

Department of the Army
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Maneuver Support Center of Excellence
Fort Leonard Wood, Missouri 65473-5000

FLW Regulation 360-2

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Public Affairs
COMMUNITY OUTREACH AND SOCIAL MEDIA

FOR THE COMMANDER:

OFFICIAL:

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History. This Publication is being revised to reflect changes to community outreach and social media policies, guidance, or any prior documents on Fort Leonard Wood (FLW).

Summary. This regulation outlines policies and procedures and assigns responsibilities for conducting the MSCoE and FLW Community Outreach Program.

Applicability. This regulation applies to all activities at FLW, Missouri, including units from the Maneuver Support Center of Excellence (MSCoE), U.S. Army Installation Management Command (IMCOM), U.S. Army Forces Command (FORSCOM), Defense Health Agency, Interservice Training Detachments, and tenant units.

Proponent and execution authority. The proponent of this regulation is the FLW Public Affairs Office, Community Outreach Branch (CO Branch), (573) 563-4145 or (573) 563-5037.

Supplementation. Supplementation of this regulation is prohibited without prior approval from Headquarters, United States Army Maneuver Support Center of Excellence (MSCoE), FLW.

Suggested improvements. Users are invited to send comments and suggested improvements on DA Form 2028 (Recommended Changes to Publications and Blank Forms) directly to the Commanding General, MSCoE (ATZT-CG), Fort Leonard Wood, MO 65473-5000.

Distribution. Electronic medium only and posted on the FLW internal website

*This regulation supersedes FLW Reg 360-2, 19 August 2020

Summary of Changes

To FLW Reg 360-2, COMMUNITY OUTREACH AND SOCIAL MEDIA

FLW Reg 360-2, 19 August 2020 has undergone minor revisions

- Updated program name and references from Community Relations to Community Outreach to be in line with the Army.
- Updated references (Appendix B).
- Updated CTO Tasking Request Form (Appendix C).
- Deleted band request form and references to the band.
- Updated request for marching units or troops and changed to Appendix D.
- Updated request for vehicles/equipment static displays and changed to Appendix E.
- Updated request for tours and changed to Appendix F.
- Changed request for speaking engagement/speaker's bureau to Appendix G.
- Changed request for participation (DD Form 2536) to Appendix H.
- Updated Official tasking from MSCoE G-3 and changed to Appendix I.
- Paragraphs were updated to reflect information updates in references.

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1. Purpose

This regulation outlines the FLW Community Outreach and Social Media policy and procedures, and assigns responsibilities for conducting the FLW Community Outreach Program.

2. References

Required and related publications and references are listed in Appendix A.

3. Explanation of acronyms and abbreviations

Acronyms and abbreviations are explained in the glossary.

4. Overview

a. Community Outreach Program Objectives. The FLW Community Outreach Program is designed to develop, enhance, and increase public understanding and appreciation of and support for FLW's diverse mission, the U.S. Military and their contributions to the nation. Community outreach activities should inspire patriotism and foster good will, thereby helping to build and sustain strong public support for the military, the U.S. Army, the command and the installation. It should also specifically support the Army recruiting mission. FLW Community Outreach Program is based on the truth that the U.S. Army and FLW belong to the American people. Open, honest, and direct access to Soldiers, Sailors, Airmen and Marines stationed at FLW as well as equipment and capabilities is the best method of keeping the American public aware of not only the Army's capabilities, professionalism, and needs, but also FLW. FLW is a full partner with surrounding communities, which has a positive impact on the quality of life for Soldiers, Sailors, Airmen and Marines, Family members, and those residing in the Ozarks.

b. Community Partnership Program. The Community Partnership Program is part of the FLW Community Outreach Program and was formerly referred to as the Community Alliance. The Community Partnership Program formalizes relationships between FLW units and local and regional communities. A formalized designation ensures that we are making contact with communities, establishes a communication flow that will enable units to tell Army and FLW stories, and fosters mutual understanding and goodwill. Designated units will provide community outreach direct support to selected communities in which FLW has established frequent or recurring interactions or which have significant importance including direct economic or quality of life impact. FLW partnership units will maintain membership and participation in partnership communities' activities. FLW partnership units will make every reasonable effort to support annual community events outlined in paragraph 7b as long as those events do not change significantly enough to violate any FLW or Army regulations, policy, or guidance.

(1) Support areas of responsibility are assigned to FLW units by dividing the Missouri counties surrounding FLW into three areas with a primary and secondary area of focus. Units will be tasked to provide general support within the parameters of the installation Community Outreach Program based on the designated unit assignments and areas of responsibility outlined in Appendix B.

(2) For community outreach activities, the local area is defined as the communities where the commuting population of the installation travel during normal business hours on a daily basis. For FLW personnel, this local area will be defined for the purposes of community outreach as Pulaski County and the counties of Camden, Laclede, Maries, Miller, Phelps and Texas. This area will be considered the Primary Duty Station area or PDS. The secondary area will include Missouri counties falling within a 150-mile radius of FLW.

(3) Per diem within the PDS is not authorized per the JFTR.

(4) Per diem is not authorized for TDY performed in the vicinity of, but outside the PDS limits, where the mission can be completed within a 12-hour period, to include staging and travel time. If the travel period and mission are for more than 12 consecutive hours, per diem may be authorized.

(5) Units should coordinate for meals for Soldiers with their dining facility as necessary. For Soldiers on meal cards, sack lunches or boxed meals may be appropriate.

5. Roles and Responsibilities

a. MSCoE Chief of Staff. The MSCoE Chief of Staff provides oversight and guidance for the administration of the community outreach program, partnerships, and procedures outlined in this regulation. The MSCoE Chief of Staff is the approval authority for requests submitted less than 21 days prior to the event, for requests with locations more than 150 miles away, for requests requiring transportation costs, for events which require more than 12 hours in duration to include travel time, for events determined to be of significant importance and for requests that affect previously scheduled training events.

b. FLW - PAO, Community Outreach (CO) Branch. The FLW - PAO, CO Branch, is responsible for the administration of the MSCoE and FLW Community Outreach Program to include receipt of and coordination for requests to include the participation color guards, service members/troop participation, speaking engagements with local communities, community events with command group involvement, and military equipment displays.

(1) All requests from the civilian community for MSCoE and FLW event support will be submitted in writing and first routed to the CO Branch. Requesters should submit 60 days prior to the event.

