Restrictions.**

a. IAW AFI 35-109, government-funded PA and VI resources will not be used to:

(1) Provide souvenirs, personal gifts, mementos, or farewell gifts. Examples include “hero” shots in front of aircraft cockpits (unless provided as part of a Distinguished Visitor (DV) orientation flight), booster club promotional items, group photos intended to commemorate events such as golf tournaments or recreational gatherings, and sports team photos.

(2) Support or document farewell parties or social events unless certified as newsworthy or having historical significance by the base historian or chief of PA. When an event is determined to be historically significant, PA resources may be provided to meet official news and documentation requirements only.

(3) Create products used primarily for entertainment during farewell parties or social events. Examples include, but are not limited to, PowerPoint presentations, photo albums, or departure videos.

(4) Support MWR- or services-sponsored recognition programs.

b. Altering imagery. Air Force PA offices are trusted agents. Because PA professionals create products that can be used in legal proceedings and for critical decision-making, absolute trust and confidence in the truthfulness of products they create is essential. Official imagery may not be altered, unless it is specifically exempted by Department of Defense Instruction (DODI) 5040.02, *Visual Information*. Examples of requests that will not be supported include changes to personal appearance in an official portrait and digitally adding or removing content to a photo or changing the photo in a way that misrepresented the facts or circumstances of the event captured.

c. Use of Copyrighted Materials. Using copyrighted media requires a separate license or explicit permission. Generally, both music and programs recorded from broadcasts are copyrighted. Having the source recording or music score does not confer any right to reproduce, transfer, or otherwise use or perform the recorded material, either as a whole or in part. Refer to AFI 51-303, *Intellectual Property--Patents, Patent Related Matters, Trademarks and Copyrights*, for guidance.

d. Morale, Welfare and Recreation (MWR) Support. MWR and Services activities are authorized support for Category A (Mission Sustaining) and Category B (Basic Community Support Activities). Category A programs are essential to the military mission and are authorized all support. Category B activities are closely related to Category A activities and are essentially community support programs. The PA office can furnish support to these activities as long as the MWR activity does not generate revenue. For additional clarification of MWR activities, refer to AFI 65-106, *Appropriated Fund Support of Morale, Welfare, and Recreation and Nonappropriated Fund Instrumentalities*.

8. Additional Considerations.

a. Studio Photography.

(1) Official military portraits. IAW DODI 5040.02, *Visual Information*, official DoD imagery is all photographic and video images, regardless of the medium in which they are acquired, stored, or displayed, that are recorded or produced by persons acting for or on behalf of DoD activities, functions, or missions. In this context for studio photography, **official military use** is further defined as any photo required for usage in an official U.S. government or U.S. military capacity.

(2) Studio hours. Studio appointments are available from 0800 – 1100 and 1200 – 1600, Monday through Friday, except on official U.S and Korean holidays, or on wing down days. Appointments can be made in person or by calling DSN 784-2218. Walk-in hours are every Tuesday and Wednesday morning from 0800 – 1100.

(3) Studio usage. Studio appointments are open to all U.S. government or Korean national employees working for the U.S. government, if the photo is required for **official military use**. Some approved examples include chain of command portraits, award and recognition boards, military working dog photos, safety board information, nomination packages, ISOPREP, and official biographies. Portraits for non-official military use or for personal use **will not** be taken. Some examples of non-approved requests include family portraits, non-profit organization photos or awards, Korean military or civilian photos, non-governmental agency photos, and Osan School student photos. Requests that do not meet the above criteria will be evaluated on a case-by-case basis by the chief of Public Affairs.

a. Documentation required. All studio customers are required to fill out AF Form 833, *Multimedia Work Order*, prior to start of photo session. Details include information such as name, grade, phone, email address, and justification for photo.

