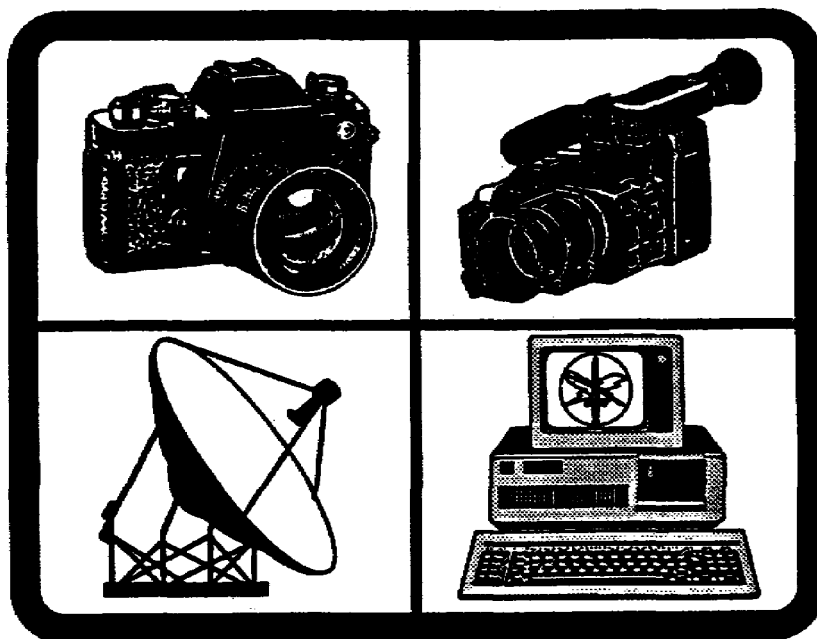


INTRODUCTION TO COMMAND INFORMATION

PUBLIC AFFAIRS



THE ARMY INSTITUTE FOR PROFESSIONAL DEVELOPMENT
ARMY CORRESPONDENCE COURSE PROGRAM

A
I
P
D

READINESS/
PROFESSIONALISM



THRU
GROWTH

INTRODUCTION TO COMMAND INFORMATION

Subcourse Number PA 0110

EDITION A

Army Public Affairs Center
Fort George G. Meade, Maryland 20755-5650

10 Credit Hours

Edition Date: March 1993

SUBCOURSE OVERVIEW

We designed this subcourse to introduce you to command information, one of the three functional areas of public affairs. Specific information is provided on the practice of command information; command information's role in accidents and incidents; the handling of radio and television packages from the Armed Forces Radio and Television Service; policies and guidelines reference Army newspapers and non-newspaper command information publications; and the purpose of command information fact sheets. This subcourse is presented in seven lessons.

This subcourse reflects the doctrine current at the time the subcourse was prepared. In your own work situation, always refer to the latest official publications.

Unless otherwise stated, the masculine gender of singular pronouns is used to refer to both men and women.

TERMINAL LEARNING OBJECTIVE

- ACTION:** Understand the practice of command information, command information's role in accidents and incidents; the handling of radio and television packages from the Armed Forces Radio and Television Service; policies and guidelines reference Army newspapers and non-newspaper command information publications; and the purpose of command information fact sheets.
- CONDITION:** You are given the material presented in this lesson.
- STANDARD:** To demonstrate competency of this task, you must achieve a minimum of 70 percent on the subcourse examination.

TABLE OF CONTENTS

Page

Subcourse Overview.....i

Lesson 1: Introduction to Command Information1

Practice Exercise11

Answer Key and Feedback12

Lesson 2: Accidents and Incidents in Command Information13

Practice Exercise17

Answer Key and Feedback18

Lesson 3: Handling Armed Forces Radio and Television19

Service - Radio Shipments

Practice Exercise33

Answer Key and Feedback34

Lesson 4: Handling Armed Forces Radio and Television35

Service - Television Shipments

Practice Exercise49

Answer Key and Feedback50

Lesson 5: The Command Information Newspaper51

Practice Exercise61

Answer Key and Feedback62

Lesson 6: Civilian Enterprise Non-newspaper Publications63

Practice Exercise67

Answer Key and Feedback68

Lesson 7: The Command Information Fact Sheet69

Practice Exercise73

Answer Key and Feedback74

LESSON ONE

INTRODUCTION TO COMMAND INFORMATION

46Q/46R Soldier's Manual Task: None

OVERVIEW

LESSON DESCRIPTION:

In this lesson you will learn the function of command information.

TERMINAL LEARNING OBJECTIVE:

ACTION: Understand the function of command information, the commander's responsibility for command information; the roles of public affairs practitioners, topics that should be used in command information media, command information audiences, the need for feedback in command information programs and the media available to the commander and his command information staff.

CONDITION: You are given the material presented in this lesson.

STANDARD: Perform all the duties described in this lesson.

REFERENCES: The material contained in this lesson was derived from:

AR 360-81, Command Information Program
FM 46-1, Public Affairs Operations

INTRODUCTION TO COMMAND INFORMATION

INTRODUCTION

Command Information (CI) is what the Army calls information and news provided by the commander or his designated representatives to soldiers, civilian employees, retirees and family members.

Traditions in the military are often hard to break. A commonly held belief in many armies for hundreds of years was that the soldier needed only to follow his orders. Understanding his role and his unit's mission was considered unnecessary, and to a large extent was to be avoided.

However, General George Washington was among the first to challenge this thinking and began an American military tradition. He said, "Impress upon the men the importance of the cause and what they are fighting for."

This tradition forms the basis of Army Regulation 360-81, Command Information Program. The regulation states that soldiers, "who are well informed about the Army, their own organization and their role in the Total Force are more likely to perform better and be more satisfied with their Army careers."

Therefore, command information is a combat multiplier--a means to improve efficiency and morale, and a way to increase retention of quality soldiers.

CI is not limited to its primary audience --soldiers and civilian employees. It also addresses the information needs of Army families; U.S. Military Academy and Reserve Officer Training Corps Cadets; and retirees.

Neither should the CI program be one-sided. The commander has information he needs to disseminate to his CI audiences. Those audiences, in turn, have needs for particular information.

PA practitioners are charged with filling the needs of both the commander and the CI audiences. An important aspect of the PA mission is to obtain feedback on audience response. This feedback allows the commander to assess the effectiveness of his communications, and it allows him to focus his resources on meeting the information needs of his community.

The information-feedback system can solve and prevent problems when CI is properly used and supported.

COMMAND INFORMATION OBJECTIVES

The central objective of CI is to enhance individual performance and satisfaction with the Army. CI helps the Army tell its story to its own people. To do this the CI staff spotlights quality soldiers, family member concerns, the Army's mission of deterrence and the Army's concern for its soldiers.

CI staffs provide a balanced mix of information about how the force is structured, and about such topics as light divisions, tough training, sustainment, the role of Reserve Components, the need for unity, the future of land power and the need for quality leaders.

Topics the CI staff should reinforce and instill in soldiers and civilian employees include:

- o principles of freedom and democracy
- o national policies affecting the military
- o the nature of threats to the United States
- o the nature of threats to the free world
- o the need for an Active Army
- o Army capabilities, needs and accomplishments
- o the need for and contributions of civilian employees
- o acceptable behavior in the United States and overseas
- o Status of Forces Agreements
- o customs of host nations
- o military benefits
- o citizenship responsibilities
- o military responsibilities
- o job performance
- o motivation, dignity, pride and excellence
- o attention to personal affairs
- o physical fitness

COMMAND INFORMATION POLICIES

The responsibility for command information rests with commanders at all levels. Public affairs personnel provide the required staff support and expertise to carry out that mission for commanders.

Commanders must present information to the CI public in a factual, objective and timely manner. It should be presented so that no person perceives himself to be the object of ridicule, exclusion, or discrimination.

Information dealing with domestic policies of either the United States or its allies must be disseminated impartially and objectively, but in keeping with host nation sensitivities.

CI personnel, facilities and media may not be used to support psychological operations or to produce or disseminate propaganda.

Department of Defense and Army policy states "that there shall be a free flow of general and military information, without censorship or propaganda, to the internal audience."

The information needs of military audiences are the same as their civilian counterparts. Their rights to information and their responsibility to the nation are not different.

In his address to the Provincial Congress of New York on June 26, 1775, General Washington stated, "When we assumed the soldier, we did not lay aside the citizen."

President John F. Kennedy in his address to the National Civil Liberties Conference in Washington, D.C., on April 16, 1959, said, "I am not so much concerned with the right of everyone to say anything he pleases, as I am about our need as a self-governing people to hear everything relevant."

President Thomas Jefferson wrote to a Colonel Yancey on January 6, 1816, "If a nation expects to be ignorant and free, in a state of civilization, it expects what never was and never will be."

To William Jarvis on Sept. 28, 1820, Jefferson wrote, "I know no safe depository of the ultimate powers of society, but the people themselves; and if we think them not enlightened enough to exercise their control with a wholesome discretion, the remedy is not to take it from them, but to inform their discretion."

The rights and responsibilities of citizenship aren't lost upon enlisting, commissioning, employment or marriage to soldiers or civilian employees. Thus, the American people, civilian and military, have a right to information which has relevance to their lives or their responsibilities as citizens.

The remedy to military or civilian publics who respond poorly to information they receive, is not to withhold further information or to take their rights to that information from them. The remedy is to educate and inform them in such a way as to enable them to respond wisely.

LIMITATIONS TO INFORMATION

There are, of course, limitations to the types of information which can be disseminated to military or civilian publics. These limitations, are discussed in Subcourse PA0100, Introduction to Army Public Affairs.

- o Security -Classified information and information which could endanger human life or the national interests of the United States may be withheld.
- o Accuracy -Information must be accurate when released, and when released it must not mislead or deceive the public.
- o Propriety -The U.S. Army must always conduct itself, as a branch of the Government, with dignity and with respect to its publics. Information should not be obscene, lewd, or otherwise offensive.
- o Policy -When information is released it must be done in accordance with Army regulations, directives and policies.
- o Host nation sensitivities -Overseas, host nations have sovereignty and the U.S. Ambassador may declare some topics as being sensitive issues within the host nation. The United States Information Agency publishes a list of these topics that U.S. government publications and broadcast facilities will not use.

Information which is releasable to civilian news media should also be usable in CI media. Military publics should not have to read about an on-post assault in the local civilian press. It should be available in the post newspaper.

However, military public affairs specialists are not investigative journalists. There is no "watch dog" role for command information practitioners to play in their work. And a military journalist who discovers a \$4 million overrun on a military project would do well to report it to his commander or to the fraud, waste and abuse office. Leave investigative journalism to the civilian media.

That doesn't mean the military journalist must ignore social issues that create controversy or that involve the soldier as an individual or as a citizen. Steer clear of political issues, but address social issues relevant to your in-house publics.

INTERNAL AUDIENCES

As discussed above, the primary internal audience includes soldiers and civilian employees. The larger internal audience includes military family members; civilian family members overseas; retirees; and USMA and ROTC cadets.

These groups can be and should be broken down for a more thorough analysis by PA practitioners.

There are soldiers of various ranks and of various skills. There are trainees and permanent party personnel. There are active duty, reserve and national guard soldiers. Their information needs differ, and the information the commander needs to share with each may also differ.

Department of the Army civilians (DACs) in the United States have different needs than DACs who work overseas. Overseas, there are also American civilian contractors and local national employees. There are career, career-conditional, temporary, full-time, part-time and seasonal employees. There are appropriated and nonappropriated fund employees. There are employees who work for related or peripheral organizations such as the Army and Air Force Exchange Service and the Department of Defense Dependent Schools. Clearly, there are differing needs in these audiences.

Family members in the states are generally those who are the spouses or children of soldiers. Notice that they aren't referred to as dependents. They are family members. Overseas, this category expands to include the families of DACs. Obviously, spouses will have different information needs than a 15-year-old daughter or her 8-year-old brother.