(2) The CO Branch will review all requests for adherence to DOD 5500.07R, The Joint Ethics Regulation, and other published MSCoE and FLW regulations and policies. The CO Branch review will consider the type of event, audience, and timeliness of request, appropriateness/feasibility of request, distance from FLW, and who will pay costs associated with support. The CO Branch ensures the forms reflect the requester's understanding of the requirements they must meet. The CO Branch will ensure that the FLW Staff Judge Advocate provides a legal review of the event if the event is questionable per Army Regulation 360-1, The Army Public Affairs Program or DOD 5500.07R, The Joint Ethics Regulation.

(3) The CO Branch can deny or recommend the Chief of Staff deny requests from off-post organizations if the request does not meet legal requirements, is received less than 21 days prior to the event, is outside the supportable radius, interferes with training, or is inappropriate, all in accordance with AR 360-1.

(4) FLW will make every effort to support the annual community activities listed under 7b, unless it significantly interferes with missions or training.

(5) Once requests are approved as supportable, the CO Branch will send all requests for color guards and service members' attendance to the MSCoE G-3 to ensure that there are no calendar conflicts and to task for participation. If a request for an event of significant importance is received 21 to 60 days prior to the event, the CO Branch will submit a letter of lateness and recommendation to the MSCoE G-3 for consideration and decision. If a request is received less than 21 days prior to the event and is of significant importance, the CO Branch will submit the event request and recommendation directly to the MSCoE Chief of Staff for decision.

(6) The CO Branch will turn in read-aheads to SGS and Protocol Office regarding off-post community outreach events with command group involvement no later than 72 hours prior to the event.

c. MSCoE G-3. The MSCoE G-33 Central Taskings Office (CTO) will task and track all requests for color guards and service members to attend off-post events, and will deconflict calendars to ensure appropriate FLW participation. The MSCoE G-3 is the approval authority for requests with significant importance that are submitted 21 to 60 days prior to the event.

d. MWR School Liaison Officer. The MWR School Liaison Officer is responsible for the overall management of the FLW Partners in Education Program in accordance with Army Regulation 360-1.

e. MSCoE CIG/Speechwriter. The MSCoE CIG/Speechwriter will prepare appropriate talking points, speeches, and command or command group briefs for command group representatives attending tours or community events. The CIG/Speechwriter will work through the CO Branch to obtain specific information on the event if needed and will provide the talking points, speeches, and briefs to the SGS and Protocol Office for inclusion with the CO Branch's read-ahead NLT 72 hours prior to the event.

f. MSCoE and FLW Staff Judge Advocate (SJA). The MSCoE and FLW - SJA will advise the CO Branch on requests requiring a legal review.

g. Major Subordinate Command (MSC) Commanders, Directors, and Commandants. MSCoE Commanders, Directors, and Commandants will pursue all practical opportunities that may further enhance or contribute to the Army and FLW Community Outreach Program's efforts. In addition, they will further designate subordinate units as principle points of contact for community partnership and partners in education programs.

h. FLW Commanders, Directors, and Commandants will ensure that their subordinate units and activities that are designated as community partnership units in Appendix B comply with the intent and requirements outlined in this regulation.

i. MSCoE and FLW units/organizations seeking to invite/request speakers from external organizations/agencies to include local leaders and elected officials should staff their request/invitation on a FLW Form 1416 through their organization's leadership, SJA and PAO before the Garrison Command reviews and approves/declines the request/invitation. Staffing papers should include the speaker's bio and justification/reason for inviting the speaker at a minimum.

j. MSCoE and FLW units/organizations seeking community support, or involvement, to include cities, local leaders and elected officials should staff their request/invitation on a FLW Form 1416 through their organization's leadership, SJA and PAO before the Garrison Command reviews and approves/declines the request/invitation. Staffing papers should include the event details, support requesting, entity requesting support from and justification for needing this support. A representative from PAO should be included in any meetings and discussions with off-post communities/entities.

6. Procedures

a. Requests for Color Guards. Civilian communities will request color guards for parades, festivals, federal holiday celebrations, school events, etc. A Color Guard normally consists of two flag bearers (National and Army), two rifle bearers, and a Noncommissioned Officer in Charge (NCOIC).

(1) A Joint Service Color Guard will be provided by the Noncommissioned Officer Academy (NCOA) when the event has a general officer or a commanding general representative in attendance. Additionally, a Joint Service Color Guard will be provided by the NCOA for events determined by the Public Affairs Office to be of national or regional importance or as directed by the MSCoE Command Sergeant Major. For national and Army color guard events, the requirement to provide the detail will be determined by unit area of responsibility.

(2) All requests for color guards will be submitted or routed to the CO Branch. Upon receiving the request for a color guard, the CO Branch will evaluate the request. If there are concerns about the appropriateness or legality of the use of the Color Guard, the CO Branch will seek advisement from the SJA.

(3) Once the request is deemed valid and supportable, the CO Branch will e-mail a tasking request memo (Appendix C) to the MSCoE G-33 CTO. The CTO will subsequently complete an official tasking from MSCoE G-3 (Appendix I) and use the Community Partnership Program assignments and unit areas of responsibility in Appendix B of this regulation to determine what unit will be tasked to support. The CTO will task the unit for all necessary support requirements, to include unit coordination for pickup and return of flags from the SGS and Protocol office. The CTO will courtesy copy the CO Branch, SGS, and the Protocol Office on the official tasking.

(4) The CO Branch will serve as a liaison between the color guard and the requesters until event coordination is finalized. Units will use Transportation Motor Pool (TMP) vans for color guard transportation to events, not privately owned vehicles (POVs).

b. Requests for Marching Unit or Troops. Civilian communities may, from time to time, request marching units or service members to attend, parades, and/or other similar events.

(1) Any Army participation, including marching units, in Christmas or other holiday parades and/or associated activities is approved only if it is in support of community sponsored non-sectarian, non-commercial activities and is in accordance with AR 360-1 and AR 220-90. Military requirements take precedence over FLW marching units' participation in community outreach events, even if that support was previously agreed upon.

(2) All requests for marching units will be submitted on a memo (Appendix D) and routed to the CO Branch. If there are concerns about the appropriateness or legality of the use of Service members, the CO Branch will seek a legal review from the SJA.

(3) Once the request is deemed valid and supportable, the CO Branch will email a tasking request memo to the CTO. The CTO will task appropriate units in accordance with this regulation. If the event is within 12 hours of duration, to include travel time from FLW, PAO will coordinate with TMP to provide buses and drivers. Events requiring more than 12 hours will be handled on a case-by-case basis. The CTO will courtesy copy the CO branch on the official tasking.