b. Studio rules. Military customers must adhere to applicable regulations regarding proper uniform wear, such as AFI 36-2903, *Dress and Personal Appearance of Air Force Personnel*, or Army Regulation 670-1, *Wear and Appearance of Army Uniforms and Insignia*. All efforts by studio photographer will be made to ensure photo is professional and adheres to applicable guidelines; however, it is the customer's responsibility for ensuring their uniform is neat and clean in appearance prior to photo shoot. Customers will be asked to reschedule session if uniform is dirty or not presentable. Photo reshoots ***will not*** be accomplished due to customer oversight (wrong uniform combination) or due to customer preference (not smiling, frowning in photo, hair out of regulations, etc.).

c. Approved studio prints. 51 FW/PA will print the following official photographs. ****Note: Tenant units are liable for all costs associated with printing of photos as outlined in the applicable installation host-tenant unit support agreement.***

1. Chain of command portraits. Photo prints will be provided for NAF, wing, group and squadron chain-of-command boards.

a Senior Leaders: POTUS, SecDef, SecAF, PACAF/CC, PACAF/CCC, USFK/CC, USFK/CSM.

b Numbered Air Force: 7 AF/CC, 7 AF/CV, 7 AF/CCC.

c Wing: 51 FW/CC, 51 FW/CV, 51 FW/CCC.

d Group: commanders, deputy commanders, chiefs and superintendents.

e Squadron: commanders, chiefs and first sergeants.

f Unit-specific requirements: directors, activity managers, secretaries, executive officers, flight commanders.

2. Quarterly/Annual awards. One (1) photo print will be provided for quarterly and annual award winners at the squadron-level and above in the following categories: Airman, NCO, SNCO, CGO, FGO, civilian (all categories), and volunteer. Print photos ***will not*** be given for nomination packages or for usage at award selection boards.

3. Special duty assignment packages/nominations. First sergeants, general's aide-de-camp, military training instructor, etc. Request must be accompanied by specific guidance, regulation, or official email notification explicitly stating print photo requirement.

4. Military working dog. One (1) photo print will be provided for use in official military file folder, per legal requirements.

5. Official Military Passports and Visas for TDY/PCS/deployments. Products produced in accordance with State Department and AFI guidance. Customer must present appropriate work order from the 51 FSS passport office with request.

**Note: Official passports taken for command-sponsored family members for PCS only.*

d. Non-approved studio prints. To minimize excessive printing costs, a digital file will be provided via email to each customer after the photo session. Common items that 51 FW/PA will not print includes biography photos, award nominees, on-duty personnel (such as a customer service representative), and photos for personal gifts or mementos (see Section 7). Customers may use DAPS, Studio 51, or other approved means at their own expense for printing these items or to print additional copies.

b. VI Equipment Purchase Review. IAW AFI 35-109, *Visual Information*, units wishing to purchase video or still cameras and photographic printers must receive approval from 51 FW/PA to preclude duplication of effort and to ensure equipment, system, and data compatibility.

c. Administrative Functions. Products used for personnel/administrative actions. PA coverage is based on chief of PA approval or 51 FW/CC recommendation to include photo and/or video support. Support will NOT include photo prints, except as annotated.

(1) PME graduations. One photo per person with wing leadership and one group photo only. Digital photos will be uploaded to the 51 FW social media site.

(2) Wing promotion/award ceremonies. One photo per person with wing leadership and one group photo only. Digital photos will be uploaded to the 51 FW social media sites.

(3) Wing induction ceremonies. Official ceremony only – NCO, SNCO and CMSgt only. One photo per person with wing leadership and one group photo only. Digital photos will be uploaded to the 51 FW social media sites.

(4) Airman/Team Osan Spotlight. One photo per person with wing commander. Photo print may be provided for inclusion into 51 FW/CC letter to family.

(5) Wing Dining-In/Out or Air Force Ball. Photo coverage may be provided only for official heritage and tradition segments of event for base website/social media publication. No individual or family photos will be taken.

(6) Wing Commander's Calls. Photo coverage only. Group or squadron-level commander's calls may be covered if 51 FW/CC is presenting a lower-level award.

