



DEPARTMENT OF THE ARMY  
UNITED STATES ARMY GARRISON WIESBADEN  
UNIT 28130  
APO AE 09114-8130

IMWB-PA

DEC 29 2017

MEMORANDUM FOR All Members of the United States Army Garrison (USAG)  
Wiesbaden Community

SUBJECT: USAG Wiesbaden Public Affairs Office Editorial Policy

1. References.

- a. AR 360-1, The Army Public Affairs Program, 25 May 2011.
- b. AR 530-1, Operations Security, Chapter 4-2, 26 September 2014.
- c. Attachment A, Herald Union Publication Dates and Deadlines

2. Purpose. To establish a policy that provides guiding principles for the effective use of printed news/information products and digital news/information products at U.S. Army Garrison Wiesbaden.

3. Applicability. This policy letter applies to all news publications, print and digital, released by the USAG Wiesbaden Public Affairs Office.

4. General. The Herald Union, garrison website and garrison social media channels are the commander's communications tools to transmit command information to the Wiesbaden military community; articles and informative publications must fulfill this objective. Culture and leisure features are used to lend variety and encourage military Families to enjoy the communities outside their installations. The commander defers all decisions on news priority, story placement, publication date, and use of photographs to the public affairs officer.

5. Guidelines.

a. Content. News and feature articles placed in the Herald Union, on [www.wiesbaden.army.mil](http://www.wiesbaden.army.mil) and on [www.herald-union.com](http://www.herald-union.com) comply with established policies to promote the mission, vision and goals of U.S. Army Garrison Wiesbaden and the commands, directorates, and activities USAG Wiesbaden supports. The best article submissions from sources outside the Public Affairs Office cover success stories, newsworthy events, joint or significant training, human interest and community topics, from a unique and timely perspective. The Public Affairs Office strives to keep the community — servicemembers, Family members, civilian employees, contractors and retirees — accurately informed about military matters and quality of life issues affecting

them, to improve the quality of their lives and the effectiveness of the installation's workforce.

b. Deadlines. In order to meet the Herald Union publisher's deadline those interested in having their content in the Herald Union must submit prior to the submission deadlines. Submissions reaching the staff after these deadlines may be considered for a future print issue, if applicable. Exceptions to this policy will be made only with the concurrence of the editor and Public Affairs Officer. See "Attachment A, Herald Union Publication Dates and Deadlines" for publication and deadline dates.

c. Coverage of events. Agencies should request coverage at least two weeks in advance of event date. The decision to cover any event is based on staff availability, time constraints, logistics, significance, timeliness and command emphasis. When Public Affairs staff is unavailable for coverage, please contact the Training Support Center Wiesbaden Visual Information Center for possible coverage of your event ([www.vios.army.mil](http://www.vios.army.mil)).

(1) Personnel from the following agencies should contact their tenant unit Public Affairs Office or Marketing departments before reaching out to the USAG Wiesbaden Public Affairs Office: U.S. Army Europe; 2<sup>nd</sup> Signal Brigade; USAG Wiesbaden Family and MWR; and U.S. Army Corps of Engineers.

(2) Public Affairs is only able to cover events affiliated with the Department of Defense, the U.S. Army and other official organizations. Some examples include Family and MWR approved private organizations, the Department of Defense Education Activity – Europe; the United Service Organization; and the equivalent organizations of the U.S. Marines, U.S. Navy and U.S. Air Force.

(3) Change/Assumption/Relinquishment of Command/Responsibility Ceremonies coverage is reserved for brigade equivalent leadership and above.

(4) Public Affairs will not cover or print promotion or retirement ceremonies, unless newsworthy (e.g., garrison employee retirees with 45 years of service; general officers; other significant events). Non-garrison level award ceremonies will be considered on a case-by-case basis.

(5) Stories and/or photos for award winners should be limited to Europe-level or above awards.

(6) Coverage of fundraising activities/fund drives is limited to those campaigns authorized by Army regulations, namely the Combined Federal Campaign and the Army Emergency Relief Fund.

(7) Public Affairs staff is unavailable for after hours event coverage (defined as events occurring outside of normal business hours, on weekends or on holidays). Exceptions will be made on a case-by-case basis for significant events at the discretion of the Public Affairs Officer.

(8) Public Affairs staff, while trained in journalistic photography, are not available for general visual information/photographic support. Public Affairs staff will not be made available for general event photography. When covering events, Public Affairs staff will focus on the photos needed for their assigned articles and are not available to assist with general photography needs.

d. Content Requirements. All content must conform with Army Regulation 360-1 and the Associated Press Stylebook. The editor will ensure content conforms to applicable regulations and laws involving libel, copyright and trademark use, and U.S. Government printing and postal regulations.