(4) Tasked units will determine a POC to coordinate details with the CO Branch, and will also designate an appropriate NCOIC, based on the size of the formation, who will maintain responsibility for the Service members on the day of the event. The CO Branch will serve as a liaison between unit POCs and requesters until event coordination is finalized. Tasked unit POCs will provide the CO branch a mobile phone number for coordination, and/or contact for the event.

c. Requests for Vehicles/Equipment Static Displays. Civilian communities may request vehicles and/or equipment static displays as well as subject matter experts for community festivals, federal holiday celebrations, school activities, etc. Special attention must be given to the type of vehicle or equipment and the location of the event.

(1) All requests for vehicle/equipment static displays will be submitted on a memo (Appendix E) and routed to the CO Branch. If there are concerns about the appropriateness or the legality of the request, the CO Branch will seek a legal review from the SJA.

(2) Once the request is deemed appropriate, the CO Branch will e-mail a tasking request memo to the CTO. The CTO will then task in accordance with this regulation and will courtesy copy the CO Branch on the official tasking to show which unit was tasked.

(3) The CO Branch will serve as a liaison between the subject matter experts and/or the unit providing the equipment/display, and the requester until the event is finalized. The supporting unit will coordinate with TMP for transportation, if necessary.

d. Requests for Tours. All requests for installation tours or events with command group involvement will be submitted on a memorandum (Appendix F) and sent to the CO Branch for coordination. The CO Branch will send these requests forward.

e. Requests for Speaking Engagements/Speaker's Bureau. Private organizations and civilian communities request military speakers for a wide variety of events. Although the majority of the requests are centered around federal holidays, requests are also received from military and civilian schools, military related and veteran associations (such as the American Legion or the Veterans of Foreign Wars), private organizations (such as the Rotary Club or the Chamber of Commerce), or city/county/state sponsored meetings/events.

(1) All requests for military speakers will be submitted on a Request for Speaking Engagement form (Appendix G) and sent to the CO Branch for coordination. Requests should be submitted at least 60 days in advance, if at all possible. Upon receiving the request for a military speaker, the CO Branch will evaluate the request. If there are concerns about the appropriateness or legality of the speaking engagement, the CO Branch will seek a legal review from the SJA.

(2) The CO Branch will also serve as a liaison between the speaker and the requester until the event is complete.

7. Policy

a. Funding. AR 360-1, chapter 5, outlines funding for community outreach activities.

(1) Personnel should use TMP provided transportation, if at all possible, not privately owned vehicles (POVs), however, if POVs are approved for support of official community outreach programs directed or authorized under this regulation, the individual may claim mileage reimbursement according to the Joint Federal Travel Regulations and Defense Finance and Accounting Service, DFAS-IN Regulation 37-1, Army Financial Management Comptroller.

(2) Temporary Duty funds are not authorized for events 12 hours or less in duration, to include travel time to and from the event.

b. Programs and Activities. FLW is committed, if at all possible, to support the following events provided they receive a favorable legal review:

- Regional Community Leaders Luncheons
- Committee of 50 Luncheons
- Rolla Chamber of Commerce Luncheons and Banquet
- Community Fourth of July Celebration
- Phelps for the Fort Activities (varies)
- Missouri University of Science and Technology Activities
- Friends of the Fort Activities (varies)
- Waynesville Chamber of Commerce Community Leadership Awards Banquet (Feb)
- Veterans Day Parades (Nov)
- Waynesville Chamber of Commerce Breakfasts and Dinners
- St. James Missouri Veterans Home
- Springfield Cardinals Military Appreciation Day (May/June)
- Springfield Chamber of Commerce Dinner
- University of Missouri – Columbia events
- Memorial Day Ceremonies

- St Louis Cardinal Opening Day and Military Appreciation Day (March/Sep)
- School Drill Competitions
- Wreaths Across America (Dec)
- Missouri Month of the Military Child Kickoff
- Volunteer Opportunities to School Classes
- All Other Requests Deemed Appropriate in Accordance With AR 360-1

8. Social Media guidelines

a. Purpose. To establish U.S. Army standard operating procedures for the effective use of public-facing social media sites, multi-media sites, blogs and wikis, (also known as External Official Presences, or EOPs), for FLW organizations; and set standards of conduct for participation by personnel on official sites.

b. Applicability. This applies to unit commanders, FLW personnel and individuals who have administrative rights to post content on official social media pages for units on FLW. While all personnel are welcome to participate in social media, everyone who does so is expected to understand and follow these simple, but important guiding principles. Please keep in mind that our overall goal is simple: to participate online in a respectful, relevant way that protects our rapport with the American public and, follows the letter and spirit of established regulations.

c. Standard Operating Procedures. The guidelines set forth in this document reinforce and build on the U.S. Army Social Media Handbook (<https://www.army.mil/socialmedia>) and DODI 5400.17 (<https://www.esd.whs.mil/Portals/54/Documents/DD/issuances/dodi/540017p.PDF>), and help to ensure the official use of social media presences by FLW based organizations is necessary and effective.

(1) New Sites. Limit creating new accounts. Before requesting to establish a social media presence, you should know what your organization plans to achieve by having it. Also ensure that your intended audience is reachable by the proposed platform, that you have the time and resources to maintain an active presence with daily monitoring, and that there is not already an existing social media presence that can meet your organization's needs. If a new EOP is approved, ensure that it is categorized as a government page whenever the option is available. Also plan for uniform branding across all social media platforms (e.g. facebook.com/fortleonardwood/, x.com/fortleonardwood, youtube.com/fortleonardwood, flickr.com/fortleonardwood). The contact information on all sites must list a valid .mil or .gov email address. Requirements for official accounts are located at <https://www.army.mil/socialmedia/official/index.html>. Pages are to be registered according to guidance found in the U.S. Army Social Media Handbook at <https://www.army.mil/socialmedia/official/#registration>.

(2) Page Administrator(s). Page administrators are personnel authorized to create and/or maintain official social media sites representing their organization and/or leadership. Administrators implement branding, post content, monitor user feedback and respond to users. Units must designate a primary and secondary page administrator in writing. Along with designating an administrator for a FLW official social media site, full administrator access also must be granted to the PAO to ensure continuity of operations in case the primary administrator vacates FLW without designating a replacement. This is necessary to prevent unresponsive "ghost ship" sites, which confuse the public and make it difficult for

organizations to reclaim their social media space in the future. Personnel managing or having access to an official social media account will coordinate with their local information technology offices and sign an acceptable use policy agreement with specific, mandatory language.

