



REPLY TO
ATTENTION OF:

DEPARTMENT OF THE ARMY
US ARMY INSTALLATION MANAGEMENT COMMAND
HEADQUARTERS, US ARMY GARRISON COMMAND, FORT KNOX
111 E CHAFFEE AVENUE
FORT KNOX, KENTUCKY 40121-5199

IMKN-PA

JUL 26 2019

MEMORANDUM FOR Commanders, All Units Reporting Directly to This Headquarters Directors and Chiefs, Staff Offices/Departments, This Headquarters Commanders, Fort Knox Partners in Excellence

SUBJECT: Fort Knox Policy Memo No. 23 – KNOXINFO Production and Dissemination

1. Reference. Army Regulation 360-1, The Army Public Affairs Program, 05 May 2011.
2. Purpose. This policy establishes the standards and procedures for KNOXINFO production and dissemination.
3. Policy. KNOXINFO is a command information (CI) tool used for the daily consolidated dissemination of succinct and useful/pertinent information that pertains to at least the majority of the Fort Knox workforce. KNOXINFO is not a forum for stories, announcements on farewells, retirement open houses, personal messages, private organization messages, messages between individuals, solicitations, or inner-organization events. The following procedures must be followed by any individual, unit or organization wishing to transmit a message in KNOXINFO:
 - a. Announcements will be easily understandable and succinct. At a minimum, the announcement will contain the "who," "what," "when," "where" and "why." Including a link to additional information is encouraged whenever possible.
 - b. An announcement will run a maximum of two times. The requesting unit/organization may request that the message run on two specific dates. For an announcement to run more than two times, the information contained therein must change significantly. Special exceptions may be granted by the Fort Knox garrison commander (GC) or senior commander (SC).
 - c. KNOXINFO Announcements pertaining to the general public will be posted to the official Fort Knox website.
 - d. Announcements requesting donations or highlighting fundraising activities will not be permitted unless approved by Staff Judge Advocate (SJA).
 - e. Announcements on non-federal entities will not be permitted unless approved by unless approved by SJA.

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f. Only battalion-level and higher changes of command/responsibility will be announced.

g. Retail sales for non-federal entities will not be publicized (for example, Exchange or Commissary sales events) unless the event is unique in scope (for example, a sale in which all the proceeds go to charity, or an annual special event) and/or specifically approved by SJA.

h. Military Appreciation Day community-based events will run in KNOXINFO if approved by SJA.

i. Announcements must be sent to usarmy.knox.imcom-atlantic.mbx.pao-im@mail.mil and received by 2 p.m. if requesting that it be sent out the same day. PAO reserves the right to hold announcements while legal review is sought. This highlights the importance of early submission.

j. Announcements must be of an official nature. Private events will not be allowed unless specifically approved following a legal review by SJA. No personal announcements or opinions may be expressed in announcements.

k. Announcements must be submitted in text-only format (that is, Word document or text within an email) to expedite the input of information into KNOXINFO by PAO. Attachments cannot be included in KNOXINFO.

l. Fort Knox PAO has the authority to edit any submissions in meeting the above instructions.

4. KNOXINFO 3 p.m. Blast

a. A KNOXINFO blast announcement is emailed to the Fort Knox workforce once daily between 3 and 3:30 p.m., Monday through Friday, except on federal holidays.

b. By exception, a separate individual KNOXINFO announcement may also be emailed during the day, if it meets one of the following criteria:

(1) Announcement is time-sensitive and of an urgent nature. Instances that meet this standard are immediate gate closings, significant and sudden local traffic delays, last-minute changes to a major activity, or unfolding or imminent safety hazards on or near the installation that are not already announced by the Fort Knox Installation Operations Center.

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(2) Permission is granted by the GC or SC.

(3) GC or SC wish to disseminate a priority message.

4. The KNOXINFO distro list is comprised of on-post unit and organization distros. Individuals wishing to be added/removed should contact their IMO and/or individual responsible for maintaining the unit or organization's respective distro list. Only those with .mil email addresses will be added to the KNOXINFO distros as this daily blast is intended specifically for the workforce.

5. The point of contact for this policy is the Fort Knox Media Relations Officer and Command Information Chief, (502) 624-3051, usarmy.knox.imcom-atlantic.mbx.pao@mail.mil.


CJ KING
COL, LG
Commanding