

Fort McCoy Pamphlet 360-1

Public Affairs

Public Affairs Program

Department of the Army
Headquarters Fort McCoy
Fort McCoy, WI
1 December 2013

UNCLASSIFIED

SUMMARY of CHANGE

Fort McCoy Pamphlet 360-1
Public Affairs Program

This Revision

- Changes Fort McCoy Regulation 360-1 to Fort McCoy Pamphlet 360-1.

Revision January 2010

- Change name from Directorate of Morale, Welfare, and Recreation to Directorate of Family and Morale, Welfare and Recreation.
- Delete section on Electronic Message Boards (State Highway 21).

FORT McCOY PUBLIC AFFAIRS PROGRAM

HISTORY. This is the first printing of this document as a Pamphlet. Previous publication was a Fort McCoy Regulation.

SUMMARY. This pamphlet provides the detailed guidance for ensuring compliance with Department of the Army and Fort McCoy Public Affairs policies and procedures. The intent is that Fort McCoy, as an installation, "speak with one voice" and communicate a single Command message.

APPLICABILITY. Unless otherwise indicated, this pamphlet applies to all Fort McCoy garrison (appropriated and non-appropriated fund) organizations, installation tenant organizations, contractor organizations, and to all Department of Defense and non-Department of Defense individuals and organizations while at Fort McCoy. There is only one Fort McCoy Public Affairs Program, and the Garrison Public Affairs Office has the responsibility to plan, manage and execute that program.

PROPONENT EXCEPTION AUTHORITY. The proponent of this pamphlet is the Public Affairs Office, Fort McCoy.

ARMY MANAGEMENT CONTROL PROCESS. A review of Army Regulation 11-2 has determined that this pamphlet does not contain management control provisions.

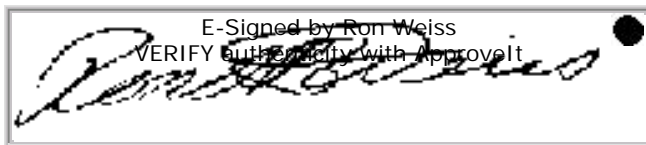
SUPPLEMENTATION. Supplementation of this pamphlet is prohibited.

SUGGESTED IMPROVEMENTS. The proponent organization for this pamphlet is the Public Affairs Office. Users are invited to send comments or suggestions on a Department of the Army Form 2028 (Recommended Changes To Publications and Blank Forms) to the Public Affairs Office (IMMC-PA), 100 East Headquarters Road, Fort McCoy, WI 54656-5263.

Distribution Statement. This pamphlet is approved for public release; distribution is unlimited.

By Order of:
STEVEN W. NOTT
Colonel, IN
Commanding

OFFICIAL:



RONALD R. WEISS
Adjutant, Publications Manager

SUPERSESSON. This pamphlet replaces Fort McCoy Regulation 360-1 15 January 2010.

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Chapter 1 INTRODUCTION

1-1. Purpose. This pamphlet contains the policies and procedures applicable to each element of the Public Affairs Program.

1-2. Mission. The mission of a Public Affairs Office is to fulfill the Army's obligation to keep the American people and Army personnel informed and to establish the conditions that lead to confidence in America's Army and its readiness to conduct operations in peacetime, conflict and war. The Public Affairs Office establishes and conducts specific operational programs designed to inform both internal audiences (the entire installation community) and external audiences (the general public) about the Army and Fort McCoy activities, events, missions and policies.

Chapter 2 COMMAND INFORMATION / STRATEGIC COMMUNICATIONS PROGRAM

2-1. Program Overview. The Command Information/Strategic Communications Program employs various mediums to provide official information to the installation community; e.g., military personnel, Family members, and Civilian employees. The intent is to keep the installation community informed about current Fort McCoy activities as well as the significant developments that affect this internal audience.

2-2. Command Access Channel. The Garrison Public Affairs Office has overall responsibility to manage the programming content of the Fort McCoy Command Access Channel - TV-6. Public Affairs Office responsibilities include: producing and incorporating bulletin board program materials used on this channel, incorporating Department of the Army and Department of Defense Public Affairs video and audio programming into TV-6 program schedules, maintaining the TV-6 master schedule, and functioning as the sole releasing authority for all TV-6 program content. All Fort McCoy organizations will coordinate TV-6 programming requests with the Public Affairs Office.