(3) Training. Page administrators are required to take OPSEC Level II in person, and OPSEC Awareness for Military Member, DOW Employees and Contractors at <https://securityawareness.usalearning.gov/opsec/index.htm>. As well as, reading and following the guidance contained in DODI 5400.17, Official Use of Social Media for Public Affairs Purposes at <https://www.esd.whs.mil/Portals/54/Documents/DD/issuances/dodi/540017p.PDF>, and the U.S. Army Social Media Handbook at www.army.mil/socialmedia. In addition, a Unit Public Affairs Representative (UPAR) appointment memo is required to be included with proof of the above mentioned training and sent to the FLW Public Affairs Office to be kept on file.

(a) Army OPSEC Training for EOP, states that all commanders will ensure that personnel who publish information on external online presences receive mandatory annual OPSEC training and are OPSEC Level II certified.

(4) Content Approval. Release authority is a critical component of maintaining official social media sites. Administrators should establish a method to ensure thorough content review before posting – being mindful of OPSEC, the Uniform Code of Military Justice, Controlled Unclassified Information (CUI) documents, and the Freedom of Information Act (FOIA). Administrators should screen all information to be posted against the unit Critical Information List (CIL). The CIL is available through the unit Force Protection (FP) or Operations Security (OPSEC) officer and is an unclassified document. Content that should NOT be posted on official sites includes, but is not limited to: unit/personnel rosters; information, other than authorized releases, casualties prior to official confirmation that next of kin have been notified; and information regarding events or incidents under investigation. Other information that should be avoided in EOP posting is CUI, FOIA and other official documents. Most social media platforms allow for the sharing of content posted by others – be cautious that you only share accurate information from official sources. When in doubt about suitability of content for public release, administrators should contact the FLW PAO for guidance.

(5) Operations Security. While social media use is touted as a means of being transparent, security is paramount when it comes to sharing information using online platforms. Any information that may compromise OPSEC should not be discussed via Army-managed social media. EOP/SM Administrators are solely responsible for monitoring sites, and documenting and removing any OPSEC violations prior to bringing them to the attention of their organization's OPSEC officer or the Army's OPSEC program manager.

(6) Moderate Pages. Ensure your social media presence includes rules of engagement (ROE) similar to those described in the Army Social Media Handbook; or use the Terms of Participation and Posting Guidelines provided at the end of this document. All discussion boards and comments should be closely monitored by Page Administrators, but there should be a balance as not to over moderate pages and online exchanges between users. Additional information can be found at <https://www.army.mil/socialmedia/managers/>.

(7) Negative Comments. Do not stray from negative comments. An open forum comes with certain risk of negativity and to shy from it will potentially tarnish credibility. However, responses must be vetted / approved and accurately express the U.S. Army's position without editorializing or straying from the facts. Only delete or block comments or users when a clear pattern of malicious, derogatory behavior is apparent or they are in violation of the Terms of Participation. Keep a log of all malicious material which has been deleted.

(8) Copyright, trademarks, litigation and personal information. Social media posts and content must respect copyright, privacy, fair use, financial disclosure and other applicable laws. Always give

proper credit for other's work, such as music or photos, and make sure you have the right to use something with attribution before you publish it online. Do not publish or report on conversations that are meant to be pre-decisional or internal to the U.S. Army, unless given permission by your chain of command. As a standard practice, avoid commenting on anything related to legal matters, litigation, or any parties the U.S. Army may be in litigation with. Lastly, always protect sensitive information such as protected acquisition information and personally identifiable information (PII).

In order to maintain total visibility of FLW social media presence – and to facilitate a local social media community of practice – all official U.S. Army social media presences managed by organizations on post must be registered with the FLW Public Affairs Office, as well as all EOP/SM managers, by sending the following information via email to usarmy.flwpao@army.mil:

- (a) Rank, name, title, phone number and email of EOP administrator(s).
- (b) Proof of training completion by EOP administrator(s), required annually.
- (c) UPAR appointment memo signed by the unit commander.
- (d) Confirmation that PAO also has administrator access.
- (e) Risk Assessments. In accordance with AR 530-1, Operations Security, Chapter 2 para 2-17, EOP operators must be aware the Army Web Risk Assessment Cell (AWRAC) routinely reviews web and social media content, and must be prepared to address any concerns this group brings forward.

(9) Advertisement and Endorsement. EOPs are not a place for personal or commercial advertisements nor endorsements, this includes the sale of unit merchandise such as shirts. Such activity implies U.S. Army endorsement and should be avoided except by authorized Morale, Welfare and Recreation (MWR) Marketing EOPs.

(10) Terms of Participation. The following statements must be included in the "About" section of all official pages:

Welcome to the official U.S. Army [Facebook, X, YouTube, Vimeo, Flickr, Blog, etc.] for [UNIT] page where you will find the most recent information and news about [UNIT]. It is our goal to provide the public with information and news about [UNIT] and allow for an open forum of discussion about [UNIT] topics. If you are looking for our official web page, please visit [OFFICIAL UNIT .MIL] or <http://www.army.mil>.

Please feel free to express your opinion about the U.S. Army in an objective and respectful way that allows for a continued relationship. Participants are asked to follow the posting guidelines below.

[UNIT] reserves the right to remove any posts in violation of the posting guidelines.

This is the official page of the [UNIT].

This page is intended to provide updated information and discussion about [UNIT]. While this is an open forum, it's also a family-friendly one, so please keep it clean. We encourage active participation and interaction, however any content posted in violation of our following guidelines will be removed:

- No graphic, obscene, explicit or racial comments or submissions, nor do we allow comments that are abusive, hateful or intended to defame anyone or any organization; no solicitations or advertisements. This includes promotion or endorsement of any financial, commercial or non-governmental agency. Similarly, we do not allow attempts to defame or defraud any financial, commercial or non-governmental agency.
- No copyrighted or trademarked images or graphics. Imagery posted on the page should be owned by the user or attributed to the source with permission.
- No content appearing to suggest or encourage illegal activity.
- No documents of any kind should be posted on this page.
- No spam. This content will be removed and the author(s) may be blocked from the page without notice.
- CUI, classified, pre-decisional, proprietary or business-sensitive information should never be discussed here. Don't post personnel lists, rosters, organization charts or directories that are intended only for internal use.
- You participate at your own risk, taking personal responsibility for your comments, your username and any information provided.