Retirees, USMA and ROTC cadets further complicate the picture; a situation which can become more complicated if elements of the other services or other government employees depend on your products for information.

The key to understanding the needs of your internal audience is to find out who they are. It requires research to determine the demographics of your audience. Some information will be available through resource management offices or installation automated data processing centers. You need to find out how your audience is organized before you can hope to understand its information needs.

COMMAND INFORMATION PRODUCTS

Commanders and their public affairs CI staffs have a number of products they can use to inform, educate and entertain their CI audiences.

COMMAND'S CALLS

"Commander's calls" are important because they put the commander in direct contact with the members of his command. Among the items a commander might discuss at commander's calls are: reduction in force, AIDS, leadership responsibilities, military and civilian education opportunities, the right to vote, pay changes and any of the CI topics listed under Command Information Objectives above.

Commanders often use formations to disseminate information, and they can be used effectively as a time for announcements.

Formations, however, discourage feedback or discussion. Commanders shouldn't use formations as their only type of commander's call. They may choose to meet with soldiers in dayrooms or classrooms for commander's calls. Such meetings allow for the commander to receive the feedback he needs to evaluate the command information needs of his unit.

NEWCOMER'S BRIEFINGS

Newcomer briefings allow the commander to use his staff to orient arriving soldiers, DACs and family members to the post, the local community and host nations when overseas. Although the public affairs office should review the information presented in newcomer briefings, the commander may direct another organization, such as Army Community Services, to organize and conduct the briefings.

HUMAN RESOURCE COUNCILS

Human resource councils are somewhat like town meetings. The commander or his deputy act as chairman to the council that consists of the members of his staff who service the military community. Representatives of community service organizations, clubs and housing areas often attend the meeting to make announcements about their upcoming activities and to present problems they have been unable to resolve in prior discussions with the staff. Individual community members are usually also welcome to attend and participate. This type of meeting allows the commander to receive a great amount of feedback on how his command is meeting community needs.

Commanders, or their representatives, may attend meetings of private organizations within the military community as observers or participants. Maintaining contact with the leaders of private organizations provides another channel for the feedback of information.

PUBLICATIONS

Fact sheets are generally one-page, single-theme articles addressed to specific segments of the military community. They may take the form of a news bulletin to various housing areas, or they may be stock handouts on various topics of long-term interest.

Post guides and maps provide information to newcomers in much the same way as newcomer briefings but in permanent and easily usable formats.

Command and military community newspapers are an important information tool for the commander. CI staffs, however, should avoid thinking of the newspaper as the sole source of news and information about the community. While it may well be the most important tool, it isn't the only one.

Military radio and television facilities offer CI staffs an equally valuable tool. CI staffers can't go wrong when they target specific audiences with specific topics and use all of the appropriate CI tools to disseminate the information.

SOURCES OF COMMAND INFORMATION

CI staffs should never be at a loss for information to distribute to their internal publics. Almost everyone in the military community seems to have information they want to get out.

Additionally, general information on a wide variety of topics is provided by the branches of the DOD American Forces Information Service.

- o American Forces Print and Publications Service: This service provides art, articles and speeches for Army CI staffs.
- o Armed Forces Radio and Television Service: AFRTS provides broadcast news, sports and entertainment programming for its facilities in Alaska and overseas.
- o Army Public Affairs Communications System: APACS is operated by the Office of the Chief of Public Affairs. The bulletin board carries the Army News Service, PA Updates, and other information from the Department of the Army, Department of the Navy and the Department of Defense.

PA specialists should never forget the valuable reference materials available in post libraries.

Technological advancements have created entirely new "reference libraries." Computer information services can provide public affairs offices with up-to-date and in-depth information.

PA specialists should remember that military staffs are comprised of professionals in law, medicine, engineering, accounting, religion and law enforcement. There may be other members of the staff with advanced college degrees in areas totally unrelated to their current military assignments. Family members often have professional skills and advanced degrees that are waiting to be tapped.

As noted in the previous lesson, command information products (newspapers, radio, TV, post guides and even some fact sheets) are available to the civilian news media.

Therefore, the CI writer must understand that while he prepares his information for the internal audience that information will undoubtedly also be available to the civilian media.

AR 360-81 specifies that "specific items of CI published in Army newspapers may be made available to anyone else who requests them following distribution of the CI publication."

PAOs should not allow CI staffs to withhold news for a command newspaper "scoop." Releases can specify a date upon which the information can be used or published.

Hard news should never be held. Following the DOD/DA policy of "Maximum Disclosure with Minimum Delay," the PAO will ensure that hard news is released quickly, without regard for the post newspaper publication date.

Command information specialists can gain valuable sources, and important professional associations, by joining media and public relations professional organizations.

EVALUATION

Major commands and agencies are required by AR 360-81 to submit DA Form 510-R, Command Information Program Assessment Report, at the end of each fiscal year. These reports must reach the Office, Chief of Public Affairs, Command Information (OCPA-CI) office by November 1.

The National Guard Bureau consolidates ARNG reports for forwarding to OCPA-CI. ROTC regions are also required to submit the reports.

The report covers audience descriptions and population figures rounded to the nearest hundred. Newspaper survey information is required. If copies of the most recent survey have not been forwarded to OCPA-CI they should be sent with the DA Form 510-R.

The PAO is required to briefly describe the initiatives taken by his office in the past year and he is encouraged to suggest ways the Major Army Command (MACOM) and OCPA-CI staffs can tailor their products to his needs.

PAOs may also discuss problems, especially those which are beyond the authority or resources of the PAO to solve. PAOs may frankly discuss promised CI support which was not rendered by higher headquarters. The PAO should also describe what he has done to help unit commanders. Specifically, he should discuss what has been done in Newcomer's Briefings, how decisions are made on CI topics, and how the commander's support and involvement is maintained or attained.

Finally, the PAO submits a list of eight rank-ordered topics for which he needs more MACOM and OCPA-CI support.

PRACTICE EXERCISE

LESSON 1

SUBCOURSE NO. PA 0110

INTRODUCTION TO COMMAND INFORMATION

INSTRUCTIONS:

Review the material in this lesson. Answer the questions below by circling "T" or "F" next to each question. Compare your answers with the answer key on the next page.

- T F 1. The central objective of command information is to enhance individual performance and satisfaction with the Army.
- T F 2. Public affairs personnel bear responsibility for command information activities.
- T F 3. Civilian and military rights to information differ.
- T F 4. Overseas, information may be withheld from military publication if it affects the sensitivities of the foreign nation.
- T F 5. The primary internal audience includes soldiers and their families.
- T F 6. Formations offer the best opportunity for commanders to conduct command information.
- T F 7. Public affairs officers must complete CI assessment reports at the end of each fiscal year.

ANSWER KEY

PRACTICE EXERCISE

LESSON 1

SUBCOURSE NO. PA 0110

INTRODUCTION TO COMMAND INFORMATION

1. True (Page 3)
2. False (Page 4)
3. False (Page 4)
4. True (Page 5)
5. False (Page 2)
6. False (Page 7)
7. True (Page 9)

LESSON TWO

ACCIDENTS AND INCIDENTS IN COMMAND INFORMATION

46Q/46R Soldier's Manual Task: None

OVERVIEW

LESSON DESCRIPTION:

In this lesson, students will become familiar with how accidents and incidents may be covered for command information audiences.

TERMINAL LEARNING OBJECTIVE:

ACTION: Understand the relationships that exist between command and public information in accident and incident reporting; the differences that exist when reporting on accidents that occur on-post from those that occur off-post; the command information staff's responsibility to protect the privacy of survivors and next of kin of personnel involved in accidents; legal requirements when reporting on workforce incidents; and the relationship of the public affairs staff to the provost marshal and the military police.

CONDITION: You are given the material presented in this lesson.

STANDARD: Perform all the duties described in this lesson.

REFERENCES: The material contained in this lesson was derived from:

AR 360-81, Command Information Program
FM 46-1, Public Affairs Operations

ACCIDENTS AND INCIDENTS IN COMMAND INFORMATION

Accidents may be characterized as unforeseen and unplanned events, that occur with a lack of intent, usually as the result of carelessness, ignorance or equipment failure, which cause death, injury, or loss of property.

Incidents are characterized as being either planned or unplanned events that are likely to lead to serious consequences.

By their very nature, accidents and incidents are news because they contain elements of consequence, emotion and, possibly, conflict. Therefore, when covering such events the CI reporter must keep in mind that his story or report may also be a release to the civilian news media. The reporter must be accurate in reporting accidents and incidents.

In covering accidents the CI reporter is faced with several considerations.

The military police, in on-post and remote off-post (civilian domain) sites, are likely to establish police lines to keep out the curious and minimize danger to the public. The CI reporter has a valid mission requirement to interview appropriate people and to photograph the accident site. The CI reporter should be ready to assure the provost marshal or senior military policeman on the scene that all information and photography is subject to review by the public affairs officer and security personnel as necessary. The CI reporter should be authorized freedom of movement within the police lines.

Additionally, because of remoteness, the CI reporter's story and photography may be the only material news media may obtain on the accident. It is doubly important, in the absence of civilian news media, to get the facts and the photography, get them straight and get them to the PAO.

Civilian news media attention will be intense when military-related accidents involve major intrusions upon the public domain. The CI reporter may have to deal with civilian police lines and interview civilian witnesses and officials. It is crucial that he conduct himself professionally and courteously.

An unfortunate aspect of accidents is they often involve injuries or deaths and the resulting grief of friends and family.

One responsibility the CI reporter has is to minimize worry and grief. Names of accident victims cannot be released until next of kin have been notified. However, when the reporter knows which unit was involved he may eliminate the worry and grief of those not involved by assuring them their unit wasn't involved. CI reporters must govern accident writing with propriety. Protect the private grief and suffering of victims and the next

of kin. Avoid graphic descriptions and photographs that lack good taste.

IMPLICATIONS OF COMMAND INFORMATION RELEASE

As noted above, because of its news value, the accident story will draw civilian news media attention. Information used in CI newspapers or broadcasts is accessible and available to the civilian media. The CI reporter must, therefore, also think in public information terms.

As much as commanders and staff may wish to ignore bad news and to avoid discussing accidents in command information media, the PAO and his staff must impress upon them the right of the military audience to have the information.

Furthermore, the credibility of the commander and his CI products rests with how open and honest the commander and his staff are. Covering up such news will discredit the CI products and disrupt communications between the commander and his community/unit. Cover ups never work.

ACCESS TO NEXT OF KIN

Survivors of accidents, their next of kin and the next of kin of the dead may be in shock or overcome by grief. Their mental states may be such as to cause them to say things they would not otherwise say.

When granted access to these people, the CI reporter must use judgment and discretion in interviewing and in using their quotes.

Next of kin have a right to privacy, a right to grieve without having it made public. It is the PAO's job to provide a place where they can grieve or worry privately. Such a location may be staffed with chaplains and social workers. If next of kin desire privacy the CI staff should be excluded under the same guidelines as the civilian media.

Interviewing the injured requires two approvals. First, the injured must give written consent. Second, the medical authority must also grant approval. If either one denies consent, interviewing and photography are prohibited.

If survivors, injured victims, or next of kin want to answer news queries, the PAO should brief them on what to expect and should caution them on security or sensitive information, if necessary. If they should desire to make a statement to the media, and don't want to do it themselves, the PAO may act as their spokesman, but he should not compromise his position as the official command spokesman.

RESPONSIBILITIES

The first duty in accident reporting is to safeguard classified information and equipment. If you come across classified material, cover (conceal) it so it can't be photographed and notify the military police or security personnel on the scene.

