DEPARTMENT OF THE AIR FORCE
502D AIR BASE WING
JOINT BASE SAN ANTONIO

6 May 2022

MEMORANDUM FOR JOINT BASE SAN ANTONIO ALL

FROM: 502 ABW/CC

SUBJECT: Installation Public Affairs (PA) Employment Plan

1. PA resources are critical to enhance Airmen morale and readiness, develop public trust and support, and support global influence and deterrence. It is imperative that these finite resources be applied toward activities which most directly support 502 ABW, JBSA, AETC and Air Force priorities. Inappropriate use detracts from the ability to support these priorities.

2. This memorandum and associated attachments detail the 502 ABW/PA employment plan as required in Air Force Instruction (DAFI) 35-101, *Public Affairs Operations* and AFH 35-115, *Visual Information*. The products and services detailed in the enclosed guidance are provided for official purposes consistent with AFIs governing PA and VI activities; unofficial functions that are not related to military missions or activities will not be supported.

3. This memorandum and attachments supersedes all previous guidance on the same subject and will be reviewed annually by the 502 ABW/PA Chief. Please contact 502 ABW/PA with any questions at Comm: (210) 808-1087.

RUSSELL D. DRIGGERS
Brigadier General, USAF
Commander

3 Attachments:
1. 502 ABW/PA Services and Employment Guidelines
2. 502 ABW/PA Prioritization Matrix
3. 502 ABW/PA Editorial Policy

Mission ~ Wingman ~ Partners

Attachment 1: 502 ABW/PA SERVICES AND EMPLOYMENT GUIDELINES

1. **Scope.** The following procedures govern the 502 ABW/PA office as the lead for host installation PA activities and resources in support of units assigned to Joint Base San Antonio. Individuals in units with organic PA capabilities should first coordinate requests through their unit PA office prior to contacting 502 ABW/PA.

2. **PA Mission.** The PA mission advances Joint Base and DOD 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 DOD, domestic, and international audiences, PA puts operational actions into context; facilitates the development of informed perceptions about DOD operations; helps undermine adversarial propaganda efforts; and contributes to the achievement of national, strategic, and operational objectives.

3. **502 ABW/PA Services.** Services available from the 502 ABW/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 various types of base services or support from the community. Units who are asked for their services or personnel, or who receive offers for support from the community directly, must coordinate these with PA (and JA when applicable) prior to committing or accepting resources.

c. PA Operations. Provides programs that support all services' morale and readiness, public trust and support, and global influence and deterrence through the release of timely and accurate information to Airmen, Soldiers, Sailors, Marines, Guardians and Coast Guardsmen, their families, the public and the media.

(1) Command Information. Provides effective and efficient communication tools to Airmen, Soldiers, Sailors, Marines, Guardians and Coast Guardsmen with their leaders. Command information helps servicemembers and their families understand their purpose, role, and value to the Department of Defense. A free flow of information to servicemembers and their families creates awareness of and support for the mission, increases their effectiveness as Department of Defense ambassadors, reduces the spread of rumors and misinformation, and provides avenues for feedback.

(2) Environmental. Supports environmental program objectives and requirements be facilitating public notification and involvement and communicating the DoD'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 JBSA will coordinate all official media requests and queries through the 502 ABW/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 DoD 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 official government channels.

(5) Community Engagement. Encompasses activities of interest to the general public, businesses, academia, veterans, service organizations, military-related associations, and other community entities. Working collaboratively with and through these various groups enhances mutual understanding, cooperation, and support necessary for effective Department of Defense operations and recruitment and retention opportunities.

(6) 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 Department of Defense's visual history, through the accessioning process, for future generations.

(7) Alert Photography

i.   All alert photo requests should originate from the 502 ABW Command Post. An AF Form 833 is required for all alert photo requests. The requestor is the on-scene commander and the alert photographer is responsible for ensuring the 833 is signed at the delivery of the images for continuity and evidence chain of command. No archive of images will be maintained within the 502 ABW/PA

ii.   The alert photographer will support incidents such as major vehicle accidents to include: GOV-GOV, GOV-POV with significant or major damage, and POV to POV that results in severe bodily injuries or deaths; assault and abuse cases to include sexual, child and spousal (physical injury and damage to government property); criminal investigations to include theft, burglary, arson, and breaking and entering; deaths; major damage to government property, defined as buildings, vehicles and personnel; any aircraft mishap; and natural disasters with significant damage to government property.