2-3. Fort McCoy Guide. This document, published once per year, is an unofficial information reference guide for all personnel who work, train, mobilize, or live on the installation. The Garrison Public Affairs Office has sole responsibility for the editorial and pictorial content of this document. The Fort McCoy Guide is published as part of the post's commercial-enterprise newspaper contract at no direct cost to the government. The Public Affairs Office will contact garrison and tenant organizations for activity information that will be included in this publication.

2-4. Installation Newspaper. In accordance with AR 360-1, Army Public Affairs, only one newspaper is authorized to be published on an installation. The Garrison Public Affairs Office publishes a bi-monthly tabloid-sized newspaper designed for the Fort McCoy community. The Public Affairs Office has sole responsibility for the editorial and pictorial content of this publication. The Public Affairs Office will establish an annual publication schedule and establish cut-off dates by which any Fort McCoy activity may submit potential story line material. Fort McCoy activities that desire newspaper coverage of an event will contact the Public Affairs Office a minimum of five working days in advance of the event to request coverage. The Public Affairs Office retains the final decision as to which events will receive coverage. The installation newspaper is printed as a commercial-enterprise publication and, as such, newspaper advertisers have exclusive access to the Fort McCoy community. No other paid advertising is authorized in installation publications except those permitted by the non-appropriated fund regulation.

2-5. Installation Newspaper Online. This electronic version of the installation newspaper is available to readers via the Fort McCoy public website. This online version is published with the same frequency as is the printed installation newspaper.

Chapter 3 COMMUNITY RELATIONS / COMMUNITY OUTREACH PROGRAM

3-1. Program Overview. The Community Relations/Community Outreach Program exists to develop an open, mutually satisfactory, and cooperative relationship between Fort McCoy and those communities within immediate proximity to the installation. Community Relations Program activities are used to provide opportunities for community education and interaction with the goal of improving the perception of the Army and Fort McCoy.

3-2. Armed Forces Day Open House. Traditionally, this event is held on the third Saturday in May, the national observance of Armed Forces Day. The Garrison Public Affairs Office has overall staff responsibility to plan, coordinate and manage this event. This non-profit, free-of-charge event is intended to tell the Fort McCoy story to the public through means such as guided tours, and through information displays and special exhibits that explain the installation's mission. The Public Affairs Office will prepare, for Command Group approval, a written event plan that will specify the site location, and event activities, and will identify those garrison and tenant organizations that have agreed to provide support to the event. All personnel supporting the Armed Forces Day Open House will be required to do so in an official duty status consistent with the requirements stated in the event plan.

3-3. Boss Lifts, Recruiting Visits and Family Support Activities. The Garrison Public Affairs Office is designated as the overall Fort McCoy point-of-contact for all military organizations that wish to host a Boss Lift event, conduct a recruiting visit and/or hold a Family support activity type event at Fort McCoy. The Public Affairs Office will make the necessary staff coordination and obtain approval whenever any of the activities associated with these functions are to be conducted in training areas outside of the installation cantonment area.

3-4. Fort McCoy Commemorative Area. The Garrison Public Affairs Office has overall program responsibility to manage the Fort McCoy Commemorative Area (i.e., buildings 839-903, the Veterans Memorial Plaza, Equipment Park and Pavilion). This area is administered as an official Museum Activity in accordance with AR 870-20 (Army Museums, Historical Artifacts and Art), and all applicable Department of the Army, Center of Military History policies and guidelines. The intent of the Commemorative Area is to collect, identify, preserve, study and interpret artifacts relating to the establishment and history of Fort McCoy since the installation's founding in 1909. The Commemorative Area Equipment Park and Veterans Memorial Plaza are open year around. Visitor rules are posted on site, and all visitors will adhere to these requirements. The intent of these rules is to preserve the artifacts and property within the Commemorative Area, provide a memorial site to honor the service and sacrifice of all who have served, and preserve the investment made in this area for the enjoyment of future guests. Any person violating these rules or damaging, destroying or defacing Commemorative Area property will be subject to appropriate administrative and/or criminal action.

