

## 14 FTW/PA Services and Employment Guidelines

1. **Scope.** The following procedures govern the 14 FTW/PA office as the lead for host-installation PA activities and resources in support of units assigned to Columbus AFB. Individuals in units with organic PA capabilities should first coordinate requests through their unit PA office prior to contacting 14 FTW/PA.
2. **PA Mission.** Air Force PA advances Air Force priorities and achieves mission objectives through integrated planning, execution, and assessment of communication capabilities. Through strategic and responsive release of accurate and useful information and imagery to Air Force, domestic, and international audiences, PA puts operational actions into context; facilitates the development of informed perceptions about Air Force operations; helps undermine adversarial propaganda efforts; and contributes to the achievement of national, strategic, and operational objectives.
3. **14 FTW/PA Services.** Services available from the 14 FTW/PA office are grouped into four categories consistent with Air Force Common Output Level Standards (AF COLS):
  - a. **Communication Planning.** Provides trusted counsel and communication advice to the commander and other staff members to enhance mission success. Communication planning is important to the creation of strategic, operational, and tactical effects in PA operations.
  - b. **PA Engagement.** Provides community engagement programs that aim to increase public awareness and understanding of the mission, policies, operations and programs of the AF; support AF recruiting; and maintain a reputation as a good neighbor. This includes receiving requests for base services from the community such as flyover support, public speakers, and base tours. Units who are asked for their services or personnel, or who receive offers of support from the community directly, must coordinate these with PA and JA prior to committing or accepting resources.
  - c. **PA Operations.** Provides programs that support Airman morale and readiness, public trust and support, and global influence and deterrence through the release of timely and accurate information to Airmen, their families, the public and the media.
    - (1) **Command Information.** Provides effective and efficient communication tools to link Airmen with their leaders. Command information helps Airmen and their families understand their purpose, role, and value to the Air Force. A free flow of information to Airmen and their families creates awareness of and support for the mission, increases their effectiveness as Air Force ambassadors, reduces the spread of rumors and misinformation, and provides avenues for feedback.

- (2) Environmental. Supports environmental program objectives and requirements by facilitating public notification and involvement and communicating the Air Force's commitment to environmental excellence.
- (3) Media Operations. Facilitates engagement and two-way communication with the media, which is often one of the most rapid and credible means of delivering the commander's message. Remaining open, honest, and accessible to the maximum extent possible normally results in greater accuracy, context, and timeliness in communicating with internal and external audiences. Personnel assigned to Columbus Air Force Base will coordinate all official media requests and queries through the 14 FTW/PA office.
- (4) Security and Policy Review. Ensures information intended for public release will neither adversely affect national security nor threaten the safety, security, or privacy of Air Force personnel, while adhering to the policy of "maximum disclosure, minimum delay." Personnel must obtain necessary security and policy review before releasing official imagery, documents, information, or proposed statements outside the Air Force.

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

- 4. **Availability.** The PA office will be manned during normal duty hours. A PA representative will be on-call 24 hours a day, 7 days a week (including holidays), and will accomplish emergency services as required by security forces, the Air Force Office of Special Investigations, the safety office and/or wing leadership. During non-duty hours, the on-call PA representative can be contacted through the command post.
- 5. **Requesting Support.** Submit PA support requests to the 14 FTW/PA email account at [14ftw.pa@us.af.mil](mailto:14ftw.pa@us.af.mil) with a minimum advance notice of 24 hours; requests for VI support should be submitted with a completed Air Force Form 833 attached to [vicms@us.af.mil](mailto:vicms@us.af.mil). Advance notice provides PA the ability to ensure the necessary equipment and personnel are available. Failure to coordinate in advance will reduce the likelihood that the event can receive PA support. For cancellations, there must be at least a 24 hour notice prior to the event occurring. Consumer-grade still and video equipment is available for self-help use on a first-come, first-served basis when the PA staff is already scheduled to support higher or equal priority tasks. Inquiries regarding the availability of equipment contact multimedia at [vicms@us.af.mil](mailto:vicms@us.af.mil).

6. **Prioritized Employment Plan.** The 14 FTW/PA office provides support according to the following system focused on the commander's priorities, operational core tasks, urgency, mission impact, agencies supported, and resources available. This system helps control the flow of work and ensures all mission-critical needs are met. A detailed list of services and their associated priority level can be found at the enclosed prioritization/employment matrix (Attachment 1):

a. Core services are services that directly support emergent or operational mission requirements.

(1) Priority one requests include support for time-critical official investigations, crisis response, and other requests directly impacting the ability of the installation to perform its operational mission. This includes alert documentation for evidentiary and decisional purposes, and assisting senior leaders with public and media interaction during emergencies and contingencies.

(2) Priority two requests include support for non-time-sensitive official investigations, combat readiness, critical items in direct support of priorities and initiatives of commanders at wing level or higher, operational test and evaluation missions, and MAJCOM-directed support. This priority also entails communication to stakeholders and key publics in support of official goals and objectives.