iii. The alert photo/videographer will not support incidents with minor damage to government property or GOVs unless they are being

investigated by SFS or AFOSI. In addition, no personal property damage will be covered while assigned as the alert photographer.

iv.　The alert photographer/videographer is expected to respond within a one-hour timeframe to all requests, or as soon as it is safely possible during longer commutes or periods of inclement weather.

v.　When responding to an alert call, the photographer/videographer will report to the on-scene commander (OSC) upon arrival. The photographer/videographer will take all requested imagery of the incident to aid in investigation purposes. The photographer/videographer will not leave the scene until verifying with the OSC that he/she is no longer required and will give all pertinent imagery information to the OSC prior to leaving.

vi.　All alert imagery will be released to the investigating agency within a 24-hour period or the next duty day via a CD or DoD Secure Access File Exchange.

(8) Studio Photography

i.　Members Authorized for Official Photography: OSI & CID agents, JAG, Chaplains, Tech School Instructors, MTLs, MTIs, Drill Sergeants, and award winners (not nominees) at the Air Force Wing level, Navy Command/Units, Marine Regiment/MAG/MEU, or Army Battalion level and above or certain special duty packages that have published regulation documentation/requirements. Additionally, we schedule for leadership positions O-5/E-8 or GS-12 and above, superintendents and first sergeants and Navy CO and XO

ii.　Exceptions to the official studio photography stipulations are permitted with proper justification. Justifications are annotations within DODI, AFI, and/or package descriptions explaining the need for official photo. Commanders' email does not meet the justification of having an official and will be directed to leadership in a case-by-case perspective in order properly allocated official request.

iii.　All official photos will be sent to the requestor's official email and/or any other email identified by the requestor as the primary product. Prints are available if justification is approved.

iv.　Appointment times are first come first serve. All three locations, Ft. Sam Houston, Lackland, and Randolph are available to clients. Studio appointments are only to be made online at the JBSA Setmore link—no other method of scheduling official photos is permitted.

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.

a) ON-CALL PUBLIC AFFAIRS:

(1) Duties of the on-call representative include: escorting media, responding to local calls for media queries or calls from higher headquarters, evaluating the calls and taking appropriate action. When release of information on serious accidents/incidents is required, the on-call person will gather the required information and coordinate with the PAO or designated senior PA personnel. Sensitive information will not be released without the consent of the wing commander or his designated representative.

(2) The command post or security forces will notify the PA representative of fatalities. The PA representative must ensure the appropriate next-of-kin notification has been made before releasing names of deceased to media.

(3) The command post will disseminate information on aircraft accidents or other major accidents. In such instances, the on-call representative will immediately notify the chief of public affairs or his/her designated replacement. The PAO or representative will respond and/or send delegates if needed to the appropriate locations (on-scene, command post, media center, etc.).

(4) Although no specific reports are required, the on-call representative should keep a chronological accounting of calls made and received and the actions taken in the log book. The PAO or designated representative will be briefed on relevant actions as soon as possible. Appropriate AF Form 39, "Response to Query," will also be completed and filed the next duty day with media memo inputs, if appropriate.

5. **Requesting Support.** Submit PA support request to the 502 ABW/PA Official Inbox no earlier than 45 days and NLT 72 hours prior to an event. The official inbox is: 502ABW.PA.official@us.af.mil

Requests for VI support should be submitted with a completed Air Force Form 833 attached. Information and forms are available on the JBSA web page at www.JBSA.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. Consumer-grade still photo and video equipment are available for self-help use on a first-come, first-served basis when the PA staff is already scheduled to support higher or equal priority tasks.

6. **Prioritized Employment Plan.** The 502 ABW/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 within the enclosed prioritization/employment matrix (attachment 2):

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

    (1) Priority one requests include support for crisis response, time-critical official investigations and other requests directly impacting the ability of the installation to perform operational mission requirements. 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 mission and/or combat readiness, critical items in direct support of priorities and initiatives of commanders at group-level or higher, operational test and evaluation missions, MAJCOM-directed support and non-time-sensitive official investigations. This priority also entails communication to stakeholders and key publics in support of official goals and objectives.

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

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

        ii.   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.

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

7. **Restrictions.**

a. IAW DAFI 35-101, Chapter 7, government-funded PA and VI resources will not be used to:

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

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

    (3) Create products used primarily for entertainment during farewell parties or social events.