Remember the bounds of security, accuracy, propriety and policy. Expect access to accident sites and make articles and photography available to the civilian news media when directed by the PAO. PAO representatives should be well-known and trusted figures to provost marshal office (PMO) personnel and the MPs. Trust must be established before emergencies arise if problems are to be avoided. That requires face-to-face contact on a regular basis.

SERIOUS INCIDENTS

Serious incidents may range from workforce sitdowns or strikes to international border incidents. Terrorism, hostile border incidents and natural disasters are discussed in PA0100, Introduction to Army Public Affairs.

Workforce incidents refer to slowdowns, sitdowns and strikes by civilians employed by the Army. Management and employee relations are governed by contract, by union agreement and civilian personnel regulations with which military personnel generally have little experience.

If such an incident occurs at your post you must coordinate your coverage, for both public and command audiences, with the PAO, the civilian personnel officer (CPO), the staff judge advocate (SJA) and the commander. They must clear any release on such incidents.

The CPO may answer news media inquiries about the employee action. To prepare him, brief him on fielding media questions, what to comment on and in what cases to withhold comment.

Keep your higher headquarters PAO informed of what is released, the facts of the situation and what your command is doing.

Remember, your ultimate goal is not to place blame for the incident on the employees. A primary purpose of public affairs is to increase morale and efficiency. Try to avoid causing further damage to employee relations in your releases. Do what you can to ease and improve the situation and bring it to a successful conclusion.

When workforce slowdowns, sitdowns and strikes include soldiers, the PAO must work closely with the SJA and the commander. The PAO must support the need for a disciplined Army. The PAO and his staff must support the commander.

PRACTICE EXERCISE

LESSON 2

SUBCOURSE NO. PA 0110

ACCIDENTS AND INCIDENTS IN COMMAND INFORMATION

INSTRUCTIONS:

Review the material in this lesson. Answer the questions below by circling "T" or "F" next to each question. Compare your answers with the answer key on the next page.

- T F 1. Military police control public affairs access to on- post accident sites.
- T F 2. Army journalists report on accidents, detailing the scene objectively and graphically.
- T F 3. CI specialists need not concern themselves with public information functions.
- T F 4. Interviewing injured personnel requires approval of a medical authority and written patient consent.
- T F 5. Next of kin may use the PAO as their spokesperson.
- T F 6. Army journalists are responsible for safeguarding classified material.
- T F 7. The staff judge advocate, civilian personnel officer and PAO are the only people needed to clear news releases on employee incidents.

ANSWER KEY

PRACTICE EXERCISE

LESSON 2

SUBCOURSE NO. PA 0110

ACCIDENTS AND INCIDENTS IN COMMAND INFORMATION

1. True (Page 14 and 16)
2. False (Page 15)
3. False (Page 14 and 15)
4. True (Page 15)
5. True (Page 15)
6. True (Page 16)
7. False (Page 16)

LESSON THREE

HANDLING ARMED FORCES RADIO AND TELEVISION SERVICE RADIO SHIPMENTS

46R Soldier's Manual Task: 214-177-1207

OVERVIEW

LESSON DESCRIPTION:

In this lesson, students will become familiar with the policies and guidelines to be used in handling Armed Forces Radio and Television Service (AFRTS) radio shipments.

TERMINAL LEARNING OBJECTIVE:

ACTION: Understand how Armed Forces Radio and Television Service (AFRTS) radio programming is obtained, how it is transmitted to AFRTS radio stations, the restrictions placed on the use of AFRTS material, the types of radio programming packages AFRTS uses, how AFRTS material is accounted for, methods of handling incoming shipments and preparing outgoing shipments.

CONDITION: You are given the material presented in this lesson.

STANDARD: Perform all the duties described in this lesson.

REFERENCES: The material contained in this lesson was derived from:

STP 46-46R14-SM-TG, Soldier's Manual and Trainer's
Guide, Broadcast Journalist
DOD Directive 5120.20-R, Appendix F, Armed Forces
Radio and Television Service Program Materials

HANDLING ARMED FORCES RADIO AND TELEVISION SERVICE RADIO SHIPMENTS

EDITOR'S NOTE TO PRINT JOURNALISTS: Although most journalists don't work with Armed Forces Radio and Television Service (AFRTS) shipments, some journalists are required in remote sites to pick-up, handle, use, package and ship AFRTS material. This lesson will acquaint you with AFRTS requirements.

INTRODUCTION

AFRTS is a noncommercial, nonprofit organization that provides information and entertainment programming to military, Department of Defense civilians, and their family members overseas.

All programming is acquired and distributed by the AFRTS-Broadcast Center (AFRTS-BC) in California. These program materials (music recordings, jingle packages, entertainment programs, etc.) are the property of the Department of Defense and are subject to strict regulations.

This lesson will explain the acquisition, shipment and control of radio program materials; the terms used for each type of programming unit; the procedures for receiving, handling, scheduling and accounting of program materials; and the administrative procedures for managing a radio package.

The procedures for managing AFRTS radio program materials discussed in this lesson may have applicability to internal management of radio materials within closed-circuit or other broadcast public affairs facilities within the Continental United States (CONUS) and Hawaii. But, AFRTS materials are NOT intended (or authorized) for use in CONUS.

HOW AFRTS ACQUIRES TEE MATERIALS

AFRTS-BC is a field activity of the American Forces Information Service (AFIS) providing information and entertainment programs to Department of Defense personnel and their families overseas. AFRTS-BC is the only source authorized to negotiate for, procure and distribute commercial and public broadcast programs to AFRTS outlets. Many AFRTS radio program materials are acquired at no or low cost to the government. Therefore, special handling requirements and other restrictions have been implemented to preclude unauthorized reproduction and use of these materials. These regulations and restrictions protect the rights of the commercial and public broadcasting and music industry as guaranteed by the U.S. Civil Code. These restrictions are stated in DOD Directive 5120.20-R,

Appendix F, "Armed Forces Radio and Television Service Program Materials."

- o Adherence to all restrictions governing the use of program materials is mandatory.
- o Duplication.
 - AFRTS outlets may excerpt individual musical recordings from AFRTS Radio Units or Radio Priority Units (RU/RP) radio programs only for continuing local AFRTS use.
 - Radio Library (RL) materials may be duplicated for in-house use to protect the original record disc or tapes during frequent use periods.
- o AFRTS program materials or audio recordings of these materials will NOT be used:
 - On foreign government-owned, commercial, or private stations without specific authority from the Director, AFIS.
 - In any program which originates from a military installation for broadcast by a commercial station.
 - At a performance, dance, party, or similar activity.
 - For commercial purposes, or in any manner that would constitute competition with, or otherwise be detrimental to, commercial artists, copyright owners, or other private interests which are competitive in nature.
 - Aboard ships within range of commercial stations broadcasting stateside programs.
 - For direct projection exhibitions, except for previewing by authorized personnel.

NEWS SERVICE MATERIALS

News and public information programming are also made available through negotiations between AFRTS-BC and commercial and public networks.

The Department of Defense has assured the U.S. commercial and public networks that it will protect the integrity of all news programs or materials. No changes will be made in the editorial content of any news program or material used. Excerpted reports and radio actualities will be used in their entirety and appropriate attribution will be given to the commercial and/or public network.

These materials or programs will not be altered by local AFRTS stations except when content is counter to host nation sensitivity. If such a situation occurs, the person recording the audio transmission should contact his supervisor for specific instructions.

As discussed in PA0100, Introduction to Army Public Affairs; when news programs contain information which is listed as a host nation sensitivity, the whole news program will be dropped and another will be substituted in its place.

DISSEMINATION OF AFRTS RADIO PROGRAMMING MATERIALS

Radio programming materials include records, tapes and compact discs (CDs) that may contain music, sound effects, jingles, stateside entertainment programs, pre-programmed music service tapes (for FM automation), variety or drama programs and program/production aids.

Tapes, records and CDs are mailed to authorized AFRTS outlets on a periodic basis. The materials are adequately labeled and packaged for safe shipment. This lesson will give information on the types of radio units, how each of the units are packaged and how often they are distributed by AFRTS-BC.

Teletype news service and audio news service feeds are transmitted from AFRTS-BC 24-hours a day. These materials are sent via microwave, landline, satellite and shortwave. AFRTS-BC publishes a semi-annual broadcast schedule with specific information on program titles, lengths, broadcast times, etc.

ACCOUNTABILITY FOR AFRTS MATERIALS

All AFRTS programs and materials must be protected in accordance with U.S. law and DOD regulations against unauthorized use.

These materials must be:

- o stored in secure areas
- o protected against loss, theft, damage, or unauthorized duplication
- o properly accounted for at all times

DOD enforces the safekeeping of AFRTS radio-TV program materials and prosecutes violators. Civilian violators are subject to prosecution under the U.S. Civil Code. Military violators are subject under the Uniform Code of Military Justice.

Examples: A soldier who records any music or information from records/tapes in the AFRTS Radio Library for personnel use is

breaking the law. The command sergeant major who tasks you to provide some music from the AFRTS library for an upcoming NCO Club event is also breaking the law.

If there is ever any question whether duplication of AFRTS material is authorized, ask your supervisor and check DOD Directive 5120.20-R, Appendix F for guidance.

AFRTS materials are accounted for from the moment a record or CD is pressed, or a tape is recorded. The records, CDs and tapes are assigned numbers and detailed mailing inventories are prepared for each shipment. Shipments are monitored until the disposition of each item is determined.

Example: AFRTS-BC prepares a Radio Library shipment of 10 records. They are inventoried and assigned record numbers before they are mailed to AFRTS stations. Once they arrive they are inventoried, each record on the inventory is accounted for, and then placed in the library. From that moment, until AFRTS-BC authorizes disposition of those 10 records, the receiving station is responsible for the use, location and condition of the records. If a record is stolen or deliberately damaged, a report of survey is required. Specific accountability procedures will be discussed later.

DEFINITIONS OF RADIO PROGRAMMING PACKAGES

It is essential that public affairs specialists understand the AFRTS terminology for the various radio program packages. Different packages require different types of handling and disposition.

RADIO UNIT PACKAGES (RU)

This shipment is routed through circuits of one or two stations. The material comprises approximately one-half of the total radio programming package. The material is generally untimely and contains approximately 30 hours of weekly religious shows, drama, features, variety shows and information "fillers." RUs are filed according to the local programming schedule.

Under normal circumstances one unit is available for broadcast while two other RUs are either at the station or en route.

Each station is responsible for expediting the delivery of the RUs after they have been aired. Once they have been aired, RUs are immediately sent to the next station in the circuit.

Receiving stations are also responsible for notifying AFRTS-BC and the next station(s) in the circuit if a scheduled shipment fails to arrive, or if the shipment is missing records, or if any of the records are damaged. AFRTS-BC will send a replacement or

issue programming instructions to replace the missing or damaged material.

The last outlet on a circuit will destroy the RU package. The preferred method of destruction is to deface each vinyl disc on both sides or break CDs, rendering them unusable. Discs are taken to the nearest Defense Property Disposal Office and a certificate of turn-in is obtained.

When turn-in isn't practical, recordings will be destroyed and a certificate of destruction will be prepared and signed by the person performing the destruction and the OIC/commander or station manager who witnessed the destruction.

A copy of the appropriate certificate, and a copy of the inventory of these recordings, will be forwarded to AFRTS-BC. Copies of these documents will be maintained by the outlet for a minimum of one calendar year.

RADIO PRIORITY PACKAGE (RP)

This weekly shipment consists of timely materials, including chart music programs, for immediate broadcast. Because the RPs contain timely material, they have no value after they are aired.

The RPs are accompanied by instructions from AFRTS-BC for immediate local destruction. The records are destroyed immediately after the RP package is aired. RPs are authorized only for stations that receive RU packages. They are furnished as part of the combined Radio Priority/Library Package. There are no separate RP shipments. The latest RP and RU materials are filed according to the local programming schedule.