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

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

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

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

## 7. Restrictions.

- a. IAW AFI 35-109, government-funded PA and VI resources will not be used to:
  - (1) Provide souvenirs, personal gifts, mementos, or farewell gifts. Examples include “hero” shots in front of aircraft cockpits (unless provided as part of a Distinguished Visitor (DV) orientation flight), booster club promotional items, group photos intended to commemorate events such as golf tournaments or recreational gatherings, and sports team photos.
  - (2) Support or document farewell parties or social events unless certified as newsworthy or having historical significance by the base historian or chief of PA. When an event is determined to be historically significant, PA resources may be provided to meet official news and documentation requirements only. Historical significance must still meet the requirements for official use.
  - (3) Create products used primarily for entertainment during farewell parties or social events.
  - (4) Support advertising for MWR- or services-sponsored recognition programs. MWR events are marketed via the Force Support Squadron.
- b. Altering imagery. Air Force PA offices are trusted agents. Because PA professionals create products that can be used in legal proceedings and for critical decision-making, absolute trust and confidence in the truthfulness of products they create is essential. Official imagery may not be altered, unless it is specifically exempted by Department of Defense Instruction (DODI) 5040.02, *Visual Information*. Examples of requests that will not be supported include changes to personal appearance in an official portrait and digitally adding or removing content to a photo or changing the photo in a way that misrepresented the facts or circumstances of the event captured.
- c. Use of Copyrighted Materials. Using copyrighted media requires a separate license or explicit permission. Generally, both music and programs recorded from broadcasts are copyrighted. Having the source recording or music score does not confer any right to reproduce, transfer, or otherwise use or perform the recorded material, either as a whole or in part. Refer to AFI 51-303, *Intellectual Property--Patents, Patent Related Matters, Trademarks and Copyrights*, for guidance.
- d. Morale, Welfare and Recreation (MWR) Support. MWR and Services activities are authorized support for Category A (Mission Sustaining) and Category B (Basic Community Support Activities). Category A programs are essential to the military mission and are authorized all support. Category B activities are closely related to

Category A activities and are essentially community support programs. The PA office can furnish support to these activities as long as the MWR activity does not generate revenue. For additional clarification of MWR activities, refer to AFI 65-106, *Appropriated Fund Support of Morale, Welfare, and Recreation and Non-appropriated Fund Instrumentalities*.

## **8. Additional Considerations.**

- a. Studio Photography. Studio photography is by appointment only and available for official portraits as required by AFI as well as applications for special duty assignments, official passports, and citizenship applications. Chain-of-command studio photography will be provided for leadership at the group-level and above (commander, deputy/vice commander, senior enlisted leader, and first sergeant) as well as wing quarterly and annual award winners at the group-level and above. Electronic copies and one hard copy up to size 8x10 will be provided to the requestor.
- b. Photographic services to include digital photography, digital printing, CD/DVD burning, image manipulation, archiving imagery, historical copy imagery, and computer enhancement of imagery for wing level official functions only.
- c. VI Equipment Purchase Review. IAW AFI 35-109, *Visual Information*, units wishing to purchase video or still cameras and photographic printers must receive approval from 14 FTW/PA to preclude duplication of effort and to ensure equipment, system, and data compatibility.

## **9. 14 FTW Email Guidelines**

- a. Members should not communicate outside of their immediate assigned organization. For example, if a member is in the 14 OSS and desires to send an OG wide email, that email should be sent to the OG executive officers for them to disseminate.
- b. It is discouraged to send a wing-wide email by using all 3 of the “group-all” email systems. Entire wing emails should only be sent using the “Blaze-All” email system and will only be sent by either the wing commander, vice wing commander, or Public Affairs.

## **10. Marquee Guidelines**

- a. The CAFB Marquee is a tool used to disseminate pertinent information to the vast majority of the base populace. Information displayed on the marquee should be limited to events and information with wing level impact and shall be applicable to the base population at large. Providers of information for niche segments of the population will contact the 14th Flying Training Wing Public Affairs office to determine the best distribution method.

b. Due to limited space on the marquee, the following priority system is used when determining availability of services provided:

**Priority I:** Commander-directed information, emergencies requiring immediate notification (command messages, evacuations)

**Priority II:** Mission-essential or urgent messages (recalls, school evacuations)

**Priority III:** Day-to-day notifications (construction, office closures, event cancellations)

**Priority IV:** Necessary, routine reminders or announcements by non-unit, military affiliated organizations (AFSA, AAC, CGOC, Spouses Club, 5/6, Top 3, etc.).

c. To submit content for the marquee, email information via Columbus Marquee and Blaze Bulletin Request Form to [14ftw.pa@us.af.mil](mailto:14ftw.pa@us.af.mil) at least 24 hours prior to the event occurring. All submitted content will be subject to prioritization and will run on the marquee no longer than a week, unless otherwise directed by the wing commander. Announcements not appropriate for the bulletin will be forwarded for considered inclusion in Silver Wings.

d. The 14FTW/PA office is required to edit submissions for style, content, and brevity.

## 11. BLAZE Bulletin Guidelines

a. The CAFB BLAZE Bulletin will appear at computer log-in and is an effective tool to disseminate pertinent information to the vast majority of the base populace. It will also be available on the CAFB official website, [columbus.af.mil](http://columbus.af.mil). Information within the bulletin should be limited to events and information with wing level impact and shall be applicable to the base population at large. Providers of information for niche segments of the population will contact the 14th Flying Training Wing Public Affairs office to determine the best distribution method.

b. Due to limited space on the bulletin, the following priority system is used when determining availability of services provided:

**Priority I:** Commander-directed information, emergencies requiring immediate notification (command messages, evacuations)

**Priority II:** Mission-essential or urgent messages (recalls, school evacuations)

**Priority III:** Day-to-day notifications (construction, office closures, event cancellations)

**Priority IV:** Necessary, routine reminders or announcements by non-unit, military affiliated organizations (AFSA, AAC, CGOC, Spouses Club, 5/6, Top 3, etc.).

- c. To submit content for the Blaze Bulletin, email information via Columbus Marquee and Blaze Bulletin Request Form to [14ftw.pa@us.af.mil](mailto:14ftw.pa@us.af.mil) within 24 hours prior to the event occurring. All submitted content will be subject to prioritization and will run on the bulletin no longer than a week, unless otherwise directed by the wing commander. Announcements not appropriate for the bulletin will be forwarded for considered inclusion in Silver Wings and/or base marquees.
- d. The 14FTW/PA office is required to edit submissions for style, content, and brevity.