(4) Support Moral, Welfare and Recreation or Services-sponsored recognition programs.

b. Altering imagery. Air Force PA offices are trusted agents. Because PA professionals create products that can be used in legal proceedings and for critical decision-making, absolute trust and confidence in the truthfulness of products they create is essential. Official imagery may not be altered, unless it is specifically exempted by Department of Defense Instruction (DODI) 5040.2, *Visual Information.* Examples of requests that will not be supported include changes to personal appearance in an official portrait and digitally adding or removing content to a photo or changing the photo in a way that misrepresented the facts or circumstances of the event captured.

c. Use of Copyrighted Material. 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— Patent Related Matters, Trademarks and Copyrights,* for guidance.

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

8. **Installation Level Information Programs**

a. Base Website

(1) The official website for JBSA is operated by the 502 ABW/PA staff and is located at www.jbsa.mil. Only information cleared for public release in accordance with DAFI 35-101, Chapter 5, and other associated policies and instructions can be posted to the site.

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

b. Social Media

(1) Official use. The official social media sites for JBSA are the JBSA Facebook page at http://www.facebook.com/JointBaseSanAntonio and Twitter site at https://twitter.com/JBSA_Official. These sites are operated by the 502 ABW/PA office using the same guidelines as the official website and print publications. Subordinate and tenant organizations, with the exception of the units with their own PA office, are not authorized to operate official social media pages without the approval of the 502 ABW/PA director. Unofficial pages (e.g. booster club pages, alumni pages, etc.) are not official Air Force social media sites and are encouraged to display a disclaimer that the page is not an official representation of the Air Force.

(2) Personal Use. The Air Force respects the right of Airmen to use social media for self-expression. However, as members of the Air Force, Airmen must abide by certain restrictions to ensure good order and discipline. All Airmen are on duty 24 hours a day, 365 days a year, and their actions on and off duty are subject to the Uniform Code of Military Justice (UCMJ). See AFI 1-1, *Air Force Standards* for more guidelines regarding personal social media use.

(3) Please see additional considerations in Annex 1 of this document

c. Base Marquees

(1) Base marquee requests must be submitted at least 10 duty days prior to your event. Customers must identify the specific base marquee that they would like to post their event on and may request graphic support to design the slide. If customer supplies a design, 502 ABW/PA will not redesign, only resize to make the design fit.

(2) No off-installation gatherings or individual accomplishment posts may be submitted. In the event of a congratulations post, the marquee request must congratulate all members of an event vs. a singular accomplishment (i.e. Congrats to all the Lackland Chief Selects! Vs. Congratulations to (C)MSgt Bob Smith.

(3) Normal turnaround time for a marquee request is 5 duty days.

d. Straight Talk Line: Straight Talk is the official JBSA information hotline operated by the 502 ABW/PA staff. This is a dedicated line to provide command information regarding base events or emergency situations. In the case of a base emergency, this line will inform members of the base community of what is going on and what they need to do or be prepared to do. In the case of announcing base events, this line will provide details and where to find additional information. The number for all JBSA locations is (210) 466-4630.

e. Feedback Fridays: Feedback Friday is a program that allows the JBSA community to anonymously submit questions, comments or concerns to the command team. Feedback Fridays helps promote transparency, allows commanders to know concerns within their units, and helps inform the community. The success of the program relies on input from unit leaders. Questions should apply to the general population and need to be staffed in TMT to SME's. Feedback Fridays questions can

be submitted directly to 502ABW.PA.official@us.af.mil using the subject line "Feedback Fridays," or via the form located at https://www.jbsa.mil/Information/Feedback-Fridays/?Page=41.

9. **Additional Considerations.**

   d. Group Photos. Units at the group-level and above are authorized one group photo annually. Photo requestors are responsible for providing additional equipment as needed by the photographer (i.e. stand, cherry picker, etc) and responsible for making sure the unit is in place NLT 5 minutes prior to the photograph start time.

   e. VI Equipment Purchase Review. IAW DAFI, *Public Affairs Operations,* units wishing to purchase video or still cameras and photographic printers must receive approval from 502 ABW/PA Visual Information Manager, to preclude duplication of effort and to ensure equipment, system, and date compatibility.