a. Group tours, defined as 15 people or more, of the Fort McCoy Commemorative Area buildings will be supported to the extent current Public Affairs Office mission requirements allow. Such tour requests are to be made to the Public Affairs Office not later than two weeks in advance of the desired tour date. The Commemorative Area buildings are open by appointment only from May to October. A member of the Public Affairs Office staff must escort any individual or group that requests access to a Commemorative Area building to ensure proper accountability and protection of the historical collection in accordance with Department of the Army, Center of Military History operating requirements.

b. Any person interested in making an artifact donation to the Fort McCoy Commemorative Area must first contact the Public Affairs Office. The Public Affairs Officer is the Fort McCoy Commemorative Area Artifacts Responsible Officer in accordance with the requirements established by the Department of the Army, Center of Military History. Donations will be accepted only if the item conforms to the approved story line and the current collection needs of the Fort McCoy Commemorative Area, and if the item satisfies all regulatory requirements as established by the Center of Military History. Fort McCoy does not loan any of its historical collection. Consistent with Center of Military History guidelines, the

Commemorative Area buildings and grounds will not be used for any purpose other than for the display of the Fort McCoy historical collection.

c. The Fort McCoy Commemorative Area pavilion can be scheduled for use as a picnic site by any on-post organization or military unit. The requesting organization first must contact the Public Affairs Office to schedule their event at this pavilion. All groups that conduct activities at the Commemorative Area picnic/pavilion area will adhere to the user rules that are posted on site.

3-5. Community Liaison/Community Outreach. The Garrison Public Affairs Office serves as Fort McCoy's official liaison with local, state and national elected officials, and with the area communities to include: Chambers of Commerce, tourism organizations, and business, civic, educational, fraternal and veteran organizations. The intent is to have a single representative deliver a consistent Fort McCoy Command message and to ensure that all public requests for Fort McCoy support and/or inquires regarding Fort McCoy are responded to in a manner that conforms with the latest Department of the Army Public Affairs guidance.

3-6. Legislative Liaison. The Garrison Public Affairs Office is Fort McCoy's official legislative liaison point of contact. In this capacity, the Public Affairs Office will maintain recurring contacts with elected governmental officials and staff representatives, respond to informal requests for assistance, and coordinate Congressional visits to Fort McCoy. Tenant activities will notify the Public Affairs Office of any Congressional visits to their respective organizations. Formal (written) Congressional inquiries are processed by the Adjutant, Military Personnel Division, Directorate of Human Resources.

3-7. Educational Partnering. The Garrison Public Affairs Office will serve as the installation point of contact for all external requests for career job shadowing or related programs. The Public Affairs Office will contact the appropriate staff organization to determine whether the request can be supported consistent with mission requirements. The Public Affairs Office will notify the requesting individual or organization as to whether the support will be provided.

3-8. Historical Report. The Garrison Public Affairs Office has functional responsibility, in accordance with AR 870-5, Military History: Responsibilities, Policies and Procedures, to prepare and publish an annual report that summarizes the significant historical events that have occurred at Fort McCoy. The Public Affairs Office has sole responsibility for the editorial and pictorial content of this report.

3-9. Installation Tour Program. The Garrison Public Affairs Office is responsible for administering the installation tour program and for conducting tours of the Fort McCoy cantonment area for approved groups. Groups requesting an installation tour will contact the Public Affairs Office not later than thirty days in advance of the desired date of their visit. During such tours, a Public Affairs Office staff member will meet the group upon their arrival and serve as the tour guide throughout the visit. All tours will conform to current installation access-control requirements and may be canceled at any time due to operational requirements.

3-10. Speakers Bureau. The Garrison Public Affairs Office administers this program to provide Fort McCoy speakers at approved events. No member of the garrison work force, military or civilian, may speak to an external Fort McCoy audience in their official duty capacity, whether during duty or after-duty hours, unless they have received prior permission from the Public Affairs Office to participate in such an event. External organizations that desire a Fort McCoy representative for an event are to submit their request to the Public Affairs Office for review. Staff participation in the Speakers Bureau is voluntary and requests will be supported consistent with the identified speaker's availability based on mission demands.

3-11. Special Observances. The Garrison Public Affairs Office has staff responsibility for organizing special commemorative observances such as Department of Defense or Department of the Army commemorative events. The Public Affairs Office will develop the overall concept for how each special observance will be conducted. A written event plan, approved by the Garrison Command Group, will be used to disseminate specific support responsibilities for the appropriate organizations.