The appearance of external links on this site does not constitute official endorsement on behalf of commands at FLW, The U.S. Army, or the Department of War, this includes "liked" pages. You are encouraged to quote, republish or share any content on this page on your own blog, website or other communication/publication.

Thank you for your interest in and support of the men and women who proudly serve our country.

Appendix A References

Section I. Required References.

The Joint Federal Travel Regulations (JFTR)

DOD 5500.7-R

The Joint Ethics Regulation (JER)

DFAS-IN Reg 37-1

Finance and Accounting Policy Implementation

AR 360-1

The Army Public Affairs Program

AR 530-1

Operations Security

DODI 5400.17

Official Use of Social Media for Public Affairs Purposes

Section II.

Related References.

DOD 1100.20

Support and Services for Eligible Organizations and Activities Outside the Department of War

FLW Reg 360-2

Public Affairs Program

ALARACT 289/2013

Army OPSEC Training for EOP Operators

Appendix B

Community Outreach Areas of Responsibility

As a general rule, the local community outreach support area for FLW is a 12-hour duration, to include travel time. Travel time includes transportation staging, loading and unloading of vehicles and reasonable personnel accountability formations.

Areas of responsibility are assigned on a Missouri county basis, with several exceptions. Units should focus on primary areas of responsibility and secondary areas only on a case-by-case basis depending on the size and importance of the event, as determined by the MSCoE Chief of Staff.

Unit primary areas of responsibility are:

Area 1, USAMPS and 14th Military Police Brigade – Waynesville, Columbia, Jefferson City, Laquey, Lebanon, Richland, Crocker with Missouri Counties of Camden, Laclede, Miller and Carroll.

Area 2, USAES and 1st Engineer Brigade – Dixon, Devil's Elbow, Newburg, Jerome, Rolla, St. James, Cuba and Missouri Counties of Gasconade, Crawford, Maries, Osage and Phelps.

Area 3, USACBRNS and 3rd Chemical Brigade – St. Robert, Springfield, Falcon, Plato, Edgar Springs, Licking, Houston and Missouri Counties of Greene, Howell, Ozark, Texas and Wright.

Unit secondary areas of responsibility are:

Area 1, Military Police – Lake of the Ozarks area, Sedalia and Columbia

Area 2, Engineers – Sullivan, Pacific and Hermann

Area 3, Chemical – West Plains, Poplar Bluff and Branson

The MSCoE NCOA's area of focus will be approved for events requiring a Joint Service Color Guard. Classes assigned will align with their affiliated regiment.

When resources are available, the Marine Corps and Navy detachments and Air Force Squadron on FLW will serve as a backup for organizations that cannot support an event due to mission unique requirements.

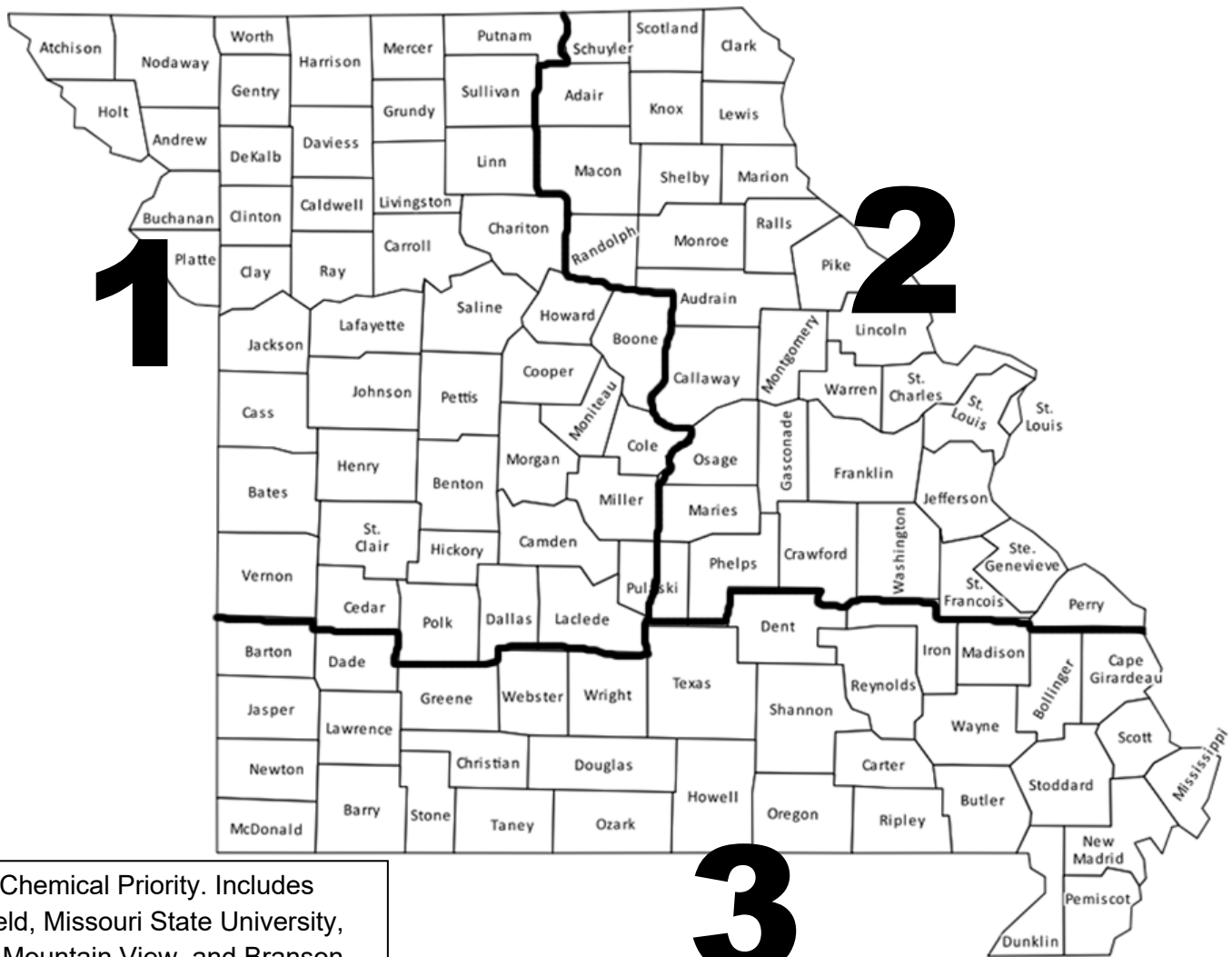
Units tasked to support community outreach events on FLW will be determined by the geographic area where the visiting organizations reside.