ATTACHMENT 2: 502 ABW/PA PRIORITIZATION MATRIX

1. Communication Planning		
Activity	*Supporting Reference*	*Priority*
1.1. Communication Planning	AFMAN 35-101, Chapter 2	II
1.2. PAG/Talking Point Development	DAFI 35-101, Chapter 2	II
1.3. Operational/Wing Plan Coordination	DAFI 35-101, Chapters 1 and 2	III

2. Public Affairs Engagement		
Activity	*Supporting Reference*	*Priority*
2.1. Air Force Tour Program / Base Tours	DAFI 35-101, Chapter 4	IV
2.2. Aviation Support (flyovers, statics)	DAFI 35-101, Chapter 4	IV
2.3. Civic Leader Activity	DAFI 35-101, Chapter 4; AFMAN 35-101, Chapter 5	III
2.4. Community Complaint Response	AFMAN 35-101, Chapters 5 and 6	III
2.5. Honorary Commander Program	DAFI 35-101, Chapter 4; AFMAN 35-101, Chapter 5	III
2.6. Legislative Liaison Support	DAFI 35-101, Chapter 4	II
2.7. Military Participation in Off-base Events	DAFI 35-101, Chapter 4	III
2.8. PA Representation (off-base)	DAFI 35-101, Chapter 4	IV
2.9. Request for Information (non-media)	AFMAN 35-101, Chapter 5	III
2.10. Speeches / Speaker's Bureau	DAFI 35-101, Chapter 4	IV

3. Public Affairs Operations		
Activity	*Supporting Reference*	*Priority*
3.1. Crisis Communication	DAFI 35-101, Chapter 3; AFMAN 35-101, Chapter 4	I
3.2. Command Information	DAFI 35-101, Chapter 5	-
3.3.1. Base Marquee	Internal approved SOP	IV
3.2.3. Official Web	DAFI 35-101, Chapter 5	II
3.2.3.1. Content Generation/Posting	DAFI 35-101, Chapter 5	II
3.2.3.2. Official Bios and Factsheets	DAFI 35-101, Chapter 5	III
3.2.3.3. Social Media Posting/Engagement	DAFI 35-101, Chapter 5	III
3.2.3.4. Web/Social Media Analysis	DAFI 35-101, Chapter 5; AFI 1-1, Air Force Standards, 7 August 2012	IV
3.3. Environmental PA	DAFI 35-101, Chapter 6	III

Activity	Supporting Reference	Priority
3.4. Joint Hometown News Service	DAFI 35-101, Chapter 5	IV
3.5. Media Operations	DAFI 35-101, Chapters 2 and 3	-
3.5.1. Media Analysis (news clips)	DAFI 35-101, Chapter 1	II
3.5.2. Media Engagement (pro-active)	DAFI 35-101, Chapter 2	II
3.5.3. Media Escort (non-crisis)	DAFI 35-101, Chapter 2; AFMAN 35-101, Chapter 3	II
3.5.4. Media Training (non-crisis)	DAFI 35-101, Chapters 1 and 2	III
3.5.5. News Conference (non-crisis)	DAFI 35-101, Chapter 2	III
3.5.6. News Release (non-crisis)	DAFI 35-101, Chapters 2 and 3	III
3.5.7. Response-to-Query (non-crisis)	DAFI 35-101, Chapters 2 and 3	II
3.6. PA Travel	DAFI 35-101, Chapter 8	III
3.7. Security and Policy Review	DAFI 35-101, Chapter 9	III

