



DEPARTMENT OF THE ARMY
U.S. ARMY INSTALLATION MANAGEMENT COMMAND
HEADQUARTERS, U.S. ARMY GARRISON, FORT STEWART/HUNTER ARMY AIRFIELD
1791 GULICK AVE., BLDG. 709
FORT STEWART, GA 31314

AMIM-SHW (215)

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: U.S. Army Garrison Fort Stewart and Hunter Army Airfield Policy #18,
Installation Billboard Management

1. REFERENCE. Army Regulation 215-1 (Military Morale, Welfare and Recreation Programs and Non-appropriated Fund (NAF) Instrumentalities).
2. PURPOSE. To outline the process for content approval and display on billboards along Georgia State Routes 144 and 119.
3. APPLICABILITY. This policy applies to Directorate of Family and Morale, Welfare and Recreation (DFMWR), 3rd Infantry Division (3ID), U.S. Army Garrison Fort Stewart/Hunter Airfield (FS/HAAF) and all other agencies requesting billboard content.
4. POLICY.
 - a. Along State Routes 144 and 119 there are six (6) stand-alone, double sided, v-shaped billboards which shall be utilized to promote FS and HAAF information, events and resources and may also be utilized by NAF for paid advertising for off post businesses with a legally approved Memorandum of Agreement.
 - b. All content will be designed or coordinated by DFMWR Marketing, approved by the Director of DFMWR, reviewed by the Staff Judge Advocate (SJA) and is subject to final approval via the Garrison Commander (GC).
5. PROPONENT. The proponent for this policy is the DFMWR Marketing Office.

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6. EXPIRATION. This policy memorandum will remain in effect until superseded or rescinded.

7. Point of contact for this action is the DFMWR Marketing Director commercial (912) 767-5117.

Encl

MARC J. AUSTIN
COL, IN
Commanding

DISTRIBUTION:

3ID

DFMWR

FS/HAAF Directorates

AMIM-SHG-ZA

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