If RP records are missing or damaged in an incoming shipment, immediately notify AFRTS-BC and request disposition instructions for the damaged records. AFRTS-BC will send a replacement. Do not destroy the damaged record until you receive instructions from AFRTS-BC.

RADIO LIBRARY PACKAGE (RL)

This is a weekly priority transcription shipment that contains recorded music for retention as permanent library material. Artist/title catalog cards accompany each RL shipment. These cards are sorted by artists and by song titles, then placed alphabetically in the station's card file. Records, filed by classification include:

- o C - Classical music
- o W - Western (Country and Western) music

- o P - Popular music (current chart and albums)
- o R - Religious music
- o L - Latin (Hispanic) music
- o MB - Marching Band
- o MISC - Miscellaneous (Comedy, etc.)
- o TP - Top Pops (Chart music from the mid-1960s to mid- 1970s)

Radio Library records are accountable items. Periodic inventories of library materials are mandatory.

If records are missing or damaged in an incoming shipment, immediately notify AFRTS-BC and request disposition instructions for the damaged records. AFRTS-BC will send replacements. Do not destroy the damaged records without specific instructions from AFRTS-BC. AFRTS-BC may require that you return the damaged records.

All manned AFRTS radio outlets that have live, local programming time receive the RL package.

RADIO PRIORITY/LIBRARY UNIT (RP/L)

Stations authorized to receive RP and RL units receive both units each week in a combined record package labeled RP/L. RP is not available separately, and RP/L is only authorized for outlets currently receiving RU. RP/L packages are handled in the same manner as the RP and RL record packages.

40-C

Stations authorized to receive RPL receive the American Top 40 program and the American Country Countdown on stereo disc as a separate Radio Priority shipment labeled 40-C. The 40-C unit is handled the same as an RP unit. These recordings are destroyed IAW DOD Directive 5120.20-R, Appendix F.

RADIO TAPS PACKAGE (RT)

This tape shipment consists of approximately 80 hours of RU, RP, 40-C and special information items for authorized ships and selected, remote land stations. Fourteen 7-inch tapes, recorded at 3-3/4 inches per second (ips), in a four-track monaural format are mailed weekly to these stations.

At the end of each recorded track, a 25 hertz tone cues tape reversal and automatic switching to the next track, enabling small radio operations,

with the proper equipment, to automate a full broadcast day. RT units are returned to AFRTS-BC after they are aired.

FM TAPE SERIES (FML, FMP and FMR)

These tapes are designed to provide alternate programming for stations with the appropriate audiences and equipment. Tapes are recorded in four-track stereo at 3-3/4 ips on 10-1/2 inch reels. Cue tones are pre-recorded on the tapes for automation equipment.

- o The FM library (FML) package is a monthly shipment of library music for permanent retention by the station.
- o The FM Program (FMP) package is a quarterly shipment consisting of stereo programs. When AFRTS-BC authorizes local destruction, tapes will be degaussed (magnetically erased) and the tape may be used for other purposes within the station.
- o The FM Religious (FMR) package is a religious music program service which includes several 55-minute hosted programs in each shipment. Shipments are made every three weeks.

RADIO SPECIALS

Special shipments of radio materials are made from time to time, depending on availability. These shipments may consist of entertainment or information programs, special features or production aids. The type and timeliness of the material will determine whether the shipment is provided on disc or tape and which outlets will receive it. Instructions for use and disposition will appear on the packing lists which accompany this material.

HANDLING AFRTS SHIPMENTS

As you've learned, all AFRTS programming materials require special handling by AFRTS stations. Following are some of the "fine" points on how to receive, handle, schedule (for broadcast), account for and dispose of radio program materials. These activities are regulated by DOD Directive 5120.20-R, Appendix F.

RECEIVING SHIPMENTS

When a shipment arrives, the following procedures are followed:

- o Inspect the exterior of the packages. Ensure that the boxes are not torn, ripped, crushed, or otherwise damaged.

- o Double-check the address to ensure your station is entitled to receive the shipment.
- o Carefully open the boxes and/or containers. Do not damage the contents of the package.
- o Find the packing list.
- o Inventory the contents of the packages against the packing list.
- o Check each tape or transcription label. Make sure that it matches the packing list.
- o Inspect each item for damage. Look for scratches, warps, defects, etc.
- o Annotate all shortcomings on the packing list.
- o Separate the materials. Place the transcription, tapes, artist/title cards and printed program materials in individual piles.
- o Sort tapes and recordings according to the types of Packages (RP, RU, etc.) and according to classification (W, C, P, etc.).
- o File the recordings and tapes according to local guidance. The local SOP will tell you where to file each item.
- o File the artist/title cards according to the local SOP.
- o Distribute the printed programming materials according to local SOP (i.e. the AFRTS newsletter would go to the station NCOIC, etc.).

HANDLING DAMAGED OR MISSING SHIPMENTS

Upon receipt of damaged and/or unairable radio materials, you must first notify your supervisor. AFRTS-BC must also be notified as soon as possible. Prompt notification may result in immediate replacements without loss of programming sequence. This means that you will be able to air the package, program or library record on schedule.

The notification must include a request for disposition instructions for the damaged package, record or tape. AFRTS-BC may require the damaged item be returned for inspection, or they may authorize local destruction.

Prompt notification is also required if more than seven days have elapsed since the expected arrival date of a shipment. For circuited materials,

the outlet should notify the preceding and following outlets, with info copies to AFRTS-BC. For shipments that are not circuited, all outlets should notify AFRTS-BC directly. If a missing shipment is subsequently received, all concerned must be notified.

Normally, extra copies of tapes and records are held at AFRTS as replacements for shipments that do not arrive or that arrive in a condition which prevents them from being aired. This supply is maintained for a short period of time, then the materials are recycled. Therefore, prompt notification is essential.

Replacements of previously issued library materials are not normally available. However, stations needing replacements for materials that have been lost, worn-out, damaged or were issued prior to the station's initial start-up, should make their needs known to AFRTS-BC. As materials become available from closing stations, AFRTS-BC screens the "want lists" and redistributes library materials as appropriate.

GENERAL HANDLING GUIDELINES

All records and tapes must be handled with care. Carelessness, such as leaving records on a table without protecting them, result in scratched or broken records. A tape left in the production studio unmarked and out of the box is an invitation for someone to erase it. Therefore, records and tapes must be cared for IAW standard industry techniques and practices.

Cleanliness is paramount. Areas where records and tapes are used and stored should be free of dust, high humidity and excessive heat. People who handle the materials should keep their hands clean. They should avoid touching the surfaces of records or tapes with their fingers. Cigarette ashes and candy bar residue are sure to damage any record or tape.

Tapes should be stored in their original boxes. The boxes should be clearly labeled and placed in the appropriate location. Tapes should be stored vertically to keep from bending the reels and to prevent packing them too tightly. The ends of the tapes should be secured to the reels with masking tape prior to storing them. Do not use transparent adhesive tape because the adhesive can damage the tape.

Records must be handled so that the surfaces are not exposed to fingerprints, dirt, etc. Records should always be placed in protective covers. These record covers should be replaced whenever they become worn or torn. Records should never be stacked or allowed to touch without being in a protective cover.

Records must be kept clean. Some stations clean each record with an anti-static solution and special cloth. This is a good practice when done properly. Improper cleaning can damage records. AFRTS records should

be properly labeled and stored in a vertical position to reduce warping. Never try to squeeze too many records into an allotted space.

SCHEDULING AFRTS PROGRAMMING

In general, there are four "rules" for scheduling AFRTS radio programming materials. They are:

- o Except for RLs, program packages are intended for use within a given week as set forth in distribution schedules. These packages will not be broken apart for use over longer periods of time. Programs will not be removed from packages unless specifically authorized by AFRTS-BC.
- o Each network or station is responsible for its own program schedule. The network or station will follow accepted principles of broadcast programming and the special requirements and missions of the local command. AFRTS-BC publishes programming aids such as the quarterly program index.
- o All programs identified as "Information" are intended for broadcast in local "prime time." If any 'Information' program is unusable due to host nation sensitivity the network or station commander/manager will notify AFRTS-BC.
- o Outlets will adhere to AFIS broadcast-policy which mandates that overseas DOD personnel and their families are entitled to the same type of information and entertainment as their fellow citizens in the United States.

ACCOUNTING FOR AND DISPOSITION OF SHIPMENTS

Although there is no rule about how often stations should inventory AFRTS radio materials, most networks and stations require annual inventories. (There is a requirement for an annual inventory of television library materials.)

Accountability and control of AFRTS materials are critical from the time the materials are received until they are disposed. The "rules" for disposition of radio materials follow.

- o Radio materials will not be destroyed, salvaged, or shipped anywhere without prior authority from AFRTS-BC. This authority may be provided on the packing list accompanying the shipment or by letter or message.
- o A request for disposition of excess, obsolete, or unserviceable material may be made at any time. These requests are sent directly to AFRTS-BC. The requests must

fully identify the material and give the reason for requesting disposition.

- o When AFRTS-BC authorizes local destruction of recordings, the following procedures will be observed:

The record will be defaced on both sides so it cannot be aired.

An inventory of the records will be compiled.

Either the records will be turned-in to a military property disposal officer and a turn-in certificate obtained; or the records will be disposed of and a certificate of destruction prepared and signed by a representative of the station and the OIC or station manager who witnessed the disposal.

A copy of the turn-in certificate or the certificate of destruction will be forwarded to AFRTS-BC, ATTN: Shipping/Receiving Officer. This should be accompanied by a copy of the inventory. Copies of these documents must be retained by the station for one calendar year.

- o When AFRTS-BC authorizes local destruction of FM stereo tapes, the following procedures will be followed:

Tapes will be degaussed and may be used for other purposes within the station. Or the tape may be disposed of through the local property disposal officer as directed above.

Empty 10-1/2 inch reels and reel boxes need not be returned to AFRTS-BC. Retain or destroy them locally. Copies of the documents should be retained by the station.

- o When AFRTS-BC authorizes local destruction of other types of radio materials, special instructions will be provided.
- o When AFRTS-BC directs that radio materials be forwarded to AFRTS-BC or to another station, the following procedures apply:

Compile an inventory of all items to be shipped.

Pack the items in sequentially numbered boxes in the order listed on the inventory.

Annotate the inventory to show the box number in which each item is located and the date the boxes were shipped.

Enclose one copy of the inventory in Box \$1 of the shipment. Forward one copy of the inventory, by letter, to the receiving station (if different from AFRTS-BC). Retain one copy of the inventory in the station's files.

ADMINISTRATIVE INSTRUCTIONS

Administrative instructions for handling an AFRTS radio programming package are given in the following categories:

Identification of Packages

AFRTS-BC assigns an identification code to each regular package shipped. Radio specials, radio information materials and other items not shipped on a regular basis are not assigned identification codes. For all packages, except FM packages, the identification code is formed as follows:

- o The first item denotes the type of shipment or package, e.g., RU, RP, etc.
- o The second item denotes the week of the current CALENDAR year when the material was first shipped from AFRTS-BC. For example, RP 27 indicates that the RP was shipped from AFRTS- BC during the 27th week of the calendar year.
- o The third item is the last digit of the current calendar year. For example: RP 27-2 was shipped during the 27th week of 1992.

FM shipments are labeled as follows:

- o The first item denotes the type of shipment (FMP, FML).
- o The second item is the last digit of the current calendar year during which the package was first shipped from AFRTS-BC.
- o The third item is a number that identifies the specific shipment. These numbers are assigned sequentially during the calendar year. For example, FML 2-6 refers to the sixth FM Library shipment during 1992.

Documentation

AFRTS-BC provides a wide variety of printed documentation that supports the various program packages and services. Most are inserted into the appropriate package or shipment. Some documentation is mailed separately while some types of information are transmitted by message rather than mailed to the AFRTS outlets or networks.

For the most part, documentation for radio programming materials is included with the package or shipment.

