

Attachment 1 – Prioritization Plan

The following procedures govern the 51 FW Public Affairs 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 should first coordinate their requests through their host unit PA office prior to contacting 51 FW/PA.

Priorities

Public Affairs provides support and services based on the prioritization classified by direct and indirect mission requirements. Support is contingent upon requirements outlined in Public Affairs instructions found in Joint Publication 3-61 and the 35-series AFIs as well as the availability resources, manning, and prior scheduling. Any exceptions to this policy must be directed by the 51st Fighter Wing Commander.

Priority I – Crisis Response

Support for time-critical official investigations, crisis response, and other requests directly impacting the installation's operational mission. This includes alert documentation for evidentiary and decisional purposes, and assisting senior leaders with public and media interaction during emergencies and contingencies.

Priority II – Mission Essential

Support for non-time-sensitive official investigations, combat readiness, critical items in direct support of priorities and initiatives of commanders at the 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.

Priority III – Routine Tasks

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.

Priority IV – Non-Essential Tasks

All other production services not outlined above. These requests may need to be fulfilled through self-help services.

Priority V – Self-Help Services

Items specifically designated as self-help services only.

Availability

The Public Affairs office will be manned during normal duty hours throughout the week with designated hours for weekly physical training and monthly training.

A PA representative will be on-call 24 hours per day, seven days per week (including holidays), and will accomplish emergency services as required by security forces, 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. See below for alert photography/videography requirements.

Requesting Public Affairs Support

Support requests should be submitted to the 51 FW/PA email at 51fw.pa@us.af.mil as far in advance as possible; requests for visual information support must be submitted with a completed Air Force Form 833.

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.

Alert Photography

Alert photos can be requested by Security Forces, Fire Department, AFOSI, Command Post, Wing Safety, Family Advocacy, and the 51 FW Commander/Vice Commander.

Alert Photography Scenarios

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

Rules of Engagement

- Photographer has one hour to respond to the alert location. The requesting agency may be required to provide transportation to the scene.
- The on-scene commander will brief the alert photographer on the specific photo requirements, details, and provide further on-scene instructions.
- Photographer will document the scene by taking the required alert photos (i.e. 360-degree shots, wide, medium, close-up, identification, etc.)
- Photographers will not document in hazardous conditions in which they do not have the proper training and/or equipment to ensure survivability.
- Photographer does not respond to off-base incidents, unless it is a major event (i.e. aircraft accident, major GOV accident, death or severe bodily harm, etc.)
- Alert photography does not provide photo support for personal property.
- Digital files are considered privileged information, and will only be provided to the proper investigation authorities.
- Alert Videography. There is no on-call alert videographer. All request for alert video will be sent to the Chief of PA, where determination will be made in a case-by-case basis.

Restrictions

In accordance with AFI 35-109 and DOD 5500.07 *Joint Ethics Regulation*, government-funded Public Affairs and Visual Information resources will not be used to:

- 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

orientation flight, booster club, promotional items, group photos intended to commemorate events such as golf tournaments or recreational gatherings, sports team photos, etc.).

- 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, resources may be provided to meet official news or documentation requirements only.
- Create products used primarily for entertainment during farewell parties or social events, including, but not limited to, presentations, slides, photo albums, departure videos.
- Support MWR/Services-sponsored recognition programs.
- Support commercial or non-government entity activities IAW *Joint Ethics Regulation*.
- Graphics of any kind.

Image Alterations

Air Force Public Affairs offices are trusted agents, and personnel are expected to capture and depict accurate situations. PA personnel create products that can be used in legal proceedings and critical decision-making, absolute trust and confidence, and truthfulness of products they create is essential to maintaining public trust and support through transparency.

Official imagery may not be altered, unless it is specifically exempted by Department of Defense Instruction 5040.2, 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 misrepresents facts or circumstances of the event captured.

Use of Copyright Materials

Use copyrighted media requires licensing agreements and explicit permission. Music and programs recorded from broadcasts are copyrighted, and obtaining the source recording 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 further guidance.

Morale, Welfare, and Recreation Support

MWR and Services activities are authorized support for Priority III – Routine Tasks and base community support activities as defined by Community Relations programs. The PA office can support as long as the activity does not generate revenue.

Refer to AFI 65-106, Appropriated Fund Support of Morale, Welfare, and Recreation (MWR) and other Nonappropriated Fund Instrumentalities (NAFIS) for further information.

Administrative Functions

Public Affairs coverage and support of products used for personnel/administrative actions requires Chief of PA or 51 FW Commander approval/recommendation to include photo or video support.