Chapter 4 PUBLIC INFORMATION PROGRAM

4-1. Program Overview. The Public Information Program uses various mediums to communicate official Fort McCoy and Army information to audiences external to Fort McCoy.

4-2. Fort McCoy Fact Sheets. The Garrison Public Affairs Office will prepare and maintain a series of Fort McCoy fact sheets providing official, publicly releasable information about the installation. These fact sheets are available on the Fort McCoy public website or by contacting the Public Affairs Office. Collectively, Fort McCoy fact sheets are designed to provide a consistent, fact-based presentation of official information to both internal and external audiences regarding the installation's mission responsibilities and its support capabilities.

4-3. Hometown News Release Program. The Garrison Public Affairs Office is the designated point of contact for Fort McCoy military personnel and federal civil service employees who want to have official information regarding personal professional achievement or recognition released to media organizations for publication. Contact the Public Affairs Office for further information.

4-4. Media Events. All media organizations must coordinate with and obtain permission from the Garrison Public Affairs Office before entering Fort McCoy for a garrison- or tenant-activity-sponsored event. All media organizations must conform to all access-control procedures in effect at the time of their visit. The Public Affairs Office is responsible for credentialing media personnel and arranging for media escorts who will accompany the news organization while on installation property whether visiting a garrison or tenant organization. No installation organization, regardless of its status, chain of command, or charter, can grant a media organization access to Fort McCoy; this authority is assigned exclusively to the Garrison Public Affairs Office. Installation organizations (garrison or tenant) and/or military units interested in having media coverage of their training activity, ceremony, or of any other type of event must contact the Public Affairs Office at least seven working days in advance of the event to request media credentialing. The Public Affairs Office will contact the media organization or organizations if their coverage request is approved.

4-5. Media Inquiries. All media inquiries, print or electronic, involving a Fort McCoy garrison or tenant organization and/or a military unit, or an individual assigned to an organization or military unit, are to be directed to the Garrison Public Affairs Office for a response. There are no exceptions to this requirement. This includes media inquiries for an interview, a statement regarding an issue or for story coverage of an event. The Garrison Commander has designated the Garrison Public Affairs Officer as the only official Fort McCoy spokesperson for all media inquiries involving Fort McCoy. The Public Affairs Office will contact the appropriate installation activity for assistance when a subject matter expert is required for a media event or inquiry. The Public Affairs Office will maintain appropriate checklists and policy guidance materials to assist military and civilian personnel when they are authorized to respond to media questions in their official duty capacity. Fort McCoy tenant activities with assigned public affairs staff assets will notify the Garrison Public Affairs Office of any planned media visit five days in advance of the date when the event will occur.

4-6. News Releases. All news releases made regarding Fort McCoy garrison and tenant organizations and/or the operations and events conducted by these organizations will be released by the Garrison Public Affairs Office to affected media outlets. All commercial sponsorship advertising, as well as advertising and/or news releases from designated private organizations located on Fort McCoy, will be reviewed by the Public Affairs Office prior to release of the material.

4-7. Public Inquiries. The Garrison Public Affairs Officer is designated as the official spokesperson for all of Fort McCoy. Therefore, all written, telephonic or electronic inquiries received from any external source, individual or organization, are to be referred to the Public Affairs Office for a reply. The Garrison Public Affairs Office has sole authority for the release of official photographs, videotape and printed material to all organizations outside of Fort McCoy.

4-8. Website. The Public Affairs Office is designated as the approval authority for all information posted to the Fort McCoy public website. The Public Affairs Office will conduct a review of all such material before it is posted to ensure full compliance with all Department of Defense and Department of the Army requirements regarding Web-based information accessible to the general public.

Chapter 5 PUBLIC REQUESTS FOR FORT McCOY SUPPORT

5-1. Requests from individuals and public or private organizations. All requests from individuals and public or private organizations for Fort McCoy support (e.g., to provide personnel and/or equipment) of a public event or activity (e.g., an off-post ceremony, dedication, parade, etc.) will be forwarded to the Garrison Public Affairs Office for review, staff coordination and approval. This requirement includes all external requests for a Fort McCoy military color guard. The Public Affairs Office will evaluate public support requests considering both the appropriateness of the event as well as the availability of the support requested. Fort McCoy garrison organizations are not authorized to provide support to any public event unless the Public Affairs Office first has approved that request.

