



DEPARTMENT OF THE ARMY
US ARMY INSTALLATION MANAGEMENT COMMAND
HEADQUARTERS, UNITED STATES ARMY GARRISON, FORT GORDON
307 CHAMBERLAIN AVENUE
FORT GORDON, GEORGIA 30905-5730

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JUL 22 2020

MEMORANDUM FOR Fort Gordon Military and Civilian Personnel

SUBJECT: Garrison Commander's Policy Memorandum No. 12 - Operation of Electronic Marquees

1. The addition of electronic marquees to Fort Gordon has provided the installation the ability to further reach the customer base in which it supports. With this ability comes the responsibility of operation and the determination of authorized messages to appear on the marquees. As a NAF asset, the operation of the marquees is the sole responsibility of the Support Services Division within the Directorate of Family and Morale, Welfare and Recreation (DFMWR). To maintain the effectiveness of communication, the number of messages on the marquees will be limited to 5 paid advertisements, 5 Non-MWR messages and 10 MWR advertisements. Non-MWR messages will be approved and posted based on the aforementioned units and calendar availability. Each message will run a minimum of 8 seconds. Authorized messages are defined below.

2. Use of the electronic marquees is authorized in the following situations:

- a. DFMWR programs, services, and activities.
- b. Command emergency notification alerts during or immediately preceding an emergency (e.g. earthquake warning). Housing safety messages or school closings are not emergencies unless posted as part of instructions in the event of an emergency situation.
- c. Other periodic messages as designated by the Garrison Commander including community announcements such as the Combined Federal Campaign.
- d. Major job fairs (through the Directorate of Human Resources).
- e. Special Emphasis programs or events from the Equal Opportunity Office.
- f. Welcome Home and Farewell messages for redeploying/deploying units.
- g. Changes of Command and Changes of Responsibility announcements for Brigade level and higher.

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h. Farewell and welcome messages for those entities listed above when a Change of Command occurs (if requested).

i. Announcements of speaking engagements of dignitaries.

3. The electronic marquees will not be used for:

a. Messages for Family Readiness Groups or their events.

b. Messages for Private Organizations or their events.

c. Messages for specific groups or classes arriving or departing the installation other than those exceptions listed above.

d. Messages regarding fundraisers other than the Combined Federal Campaign and the Army Emergency Relief.

e. Messages depicting a specific religion affiliation.

f. Messages from units regarding specific unit events.

4. Every request for posting of electronic marquee messages/advertisements must be submitted via a marketing request at least two weeks prior to the requested display date. The message will be placed on a standard template. The request should include the event/message specifics and be emailed to heather.w.addis.naf@mail.mil with a cc to crystal.l.blackwelltyson.naf@mail.mil. The marketing request should include the location of the electronic marquee(s) being requested along with the timeline the message is to be displayed. Messages will be displayed no longer than 5 days and will be automatically removed upon expiration. There will not be any more than 20 messages on the marquees at any given time.

5. Locations of the DFMWR electronic marquees:

a. Gate 1- Chamberlain Ave

b. Gate 2- 19th Street

c. Gate 5- Avenue of the States

6. Any exception to this policy will be staffed through the Marketing Office of the Directorate of Family and Morale, Welfare and Recreation for the Garrison Commander's approval.

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7. This policy will remain in effect until superseded or rescinded.

8. The proponent for this policy letter is Support Services Division, DFMWR, 706-791-6779.

A handwritten signature in black ink, consisting of several loops and a long horizontal stroke extending to the right.

SHAW S. PICK
COL, SC
Commanding