Packing lists are provided for all shipments. Occasionally, the packing list will contain special instructions. These instructions apply only to that shipment. In those cases, the special instructions will take precedence over the standard instructions contained in AFRTS-BC DP-1.

- o Radio Packages will contain one copy of the packing list. Advanced copies of the RU packing lists are sent to the second station in the circuit. The packing list must be filed for three months after a package is shipped or destroyed.
- o Radio Priority Library Packages (RPL) and American Top 40/American Country Countdown Packages (40-C) will contain one copy of the packing list. This packing list contains disposition instructions. The packing list is retained for three months after the package is destroyed.
- o Radio Library (RL), FM Library (FML), FM Classical (FMC) and FM Program (FMP) Packages will contain one copy of the packing list. The packing list is retained until the materials are incorporated into the local library.
- o Radio Tape Packages (RT) will contain one copy of the packing list. This packing list will REMAIN with the package when it is returned to AFRTS-BC.
- o Radio Specials will contain one copy of the packing list. For temporary materials, the packing list is kept for three months after the package is forwarded or destroyed. For permanent materials, the packing list will be retained until the materials are incorporated into the local library.

Radio program, index and survey cards are published quarterly. Each outlet is required to complete and return the indexes or cards to AFRTS-BC before the indicated deadline.

Survey cards are crucial for AFRTS-BC programmers. The information your station places on the survey or index cards is invaluable and affects the retention of AFRTS programs. Survey cards are used locally to prepare the next 13-week radio program schedule. All survey cards should be completed based upon information obtained from current local audience surveys (not personal references).

PRACTICE EXERCISE

LESSON 3

SUBCOURSE NO. PA 0110

HANDLING ARMED FORCES RADIO AND TELEVISION SERVICE RADIO SHIPMENTS

INSTRUCTIONS:

Review the material in this lesson. Answer the questions below by circling "T" or "F" next to each question. Compare your answers with the answer key on the next page.

- T F 1. AFRTS materials may be used on AFRTS stations, CONUS closed-circuit stations and aboard U.S. Navy ships at sea.
- T F 2. All Radio Packages contain packing lists with destruction instructions.
- T F 3. AFRTS materials cannot be used to support dances or parties.
- T F 4. The network commander may authorize reproduction of any radio programming.
- T F 5. Radio programming recordings are shipped via Military Priority Mail.
- T F 6. The preferred method for destroying records and CDs is to deface both sides of the discs.
- T F 7. Violations of AFRTS radio material safeguards can lead to prosecution under U.S. Civil Code and the UCMJ.

ANSWER KEY

PRACTICE EXERCISE

LESSON 3

SUBCOURSE NO. PA 0110

HANDLING ARMED FORCES RADIO AND TELEVISION SERVICE
RADIO SHIPMENTS

1. False (Page 20)
2. False (Page 24)
3. True (Page 21)
4. False (Pages 20-21)
5. False (Page 22)
6. False (Pages 23 and 26)
7. True (Page 22)

LESSON FOUR

HANDLING ARMED FORCES RADIO AND TELEVISION SERVICE TELEVISION SHIPMENTS

46R Soldier's Manual Task: 214-177-3401

OVERVIEW

LESSON DESCRIPTION:

In this lesson, students will become familiar with the policies and guidelines to be used in handling Armed Forces Radio and Television Service (AFRTS) television shipments.

TERMINAL LEARNING OBJECTIVE:

ACTION: Understand how Armed Forces Radio and Television Service (AFRTS) television programming is obtained, how it is transmitted to the AFRTS TV stations, the restrictions placed on the use of AFRTS material, the types of TV programming packages AFRTS uses, how AFRTS material is accounted for, methods of handling incoming shipments and preparing outgoing shipments.

CONDITION: You are given the material presented in this lesson.

STANDARD: Perform all the duties described in this lesson.

REFERENCES: The material contained in this lesson was derived from:

STP 46-46R14-SM-TG, Soldier's Manual and Trainer's
Guide, Broadcast Journalist
DOD Directive 5120.20-R, Appendix F, Armed Forces
Radio and Television Service Program Materials

HANDLING ARMED FORCES RADIO AND TELEVISION SERVICE TELEVISION SHIPMENTS

EDITOR'S NOTE TO PRINT JOURNALISTS: Although most print journalist don't work with Armed Forces Radio and Television Service (AFRTS) shipments, some journalists are required in remote sites to pick-up, handle, use, package and ship AFRTS material. This lesson will acquaint you with AFRTS requirements.

INTRODUCTION

AFRTS is a noncommercial, nonprofit organization that provides information and entertainment programming to military, Department of Defense civilians, and their family members overseas.

All programming is acquired and distributed by the AFRTS-Broadcast Center (AFRTS-BC) in California. These program materials are the property of the Department of Defense and are subject to strict regulations.

This lesson will explain the acquisition, shipment and control of television program materials; the terms used for each type of programming package or item; the procedures for receiving, handling, scheduling and accounting of program materials; and the administrative procedures for managing a television program package.

The procedures for managing AFRTS television program materials discussed in this lesson may have applicability to internal management of TV materials within closed-circuit or other broadcast public affairs facilities within the Continental United States (CONUS) and Hawaii. But, AFRTS materials are NOT intended (or authorized) for use in CONUS.

HOW AFRTS ACQUIRES THE MATERIALS

AFRTS-BC is a field activity of the American Forces Information Service (AFIS) providing information and entertainment programs to Department of Defense personnel and their families overseas.

AFRTS-BC is the only source authorized to negotiate for, procure, and distribute commercial and public broadcast programs to AFRTS outlets. Many AFRTS TV program materials are acquired at minimal cost to the government. Therefore, special handling requirements and other restrictions have been implemented to preclude unauthorized reproduction and use of these materials.

These regulations and restrictions protect the rights of the commercial and public broadcasting and music industry as guaranteed by the U.S. Civil Code. These restrictions are stated in DOD Directive

5120.20-R, Appendix F, "Armed Forces Radio and Television Service Program Materials."

- o Adherence to all restrictions governing the use of program materials is mandatory.
- o Duplication of AFRTS program materials is not authorized except as specifically authorized by AFRTS-BC.
- o AFRTS program materials or audio recordings of these materials will NOT be used:
 - On foreign government-owned, commercial, or private stations without specific authority from AFRTS.
 - In any program which originates from a military installation for broadcast by a commercial station.
 - At a performance, dance, party, or similar activity.
 - For commercial purposes, or in any manner that would constitute competition with, or otherwise be detrimental to, commercial artists, copyright owners, or other private interests which are competitive in nature.
 - Aboard ships within range of commercial stations broadcasting stateside programs, unless specifically authorized by AFRTS-BC.
 - For direct projection exhibitions, except for previewing by authorized personnel.
 - On non-AFRTS closed-circuit systems, unless specifically authorized by AFRTS-BC.
- o Certain programs distributed by AFRTS-BC are restricted from use at designated AFRTS outlets. This occurs when the right to broadcast a program has been withheld by the owners or other agencies who legally control the broadcast rights for the program. Outlets affected are notified by message, letter, the Television Restriction List accompanying the package list, or on the face of the packing list itself.

NEWS SERVICE MATERIALS

News and public information programming are also made available through negotiations between AFRTS-BC and commercial and public networks.

The Department of Defense has assured the U.S. commercial and public networks that it will protect the integrity of all news programs or materials. No changes will be made in the editorial content of any news program or material used. Television news programs may not be excerpted

unless specifically authorized by AFRTS-BC. If television news programming is procured locally by an AFRTS outlet, the provisions of the contract with the source will apply.

Television news programs will not be altered by local AFRTS stations except when content is counter to host nation sensitivity. If such a situation occurs, the person recording the video transmission should contact his supervisor for specific instructions.

As discussed in PA0100, Introduction to Army Public Affairs; when news programs contain information which is listed as a host nation sensitivity, the whole news program will be dropped and another will be substituted in its place.

DISSEMINATION

Television programs are sent to the overseas AFRTS outlets in packages which will be described later in the lesson. The two primary packages, the Television Weekly (TW) and the Television Family (TD) are not sent to individual outlets but are circuited via mail to a series of stations. The packages are sent through the circuit and returned to AFRTS-BC.

Each station in the circuit will normally have three packages on hand. The package that was aired the previous week and is being readied for shipment, the package that is being aired that week and the package to be aired next week.

Circuits are established on a geographical basis. For instance, the American Forces Network -Europe in Frankfurt is not on the same circuit as the American Forces Korea Network in Seoul.

An example is a circuit in Europe could consist of the following stations:

- AFN Frankfurt
- AFN Berlin
- SEB San Vito
- SEB Vicenza
- SEB Sigonella

All stations on this type of circuit are called full-service, land-based outlets. These stations have a full complement of television equipment and have the capability of distributing programs to barracks and housing areas via television transmission frequencies or cable TV systems. The TW and TD are the programming mainstays for the full-service, land-based outlets.

The first station in the circuit is called the lead station. The lead station has the responsibility to ensure the packages are complete and that the videotape cassettes are airable.

Each TV program package distribution circuit is managed by a circuit manager. The circuit manager is tasked with providing control over outlets and programs under its jurisdiction. The circuit manager monitors the flow of packages and maintains circuit discipline. The circuit manager provides reports to AFRTS-BC. AFRTS-BC is the circuit manager for the TW and TD circuits used to distribute program packages to land-based stations.

The vast majority of personnel assigned overseas view AFRTS programming via full-service outlets. There are DOD personnel assigned at remote sites, such as border duty, personnel serving with forces from other countries and at U.S. Embassies who do not receive TV program service from an AFRTS full-service outlet.

Personnel at these remote sites receive a limited number of TV programs through the AFRTS MINI-TV program service. MINI-TV outlets serve these small audiences using a self-contained videotape cassette playback system and satellite receivers in dayrooms, clubs or other community areas. Some MINI-TV outlets are as simple as a videotape playback unit and one TV.

With the exception of programs transmitted via the satellite network (SATNET), all TV program packages are mailed First Class to authorized AFRTS outlets on a periodic basis. These materials are adequately labeled and packaged for safe shipment.

Domestic and international satellites are being used 24 hours a day to distribute AFRTS radio and television programming. Policies and procedures for satellite transmission and reception operations, and the use of programs distributed by satellite, are described in DOD Directive 5120.20-R, Appendix F.

ACCOUNTABILITY

All AFRTS audiovisual programs and materials must be protected in accordance with U.S. law and the regulations of the Department of Defense.

These materials must be:

- o stored in secure areas
- o protected against loss, theft, damage and unauthorized use or duplication.
- o accounted for at all times

AFRTS materials are accounted for by serial number from the time of production through circulation and return. Detailed inventories are conducted by AFRTS-BC prior to each shipment. Upon arrival at the station, a second inventory must be conducted. This inventory procedure continues throughout the circuit until AFRTS-BC authorizes destruction of the material or the return of the material to the Broadcast Center.

For instance, AFRTS-BC prepares a Television Weekly shipment of between 90 and 100 hours of programming. The tapes are inventoried against an assigned tape number before they are mailed to the station. The shipments must be inventoried upon arrival. After every tape on the inventory is accounted for, the shipment must be secured.

Until AFRTS-BC authorizes disposition of the tapes, the station is responsible for the use (or misuse) and condition of the tapes. A report of survey is required if a tape is stolen or deliberately damaged. The person responsible for the loss or damage may be prosecuted under the Uniform Code of Military Justice or the U.S. Civil Code.

Example: An AFRTS employee who videotapes a program at work to watch at home is breaking the law. The AFRTS employee who honors a request for a copy of an anti-drug feature to present to a high school class is also in violation of the law.