(7) Change of Command Ceremonies. Photo support is limited to squadron change of command and above. Video support provided for 7 AF/CC and 51 FW/CC only.

(8) Video Livestreaming. Available at the base theater, O-Club and E-club only.

a. Available for PME graduations, wing promotion ceremonies, and annual award ceremonies only.

b. Livestreaming support is dependent on PA staffing, Wi-Fi availability, and may be unavailable due to mission requirements.

(9) Retirement Ceremonies. Photo and video support limited to NAF, Wing, Vice Wing Commanders and Command Chiefs only. Exceptions may be made for important historical figures such as Medal of Honor winners, Order of the Sword recipients, or aerial aces for historical and informational purposes. Self-help equipment is available on a first-come, first-served basis for all other requests.

(10) Distinguished Visitors. Photo documentation for historical and informational purposes only, as designated by the chief of PA. No mementos will be provided IAW AFI 35-109, *Visual Information*.

(11) Observances. Military and national-level observance events deemed newsworthy or historical by chief of PA. Products will be generally used for base website publication or archive. All other events will be self-help only. No prints will be created by 51 FW/PA.

d. Photo and video duplication. Customers will provide the required digital media (CD/DVD) for duplication. Products will not be duplicated simply for convenience. Products will not be duplicated under the following conditions:

(1) Product is under copyright and requestor has not secured the proper release.

(2) Product is available through commercial or government channels in a usable format.

(3) Product is for entertainment purposes.

9. **Graphics.** No graphics support is provided by 51 FW/PA. Some limited graphical support may be obtained through Studio 51, a 51st Force Support Squadron entity. Information can be found at <http://www.51fss.com/>.

**Note: Monetary costs may be incurred by using Studio 51 services.*

10. **Self-Help equipment:** Consumer-grade self-help equipment is available for checkout for official government use when 51 FW/PA is unable to cover event due to AFI restrictions or manning considerations. Indefinite checkout is *not* allowed. Self-help cameras and video presentation equipment is for use at Osan AB **ONLY**.

a. Cameras are inspected and in operating order prior to issue and upon return.

b. Customers must complete an AF Form 1297 in order to sign out equipment.

- c. Cameras are issued for a maximum of 24 hours.
- d. Customers are not authorized to perform equipment maintenance.
- e. Customers are solely responsible for equipment in their possession.
- f. Units must procure their own equipment (with 51 FW PA approval) if a recurring requirement is evident.

11. Unofficial Requests

a. The following products are unofficial requests and are unable to be accomplished or supported by 51 FW/PA, unless approved by 51 FW/CC in writing:

- (1) Interior design/decoration (i.e. Airman’s Creed posters, interior or exterior signs, vehicle placards, shop/flight displays, printout of unit logos, etc.).
- (2) Booster club events.
- (3) Support to private or non-profit organizations.
- (4) Photo ID boards unless required by AFI or regulation.
- (5) Group photos.
- (6) Individual promotion or retirement ceremonies.

12. The following categories will apply when assigning due dates:

PHOTO

CATEGORY	TYPE OF REQUESTS	PRIORITY LEVEL	SUSPENSE
A	Alert photo, Class A mishaps, investigations	I	1 duty day
B	Time-critical news, safety, passports, training products	II, III	3 duty days
C	Operational, Managerial, Administrative Support	IV	5 duty days

VIDEO

CATEGORY	TYPE OF REQUESTS	PRIORITY LEVEL	SUSPENSE
A	Class A mishaps, investigations	I	3 duty days
B	Time-critical news, safety, exercises, training products	II, III	7 duty days
C	Operational, Managerial, Administrative Support	IV	20 duty days