(1) All material, whether from internal or external sources, will be credited. "Unit" credits are not allowed, collaborative stories should feature a multi-author byline. Additional contributors may be acknowledged via an Editor's Note.

(2) Agencies needing to communicate information about a new regulation or policy should write a brief article summarizing the effect of the regulation, rather than quoting extensively from the regulation itself.

(3) Locally written editorials and commentaries are encouraged but must be appropriate for a military newspaper and consistent with the command's position. Short, concisely written pieces are preferred. Commentaries not tied to a particular time or event are more easily scheduled for publication.

(4) Content will not glamorize the use of alcohol and tobacco products, gambling, or illegal activities.

(5) Farewell commentaries are limited to the Garrison Commander, U.S. Army Europe Commanding General, and members of the garrison Public Affairs Office.

(6) In all instances "Soldier" will be capitalized when referring to U.S. Soldiers. "Families" will be capitalized when referring to Army Families.

(7) Refer to Soldiers by rank, first name and last name (for example, staff sergeant or lieutenant colonel; Sgt. Jones, Lt. Col. Jones) rather than by pay grade (for example, E-6 or O-5). Refer to pay grade only in pay scales. Use only the subject's last name in subsequent reference. Omit a Soldier's rank in sports and other competition stories.

e. Photos. Photos are an integral part of telling any story, and most articles should feature a photo, if possible. All photos should show action, and can include on-the-job photos or candid photos of an event.

(1) IAW AR 360-1, grip-and-grin and check-presentation photos have little news value or use in PA operations and as a rule should be avoided. Photographs should show people doing their jobs or otherwise performing the activity that warrants newspaper coverage.

(2) All photos will be reviewed to ensure they do not contain classified information, dress and personal appearance violations, safety violations or those which compromise force protection measures. Units/personnel submitting photos should review them for these items prior to submission.

(3) Photo submissions must include a brief description of the action pictured, the date of the photo, the ranks, names and units of people featured in the photo and the rank and name of the photographer. Photos must be high resolution, 300 dpi. Low resolution photos that are submitted will not be used.

f. Libel and Copyright. All content will conform to applicable regulations and laws involving libel, copyright and trademark use, and U.S. Government printing and postal regulations.

g. Publication of Submitted Content. The editor cannot guarantee any submitted article or photo will be published in the Herald Union, as both the space available and the amount of content submitted varies with each issue. One of the editor's principal tasks is to determine which articles will be included in the newspaper, based on news worthiness, available copy space, design elements and the need to produce a balanced paper.

h. Story Placement. The editor will determine where stories will be placed in the print and online newspapers. The Herald Union staff must be in tune with the commander's priorities to ensure the Herald Union, as a primary communication tool, enhances mission accomplishment.

i. Rewriting, Editing and Cutting Stories. The editor reserves the right to edit, rewrite or cut stories. These decisions are made on the basis of news judgment, available space, the elimination of material deemed inconsequential or inappropriate to the story, and the need to meet Associated Press Stylebook criteria as required AR 360-1, Army and local style criteria.

j. Endorsement/Sponsorship. Articles will not endorse, whether intentionally or not, commercial entities, products, services or sponsors. Commercially sponsored Armed Forces Professional Entertainment Program and Family and MWR events may be

IMWB-PA

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mentioned with other pertinent facts in news stories and announcements. Event titles using the name of commercial sponsors may be included, if newsworthy, and if the use clearly meets Army needs.

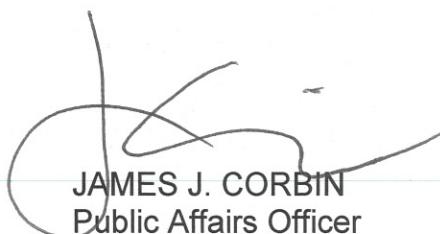
6. Commercial Enterprise Publications.

- a. Advertising. IAW AR 360-1, the Herald Union is a Commercial Enterprise publication. The Commercial Enterprise contractor may sell commercial advertising to cover costs and secure earnings, to print the publications, and when necessary, to make full or partial distribution.
- b. Identification. All commercial advertising should be clearly identified, including advertising supplements. Paid advertorials and advertising supplements may be included but must be clearly labeled as advertising and readily distinguishable from editorial content.
- c. Advertisement Guidelines. Advertisements will not glamorize the use of alcohol and tobacco products, gambling, or illegal activities. No advertisement may violate or reject DA equal opportunity policy.

7. Useful links.

- a. Herald Union website: [www.herald-union.com](http://www.herald-union.com).
- b. Article submissions: <https://www.herald-union.com/contact-us/>.
- c. Newspaper Paid Advertising: [ads@herald-union.com](mailto:ads@herald-union.com).

8. Point of contact for this memorandum is the undersigned, at DSN 548-2001.



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