Summary. This regulation provides specific procedures regarding Army Information program on the United States Army Maneuver Support Center and Fort Leonard Wood, (MANSCE & FLW) not covered in listed references.

Applicability. This regulation applies to all elements of this command.

Supplementation. Supplementation of this regulation is prohibited unless specifically approved by Headquarters, MANSCE.

Suggested Improvements. The proponent agency of this regulation is the Public Affairs Office (PAO). Users are invited to send comments and suggested improvements on DA Form 2028 (Recommended Changes to Publications and Blank Forms) to Commander, USA MANSCE, ATTN: ATZT-PAO, Fort Leonard Wood, MO 65473-5000.

FOR THE COMMANDER:

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This regulation supersedes FLW Reg 360-1, 1 December 1978.
1. Purpose. To provide a post public affairs program that will ensure complete coverage in the areas of public information, command information, community relations, HTNR Program, and media liaison. The program will provide procedures to ensure PAO is aware of any event or situation within this command that may be of news value or that may affect community relations.

2. References and Forms.

   a. Required References.


      (3) AR 360-1, The Army Public Affairs Program. Cited in paragraph 7a.

   b. Related Reference. FM 46-1, Public Affairs Operations is a related reference.

   c. Referenced Form. DD Form 2266 (Hometown News Release Information) is a referenced form.

3. Explanation of Acronyms. Acronyms used in this regulation are explained in the glossary.

4. General. The ultimate goal is to provide coverage of all events affecting the morale and welfare of this command. Every effort will be made to keep the American public fully informed of current factual and accurate information pertaining to Fort Leonard Wood (FLW). External releases that reflect either favorable or adverse information pertaining to the command will be staffed through the PAO. The PAO will conduct an internal information program using electronic and print media. The PAO will produce an annual Communications Plan that coordinates the information strategy of the installation for the Commanding General’s signature.

5. Public Information.

   a. Reporting and release of all information of a serious nature pertaining to the post; i.e., all deaths, serious injuries and accidents, major fires, explosions, criminal or suspected criminal activities that will adversely affect the command, and events of major importance will be reported immediately to the PAO by the major subordinate commander or director having responsibility for disseminating the report. All pertinent facts will be reported as information becomes available without delay or necessity for preparing a summary report.

   b. All information about the Army or FLW to include discussions, articles, books, speeches, and release of information on activities (social or military) will be cleared through the PAO for approval prior to release. Civilian news media representatives or inquires by media representatives will be directed to the PAO for disposition and assistance, prior to providing any information.

   c. Point of Contacts (POCs) for the PAO will be appointed on orders by major subordinate and tenant commands. A copy of the appointing orders will be forwarded to the PAO.

   d. Major subordinate commanders are responsible for establishing effective programs within their respective commands. Each post staff directorate will appoint a member of its activity as informational liaison representative to ensure the PAO is informed of all newsworthy events in a timely basis.

6. Photographic Coverage.

   a. The PAO does not control the post photographic facility, nor does it have official Army photographers assigned to cover unit/directorate photographic requirements.

   b. Unit POCs for the PAO will submit all requests for local photographic coverage directly to the photographic facility. The requirements for correct captions and timely submission of these photographs to the PAO is the responsibility of unit PAO POCs.

   c. Directorate photographic coverage and coverage of those news events involving post wide interest will be requested through the PAO. Directorate supervisors will submit requests for such coverage within their activity to the PAO at least seven working days in advance of the event.


   a. Each major subordinate commander will establish and maintain a HTNR program in accordance with AR 360-1.

   b. One copy of the completed DD Form 2266 (Hometown News Release Information) will be forwarded directly to Headquarters, Air Force News/HNR, 203 Norton Street, San Antonio, TX 78226-1848.

   c. A Privacy Act statement will be given to each individual on whom a hometown release is submitted by the unit HTNR POC.

   d. The PAO will be responsible for arranging all radio/television HTNRs to meet requests from civilian and military radio or television outlets.

8. Speakers Bureau. The PAO is responsible for establishing and maintaining a list of available speakers. Those persons selected to speak will be chosen dependent upon availability, knowledge of subject, and command approval. This service is primarily concerned with presenting the Army and FLW to civilian groups; i.e., scouts, schools, civic groups, religious organizations, etc.

9. Command Information. Subordinate unit and tenant activity commanders will conduct command information programs to ensure personnel within their commands are kept informed of all policy matters implemented at local and DA levels. The PAO will assist in the conduct of the public affairs program within subordinate commands.

10. Command Information Publications. Most command information publications are available through the pinpoint distribution system. Subordinate and tenant activity commanders are responsible for ordering sufficient command information materials on the DA-12 series to meet their unit requirements.

11. GUIDON. The GUIDON is an authorized Army newspaper published each Thursday at FLW. Articles are solicited from subordinate and tenant units and must arrive by noon Thursday of the week preceding desired publication. News items of immediate importance or impact may be submitted at any time.

12. Photographs. All photographs submitted for external release through the PAO or for internal release through the PAO will be completely captioned. The caption will include the complete names of the individuals in the photographs, ranks, places of duty, job titles, and a short summary of the event, to include the
date. In most cases, electronic color photographs in JPEG format are best for reproduction; however, other quality print or slide photographs will be accepted.

13. Missouri Avenue Marquee. The PAO will receive notices and post the Missouri Avenue marquee. Information displayed will be that which is deemed most valuable to the majority of the potential audience. Units/directorates desiring a message to be displayed will forward the message electronically to the Media Relations Specialist in the PAO not later than five working days prior to the desired date of display. Messages will be kept brief and to the point.


   a. The PAO is responsible to ensure news releases and answers to media inquiries are in accordance with AR 25-55, The DA Freedom of Information Act.

   b. Every effort will be made to ensure an individual’s rights are guaranteed and protected in accordance with AR 340-21, The Army Privacy Program.

Glossary

AR
Army regulation

DA
Department of the Army

DD
Department of Defense

FLW
Fort Leonard Wood

FM
form

HTNR
hometown news release

MANSCE & FLW
United States Army Maneuver Support Center and Fort Leonard Wood (same as MANSCE)

PAO
Public Affairs Office

POC
point of contact