AUTHORIZED DUPLICATION

AFRTS-BC does allow for some AFRTS mission-oriented duplication of its materials. Some examples of this exception are the duplication of programs for airing on a tape delayed basis and the duplication of up to two minutes of a program for use in promotional announcements. Host country sensitivities may also require that programs be duplicated so that sensitive material can be deleted from an entertainment program. All duplicated materials must be erased immediately after broadcast.

If there is ever any question whether duplication of AFRTS material is authorized, ask your supervisor and check DOD Directive 5120.20-R, Appendix F for guidance.

Accountability procedures will be discussed later in this lesson.

DEFINITIONS OF TELEVISION PROGRAM MATERIALS

It is essential that public affairs specialists understand the AFRTS terminology for the various television program packages. Different packages require different types of handling and disposition.

TELEVISION WEEKLY PACKAGE (TW)

This circuited shipment is the largest package of television programs supplied by AFRTS-BC to full-service TV outlets. Under normal circumstances, one package is in use while two others are either at the outlet waiting to be used or en route. Most prime time entertainment programming is shipped in the TW.

TELEVISION PRIORITY "A" PACKAGE (TPA)

This shipment contains timely programs and is sent weekly to each full-service TV outlet for use at the earliest practical date. TPA packages will be returned to the AFRTS-BC duplicating contractor by the fastest means available within seven days of receipt, unless otherwise instructed in the packing list. Time-sensitive news and sports programs, as well as selected prime time entertainment programs, are shipped in the TPA.

TELEVISION LIBRARY PACKAGE (TL)

These packages consist of accountable library videotape cassettes shipped periodically to full-service, land-based outlets for permanent retention and use to supplement normal programming, or to fill emergency requirements. Old movies and TV series are major components of the TL.

TELEVISION TEMPORARY LIBRARY PACKAGE (TTL)

These packages consist of accountable library videotape cassettes provided to meet special short-term requirements or when contractual agreements require that the materials be returned to AFRTS-BC within a specified period. Return dates and instructions appearing on TTL packing lists must be strictly followed. Certain feature films and network programs are made available to AFRTS for viewing during certain time frames and must be returned to the owner by a specific date.

TELEVISION CIRCUITED LIBRARY PACKAGE (TCL)

These packages consist of accountable library videotape cassettes that are shared by two or more full-service outlets having similar special programming needs. Whenever these packages are issued, circuiting and other instructions will be provided on the shipping document. Feature films and current series are found in the TCL.

TELEVISION DEPENDENT PACKAGE (TD)

This weekly package of supplemental programming is circuited to full-service outlets with significant family audiences. In each circuit, TD packages accompany TW packages and both packages are scheduled for concurrent broadcast. Programs such as Sesame Street, Richard Simmons, Donahue, soap operas and cartoons are shipped in the TD.

TELEVISION MATERIAL PACKAGE (TM)

These shipments contain expendable library materials provided for single or repeated use and subsequent disposal as determined by each outlet. The TM includes AFRTS spot and filler material.

TELEVISION WEEKLY "B" and "C" PACKAGES (TWB and TWC)

These circuited shipments include most of the television programming supplied to MINI-TV outlets. Under normal circumstances, one package is in use while two others are on-hand at the site waiting to be programmed or en route to the site.

- o TWB shipments consist of approximately 40 hours of television programming on 3/4-inch videocassettes for Air Force and Army MINI-TV locations.
- o TWC shipments consist of approximately 30 hours of TV programming on 1/2-inch videocassettes provided to Navy land and sea circuits.

TELEVISION PRIORITY "C" PACKAGE (TPC)

This weekly shipment contains timely programming for each MINI-TV or shipboard outlet. TPC packages are returned directly to AFRTS- BC by the fastest means available, within seven days of receipt, unless otherwise instructed on the packing list.

TYPES OF PROGRAMMING

All AFRTS-BC programming is categorized into the following areas:

- o C - Cartoons
- o D - Drama
- o F - Fillers
- o FF - Feature Films

- o I - Information
- o R - Religious
- o S - Sports
- o V - Variety

HANDLING AFRTS SHIPMENTS

AFRTS program materials require special handling at each outlet. Following are some of the "fine" points on how to receive, handle, account for and dispose of TV programming materials.

RECEIVING SHIPMENTS

When a television program shipment arrives, the following procedures are followed:

- o Ensure all boxes belonging to that shipment have arrived.
- o Check the "railroad type" metal seal on the latch of each box. These are supplied by AFRTS-BC and should be unbroken upon arrival. If either seal is broken, inform the previous station by message with an info copy to AFRTS-BC.
- o Log receipt of the shipment in the appropriate form or book. Include the shipment number, date received and list any discrepancies, etc. Some stations have different log books for TW/TD, TPA, etc.
- o Remove a copy of the packing list from Box 11 and check the contents against the list. Ensure that all multi-reel programs are complete and that times and issue numbers correspond with Tele-Tips. This is most essential for the first station on the circuit.
- o Check message traffic for anything that refers to that shipment. Look for information such as:
 - contractor discrepancies
 - problems noted by the previous station
 - time changes noted by AFRTS-BC
- o Ensure that the tapes were shipped according to DOD Directive 5120.20-R, Appendix F. DOD Directive 5120.20-R, Appendix F requires that videocassette tapes be shipped "tails out." "Tails out" is the term for non-rewound.

For the best reproduction results videotapes should be rewound just prior to use, this creates the proper amount of tension on the tape. Receiving tapes that aren't rewound actually saves the receiving station time and effort.

HANDLING DAMAGED OR MISSING MATERIALS

Upon receipt of damaged and/or unairable television materials, you must first notify your supervisor. AFRTS-BC must also be notified as soon as possible. Prompt notification may result in immediate replacements without loss of programming sequence. This means that you will be able to air the package or program on schedule.

The notification must also include a request for disposition instructions for the damaged package or tape. AFRTS-BC may require that the damaged item be returned for inspection, or they may authorize local destruction.

Prompt notification is also required if more than five days have elapsed since the expected arrival date of a shipment. If you are the first station in a circuit, notify AFRTS-BC directly. If you are the second or subsequent station in a circuit, you are required to notify, by message, the preceding station in the circuit and send an info copy to AFRTS-BC. If the missing shipment arrives, you are required to notify all concerned, again by message.

Extra copies of videocassettes are not maintained by AFRTS-BC. One Quality Assurance (Blue Dot) videocassette of each program is maintained on file at AFRTS-BC for approximately 10 months from the date of shipment. The Quality Assurance tape is used to duplicate copies of programs as replacements for missing or damaged cassettes.

Replacements of previously issued library materials are not normally available. However, stations needing replacements for materials that have been lost, worn-out, damaged or were issued prior to the station's initial start-up, should make their needs known to AFRTS-BC. As materials become available from closing stations, AFRTS-BC screens the "want lists" and redistributes library materials as appropriate.

GENERAL HANDLING GUIDELINES

All videotapes must be handled with care.

Cleanliness is critical. Areas where slides and tapes are used and stored should be free of dust, humidity and excessive heat. People who handle the materials should keep their hands clean and avoid touching the surfaces of tapes.

Videotapes should be stored in their original shipping cases. They should be clearly labeled and placed in the appropriate location. The cases are designed to hold the tapes safely.

All TV materials must be stored in a secure area.

DISPOSITION OF AFRTS MATERIALS

Accountability and control of AFRTS materials is critical from the time the materials are received until the time they are destroyed. Here are the disposition rules for TV materials.

- o TV materials will not be destroyed, salvaged, or shipped anywhere without prior authority from AFRTS-BC. This authority may be provided on the packing list accompanying the shipment or by letter or message.
- o A request for disposition of excess, obsolete, or unserviceable videocassettes may be made at any time. These requests are sent directly to AFRTS-BC. The requests must fully identify the material and give the reasons for the disposition request.
- o When AFRTS-BC authorizes destruction of materials, the station manager will ensure the tapes have been rendered useless and will have the station commander (OIC) sign a certificate of destruction which is forwarded to AFRTS-BC.

When AFRTS-BC directs local re-use of videocassettes, the following procedures will be observed:

- o the tape will be erased
- o the labels will be removed and/or changed

SHIPPING TELEVISION MATERIALS

Extreme care must be taken in preparing TV program packages for shipment.

- o Defective videocassettes which are not usable should remain in the associated program package until the requested replacement cassette arrives from AFRTS-BC with disposition

instructions (AFRTS-BC Form 351, Replacement Control Document). If necessary, the defective cassette will be shipped to the next station with information that a replacement cassette has been requested and is en route.

- o All labels on the videocassettes and packages must be checked to ensure tapes from other shipments have not been mixed.
- o Packing lists must be enclosed in Box #1 of each shipment.
- o Mailing labels must be securely attached to each container and completely covered with transparent tape.
- o The same type of shipping container must be used, ensuring that the flat railroad type seal is secure on each container.
- o Materials are normally shipped using First Class mail. However, postal and transportation officials should be consulted to determine the most expeditious manner. The receiving station should also be consulted.
- o The responsibility for funding and method of shipment rests with the station making the shipment.

When it is directed by AFRTS-BC that TV library materials or special programming be returned or forwarded to another station, the following procedures will apply.

- o Compile an inventory of all items to be shipped.
- o Pack the items in sequentially numbered boxes, in the order listed on the inventory.
- o Show the box number in which each item is located and the date the boxes were shipped.
- o Remove old mailing labels and attach new ones, making sure they are secure and attached with transparent tape.
- o Materials must be shipped in the same type of container in which they were received. The metal railroad type seal must be securely fastened.
- o Enclose one copy of the inventory in Box #1 of the shipment. Forward one copy of the inventory by separate mail to AFRTS-BC. Forward one copy of the inventory by separate mail to the receiving station (if different from AFRTS-BC). Retain one copy of the inventory in the station's files.

ADMINISTRATIVE INSTRUCTIONS

Administrative instructions for handling AFRTS TV program packages are given in the following categories:

Direct Communications

Direct communications between AFRTS outlets, circuit managers and AFRTS-BC is authorized only to accomplish routine operations related to providing approved TV program services. This communications link is used to obtain replacements quickly for missing, damaged or delayed programs. It is also used to resolve any problems with shipping, handling and accounting of program materials within AFRTS.

Communication between AFRTS outlets, networks or circuit managers and representatives of commercial/non-commercial TV program distributors is not authorized without the specific approval of the American Forces Information Service (AFIS).

The following are authorized topics or issues for direct communication to AFRTS-BC. Other topics or issues are routed through appropriate military channels.

- o requests for lifting program restrictions
- o comments or complaints about AFRTS programming services
- o program content

Identification of Packages

AFRTS-BC assigns an identification code to each regular package shipped. Television information materials and expendable TV materials are not shipped on a regular schedule and are not ordinarily assigned package numbers.

For all TV program packages except TL, TCL and TTL the package identification code is formed as follows:

- o The first two or three letters denotes the type of shipment, TW, TPA, TPC, TD, TM, TWC, TWB and TWC(L).
- o The one or two numbers that follow indicate the week of the current calendar year the material was shipped from AFRTS. For example, TPA 12 indicates that the TPA program package was shipped from AFRTS-BC during the 12th week of the calendar year.
- o The last number of the identification code is the last digit of the current calendar year. For example, TPA 12-2 was shipped during the 12th week of 1992.

Replacement cassettes or packages are shipped using the original package number and the letter "R." For example, a replacement for a program originally shipped as a part of TPA 12-2 would be labeled TPA 12-2R.

TL, TCL and TTL program packages are labeled as follows:

- o The letters denote the type of shipment.
- o The number that follows is the last number of the current calendar year during which the package was first shipped from AFRTS-BC. For example, TL 2 indicates the TL package was first shipped from AFRTS-BC during the calendar year 1992.
- o The last number or numbers are assigned to identify the specific shipment. These numbers are assigned sequentially during the calendar year. For example, TL 2-14 refers to the 14th Television Library package shipped during the calendar year 1992.

