

CEPA

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Army Information
PUBLIC AFFAIRS

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CHAPTER 1

General

1-1. Purpose. This regulation establishes policies and procedures, assigns responsibilities and provides direction and guidance for conducting the Public Affairs Program of the U.S. Army Corps of Engineers (USACE).

1-2. Applicability. This regulation applies to Headquarters, USACE, and all USACE commands, including Major Subordinate Commands (MSCs), Districts, Centers, Laboratories, and Field Operating Activities (FOAs).

1-3. Distribution Statement. This publication is available in electronic media only and is intended for components of USACE, and civilian employees, including USACE Headquarters, MSCs, Districts, Centers, Laboratories, and FOAs.

1-4. References.

- a. DHS ESF #15, January 2008, Standard Operating Procedures.
- b. DODD 3025.18, September 2012, Defense Support of Civil Authorities.
- c. DODD 5230.09, August 22, 2008, Clearance of DoD Information for Public Release.
- d. DODD 5500.7–R, November 29, 2007, Standards of Conduct.
- e. DODI 5230.29, Security and Policy Review of DoD Information for Public Release.
- f. AR 20-1, 3 July 2012, Inspector General.
- g. AR 25-1, 25 June 2013, Information Management.
- h. AR 25-2, 23 March 2009, Information Management.
- i. AR 195-2, 6 September 2011, Criminal Investigation Activities.
- j. AR 340-21, 5 July 1985, Office Management.
- k. AR 360-1, 25 May 2011, Army Public Affairs Program.

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- l. AR 380-5, 29 September 2000, Security.
- m. AR 530-1, 19 April 2007, Operations and Signal Security.
- n. FM 3-61.1, 1 October 2000, Public Affairs Tactics, Techniques and Procedures.
- o. ADP 6-0, 10 September 2012, Mission Command: Command and Control of Army Forces.
- p. ER 25-1-99, 30 July 1999, Information Management.
- q. JP 3-13, 27 November 2012, Information Operations.
- r. Annex L (Public Affairs), Operations Order 2012-11, USACE Response to All Hazards Events and the USACE External Affairs Planning and Response Team Standard Operating Procedures.
- s. November 28, 2012, Office of the Assistant Secretary of Defense for Public Affairs Memorandum: "Communication Synchronization – A Local Coordination Process."
- t. September 11, 2012, Department of the Army Instruction 8550.01 – "DoD Internet Services and Internet-Based Capabilities."
- u. November 18, 2008, USACE Policy Memorandum on the Release of Information to the Public.
- v. The United States Army Social Media Handbook, Version 1, January 2013.
- w. DA FORM 11-2; Dated Sep 2012, Internal Control Evaluation Certificate.
- x. November 1, 2010, Department of the Army Office of the Chief of Public Affairs Memorandum: "Standardizing official U.S. Army external official presences (social media)."

1-5. Public Affairs Mission, Functional Areas, and Core Processes. Public Affairs (PA) fulfills the USACE obligation to keep the American people and the Army informed and helps to establish the conditions that lead to confidence in USACE and its readiness to conduct full-spectrum operations. Every member of USACE contributes to effective PA. The primary PA functional areas are internal command information, public information, and community engagement.

The PA principles and core processes are detailed in FM 3–61.1, *Public Affairs Tactics, Techniques and Procedures*. AR 360-1, Appendix B addresses the DOD principles of information.

1-6. Public Affairs Policy.

a. The USACE will make timely and accurate information about its policies, programs, activities and capabilities available to the American and international public. USACE will adhere to a policy of openness and candor to all inquiries in accordance with Department of Defense principles of information.

b. USACE speaks with 'One Voice.' Public Affairs Officers (PAOs) undertake public information, community relations and command information programs to provide information to the public and USACE employees.

c. The Director of Public Affairs (HQUSACE PAO) is the primary spokesman/spokeswoman for the Commander and Chief of Engineers. The HQUSACE PAO develops and disseminates Command PA policy, guidance, communication plans and messages. USACE PA, at HQ level and below, articulates USACE perspectives and policies, delineates facts, identifies audiences, highlights successes, anticipates areas of public concern, takes actions that support or enable the resolution of issues, and releases public information including web-based information.

d. When a USACE command assumes responsibility for a project or activity, the local PAO represents the commander as the primary spokesperson for that effort unless otherwise directed. The PAO also has the authority to provide information to the public on behalf of the Commander and Chief of Engineers. The local PAO will use command channels to keep the HQUSACE PAO informed about local PA matters.

e. See AR 360-1 Chapter 3 – Policies, for detailed, specific policies related to PA.