Exceptions to the above are possible on a case-by-case basis.

Because of the size and importance of the cities of St. Louis and Kansas City, requests for support from there will be assigned to the unit best suited to the request, as determined by the MSCoE Chief of Staff. The MSCoE Chief of Staff is the approval authority for levels of support and units assigned to support community outreach requests and recommendations for any cities or towns more than 12 hours in duration, to include travel time, or communities outside the PDS.

Area 1: Military Police priority. Includes Lake of the Ozarks, Jefferson City, Columbia, University of Missouri and Lebanon. Community outreach activities in Clay, Ray, Carroll or Chariton Counties or northwest Missouri require OCPA approval due to distance.

Area 2: Engineer priority. Includes Rolla, Missouri S&T, Sullivan, Steelville, Mexico and Cuba. Community outreach activities in Adair, Knox, Lewis, Clark, Scotland, Schuyler, Macon, Shelby and Marion Counties require OCPA approval due to distance.



Area 3: Chemical Priority. Includes Springfield, Missouri State University, Cabool, Mountain View, and Branson. Community outreach activities in Dunklin, New Madrid, Mississippi or Pemiscot Counties require OCPA approval due to distance.

Appendix C
CTO Tasking Request Form

AMIM-LDG-PA

19 March 2024

MEMORANDUM FOR: Maneuver Support Center of Excellence, Assistant Chief of Staff,
G3/DOT

SUBJECT: Tasking Request

1. Purpose: (required)

Deliverables: (required)

2. Background: (required)

3. Short Suspense: (required)

4. Assignments: (required)

5. Point of contact for this tasking request is Public Affairs Specialist Maria Cassidy, maria.a.cassidy.civ@army.mil, 573.563.4145, Community Outreach Chief Dawn Arden, dawn.m.arden.civ@army.mil, 573.563.5037.

DAWN ARDEN
PUBLIC AFFAIRS OFFICE
Supervisory Public Affairs Specialist

Appendix D Request for Marching Unit or Troops (example)

AMIM-LDG-PA

19 March 2024

MEMORANDUM FOR: Maneuver Support Center of Excellence, Assistant Chief of Staff, G3/DOT

SUBJECT: Tasking Request

1. Purpose: Provide military support of the 2024 Salute to Service at Waynesville High School **8 MAY 24**.

Deliverables: NCOA: Provide 10 Soldiers to assist in the execution of the event. Provide name of NCOIC to PAO POC NLT 10 APR 24.

- **USAMPS:** Provide 12 permanent party Soldiers from 14th MP BDE to attend the event. Provide name of NCOIC to PAO POC NLT 10 APR 24.
- **USACBRNS:** Provide 12 permanent party Soldiers from the 3rd CM BDE to attend the event. Provide name of NCOIC to PAO POC NLT 10 APR 24.
- **USAES:** Provide 12 permanent party Soldiers from 1 EN BDE to attend the event. Provide name of NCOIC to PAO POC NLT 10 APR 24.
- **USN:** Provide 10 Sailors to represent the USN at the event.
- **USAF:** Provide 10 Airmen to represent the USAF at the event.
- **USMC:** Provide 10 Marines to represent the USMC at the event.

SGS: Assist with flag coordination.

2. Background: The Community Salute to Service honors students who have chosen to serve their country. This allows us to recognize them in a way that is comparable to those who are recognized for going on to college following graduation. These future service members, to include those who are enlisting, receiving an ROTC scholarship or selected to attend a service academy, will be presented certificates by senior leaders from their branch of service in recognition of their commitment to becoming a member of our Armed Forces.

- Uniform is ASU/AGSU for USA and dress uniform for the sister services.
- Arrival time is 1600 for NCOA Soldiers and 1730 for all others. Arrival time is subject to change.
- PAO will provide bus transportation for the 36 Soldiers. Soldiers should arrive to Nutter Field House NLT 1700. Bus will depart NFH at 1715 and arrive at Waynesville High School NLT 1730. Bus will return to FLW NLT 2030.

- PAO will assist with transportation for USN, USAF and USMC if needed.

3. Short Suspense: N/A

4. Assignments: NCOA, USAES/1 EN BDE, USAMPS/14th MP BDE, USACBRNS/3rd CM BDE, USN, USAF, USMC

5. Point of contact for this tasking request is Public Affairs Specialist Maria Cassidy, maria.a.cassidy.civ@army.mil, 573.563.4145, Community Outreach Chief Dawn Arden, dawn.m.arden.civ@army.mil, 573.563.5037.

DAWN ARDEN
PUBLIC AFFAIRS OFFICE
Supervisory Public Affairs Specialist

Appendix E
Request for Vehicles/Equipment Static Displays (example)

AMIM-LDG-PA

11 October 2023

MEMORANDUM FOR: Maneuver Support Center of Excellence, Assistant Chief of Staff, G3/DOT

SUBJECT: Tasking Request

1. Purpose: Provide two Soldiers and engineering assets for hands-on demonstrations and face-to-face interaction with attendees during the Pike Lincoln Technical School Career Fair from 0800-1500 **3 NOV 23**.

- **Deliverables: USAES/1EN BDE: 3 NOV 23**, Provide two Soldiers and engineering assets for hands-on demonstrations and face-to-face interaction with attendees.
- **NLT 25 OCT 23**, Provide name and contact information for Soldiers attending to PAO POC.
- **NLT 25 OCT 23**, Make contact with event POC SFC Robb, Adam, Wentzville Recruiting Office station commander, 636.389.1234, adam.p.robb.mil@army.mil, to begin coordination efforts.

2. Background: The Army Wentzville Recruiting Office in Wentzville, MO, has requested military support from Fort Leonard Wood for the Pike Lincoln Technical School Career Fair highlighting technical careers in various industries.

- Event will take place in the back parking lot and auditorium of the school, located at 430 Vo Tech Road, Eolia, MO. Eolia is approximately a three-hour drive from Fort Leonard Wood.
- Uniform is ACU.
- Audience will consist of attendees ages 17-25 with interest in technology related fields.

3. Short Suspense: N/A

4. Assignments: USAES/1 EN BDE

5. Point of contact for this tasking request is Public Affairs Specialist Maria Cassidy, maria.a.cassidy.civ@army.mil, 573.563.4145, Community Outreach Chief Dawn Arden, dawn.m.arden.civ@army.mil, 573.563.5037.