4. Visual Information

Activity	Supporting Reference	Priority
4.1. Accessioning Activity	DoDI 5040.02, AFH 35-115, Chapter 10 and Attachment 5	II
4.2. Graphics (if manned)	AFH 35-115	-
4.2.1. Animations	AFH 35-115, Chapter 9	IV
4.2.2. Command Support	AFH 35-115, Chapter 2	II
4.2.3. Illustrations (including photo illustration)	AFH 35-115, Chapter 2	IV
4.2.4. Info Graphics / Pamphlets / Posters	AFH 35-115, Chapter 2 and Attachment 2	III
4.3. Equipment Approval Requests	AFH 35-115, Chapter 6	IV
4.4. Photography	AFH 35-115	-
4.4.1. Alert Photo (accidents, crises, etc.)	AFH 35-115, Chapter 2 and Chapter 4	I
4.4.2. Awards (Wing/up)	AFH 35-115, Chapter 2 and Chapter 4	IV
4.4.3. Awards (Group/down)	AFH 35-115, Chapter 2 and Chapter 4	V
4.4.4. Ceremonies (O-6 and up, E-9)	AFH 35-115, Chapter 2 and Attachment 5	IV
4.4.5. Ceremonies (O-5 and below)	AFH 35-115, Chapter 2 and Attachment 5	V
4.4.6. Change of Command (Group/up)	AFH 35-115, Table A5.23.	IV
4.4.7. Change of Command (Squadron/below)	AFH 35-115, Table A5.23.	V
4.4.8. Documentation (mission)	AFH 35-115, Chapter 2 and Attachment 5	III
4.4.9. Historical Significance (e.g. VIP visit)	AFH 35-115, Chapter 2	IV
4.4.10. Official Passport Photos	AFH 35-115, Chapter 2	II
4.4.11. Studio (bio, award package photos)	AFH 35-115, Chapter 2, Chapter 4, Attachment 4	IV
4.5. Self-help facilitation	AFH 35-115, Chapter 4	IV
4.6. Video & Audio Production	AFH 35-115	-
4.6.1. Alert Video (accidents, crises, etc.)	AFH 35-115, Chapter 2 and Chapter 4	I
4.6.2. Awards (Wing/up)	AFH 35-115, Chapter 2 and Chapter 4	IV

4.6.3. Awards (Group/down)	AFH 35-115, Chapter 2 and Chapter 4	V
4.6.4. Ceremonies (O-6 and up, E-9)	AFH 35-115, Chapter 2, Chapter 3, Chapter 4, and Attachment 5	I V
4.6.5. Ceremonies (O-5 and below)	AFH 35-115, Chapter 2, Chapter 3, Chapter 4, and Attachment 5	V
4.6.6. Change of Command (Wing/CC and up)	AFH 35-115, Table A5.23.	I V
4.6.7. Change of Command (Below Wing/CC)	AFH 35-115, Table A5.23.	V
4.6.8. Documentation (mission, b-roll)	AFH 35-115, Chapter 2, Chapter 4, Chapter 7, Chapter 8	I I I
4.6.9. Historical Significance (e.g. VIP visit)	AFH 35-115, Chapter 2, Chapter 3, Chapter 4, Chapter 5, and Attachment 5	I V
4.6.10. Media Duplication	AFH 35-115	V
4.6.11. Video/Audio Production (training, sr ldr)	AFH 35-115, Chapter 2, Chapter 9, and Attachment 5	I I I
4.6.12. Video/Audio Production (pod cast, news)	AFH 35-115, Chapter 4, Chapter 9, and Chapter 10	I V

NOTES:

1) This matrix serves as a guide for 502 ABW/PA day-to-day activities. In some cases, an item that falls into one priority level (for example, priority level three) may receive support at a higher priority level (for example, priority level two) if deemed necessary by the 502 ABW/PA director or the 502 ABW/CC.

2) Items that fall into a category not listed in this matrix will be prioritized at the discretion of the 502 ABW/PA director.

3) Work Order Priority System:

   Priority I - Urgent, completed within 24 hours; Priority II – Time sensitive, completed within three workdays; Priority III - Routine, completed within 5 workdays.

4) VI resources are DOD assets intended to support mission requirements and are NOT AUTHORIZED for the following events and activities:

   a. Social functions (i.e. hail and farewells, fundraisers, get-togethers, promotion parties, etc.)
   b. Private photo shoots not associated with an official unit sanctioned event
   c. Squadron/Booster club/Non-Profit events (i.e. picnics)
   d. Support to private organizations
   e. Support to Non-Appropriated Funds events

5) Employment Matrix

Support Type	Priority	Products Supplied
Emergency Response and Alert Alert Photography/ Video	I	Photography/digital imagery and/or prints provided to investigating authorities (SFS,