ATTACHMENT 2: 51 FW/PA PRIORITIZATION MATRIX

<i>1. Communication Planning</i>		
<i>Activity</i>	<i>35-series AFI Reference</i>	<i>Priority</i>
1.1. Communication Planning (significant issues)	AFI 35-101 Chapter 6	II
1.2. PAG/Talking Point Development	AFI 35-101 Chapter 6	II
1.3. Operational/Wing Plan Coordination	AFI 35-101 Chapter 2, AFI 35-104 Chapter 2	III
<i>2. Public Affairs Engagement</i>		
<i>Activity</i>	<i>35-series AFI Reference</i>	<i>Priority</i>
2.1. Civic Leader Activity	AFI 35-105 Section K	III
2.2. Community Complaint Response	AFI 35-105 Section J, AFI 35-108	III
2.3. Honorary Commander Program	AFI 35-105 Section K	III
2.4. Legislative Liaison Support	AFI 35-101 Chapter 2	II
2.5. Military Participation in Off-base Events	AFI 35-105 Sections C & K	III
2.6. PA Representation (off-base)	AFI 35-105 Section K	IV
2.7. Request for Information (non-media)	AFI 35-105 Section J	III
2.8. Speeches / Speaker's Bureau	AFI 35-105 Section G	IV
<i>3. Public Affairs Operations</i>		
<i>Activity</i>	<i>35-series AFI Reference</i>	<i>Priority</i>
3.1. Crisis Communication	AFI 35-104 Chapter 2	I
3.2. Command Information	AFI 35-113	-
3.2.1. Commander's Access Channel (upload only)	AFI 35-113	IV
3.2.2. Official Web	AFI 35-107	II
3.2.3.1. Content Generation/Posting	AFI 35-113	II
3.2.3.2. Official Bios and Factsheets	AFI 35-107, AFI 35-113	III
3.2.3.3. Social Media Posting/Engagement	AFI 35-113, AFI 1-1	III
3.2.3.4. Web/Social Media Analysis	No specific reference	IV
3.3. Environmental PA	AFI 35-108	III
3.4. Joint Hometown News Service	AFI 35-113	IV
3.5. Media Operations	AFI 35-104	-
3.5.1. Media Analysis (news clips)	AFI 35-101 Chapter 1, 2	II
3.5.2. Media Escort (non-crisis)	AFI 35-104 Chapter 1	II
3.5.3. Media Training (non-crisis)	AFI 35-101 Chapter 1, AFI 35-104 Chapter 1	III
3.5.4. News Conference (non-crisis)	AFI 35-104 Chapter 1	III
3.5.5. News Release (non-crisis)	AFI 35-104 Chapter 1	III
3.5.6. Response-to-Query (non-crisis)	AFI 35-104 Chapter 1	II
3.6. PA Travel	AFI 35-103 Chapter 1, AFI 35-104 Chapter 1	III
3.7. Security and Policy Review	AFI 35-102	III
<i>4. Visual Information</i>		
<i>Activity</i>	<i>35-series AFI Reference</i>	<i>Priority</i>
4.1. Accessioning Activity	AFI 35-109 Chapter 2, 4, 8 & attachments 2, 5	III
4.3. Equipment Approval Requests	AFI 35-109 Chapter 5	IV
4.4. Photography	AFI 35-109 Chapter 3, 4 & attachment 2	-
4.4.1. Alert Photo (accidents, crises, etc.)	AFI 35-109 Chapter 4 & attachment 2	I
4.4.2. Awards (Wg/up)	AFI 35-109 Chapter 4 & attachment 2	IV
4.4.3. Awards (Gp/down)	AFI 35-109 Chapter 4 & attachment 2	V
4.4.4. Ceremonies (Wg/CC and up)	No specific AFI reference	IV
4.4.5. Ceremonies (Gp/down)	No specific AFI reference	V
4.4.6. Change of Command (Gp/up)	No specific AFI reference	IV
4.4.7. Change of Command (Sq/below)	No specific AFI reference	V