5-2. Exceptions. Exceptions to the above noted requirement are limited to those specifically designated approval authorities granted exclusively to the Directorate of Family & Morale, Welfare and Recreation for selected installation private organizations, morale, welfare and recreation programs and the commercial sponsorship associated with these activities, or as documented in Fort McCoy Garrison Command Group approved support agreements with governmental entities and/or other sanctioned organizations.

Chapter 6 PUBLIC ACCESS TO FORT McCOY

6-1. Facility Use. Fort McCoy's primary mission is to support military and other authorized training activities and serve as a power-projection platform for force-generation activities. As such the installation's facilities, ranges and training areas exist exclusively for the conduct of this mission. All requests from individuals or organizations associated with non-Department of Defense entities, public or private, requesting use of Fort McCoy property or facilities will be referred to the Garrison Public Affairs Office for action. The Public Affairs Office will coordinate the appropriate staff action and prepare response to the requesting individual or organization.

6-2. Fort McCoy Access. Fort McCoy does not allow unrestricted access to its property and facilities by civilians. The only exceptions are the Fort McCoy Pine View Campground and Whitetail Ridge Ski Area, which are, by written agreements with the area Chambers of Commerce and Sparta and Tomah city officials, open to the general public and may be advertised as such. Use of either of these areas by any individual or group does not give such persons in turn unrestricted access to any other Fort McCoy facilities or property.

6-3. Threat Conditions. All authorized groups must conform to the current access-control procedures in place at the time. The installation reserves the right to cancel previously scheduled events due to changes in mission requirements and threat conditions.

6-4. Specific Restrictions. Specifically, Fort McCoy will not:

- a. Provide barracks space to civilian organizations.
- b. Allow access to its dining facilities by civilian groups.
- c. Allow civilians and civilian groups access to its training areas and ranges. The only exceptions permitted under authority of this pamphlet are for authorized activities associated with the installation public hunting or fishing seasons, and for those military events (i.e., Boss Lifts, recruiting visits and Family

support events) whereby an access approval has been obtained prior to the event through coordination with the Garrison Public Affairs Office.

d. Enter into long-term facility lease agreements with civilian groups.

e. Allow unrestricted access by civilians or civilian groups to its Morale, Welfare and Recreation facilities, except Pine View Campground and Whitetail Ridge Ski Area, unless that group is designated as an authorized user in Non-Appropriated Fund Regulation 215-1, or a Command Group-approved waiver has been obtained.

6-5. Request Evaluation. When evaluating any support request, Fort McCoy will not favor one group or activity over another, regardless of the group's affiliation, sponsoring organization or the group's charter. Assessments will be made using a coordinated staff-review process administered by the Garrison Public Affairs Office. This assessment will involve a variety of factors including answering the following questions:

a. Is the requestor a governmental entity or a government contractor versus a private group or non-DOD organization?

b. Is the purpose of the request one that will have a direct benefit to the installation and/or to the Department of the Army?

c. Is the composition of the group (to include the age of the participants and the size of the group) such that there is a reasonable expectation that installation rules and procedures will be followed?

d. Will there be any cost to Fort McCoy as a result of supporting the request?

6-6. Request Decision Notifications. The Garrison Public Affairs Office will contact the requestor and provide notification as to whether the request will be supported.

Chapter 7 SUPPORT REQUIREMENTS

7-1. Special Events - Ground Breakings/Dedications. The Garrison Commander has assigned to the facility occupant the responsibility to plan and coordinate ceremonial events, such as groundbreaking events, facility dedications, etc. A planning checklist, available on the Fort McCoy Corporate Network, provides the approved guidance to be used when organizing such an event.

7-2. Photographic Support. The Garrison Public Affairs Office does not have mission responsibility to provide organizations with photographic, still or video, coverage of training activities, award ceremonies or other official events. This responsibility is assigned to the Directorate of Plans, Training, Mobilization and Security. Any organization requiring photographic support will need to coordinate the requirement with that directorate.

7-3. Protocol Support. Garrison protocol support is provided by the Fort McCoy Garrison Command Group. Individuals and organizations are to contact the Command Group for any protocol-related assistance or support of an official event.

7-4. Military Ceremonies. The Directorate of Plans, Training, Mobilization and Security has functional responsibility to plan and coordinate official military ceremonies; e.g. change-of-command events.

