



DEPARTMENT OF THE ARMY
U.S. ARMY INSTALLATION MANAGEMENT COMMAND
HEADQUARTERS, UNITED STATES ARMY GARRISON, FORT DETRICK
810 SCHREIDER STREET, SUITE 212
FORT DETRICK, MARYLAND 21702-5000

REPLY TO
ATTENTION OF:

IMFD-PA

4 FEB 2016

MEMORANDUM FOR ALL PERSONNEL ASSIGNED TO OR UNDER THE
OPERATIONAL CONTROL OF THE UNITED STATES ARMY GARRISON (USAG)

SUBJECT: USAG Policy Memorandum 14-16, Public Information Release Process

1. REFERENCES:

- a. Army Regulation 360-1, The Army Public Affairs Program.
- b. Department of Defense (DOD) Directive 5230.09, Clearance of DOD Information for Public Release.
- c. DOD 8550.01, DOD Internet Services and Internet-Based Capabilities.

2. PURPOSE: The purpose of this policy is to formalize the USAG Public Information Release Process, to emphasize my commitment to open communication and performance excellence. My intent is to remain compliant with Army Regulation 360-1 and the additional above-mentioned references. This will establish basic concepts of composition, incorporating consistent key themes and messages into all information products released to stakeholder audiences through traditional and new media methods and establishes the Public Affairs Office (PAO) as the release authority. Additionally, this process will foster the elimination or inadvertent release of sensitive or potentially confusing information.

3. Consistent themes and messages will enable the public and all involved audiences to have a comprehensive and transparent understanding of the diverse missions and activities occurring on Fort Detrick.

4. In our day-to-day operations, we have both the opportunity and the obligation to communicate regularly with the communities surrounding our installation. Combined, all of our efforts must demonstrate and ensure that Fort Detrick remains a Community of Excellence.

5. The responsibility for implementing this policy lies with every person involved with our community stakeholders. From the summer intern to the commander, each person has a role to play, and a responsibility to ensure that the USAG presents a cohesive and unified message that enhances the public's knowledge, understanding, and support of the activities at Fort Detrick.

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6. The objectives of the USAG Public Information Release Process are to:

- a. Prevent inadvertent release of sensitive For Official Use Only or higher classification of information.
- b. Ensure key commonality of themes and messages presented to all concerned audiences.
- c. Ensure review and approval of all publications, newsletters, handouts, briefings, and postings to social or new media vehicles prior to release or presentation.
- d. Provide oversight of new media engagement practices to adhere to Army and Department of Defense policies to protect network integrity and safeguard information.

7. POLICY:

- a. According to Army Regulation 360-1, Chapter 5, the DOD policy requires any official information intended for public release that pertains to military matters, national security issues or subjects of significant concern to the DOD be cleared by appropriate security review and PA offices prior to release. This includes materials placed on the Internet or released via similar electronic media.
- b. In addition, according to DODI 8550.01, effective information review procedures for clearance and release authorization for DOD information to the public are conducted in compliance with DODD 5230.09 and DODI 5230.29 (References (i) and (j)). DOD information intended for non-public audiences requires similar review and consideration prior to dissemination. DOD employees shall be educated and trained to conduct both organizational and individual communication effectively to deny adversaries the opportunity to take advantage of information that may be inappropriately disseminated.
- c. The PAO will implement engagement strategies delivered by the USAG Speakers Bureau for internal and external presentations to the USAG. The PAO will provide a standard installation briefing and training for members of the Speakers Bureau, as well as provide guidance on special subjects and oversight considering external factors in this review process. In development of every product or briefing, considerations need to be addressed such as audience(s), knowledge base, and intended outcomes – both internal and external effects. Request for all USAG speakers must be submitted through the PAO.
- d. All USAG personnel will notify the PAO of all requests for external information such as documents, briefings, social media engagement or public speaking.

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e. PAO will provide guidance/approval for all external speaking engagements and social media engagement to ensure compliance with Army policy.

f. All USAG personnel will provide an electronic copy of proposed/draft presentation, handout, or internal document to the PAO with a minimum of two weeks to process the materials for printing or delivery.

g. PAO will review and process through the Directorate of Plans, Training, Mobilization, and Security; to ensure appropriate OPSEC review.

8. Fort Detrick's PAO will provide guidance in implementing this policy. All USAG personnel must comply with the requirements set forth in this policy. It is currently available to all Garrison personnel on the USAG Extranet.

9. The proponent for this policy is the USAG PAO and may be contacted at 301-619-2018 or email at usarmy.detrick.usag.mbx.pao@mail.mil

10. This memorandum supersedes USAG Policy Memorandum 14-11, MCHD-PAI, 14 Feb 2011 subject: Public Information Release Process.



ROBERT A. O'BRIEN IV
Colonel, IN
Commanding

DISTRIBUTION:

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