Official Requests and Mission Support

Public Affairs will initiate coverage on the following annual historic and cultural anniversaries in coordination with the Wing Strategic Calendar and the attached Event and Milestones Calendar.

Ceremonies

- Graduations. During Professional Military Education graduations, a photo of each individual with wing leadership and one group photo will be uploaded and made available online.
- Wing Award Ceremonies. A photo of each individual with wing leadership and one group photo will be uploaded and made available online.
- Wing Induction Ceremonies. Official ceremonies only for NCO, SNCO, and E-9. A photo of each individual with wing leadership and one group photo will be uploaded and made available.
- Change of Command. Photo support is limited to 51 FW Squadrons and above. Video support is provided for 7 AF Commander and 51 FW Commander only.
- Retirement Ceremonies. Photo support is limited to NAF, Wing, and Vice Wing Commanders and Command Chiefs only. Exceptions may be made for important historical figures, such as Medal of Honor recipients, Order of the Sword recipients, or aerial aces for historical and informational purposes. Self-help equipment is available on a first-come, first-serve basis for all other requests. Video support will be determined by the Chief of PA or Wing Commander.
- Promotion Retirements. Photo support for individual promotion ceremonies will be limited to O-6 and above and to E-9.

Groups and Events

- Squadron/Group Photos. Photo support will be limited to squadron and above only. One photo per unit will be taken within the first quarter of the change of command to document the incoming or outgoing commander of the unit. WSA units will be treated as squadrons.
- Commander Calls. Photo coverage will be provided for the wing-level or higher.
- Dining In/Out. Photo coverage will be provided for the official heritage and tradition segments of the event for historical archival and social media. No individual or family photos will be taken.
- Observances. Military and national-level observance events deemed newsworthy or historical by the Chief of PA. Products will be generally used for social media publication and historical archive. All other events will be self-help only.

Additional Support

- Distinguished Visitors. Photo documentation for historical and informational purposes only, as designated by the Chief of PA. No mementos in accordance with AFI 35-109, Visual Information.
- Spotlights. One photo per person with the wing commander. Printed photo may be made available for official letter to family.
- Livestreaming. Dependent on PA staffing, WiFi availability, and may be unavailable due to mission requirements and the current information environment.

- Photo/Video Duplication. Digital media (CDs or DVDs) will be provided for Priority II tasks and above. All other photos can be pulled from social media or the Defense Visual Information Distribution Service online. Requesting agencies must provide their own resources for duplication.
- Self-Help Equipment. Equipment for check out is available for official government use when 51 FW/PA is unavailable due to mission requirements and restrictions. Self-help equipment is available for use on Osan AB only. Cameras will be inspected and in operating condition prior to issue and upon return. Customers must complete an AF Form 1297. Cameras are issued for a maximum of 24 hours. Customers are not authorized to perform equipment maintenance and are fully responsible for the equipment in their possession.

Studio Photography

Studio photography is reserved for official military use, and it is further defined as any photo required for usage in an official U.S. government or U.S. military capacity.

Studio Hours

Appointments are available from 0800 to 1100 and 1200 to 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 from 0800 to 1000 pending appointments.

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, including chain of command portraits, award and recognition boards for squadrons and above as required by AFI, military working dog photos, safety board information, nomination packages, ISOPREP, and official biographies.

Portraits for non-official use or personal will not be supported to include family portraits, non-profit awards, student photos, etc.

Requests that do not meet the above criteria will be evaluated on a case-by-case basis by the Chief of PA.

Rules and Regulations

Military customers must adhere to the applicable regulations regarding proper uniform wear, such as AFI 36-2903, Dress and Appearance of Air Force Personnel, or Army Regulation 670-1. All efforts by the studio photographer will be made to ensure adherence to the applicable regulations; however, it is the member's responsibility to ensure the uniform is neat, clean, and updated prior to his/her appointment.

Photo shoots will not be rescheduled due to customer oversight (wrong uniform combination) or personal preferences (smiling, frowning, hair regulations, etc.). It is recommended the individual checks individual personnel records prior to scheduling an appointment.

Unofficial Requests

Public Affairs will not cover unofficial requests, and all deviations in the following categories must be approved by the 51 FW commander in writing:

- Interior Design/Decorations (i.e. posters, signs, vehicle placards, displays, prints of unit logos, etc.)
- Support to private or non-profit organizations
- Photo boards unless required by AFI or regulation
- Individual promotion or retirement ceremonies