4.4.8. Documentation (mission)	AFI 35-109 Chapter 3, 4 & 7	III
4.4.9. Historical Significance (e.g. VIP visit)	AFI 35-109 Chapter 4 & attachment 2	IV
4.4.10. Official Passport Photos	AFI 35-109 Chapter 4 & attachment 2	II
4.4.11. Studio (bio, award package photos)	AFI 35-109 Chapter 4 & attachment 2	IV
4.5. Self-help facilitation	AFI 35-109 Chapter 4	IV
4.6. Video & Audio Production	AFI 35-109 Chapter 3, 4 & attachment 2	-
4.6.1. Alert Video (accidents, crises, etc.)	AFI 35-109 Chapter 4 & attachment 2	I
4.6.2. Awards (Wg/up)	AFI 35-109 Chapter 4 & attachment 2	IV
4.6.3. Awards (Gp/down)	AFI 35-109 Chapter 4 & attachment 2	V
4.6.4. Ceremonies (Wg/CC and Up)	AFI 35-109 Chapter 4	IV
4.6.5. Ceremonies (Gp/down)	AFI 35-109 Chapter 4	V
4.6.6. Change of Command (Wg/CC and up)	AFI 35-109 Chapter 4	IV
4.6.7. Change of Command (Below Wg/CC)	AFI 35-109 Chapter 4	V
4.6.8. Documentation (mission, b-roll)	AFI 35-109 Chapter 3, 4 & 7	III
4.6.9. Historical Significance (e.g. VIP visit)	AFI 35-109 Chapter 4 & attachment 2	IV
4.6.10. Media Duplication	No specific AFI reference	V
4.6.11. Video/Audio Production (training, sr ldr)	AFI 35-109 Chapter 4 & attachment 2	III
4.6.12. Video/Audio Production (pod cast, news)	AFI 35-109 Chapter 4 & attachment 2	IV
4.6.13. Livestream (Limited)	No specific reference	IV

NOTES:

- 1) This prioritization matrix is based on services delivered at AF COLS level three, and will be modified as necessary when changes occur to the AF COLS program for Public Affairs.

- 2) This matrix serves as a guide for 51 FW/PA’s day-to-day activities. In some cases, an item that falls into one priority level (for example, priority level three) may receive support at a higher priority level (for example, priority level two) if deemed necessary by the 51 FW/PA chief.

- 3) Items that fall into a category not listed in this matrix will be prioritized at the discretion of the 51 FW/PA chief.

PRIORITY	PRIORITIZION MATRIX LEGEND
I	Time-critical official investigations, crisis response, and other requests directly impacting the ability of the installation to perform its operational mission. Includes alert documentation for evidentiary and decisional purposes, and assisting senior leaders with public and media interaction during emergencies and contingencies
II	Support for non-time-sensitive official investigations, combat readiness, critical items in direct support of priorities and initiatives of commanders at wing level or higher, operational test and evaluation missions, and MAJCOM-directed support. This priority also entails communication to stakeholders and key publics in support of official goals and objectives
III	Routine support for education and training, unit-level command information, wing-level official recognition programs, and installation support
IV	All other production services not outlined above. It is possible requests in this priority level may need to be fulfilled through self-help services
V	Items that have been specifically designated as self-help services only

ATTACHMENT 3: 51 FW/PA EDITORIAL POLICY FOR OFFICIAL PRINT, WEB AND SOCIAL MEDIA PUBLICATIONS

1. **Delegation of Editorial Review.** The 51 FW/CC exercises editorial control over official print, web, and social media publications for Osan Air Base. Day-to-day oversight and responsibility for these activities is delegated to the 51 FW/PA chief. The determination on of an event's newsworthy value is at the discretion of the 51 FW/PA chief based on an assessment of how well the proposed coverage supports the commander's communication priorities.

2. **Base Newspaper.** The *Crimson Sky* newspaper is compiled by 7 AF/PA and is produced by an off-base civilian publisher at no cost to the government. While 7 AF/PA pulls coverage from the Osan Air Base website, as well as other Air Force and DOD sources, the 51 FW does not have authority over the publication, its layout, or advertising content.