DAWN ARDEN
PUBLIC AFFAIRS OFFICE
Supervisory Public Affairs Specialist

Appendix F Request for Tours

The Community Outreach Office must receive this completed form before your request can be considered for approval. Please answer all questions as completely as possible.

NAME OF GROUP/ORGANIZATION _____

PERSON TO CONTACT FOR ADDITIONAL INFORMATION _____

MAILING ADDRESS _____

TELEPHONE NUMBER _____ E-mail _____

TOUR DATE _____ TIME _____

EXPECTED TOUR ATTENDANCE _____

TYPE OF TOUR _____

WHAT TYPE OF INFORMATION REGARDING FORT LEONARD WOOD ARE YOU INTERESTED IN LEARNING ABOUT?

WHAT TYPES OF FACILITIES ARE YOU INTERESTED IN SEEING/TOURING?

IF THE TOUR OCCURS DURING LUNCH HOUR, WILL THE TOUR INCLUDE LUNCH AT A DINING FACILITY _____ IF YES, COST _____

WILL TRANSPORTATION BE PROVIDED FOR THE TOUR OR WILL TRANSPORTATION BE NEEDED _____

SIGNATURE _____

DATE OF REQUEST _____

Appendix G
Request for Speaking Engagement/Speaker's Bureau

The Community Outreach Office must receive this completed form before your request can be considered for approval. Please answer all questions as completely as possible.

NAME OF GROUP/ORGANIZATION _____

PERSON TO CONTACT FOR ADDITIONAL INFORMATION _____

MAILING ADDRESS _____

TELEPHONE NUMBER _____ E-mail _____

TYPE OF EVENT _____ DATE _____ TIME _____

PLACE OF EVENT (Attach map/directions): _____

TOPIC OF SPEECH _____ LENGTH OF SPEECH _____

(Matters of national/foreign policy, U.S. military presence in foreign countries, or the use of weapons systems cannot be accepted.)

ARE MEMBERS OF ANY RACIAL/ETHNIC GROUP EXCLUDED? _____

EXPECTED ATTENDANCE _____ WILL ADMISSION BE CHARGED? _____

TYPE OF AUDIENCE? (Professional, Teachers, Business Leaders, Students, etc.) _____

IS EVENT POLITICALLY AFFILIATED? _____

WILL NEWS MEDIA BE INVITED TO COVER EVENT? _____

WILL THE SPEECH BE TAPED, FILMED, OR OTHERWISE RECORDED? _____

IF NEEDED, WILL YOU PROVIDE:

SLIDE PROJECTOR _____ MOVIE PROJECTOR _____ SCREEN _____

DO YOU REQUIRE PHOTOGRAPH OF SPEAKER AND/OR BIO? _____

WILL TRANSPORTATION FOR SPEAKER BE PROVIDED, AT NO COST TO THE GOVERNMENT, IF NECESSARY? _____ MILES FROM FORT LEONARD WOOD? _____

WILL MEALS/LODGING BE PROVIDED, AT NO COST TO THE GOVERNMENT, FOR SPEAKER AND ACCOMPANYING PERSONNEL, IF REQUIRED? _____

SPEAKER WILL BE MET BY _____ PHONE: _____

SIGNATURE _____

DATE OF REQUEST _____

Appendix H

Request for Armed Forces Participation in Public Events (Non-Aviation)

REQUEST FOR ARMED FORCES PARTICIPATION IN PUBLIC EVENTS (NON-AVIATION)		OMB No. 0704-0290 OMB approval expires Oct 31, 2009	
The public reporting burden for this collection of information is estimated to average 10 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing the burden, to the Department of Defense, Executive Services Directorate (0704-0290). Respondents should be aware that notwithstanding any other provision of law, no person shall be subject to any penalty for failing to comply with a collection of information if it does not display a currently valid OMB control number. PLEASE DO NOT RETURN YOUR FORM TO THE ABOVE ORGANIZATION. RETURN COMPLETED FORM TO THE APPROPRIATE ADDRESS ON BACK OF THIS FORM.			
ALL DATA WILL BE HANDLED ON A "FOR OFFICIAL USE ONLY" BASIS.			
PURPOSE: This form is used to request all Armed Forces MUSICAL UNIT, TROOP, COLOR/HONOR GUARD, and/or EXHIBIT/EQUIPMENT participation in public events. The information is required to evaluate the event for appropriateness and compliance with DoD policies and for coordination with the units involved. Please complete all sections.			
SECTION I - EVENT DATA			
1. SPECIFIC REQUIREMENT (i.e., Band, Marching Unit, Color Guard, Tank, etc.)		2. DATE OF EVENT (YYYYMMDD)	3. TIME OF EVENT a. FROM: b. TO:
4. TITLE OF EVENT (Website, if applicable)		5. EXPECTED ATTENDANCE	
6. SITE OF EVENT (i.e., Park, Auditorium, etc.) (NOTE: This site must be accessible to and usable by persons with disabilities.)		7. ADDRESS OF EVENT (Street, City, State, ZIP Code)	
8. PROGRAM (Describe program theme and objective, audience size and civic makeup, and the purpose of Armed Forces participation.)		9. HAVE OTHER ARMED FORCES UNITS BEEN REQUESTED TO SUPPORT THIS EVENT? (If so, specify.)	
10. IS THERE ANY CHARGE? (i.e., admission, parking, etc. If so, specify.)		11. IS THIS EVENT BEING USED TO RAISE FUNDS FOR ANY PURPOSE? (If so, specify how funds will be distributed.)	
12. WILL ADMISSION, SEATING, AND ALL OTHER ACCOMMODATIONS AND FACILITIES CONNECTED WITH THIS EVENT BE AVAILABLE TO ALL PERSONS WITHOUT REGARD TO RACE, CREED, COLOR, SEX OR NATIONAL ORIGIN? (X appropriate box)		YES	NO
SECTION II - SPONSORING ORGANIZATION DATA			
13. NAME OF SPONSORING ORGANIZATION			
(X appropriate box for each item.)			
14. IS THE SPONSORING ORGANIZATION A CIVIC ORGANIZATION?		YES	NO
15. DOES THE EVENT HAVE THE OFFICIAL BACKING OF THE LOCAL GOVERNMENT?			
16. DOES THE SPONSORING ORGANIZATION EXCLUDE ANY PERSON FROM ITS MEMBERSHIP OR PRACTICE ANY FORM OF DISCRIMINATION IN ITS FUNCTIONS BASED ON RACE, CREED, COLOR, SEX OR NATIONAL ORIGIN?			
17. SPONSOR'S REPRESENTATIVE (Please PRINT all contact information.)			
a. NAME		b. ADDRESS (Street, City, State, ZIP Code)	
c. PRIMARY TELEPHONE NO. (Include area code)	d. ALTERNATE TELEPHONE NUMBER	e. FAX NUMBER (Incl. area code) f. E-MAIL ADDRESS	
SECTION III - SPONSORING ORGANIZATION SUPPORT DATA			
Event sponsors must agree to fund certain military expenses when the requested military resources are not local to the geographic area of the event. See paragraph 3 of the instructions on the back of this form. (X appropriate box for each item.)			
18. Does the sponsor agree to fund the standard Military Services allowance for meals, quarters, and incidental expenses for Armed Forces participants?		YES	NO
19. Does the sponsor agree to fund transportation, meals, and hotel accommodations for unit representatives to visit the site prior to the event?			
20. Does the sponsor agree to fund transportation costs from home station to the event and return for Armed Forces participants?			
21. Does the sponsor agree to fund transportation costs for Armed Forces participants between the site of the event and the hotel?			
22. Does the sponsor agree to provide telephone facilities for necessary official communications at the site of the event?			
SECTION IV - CERTIFICATION			
23. I am acting on behalf of the sponsoring organization and certify that the information provided above is complete and accurate to the best of my knowledge. I understand that representatives from the military services will contact me to discuss arrangements and costs involved prior to final commitments, or to inform me of their inability to support this event. I also understand that operational commitments must take priority and can preclude a scheduled appearance at an approved public activity.			
a. SIGNATURE OF SPONSOR'S REPRESENTATIVE		b. DATE SIGNED (YYYYMMDD)	c. PRINT NAME AND TITLE