		OSI, Fire Dept. and Safety) as required to conduct investigations. Video products are restricted to aircraft mishaps, OSI requirements, and as deemed necessary by the base PAO.
Wing Safety Support	I	Photography/videography and/or prints provided to investigate Class A mishaps and/or safety-related incidents.
DOD-level Photos/Videos	I	Photography coverage will be provided for breaking news/or significant DOD value, as determined by the installation PA Chief or service-level PA.
Official Military Passport, Visa, Naturalization and ISOPREP applications	II	Photography/prints produced in accordance with State Dept. and AFI guidance. Members must have an AF Form 833 signed by the passport office prior to customers going to the PA office for the photo requirement.
Commander's Calls	II	Photography coverage will be provided for Installation or MAJCOM Level only (or equivalent). All other requests will be handled via self-help cameras. PA may also document lower-level calls if they are of newsworthy significance (i.e., Purple Heart, Distinguished Flying Cross).
Public Affairs News Support	II	Photography/videography provided based on internal/external media requirements
Distinguished Visitor Visit	II	Provided on an appropriate basis and must be of Public Affairs or historical value, determined by the PA Chief or base historian, respectively.
Medal Presentations	II	Photography/videography provided for Purple Heart recipients and Silver Stars medals and above. Selfhelp cameras are available to units for medal presentations below Purple Heart. Transfer of digital imagery available to customers via disk, e-mail or flickr.
Observances (Heritage Committees, POW/MIA day, etc.)	II	Photography provided for base-level events, videography provided for special significance, deemed by 502 ABW/CC or PA Chief.
Official Full Length/Head and Shoulders	III	Photography/prints produced in accordance with special duty or award selection criteria. Only photos needed for a specific official purpose will be taken. PA will not take photos just for someone to have a photo on file. Examples of official requests include updating bios of SNCOs and commanders prior to a new position, application for special duty assignment, functional award package, etc.

Annual/Quarterly Award Portraits	III	Photography of winners. Up to three 5x7 or 8x10 color prints provided as required for group, and wing display.
Group Photographs	III	Group Photos provided for the following groups: -Group Level Organization or Above (Every Two Years) -Squadron Level Group Photos of historic significance (standing up of new squadron, winning award, etc)
Induction/Recognition Ceremonies	III	One photographer will be provided for an official base-level ceremony taking place on the installation. Off-base socials or events will be issued a self-help camera.
Base Historian Support	III	Photography provided as deemed appropriate by the Wing Historian as defined by AFI 84-101.
Change of Command Ceremonies	III	Photography provided for group-level and above. Ceremonies below can be supported by self-help cameras. Video and/or livestream coverage provided only for wing-level CoC
Promotion Ceremonies	III	Photography provided for 0-6 (or higher) and E-9 ceremonies. Digital imagery will be provided to requestor on Flickr. Self-help cameras will be available for all other requests.
Dining In/Dining Out Ceremonies	III	Photography provided for wing-level/equivalent.
Fini Flights	III	Photography provided for 0-6 & Above, no video support
Retirement Ceremonies	III	Retirement ceremony photography support is limited to E-9/0-6 and above and federal employees with 25 years of Federal service.
Live Video Recordings	III	Live video recordings will only be provided for installation-level events. All other event requests must be approved by the PA Chief. Requestor must ensure event has been approved by the JBSA Installation Commander for live stream. [Requestor will be recommended to pre-record event. There are too many variables with live video recordings (weak wifi connection, video and audio quality, unable to edit, etc.)]. As a reminder, once it streams on the internet, it lives there forever.
Competitions/PME events/Graduations	IV	All unit competitions, morale days, PME events and graduations will be covered by the mission partner public affairs entity. If the lowest level PA shop is unable to provide manpower to the event, an email justification

		with 833 must be provided to the PA Chief NLT 15 working days prior to the event. If these requirements are not met, a self-help camera will be issued.

ATTACHMENT 3: 502 ABW/PA EDITORIAL POLICY FOR OFFICIAL PRINT, WEB AND SOCIAL MEDIA PUBLICATIONS

1. **Delegation of Editorial Review.** The 502 ABW/CC exercises editorial control over official print, web and social media publications for JBSA. Day-to-day oversight and responsibility for these activities is delegated to the 502 ABW/PA director. The determination of an event's newsworthy value is at the discretion of the 502 ABW/PA director based on an assessment of how well the proposed coverage supports the commander's LOEs.