Remember that the numbering system differs for the types of packages. An example is:

- o TW 10-2, is the Television Weekly package shipped during the tenth week of 1992.

This procedure of week then year is used for all packages EXCEPT the TL, TTL and the TCL.

- o TL 2-20, is the Television Library Package shipped during 1992, and it was the 20th shipment.
- o TCL 2-15, is the Television Circuited Library Package shipped in 1992 and was the 15th shipment.

For TCL, TL and TTL the procedure to remember is year first and then shipment number.

PRACTICE EXERCISE

LESSON 4

SUBCOURSE NO. PA 0110

HANDLING ARMED FORCES RADIO AND TELEVISION SERVICE TELEVISION SHIPMENTS

INSTRUCTIONS:

Review the material in this lesson. Answer the questions below by circling "T" or "F" next to each question. Compare your answers with the answer key on the next page.

- T F 1. CONUS public affairs officers can use SATNET news for on-post cable TV.
- T F 2. Civilian TV news shows can be edited for time and content.
- T F 3. AFRTS materials include 35mm slides and production aides.
- T F 4. AFRTS programs can be duplicated for presentation to high school and college education classes.
- T F 5. Certain TV programming may be duplicated for AFRTS purposes.
- T F 6. When AFRTS shipments are more than five days overdue the station must notify the preceding station.

ANSWER KEY

PRACTICE EXERCISE

LESSON FOUR

SUBCOURSE NO. PA 0110

HANDLING ARMED FORCES RADIO AND TELEVISION SERVICE
TELEVISION SHIPMENTS

1. False (Page 38)
2. False (Pages 39-40)
3. False (Page 38)
4. False (Pages 39 and 41-42)
5. True (Page 40)
6. True (Page 46)

LESSON FIVE

THE COMMAND INFORMATION NEWSPAPER

Soldier's Manual Task: None

OVERVIEW

LESSON DESCRIPTION:

In this lesson, students will become familiar with the types of Army newspapers and the policies, guidelines and regulations governing their publication.

TERMINAL LEARNING OBJECTIVE:

ACTION: Understand the purpose of command information newspapers; the differences between Army Funded and Civilian Enterprise newspapers; policies governing the establishment of Army newspapers; the need for journalistic and photographic excellence; the place of editorial opinion; the use of advertising; policies on games of chance, fund raising campaigns; and civilian enterprise contracts.

CONDITION: You are given the material presented in this lesson.

STANDARD: Perform all the duties described in this lesson.

REFERENCES: The material contained in this lesson was derived from:

AR 360-81, Command Information Program
FM 46-1, Public Affairs Operations

THE COMMAND INFORMATION NEWSPAPER

INTRODUCTION

The foremost purpose of Army newspapers, according to AR 360-81, Command Information Program, is to provide an uncensored flow of information to -- and between -- soldiers and civilian employees, their commanders, and their family members.

Army newspapers are authorized publications that support Army Command Information objectives. Usually they are published weekly or monthly. Army newspapers contain news, features, editorials, sports, announcements, entertainment items, commander's comments, letters to the editor, photographs and artwork.

There are two types of Army newspapers: Army Funded (AF) and Civilian Enterprise (CE). AF newspapers are published by Army commands using appropriated funds. These newspapers may be printed by Army Printing and Publication Centers and Stars and Stripes Newspaper printing plants, or they may be printed under contract by a commercial printer.

CE newspapers are published by commercial printers under contract with Army commands. They contain advertising sold by the printer. CE newspapers become the property of the command, installation or intended recipient upon delivery. Contracts for CE newspapers must be separate from contracts for maps or post guides.

The editorial content of AF or CE newspapers is normally prepared by the CI section of the public affairs office. Printers of CE publications may provide material to the public affairs staff; however, the public affairs staff determines newspaper content.

ESTABLISHMENT OF AP AND CE ARMY NEWSPAPERS

Commanders are encouraged to establish Army newspapers when they have a valid need to disseminate information and when it is the most cost-effective means of fulfilling the command's communications need.

Normally, only one newspaper is authorized at an installation. When more than one command or headquarters is located at an installation, the host commander will publish one newspaper to cover all assigned units and activities. In such cases the following requirements must be met:

- o The host commander will give balanced coverage to other commands, their people and activities.

- o Commands supported by the host newspaper will assist the newspaper staff with coverage of their units. Supported commands should assign public affairs specialists or representatives to act as stringers to the newspaper, writing articles and taking photographs for the newspaper.

The host commander may designate another command to publish the single authorized newspaper when the majority of affected organizations concur.

Commanders, other than the installation commander, who want to establish their own newspaper must first request authority from their major command as an exception to policy. Requests must be submitted through the installation commander and approved in writing before publication can begin. Copies of approved exceptions will be forwarded to Headquarters, Department of the Army, Office of the Chief of Public Affairs, Command Information, Washington, D.C. 20310-1510.

According to AR 360-81, Command Information Program, requests must prove that the existing installation newspaper cannot meet the requesting command's needs. Inherent in this proof is that the requesting unit's command information audience is:

- o So geographically dispersed as to render impractical the use of the existing newspaper.
- o Involved in so significantly diverse a mission from the local installation as to render content of the existing newspaper valueless in the requesting commander's CI program.

Care must be taken to ensure that the content of these newspapers does not merely duplicate the installation newspaper.

Commanders of the following units are authorized to publish a newspaper without prior approval (these commanders should consider consolidation with installation newspapers if their CI missions will not be adversely affected):

- o CONUS installations
- o divisions
- o military community activities
- o U.S. Army recruiting brigades and battalions
- o U.S. Army Materiel Command's and Information Systems Command's major subordinate activities and separate activities
- o Material Transportation Movement Command independent facilities

- o Corps of Engineer districts and divisions
- o Intelligence and Security Command Field stations and military intelligence groups
- o Health Services Command medical centers
- o personnel commands
- o Reserve Officer Training Corps cadet detachments

During combat, peace-keeping missions or extended deployments, and during Army Reserve and National Guard annual training periods, commanders in the rank of colonel or above may authorize newspapers.

The Army National Guard Bureau will set publishing authority for ARNG newspapers when units are not mobilized. Forces Command and the Training and Doctrine Command set authority for USAR and ROTC newspapers, respectively.

Commanders must investigate the feasibility of publishing their papers under CE contract. Only when the CE method is found to be impractical will appropriated funds be obligated. Nonappropriated funds are not authorized for newspaper operations. Appropriated funds may not be used to pay any part of a commercial printer's costs of publishing the CE newspaper.

Commanders will trademark the names of their newspapers published by authority of AR 360-81. Contracts with CE printers should specify that the name is only lent to the CE printer for the duration of the contract.

JOURNALISTIC EXCELLENCE

Army newspapers are expected to display the highest standards of journalistic techniques and ideals. Army newspapers should provide their readership with a good product. Excellence should be the goal of every phase of newspaper production--content, design, organization, photography, reporting, writing and editing.

Content should be relevant, factual, objective, frank and timely. Content and graphics must avoid morbid, sensational, or alarming details not germane to factual reporting. Editors must ensure the highest regard for decorum, propriety and good taste.

It is expected that a newspaper's style will be consistent. To accomplish this, the Army has adopted the Associated Press Stylebook and Libel Manual as its primary style guide. Webster's New World Dictionary of the American Language, Second College Edition, or equivalent, is the

preferred dictionary of first reference.

The use of spot color and four-color processes in AF publications must be functional, making a valuable contribution to the publication. PAOs should be sensitive to the cost involved and will ensure that color contributes to the communication process. Color in CE publications (both number of colors and frequency of use) is limited only by the contract and the CE printer's ability to make color available.

Every aspect of Army journalism should lend itself to gaining and maintaining credibility. Attribution is essential to credibility. Opinion and information sources must be attributed. No off-the-record information (information provided by a source who states the information is off-the-record) will be published.

EDITORIAL OPINION

Command editorials and personal commentaries will be confined to opinion-editorial columns, and clearly identified as such.

- o Commentaries (personal opinion) and editorials (command position) will be encouraged on subjects relevant to the command. When appropriate, the author will be identified.
- o Commentaries and editorials may not extend to material not in consonance with policies of the Department of the Army.

PLACE OF DUTY

Soldiers and DA civilians may **not** be assigned to duty at the CE printer's facilities to perform any job function that is a part of the business activity or that is the contractual responsibility of the CE printer or its employees.

The editorial staff of the newspaper may visit CE printer premises as liaisons and to specify and coordinate layout and other details provided in the contract.

The editorial staff reviews page proofs to prevent mistakes and policy violations. The printer may place word-processing or computer pagination and copy terminals in the Army newspaper office for the editorial staff to use. All costs for these terminals must be borne by the printer.

PHOTOGRAPHIC RESTRICTIONS

The command information staff of the public affairs office should limit photographic support to newspaper operations. AR 360-81 is specific in this regard.

"Taking official photographs for promotion boards, ceremonies, change of command, or social events with little news value, is not a proper function of public affairs.

"Photographic clichés of the grip and grin and check presentation genre have little news value and are inappropriate for use in CI publications. Photos should show people doing their jobs or otherwise performing the activity that warrants coverage in the newspaper.

"Non-CI photo requirements will be referred to the installation Visual Information Support Center (see AR 25-1)."

GENERAL REQUIREMENTS

Army newspaper editors must conform to AR 360-81 and regulations or laws involving libel, copyright, U.S. Government printing and postal regulations, Privacy Act and Freedom of Information Act regulations.

Editors are required by AR 340-17, Release of Information and Records from Army Files, to provide information published in CI newspapers to anyone else who requests it. Thus, information printed in the post newspaper is not only released to internal publics, it may be used in the civilian news media as well.

Editors are required to use certain disclaimers in various types of publications. For instance, the masthead of AF and CE publications must contain the following disclaimer in a type size not smaller than 6 points:

"This (type of publication) is an authorized publication for members of the Army (add overseas in publications outside the United States). Contents of the (publication name) are not necessarily official views of (publishing command or activity). It is published (frequency) using (type of reproduction) by the Public Affairs Office, (organization/activity), (address, including ZIP Code), (telephone). Printed circulation: (number)."

Civilian Enterprise publications must also carry the advertising disclaimer statements listed in AR 360-81.

AF and CE newspapers can **not** carry partisan political news, editorials, or cartoons dealing with political issues or candidates for public office. Neither can they conduct political opinion polls, surveys, or straw votes.

CE publications will **not** carry partisan political advertising, or advertising which is political in nature.

Army newspapers will support the Federal Voting Assistance Program by carrying factual information about how to register and vote.

Army newspapers are encouraged to cover on-post political affairs, such as "town meetings" of the military community or housing area mayoral elections.

CREDENTIALS

Army newspaper staff members should have credentials issued by the public affairs officer that identifies them as members of the newspaper staff. CE contractor employees will **not** be issued these credentials. Civilian printers should issue their employees identification that displays their unofficial status, and states the conditions under which they may gather stories on post.

GAMES OF CHANCE AND GAMBLING

Army newspapers are prohibited from advertising or publishing editorial material about "games of chance." Exceptions are authorized by section 1307, title 18, United States Code with regards to state lotteries and section 2720, title 25, United States Code with regards to any gaming conducted by an Indian tribe pursuant to the Indian Gaming Regulatory Act.

Section 1302 of Title 18, U.S. Code prohibits the mailing of publications containing advertisements of any type of lottery or scheme that is based on lot or chance.

A lottery is defined as containing the following elements:

- o Prize -whatever items of value are offered in the particular game
- o Chance -random selection of numbers to produce a winning combination
- o Consideration -the requirement to pay money in order to play

When money or other consideration is not required in order to play, the game is not considered a "game of chance" and is not covered in the prohibition.

FUND RAISING CAMPAIGNS

Army newspapers will support officially sanctioned fund-raising campaigns such as the Combined Federal Campaign and Army Emergency Relief. News and feature stories using the proper references and background information are authorized and encouraged.