DD FORM 2536, AUG 2007

PREVIOUS EDITION IS OBSOLETE.

Adobe Designer 7.0

Appendix I
Official Tasking from MSCoE G-3 (example)

Priority: Routine

Category: Administration and Management

Action: Other

OCRs:
TR-MSCoE-NCOA

OCR Suspense: 09/09/2024 12:00 (GMT-05:00) Eastern Time (US & Canada)

OCR Instructions:

1. Purpose: Provide support for the Military Appreciation Day at Busch Stadium, scheduled for 07 SEPT 24.

2. Deliverables: NCOA: Provide 1 – joint service color guard to present the colors at the Military Appreciation Day at Busch Stadium in St. Louis, MO, scheduled for 07 SEPT 24. Provide name, mobile phone number, and unit of NCOIC to PAO POC NLT 06 AUG 24. NCOIC should reach out to event POC Roger Layman, Sergeant Major Retired, 573.528.0079/573.528.1448, rlayman48@embargmail.com, and SGS/Protocol POC for flags NLT 06 AUG 24 to begin coordination efforts.

SGS: Assist with flag coordination.

3. Background: The Fort Leonard Wood – Mid Missouri Chapter of the Association of the United States Army (AUSA) and the St. Louis Cardinals request the support of a JSCG and the commanding general or representative to participate in pre-game ceremony activities. Fort Leonard Wood supports this event yearly. This is a nationally televised event.

- Uniform is ASU/AGSU or each service branch's authorized equivalent uniform. All attempts should be made for color guard to have matching uniforms. Headgear for drill sergeants is campaign hat.
- Address is 700 Clark Ave, St. Louis, MO 63102. St. Louis is about 2 hours from Fort Leonard Wood.
- The event POC requests the JSCG be at Busch Stadium NLT 1500.
- Event will run through 2200.
- The AUSA Tailgate party is slated to begin at 1300 with first pitch at 1815. The St. Louis Cardinals are scheduled to play the Seattle Mariners.
- Tickets are provided free of charge to the members of the JSCG and their family members. Family members are not authorized to ride in the GOV. JSCG can coordinate family member tickets with Mr. Layman to ensure that families and JSCG sit together.
- Expected attendance is 45000.
- This is a nationally televised event.
- Color guard must travel via GOV. If transportation assistance is needed, contact PAO POC.
- POC for flags is Mr. Anthony Benavides, anthony.benavides.civ@army.mil, 573.563.6321.

4. Short Suspense: N/A

5. Assignments: NCOA

6. Point of contact for this tasking request is Public Affairs Specialist Maria Cassidy, maria.a.cassidy.civ@army.mil, 573.563.4145, Community Outreach Chief Dawn Arden, dawn.m.arden.civ@army.mil, 573.563.5037.

Glossary

1st EN Bde
1st Engineer Brigade

3rd CM Bde
3rd Chemical Brigade

14th MP Bde
14th Military Police Brigade

ACU
Army Combat Uniform

AG
Adjutant General

AR
Army Regulation

BSB
Brigade Support Battalion

CIG
Commanders Initiatives Group

CO Branch
Community Outreach Branch

CTO
Central Taskings Office

CYS
Child and Youth Services

Dec
December

DPTMS
Directorate of Plans, Training, and Mobilization

Feb
February

FLW
Fort Leonard Wood

FORSCOM
Forces Command

IMCOM
Installation Management Command

Jan
January

Jun
June

LRC
Logistic Readiness Center

Mar
March

MEDCOM
Medical Command

MO
Missouri

MOS
Military Occupational Skill

MP
Military Police

MSC
Major Subordinate Command

MSCoE
Maneuver Support Center of Excellence

NCOA
Noncommissioned Officers Academy

NCOIC
Noncommissioned Officer in Charge

Nov
November

OEF
Operation Enduring Freedom

OIF
Operation Iraqi Freedom

PAO
Public Affairs Office

PDS
Primary Duty Station

PIE
Army Partnerships in Education

POC
Point of Contact

Sep
September

SGS
Secretary of the General Staff

SJA
Staff Judge Advocate

SLO
School Liaison Officer

SLS
School Liaison Services

SMEs
Subject Matter Experts

STRATCOM
Strategic Communications

TMP
Transportation Motor Pool

University of Missouri (S&T)
University of Missouri Science and Technology

USACBRNS
United States Army Chemical, Biological, Radiological, and Nuclear
School

USAES
United States Army Engineer School

USAF
United States Air Force

USAMPS
United States Army Military Police School

USAREC
United States Army Recruiting Command

U.S. Army
United States Army

USMC
United States Marine Corps

USN
United States Navy