2. **Content.** News, features, and editorial material will conform to policies of the Air Force and the 502 ABW/CC. Coverage will be factual and objective and avoid morbid, sensational, or alarming details not essential to factual reporting. Accuracy is paramount. Individuals to be interviewed and photographed must meet all requirements of AFI 36-2903, *Dress and Personal Appearance of Air Force Personnel*, and must comply with current safety, security, and technical order requirements. Anyone seeking additional information about submitting news items for publication should email: 502ABW.PA.official@us.af.mil

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

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

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

5. **Editing for Publication.** All materials submitted to the 502 ABW/PA office for publication will be reviewed and edited to conform to DOD news writing guidelines. This includes conforming to the guidelines in the *Associated Press Stylebook* and *Briefing on Media Law* and *Air Force Journalistic Style Guide.*

6. **Awards Recognition.** Due to limited resources, PA coverage of award winners is generally limited to installation and higher- level echelons. However, customers may use the

Hometown News Release Program to obtain civilian coverage of any significant personal accomplishments such as awards, graduations and promotions.

The PA team seeks to inform decision makers and communicate the service's requirements, capabilities, actions and achievements to the world, while fostering a positive rapport with our local communities. Our programs are designed to increase public understanding of the military services' missions in San Antonio. The PA mission is to leverage communication capabilities through an integrated approach to advance commanders' mission priorities.

7. **Livestream Capabilities.** The 502 ABW/PA has limited capabilities to provide livestream video coverage to historical or installation-level events. This include but are not limited to, change of command ceremonies, general officer promotions/retirements, and installation-level commanders' calls. The requestor must submit the request NLT 20 duty days prior to the event and provide an online location for the livestream. Any livestream to the JBSA Social Media Sites must be approved by the 502 ABW/PA Chief. For all other live stream requests, please contact the Air Force Public Affairs Agency (AFPAA) or a private entity.

CUSTOMERS/MISSION PARTNERS SERVICED

JBSA-Fort Sam Houston
United States Army North
United States Army South
U.S. Army Medical Command
4th Expeditionary Sustainment Command
5th Army Recruiting Brigade
90th Regional Readiness Group
106th Signal Brigade
470th Military Intelligence Brigade
Army Frequency Management Office - CONUS
Army Intelligence and Security Command
Army Medical Department Center and School
Army Support Activity
Brook Army Medical Command
San Antonio Military Medical Center
Dental Command
Installation Management Command-West
Installation Management Command Headquarters Central Region
Institute of Surgical Research
Medical Education and Training Campus
Medical Information Technology Center
Mission and Installation Contracting Command
San Antonio Military Entrance Processing Station
Southern Regional Medical Command
U.S. Army Environmental Command
U.S. Army Corps of Engineers
U.S. Army Criminal Investigation Command
U.S. Army Medical Command
U.S. Army Network and Technology Command
Veterinary Command

HQ 502nd Air Base Wing
502nd Force Support Group
502nd Security Forces Squadron
502nd Comptroller Squadron
502nd Contracting Squadron
502nd Force Support Squadron
Navy Information Operations Command
Navy Medicine Education & Training Command
Navy Medicine Information Systems Support Activity
Navy Technical Training Center
Department of the Navy Human Resources Operations Center
Naval Corrections
Marine Corps Detachment
Marine Company H, Support Battalion
187th Medical Battalion
232nd Medical Battalion
232nd Medical Battalion
32nd Medical Brigade

JBSA-Lackland
24th Air Force
25th Air Force
37th Training Wing
59th Medical Wing
149th Fighter Wing
369th Recruiting Group
433rd Airlift Wing
651st Munitions Squadron
Air Force Audit Agency
Air Force Basic Training
Cryptologic Systems Group
Naval Technical Training Center
US Air Force Band of the West
502nd Air Base Wing
502nd Installation Support Group
502nd Civil Engineering Group
802nd Security Forces Squadron
502nd Communications Squadron
502nd Civil Engineer Squadron
802nd Force Support Squadron
502nd Logistics Readiness Squadron
502nd Operations Support Squadron
37th Training Group
737th Training Group
937th Training Group
Defense Language Institute English Language Center
Inter-American Air Forces Academy
Special Warfare Training Wing

JBSA-Randolph
12th Flying Training Wing
359th Medical Group
HQ 4th Field Investigations Region
Air Force Operational Test & Evaluation Center
HQ Air Education and Training Command
HQ Air Force Personnel Center
HQ Air Force Recruiting Service
415 Flight Test Flight
502nd Air Base Wing
502nd Security Forces Group
902nd Security Forces Squadron
502nd Trainer Development Squadron
12th Operations Group
12th Maintenance Directorate
12th Operations Support Squadron
99th Flying Training Squadron
435th Fighter Training Squadron
558th Flying Training Squadron
559th Flying Training Squadron
560th Flying Training Squadron