Army newspapers are prohibited by AR 360-81 from discussing goals, quotas, or tallies of solicitation. Focus is on the agencies and people helped by the funds, not on how much is raised.

Command and installation-wide goals may be announced in Army newspapers in straight news stories. Coverage may not imply or inspire unit competition. Stories that compare unit participation or progress are prohibited.

Editorials and commentaries should focus on the length of the campaign, the command's position and explain how the reader may participate. Statements or implications that 100 percent of the command must participate may not be used.

Organizations such as Army Community Services; Morale, Welfare and Recreation Activities; and local nonprofit and service organizations may also be assisted at the discretion of the commander under the same terms as discussed above.

CIVILIAN ENTERPRISE CONTRACTS

The underlying reason for having a CE publication is that it will save the Army money by transferring certain publishing and distribution burdens to a civilian printer selected by competitive bid.

It is essential that CI newspaper staffs and the PAO understand the concept of newspaper contracts, know how to set up a contract and that they understand their contracts.

In contract law both parties to a contract must provide consideration as a part of the contract. Often the consideration is the money and the product offered. Instead of money, the right and authorization to publish the unit newspaper are the legal contractual consideration for CE newspapers delivered to the command, installation, or its readership.

CE printers of Army newspapers earn money by selling advertising in the paper. Army commanders with CE publications guarantee in the contract

the right of the printer to first publication and distribution of the editorial content.

While contracts should place as much of the publishing and distribution functions on the printer as possible, CI needs and requirements will be the primary factor in the contractual relationship.

The written contract includes guidance contained in AR 360-81 and will spell out local requirements and specifications of the publication. Contracts should only be established with reputable firms. Disreputable business activity in connection with CE publication can damage community relations.

CE printers are required to abide by the DA non-discrimination advertising policy. The following statement must be used in CE publications:

"Everything advertised in this publication shall be made available for purchase, use or patronage without regard to race, color, religion, sex, national origin, age, marital status, physical handicap, political affiliation, or any other nonmerit factor of the purchaser, user or patron. If a violation or rejection of this equal opportunity policy by an advertiser is confirmed, the printer shall refuse to print advertising from that source until the violation is corrected."

CONTRACT SELECTION COMMITTEES

Contracts for Army newspapers are awarded by a selection committee that consists of legal, procurement, printing and other functional specialists. Voting membership will consist of the chairperson (a senior colonel in the command) and a minimum of four other members. The PAO will serve as a voting member. Other PA personnel may also serve as voting members, but will not constitute a majority.

The selection committee hears presentations and reviews written data from prospective commercial printers, secures independent data, and makes on-site inspections at the printers' facilities. The committee may award a one-year contract with annual options for renewal for up to four years, for a total of five years. After that time, contracts must be rebid. Contracts should contain provisions for termination. Public affairs officers of commands considering CE publications must become thoroughly familiar with the details of AR 360-81.

PRACTICE EXERCISE

LESSON 5

SUBCOURSE NO. PA 0110

THE COMMAND INFORMATION NEWSPAPER

INSTRUCTIONS:

Review the material in this lesson. Answer the questions below by circling 'T' or 'F' next to each question. Compare your answers with the answer key on the next page.

- T F 1. There are three types of Army newspapers: Army Funded, Civilian Enterprise and Command-Approved.
- T F 2. Civilian enterprise publications may contain political advertisements.
- T F 3. When feasible, Army newspapers must be published under a CE contract.
- T F 4. The use of color in an Army newspaper is limited to six times per year.
- T F 5. Army Funded newspapers are prohibited from advertising all bingo games.
- T F 6. CE newspaper contracts are renewable for up to four years (five total years).

ANSWER KEY

PRACTICE EXERCISE

LESSON 5

SUBCOURSE NO. PA 0110

THE COMMAND INFORMATION NEWSPAPER

1. False (Page 54)
2. False (Page 59)
3. True (Page 56)
4. False (Page 56)
5. False (Page 59)
6. True (Page 61)

LESSON SIX

CIVILIAN ENTERPRISE NON-NEWSPAPER PUBLICATIONS

Soldier's Manual Task: None

OVERVIEW

LESSON DESCRIPTION:

In this lesson, students will become familiar with the publication of post guides, maps and pocket guides under civilian enterprise contract.

TERMINAL LEARNING OBJECTIVE:

ACTION: Understand guidelines and contract requirements for civilian enterprise publications other than CE newspapers.

CONDITION: You are given the material presented in this lesson.

STANDARD: Perform all the duties described in this lesson.

REFERENCES: The material contained in this lesson was derived from:

AR 360-81, Command Information Program
FM 46-1, Public Affairs Operations

CIVILIAN ENTERPRISE NON-NEWSPAPER PUBLICATIONS

INTRODUCTION

Post guides and maps are printed under civilian enterprise (CE) contracts. Contract considerations for these publications are similar to CE newspapers. PAOs should study AR 360-81 for information relative to such contracts. Only one publication of each type may be printed for any installation.

GUIDELINES

While command history and achievements are important, and may be included in post guides, care must be taken to ensure that the guide performs its function of helping newcomers to the post.

The most effective post guides contain information in the following categories: welcome, units and tenants, services and facilities, recreation and community.

- o Welcome -Greet the newcomer, provide information on in-processing, vehicle and weapons registration, temporary lodging and post housing, traffic regulations, and family member employment opportunities.
- o Units and tenants -Help the newcomer understand and appreciate the total command community and the types of units and missions on the installation.
- o Services and facilities -Provide information on medical care, on-post shopping, financial services, legal assistance, clubs, chapels, schools and information media (especially introduce the post newspaper and radio and television on-post facilities). List emergency and service phone numbers that are often used in your community such as fire, military police, PX, Army Community Services, child care services and the installation newspaper.
- o Recreation -Inform the newcomer of the opportunities for athletics; arts and crafts hobbies; clubs and private organizations; theaters; libraries; and youth facilities.
- o Community -Describe the local area's population, climate, geography, government, and the relationship between the installation and the local community.

CE maps are intended for visitors and newcomers alike. Often, the map and the guide are part of the same contract. The map describes the installation geographically and should point out major headquarters, service and support facilities. The map may be printed as a part of the guide, or as a separate publication. The guide and map will include the name and location of the installation on the front cover, and, when

possible, on the spine. The name of the printer will be included in the disclaimer.

A CE pocket guide for transient personnel may be contracted for in addition to the post guide and map. Such guides may include advertising from off-post facilities whose services may be needed by the transient personnel. Normally, these guides are procured as a part of the post guide and map contract.

Commanders may consider printing special editions of the post newspaper as the post guide, map and pocket guide in order to ease advertising burdens on local businesses. In that case the CE newspaper contract must contain provisions for the number of extra copies needed above the normal circulation of the newspaper.

Official post guides, maps and pocket guides may be distributed through command distribution channels. Unofficial guides (those prepared by civilian printers without a CE contract) may not be distributed through command distribution channels.

Contracts for CE non-newspaper publications must comply with the requirements of AR 360-81.

PRACTICE EXERCISE

LESSON 6

SUBCOURSE NO. PA 0110

CIVILIAN ENTERPRISE NON-NEWSPAPER PUBLICATIONS

INSTRUCTIONS:

Review the material in this lesson. Answer the questions below by circling "T" or "F" next to each question. Compare your answers with the answer key on the next page.

- T F 1. Post guides and maps are published only under separate CE contracts.
- T F 2. The name of the printer will appear in the disclaimer of the CE post guide or map.
- T F 3. Pocket guides must be produced under a separate contract from other CE publications.
- T F 4. CE and private enterprise post guides may be distributed through the command distribution channels.

ANSWER KEY

PRACTICE EXERCISE

LESSON 6

SUBCOURSE NO. PA 0110

CIVILIAN ENTERPRISE NON-NEWSPAPER PUBLICATIONS

1. False (Page 64)
2. True (Page 65)
3. False (Page 65)
4. False (Page 65)

LESSON SEVEN

THE COMMAND INFORMATION FACT SHEET

Soldier's Manual Task: None

OVERVIEW

LESSON DESCRIPTION:

In this lesson, students will become familiar with the use of fact sheets.

TERMINAL LEARNING OBJECTIVE:

ACTION: Understand the use of command information fact sheets, the types of fact sheets and their use in the military community.

CONDITION: You are given the material presented in this lesson.

STANDARD: Perform all the duties described in this lesson.

REFERENCES: None

THE COMMAND INFORMATION FACT SHEET

INTRODUCTION

Public affairs practitioners often limit their command information writing to the unit newspaper. In doing so they miss the opportunity to target a specific message to a specific audience. The command information fact sheet offers the CI staff an instrument to target audiences with specific information.

CI fact sheets are generally one page sheets with factual information presented in a direct and objective manner. Normally the CI fact sheet is used to inform or educate. It is seldom used to entertain.

The ABCs (fundamentals) of journalism are accuracy, brevity and clarity. Fact sheets are an outstanding example. The fact sheet must be accurate. Information should be presented as briefly as the topic will allow, and it must be written so clearly that misunderstanding will be minimal. The reason it must be written with extra attention to clarity is that there is little opportunity for immediate feedback or correction. The message must be received as the sender intended.

Fact sheets are normally single-theme --that is, they deal with only one topic. They may be topical, a news bulletin, or chronological.

- o Topical fact sheets are designed to present information on topics that have no immediacy, but are topics that do affect the individual.
- o News bulletin fact sheets present information that has immediate implications in the lives of individuals.
- o Chronological fact sheets are normally recurring calendar updates of community events and activities over specified periods of time (30, 60 or 90 days).

Fact sheets may be distributed in many ways based upon subject, topic and target audience. Information on general topics of command interest may be distributed through distribution channels for posting on unit bulletin boards, or in unit dayrooms. They may be distributed at commander's calls and may serve as the basis for discussion.

Fact sheets may be targeted at the general audience with a specific message. For example: the post commissary closing for a week.

Distribution of such a fact sheet would be made at community service centers (such as the commissary, post exchange, child

care facility and recreation center), as well as through normal distribution channels.

Fact sheets may be targeted at a specific audience with a specific message. For example: air conditioning systems in a housing area being checked at a specific time and in specific places.

This fact sheet would be distributed to occupants of affected quarters notifying them of the dates/times they need to be home to let facilities engineer workers in.

TECHNICAL ADVICE

Keep fact sheets clean and uncluttered. Your fact sheets should consist of a preprinted form supplying a title (such as Fact Sheet, Bulletin, News Brief), the name of your office and command, mailing address, and telephone numbers. Remember that the less cluttered your preprinted form, the more attractive and appealing your fact sheet will appear.

Fact sheets should have a headline and may be written in newspaper style. Fact sheets may be designed in one, two or three column formats, and copy may be justified or unjustified.

As with newspapers, artwork or photographs may help tell your message. Don't overlook their value in the communications process.

PRACTICE EXERCISE

LESSON 7

SUBCOURSE NO. PA 0110

THE COMMAND INFORMATION FACT SHEET

INSTRUCTIONS:

Review the material in this lesson. Answer the questions below by circling "T" or "F" next to each question. Compare your answers with the answer key on the next page.

- T F 1. Fact sheets may be used to target specific audiences with specific information.
- T F 2. Fact sheets are normally written to be entertaining.
- T F 3. Fact sheets may be nothing more than a 90-day calendar of upcoming events.
- T F 4. Fact sheets are prepared with the same formatted margins as memos for record.
- T F 5. Fact sheets avoid the use of artwork and photography.

ANSWER KEY

PRACTICE EXERCISE

LESSON 7

SUBCOURSE NO. PA 0110

THE COMMAND INFORMATION FACT SHEET

1. True (Page 71)
2. False (Page 70)
3. True (Page 70)
4. False (Page 71)
5. False (Page 71)