Appendix A
References

AR 20-1

Inspector General Activities and Procedures

AR 215-1

Military Morale, Welfare, and Recreation Programs and Nonappropriated Fund Instrumentalities

AR 360-1

The Army Public Affairs Program

AR 380-5

Department of the Army Information Security Program

AR 870-20

Army Museums, Historical Artifacts, and Art

DODD 5230.24

Distribution Statement on Technical Documents

DODD 5230.25

Withholding of Unclassified Technical Data from Public Disclosure

GLOSSARY

Accreditation

A means used to identify those media correspondents who have a legitimate requirement to gather news about military affairs, and the process for fostering a professional relationship between the military and the media. Accreditation does not provide media correspondents any special privileges. Access to Fort McCoy, the receipt of information, and the use of Fort McCoy facilities remain the Garrison Commander's prerogative within the bounds of current security procedures and the provisions of this pamphlet.

Appropriate Public Affairs Support

The public affairs support that the Garrison Public Affairs Officer and the Garrison Commander decide is suitable to meet a public affairs requirement or request from an organization that is located within the Fort McCoy Public Affairs Office's geographic area of responsibility, but is not an organization in the installation's direct chain of command.

Armed Forces Day Open House

An event organized and sponsored by the Garrison Public Affairs Office to which Fort McCoy invites the general public onto the post to view displays and equipment, receive briefings, and take tours. Such events inform the public of the responsibilities, capabilities, and mission of Fort McCoy.

Army Historical Collection

The entire collection of Army historical property under the control of the United States Army, Center of Military History to include historical artifacts in the custody of certified Army museums, museum activities, historical collections, the Army Historical Clearinghouse, installations, units, or agencies.

Army Museum System

All of the recognized museums and historical collections of the United States Army (including the Reserve Components) as designated by the Center of Military History and under the staff supervision of the Center of Military History.

Army Property

All property legally belonging to the United States Army, which was acquired by expenditure of appropriated funds, received as a donation, or otherwise generated in the course of daily functioning, as determined by law. All Army historical property is property of the United States Army.

Army Speaker

Any Civilian employee or Soldier of any grade or rank who speaks in public as a representative of the Department of the Army on a subject within the speaker's official area of expertise.

Army Support

Any use of installation personnel, military or civilian, either as individuals or as a unit, or any commitment of Fort McCoy facilities or material, to include exhibits and equipment, that is used in support of public affairs activities.

Artifact Accountable Officer

The person officially appointed in writing by the Chief, Center of Military History to maintain a formal set of accounting records for the Army Historical Collection.

Artifact Responsible Officer

The Garrison Public Affairs Officer who is officially appointed in writing, by the Artifact Accountable Officer (AAO), to ensure that the Fort McCoy historical property entrusted to his or her possession is properly managed and safeguarded in accordance with all Center of Military History requirements and procedures.

Commercial Enterprise Printer

The organization under exclusive written contract to print the installation newspaper at no cost to the Department of the Army.

Clearance Of Information

The approval by the Garrison Public Affairs Office, as the official reviewing authority, prior to the release of official information to external sources.

Community Relations/Community Outreach

The interrelationship between Fort McCoy and area civilian communities and the activities conducted to promote that relationship.

Community Relations Area

The geographical area in which Fort McCoy facilities, personnel, and policies have a direct social and/or economic impact. Generally, the Garrison Public Affairs Office community relations area is defined by the distance in which travel to and from an event can be accomplished in one day without requiring overnight accommodations. Exceptions to this community relations area may be approved by the Garrison Commander based on special circumstances.

Community Relations/Community Outreach Program

Any action approved by the Garrison Public Affairs Office and carried out by any Fort McCoy organization or person in order to achieve and maintain good relations with the external public. Community relations/community outreach programs may be conducted on or off the installation.

Director/Curator

The individual who is in charge of an Army museum, museum activity, or historical collection, and who is responsible for all phases of a museum or museum activity operation. The Director/Curator is normally the Artifact Responsible Officer for the historical artifacts and associated items.

Donation

A gift or a free contribution to an authorized Army museum or museum activity.

Historical Artifact

Any object that has been designated by an appropriate authority as being historically significant because of its association with a person, organization, event, or place, or because it is a representative example of military equipment that has been accessioned into the Army Historical Collection. Artifacts will cease to perform their original function.

