



DEPARTMENT OF THE ARMY
US ARMY INSTALLATION MANAGEMENT COMMAND
HEADQUARTERS, UNITED STATES ARMY GARRISON, FORT LEE
3312 A AVENUE, SUITE 208
FORT LEE, VA 23801-1720

IMLE-ZA

AUG 25 2020

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Use of Fort Lee Digital Sign

1. The digital sign located at the Fort Lee Sisisky Avenue Gate is used to deliver information to Fort Lee visitors and community members. Items posted on the sign will focus on events or activities that impact the largest segments of the post population. The Garrison Public Affairs Office (PAO) manages all digital sign content.

2. Submissions:

a. Requests for digital sign messaging must be submitted using the request form available on the Fort Lee website at www.home.army.mil/lee. Please read and follow all instructions. PAO will work with requesters to achieve desired communication goals and may edit content for size and/or clarity.

b. Routine requests must be received at least two (2) weeks before the requested display date and will run for a maximum of 14 days. Examples of routine announcements include, but are not limited to, ethnic observances, community concerts, open houses, festivals, town halls, and safety and awareness campaign public service announcements.

c. Special announcements may be requested via email or telephone. The definition of a special announcement is any item the Senior Commander, the Garrison Commander, or Crisis Action Team representatives wish to immediately communicate to the Fort Lee audience. Examples of special announcements include, but are not limited to: changes to force protection levels, health and safety warnings, inclement weather advisories, schedule/location changes for key community events and VIP welcome messages. Messages can typically be posted immediately, except in circumstances where equipment failure has occurred (i.e. a lost connection, power failure or sign malfunction).

3. The following entities may submit message requests for the digital sign:

a. Fort Lee military organizations and tenants.

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b. Community groups and organizations approved to operate on the installation by the Garrison Commander.

4. Digital sign message guidance:

a. Digital sign posts are limited to programs, events and activities of interest to wide segments of the Fort Lee population including military personnel, their family members and civilian workforce. Activities may not be restricted to an exclusive group or require membership to attend (this does not necessarily prohibit events with a registration fee).

b. A limit of one message per specific event, program or activity is enforced to maintain the effectiveness of this command information tool. The 14-day maximum event-posting rule is also enforced. Organizations should utilize other avenues of publicity, in concert with the digital sign, to achieve desired communication goals.

c. Recurring events or activities – e.g. ACS classes, education briefings – are acceptable on a space-available basis. To ensure accuracy, a request form for each occurrence must be submitted.

d. Event flyers cannot be posted “as is” due to the display limitations of the digital sign. Any artwork or images submitted with an event announcement request must be high quality and copyright free.

e. PAO reserves the right to edit/alter requested digital sign messages as needed to maintain the effectiveness of this key post communication tool. Factors that affect clarity and consistency include: overuse of acronyms, extraneous information (beyond a concise event title, date, civilian time, location and point of contact phone number), irrelevant names or adjectives and unclear abbreviations. Images/artwork may not be included if the use distracts from the overall information value of the message.

5. The following types of messages will NOT be displayed:

a. General meetings or administrative activities – e.g., staff/organizational meetings, report turn-ins, inspections, or routine functions that occur more often than once a month. This does not include periodic announcements for support groups, classes or community activities meant to enhance the welfare of the post population.

b. Messages pertaining to only select individuals or organization members, such as a unit party or a retirement luncheon.

c. Messages of a personal nature such as birthday wishes, congratulatory announcements, engagements, items for sale, personal parties, and private events that are not open to the community at large.

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d. Messages inconsistent with DOD policies or local, state and/or federal law. These include, but are not limited to: "for-profit" non-government-sanctioned events that benefit an individual or commercial enterprise, price promotions or discounts for specific goods or services; or political campaign messages of any kind.

6. The following categories of information are inappropriate and will not be displayed on the digital sign:

a. Operational and Personnel Security. No reference to any activities that would reveal sensitive movements of military assets or personnel.

b. Personal Information. Any personal information protected by the Privacy Act is prohibited. Further restrictions on the use of personal information outlined by DOD policy also apply. Point of contact information on the digital sign will be limited. Names, email addresses and personal phone numbers will not be used.

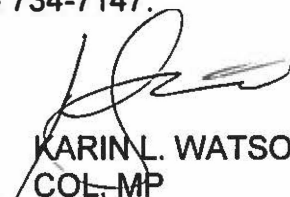
c. Copyrighted material. Artwork, photos and other materials that are copyrighted may only be used with written permission from the owner. The use of trademarks or logos not owned by DOD is prohibited.

d. Advertising. Announcements may not include sponsorship information, business promotions or any element that would imply Army endorsement of a commercial product or profit-making activity in accordance with AR 360-1.

e. Discriminatory or Offensive Material. All military organizations and installations must comply with the DOD non-discrimination policy and maintain standards that preserve the good order and discipline of the force. Digital sign messages will not include content that may be perceived as suggestive, offensive or derogatory.

7. This policy does not apply to other digital signs (Kenner, RSO) or television monitor displays (FMWR, CASCOM) on the installation. The proponent for this policy is the Public Affairs Office. For questions, call (804) 734-7147.

Encl


KARIN L. WATSON
COL, MP
Commanding

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