3. **Base Website.** The official website for Osan Air Base is operated by the 51 FW/PA staff and is located at www.osan.af.mil. Only information cleared for public release in accordance with AFI 35-107, *Public Web Communications*, and other associated policies and instructions can be posted to the site.

a. **Section 508 Compliance.** In 1998, Congress amended the U.S. Rehabilitation Act of 1973 to require that federal agencies make their electronic and information technology accessible to people with disabilities. Section 508, 1194.22, Web-based Intranet and Internet Information and Applications, is of particular importance with regard to website management. This section outlines the requirements for federal websites, both Internet and intranet. It states that federal websites must meet the needs of disabled employees and members of the public and allow them access to Internet technology in a format understood by software readers/viewers.

4. **Content.** News, feature, and editorial material will conform to policies of the Air Force and the 51 FW/CC. Coverage will be factual and objective and avoid morbid, sensational, or alarming details not essential to factual reporting. Accuracy is paramount. Individuals to be interviewed and photographed must meet all requirements of AFI 36-2903, *Dress and Personal Appearance of Air Force Personnel*, and must comply with current safety, security, and technical order requirements.

a. **News Content.** News content is based on local articles developed by the PA staff and releases by the Air Force News Service, MAJCOM news services, American Forces Press Service, and other agencies of the DOD and federal government.

b. **Editorial and Opinion.** Locally originated editorials (command position) and commentaries (personal opinions) will reflect the policies of the commander and will be in the interest of the Air Force. Editorials should help readers understand Air Force policies and programs. They must not imply criticism of other governmental agencies, nor advocate or dispute specific political, diplomatic, or legislative matters.

c. Articles of local interest to base people produced outside official channels (e.g. stringers, local organizations) may be used provided permission has been obtained, the source is credited, and they do not otherwise violate this instruction. Articles for non-profit organizations, including non-profit military-affiliated organizations (e.g., Air Force Association, Air Force Sergeants Association, Team Osan Spouses Club, etc.) must be consistent in length and placement to avoid the appearance of favoritism or implied endorsement.

5. Editing for Publication. All materials submitted to the 51 FW/PA office for publication will be reviewed and edited to conform to DOD news writing guidelines. This includes conforming to the guidelines in the *Associated Press Stylebook and Briefing on Media Law* and *Air Force Journalistic Style Guide*.

6. Awards Recognition. Due to limited resources, PA coverage of award winners is generally limited to wing and higher-level echelons. However, customers are highly encouraged to use the Hometown News Release Program to obtain civilian coverage of any significant personal accomplishments such as awards, graduations and promotions. PA will help customers issue a hometown release upon request.

7. Social Media.

a. Official Use. The official social media sites for Osan Air Base are Facebook at <http://www.facebook.com/51FWOsanAB>, YouTube at <http://www.youtube.com/user/osanairbase>, and Flickr at <http://www.flickr.com/photos/osanairbase>. These sites are operated by the 51 FW/PA office using the same guidelines as the official website and print publications. Subordinate and tenant organizations, with the exception of units with their own PA office, are not authorized to operate official social media pages without the approval of the 51 FW/PA chief. Unofficial pages (e.g. booster club pages, alumni pages, etc.) are not official Air Force social media sites and are encouraged to display a disclaimer that the page is not an official representation of the Air Force.

b. Personal Use. In general, the Air Force views personal websites, blogs, and social media sites positively, and it respects the right of Airmen to use them as a medium of self-expression. However, as members of the Air Force, Airmen must abide by certain restrictions to ensure good order and discipline. All Airmen are on duty 24 hours a day, 365 days a year, and their actions on and off duty are subject to the Uniform Code of Military Justice (UCMJ). See AFI 1-1, *Air Force Standards*, and AFI 35-113, *Internal Information*, for more guidelines regarding personal social media use.