Legislative Liaison

Those activities managed by the Garrison Public Affairs Office to inform elected governmental officials of installation-related issues, events, respond to inquiries, and support visits by elected officials.

Local Area Of Public Affairs Media Responsibility

The geographic area in which the Garrison Public Affairs Office and media representatives maintain routine contact concerning Fort McCoy activities.

Local Media Interest Material

Material the Garrison Public Affairs Office determines is newsworthy only within a specified geographical area of origin or to a specific audience. Such material normally will not generate regional, national, or international interest.

Macro Artifact

Large objects such as, but not limited to, tanks, armored vehicles, aircraft, vehicles, locomotives, and rail cars, which are difficult to display indoors under normal museum/museum activity conditions and may therefore be left outdoors exposed to the elements.

Museum Activity

An appropriated-fund entity that is a permanent historical activity possessing a historical collection housed in a building, or buildings, or a part thereof, specially designed for the exclusive use of the museum activity, which is open to military and civilian visitors at regularly scheduled hours or by appointment and is managed under the direction of a professional staff that performs curatorial functions, training, education, and related historical duties full-time, but does not meet all of the Army museum certification requirements.

News Media Representatives

Individuals who are associated with newspaper or magazine organizations, radio stations, television stations, wire services and/or other newsgathering agencies, as well as free-lance journalists or authors.

Official Statement

A statement made by an Army and/or Fort McCoy representative acting in his or her official capacity concerning an Army and/or a Fort McCoy issue.

Public Affairs Office

The sole organization, as defined herein, with responsibility to develop, manage and execute a comprehensive Public Affairs Program for the entire Fort McCoy community in accordance with all applicable DOD, DA, and IMCOM regulations, policies and procedures. Tenant organizations with assigned public affairs staff assets will discharge their responsibilities in a manner that is (1) consistent with the requirements of this pamphlet and (2) that complements the overall mission responsibilities of the Garrison Public Affairs Office.

Public Events

a. The following are considered public events:

(1) The Fort McCoy Armed Forces Day Open House, official ceremonies, military concerts and performances, and similar events conducted on the installation to which the public is invited.

(2) Military-sponsored events held outside the boundaries of the installation that are intended for non-military audiences. These include all military-related ceremonies, demonstrations, exhibitions, expositions, athletic contests, fairs, air shows, conventions, meetings, or similar programs.

b. The following are not considered public events: military training activities and exercises, mobilization and de-mobilization activities, unit movements and maneuvers, and tactical operations whether such events are conducted on or off the installation.

Release Of Information

The dissemination of information to the public, either on the Army's initiative or in response to an external request for information. This includes written news releases, still photographs, motion-picture films, question-and-answer interviews, speeches, audio- or video-tape recordings, articles for publication in printed media or for broadcast by radio or television organizations, and oral responses to inquiries.

Safeguarded Information

Defense information requiring protection under Army Regulation (AR) 380-5, or information protected or controlled under AR 20-1, or information controlled under Department of Defense Directive (DODD) 5230.24 and DODD 5230.25.

Selective Benefit

When providing public affairs support, the Army cannot show favoritism or provide selective benefit to any particular person, group or organization. This standard applies regardless of whether an organization is a profit or non-profit entity, or whether it is a religious, quasi-religious or sectarian organization, or with regard to an organization's political affiliation. The definition of an organization includes business, civic, educational and fraternal groups.

Speaking Engagement

Any prearranged affair, including official government, military, and civic functions, or public events where a military or civilian member of any installation organization (garrison or tenant) speaks on a subject within that person's official knowledge. Impromptu remarks delivered incidentally as part of a person's attendance at an event do not constitute a speaking engagement within the meaning of this pamphlet.

Spokesperson

The Garrison Public Affairs Officer or someone expressly designated by the Garrison Commander to speak for him or her on a particular topic.

Strategic Communications

Those programmed activities conducted by the Garrison Public Affairs Office that are expressly designed to provide official information to internal and external audiences with the intent to foster a better understanding of and support for the Army and Fort McCoy.

Very Important Person

Any individual, e.g., a civilian official, a ranking member of a military service organization or the head of a foreign government, whose position is of such importance that his or her presence at Fort McCoy would be of special interest to the news media.