1-7. Staff Relationships.

a. As defined in AR 360-1, Paragraph 1-5, PA is a command responsibility. Due to the sensitivity and time criticality of incidents and issues with PA implications, PAOs require direct access to the commander. PAOs serve on the Commander's/Director's personal staff and are to be senior-rated by either the Commander/Director or Deputy Commander/Director. Non-PA staff sections or officials will not be assigned primary responsibility for PA missions and will not senior-rate PAOs.

b. Public affairs is an inherently governmental function. Formulation and promulgation of Army PA policy is an official responsibility and may be performed only by military or civilian officials of the Army and commanders or their designated official spokespersons.

c. To adequately represent the Commander/Director, the PAO should be included in senior-level planning activities including senior-level meetings such as Command Council, Senior Staff, Corporate Board and other similar meetings.

d. See AR 360-1, Chapter 1-5 for additional guidance.

1-8. Public Affairs Relationship to "Program/Project Outreach."

a. In accordance with AR 360-1 and this regulation, USACE PA is responsible for communication synchronization efforts with all Agency communicators, including those who serve as Congressional liaison and work with elected officials and their staffs, Tribal Nations, Historians, Project Development Team (PDT) members, Project Managers, Planners, Operations and Natural Resource Management, Dam and Levee Safety, Emergency Management, Environmental and Regulatory personnel, among others.

b. Program/Project Outreach promotes communication, coordination and understanding between USACE and local communities. USACE Outreach Specialists, by job title or assigned duties, who primarily interact with the general public and who may be paid using project funds, play an important role in USACE communication efforts with various external stakeholders.

c. Due to their important role communicating with governmental agencies and non-governmental organizations, community and special interest groups, advisory boards, local elected officials, business leaders, and others, Outreach Specialists will synchronize communication efforts and activities with PA to ensure accurate and consistent command messaging.

1-9. Management Control Evaluation.

a. The function covered by this checklist is the USACE Public Affairs Program.

b. The purpose of this checklist is to assist PAOs and their staffs in evaluating the key management controls outlined below. It is not intended to cover all controls.

c. Answers must be based on the actual testing of key management controls (for example, document analysis, direct observation, sampling, simulation, or other). Answers that indicate deficiencies must be explained and corrective action indicated in supporting documentation. These key management controls must be formally evaluated prior to each milestone decision review. Certification that this evaluation has been conducted must be accomplished on DA Form 11-2 (Management Control Evaluation Certification).

d. This checklist is the initial management control checklist for the Army Public Affairs Program, found in AR-360-1, Appendix L. Public Affairs Management Control Evaluations are conducted every three years.

e. Help make this a better test for evaluating management controls. Submit comments to the Chief, Public Affairs, ATTN: SAPA-ZA, 1500 Army Pentagon, Washington, DC 20310-1500.

f. Test questions are as follows:

- (1) Have commanders developed PA guidance, strategies, plans, and operations?
- (2) Is the PAO assigned to the commander's personal or special staff and has direct access to the commander?
- (3) Are PA offices, units, sections, and functions managed and supervised only by qualified PA personnel?
- (4) Is all information intended for release through PA to internal and external audiences accurate and devoid of propaganda?
- (5) If not supported by a designated PAO, has an UPAR been appointed?
- (6) Is there a training program in place for UPARs?
- (7) Is there a PA training program in place for leaders and Soldiers (non-PAO personnel)?
- (8) Has appropriate action been taken to correct any known erroneous information about the Army that appears in public media?
- (9) Is the PAO designated as the command Web content manager for review and release of official information intended for public and command Web sites?

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(10) Does the PAO conduct reviews of publically accessible Web sites on a quarterly basis to ensure each site is in compliance with the policies of AR 25-1 and that the content remains relevant and appropriate?

CHAPTER 2

Responsibilities

See AR 360-1, Chapter 2 – Responsibilities, for specific responsibilities.

2-1. Commander and Chief of Engineers. The Commander and Chief of Engineers is the spokesman for USACE. He or she identifies goals, objectives and activities that require PA support. Together with other commanders and senior leaders, he or she directs that public affairs specialists be brought into problem solving from the outset and be notified of events or issues that may require public affairs actions.

2-2. Director of Public Affairs (HQUSACE PAO). The HQUSACE PAO is designated as the spokesman for the Commander and Chief of Engineers. The HQUSACE PAO has USACE staff responsibility for all PA plans, programs and strategies in support of USACE missions. This responsibility includes establishing and publishing processes and standards for developing and evaluating all public information (media relations), command information (employee communications) and community relations activities within USACE.

2-3. Major Subordinate Commands.

a. The MSC Commander/Director has primary responsibility for PA within each command. Commanders will assign staff responsibility and provide the PAO direct access to the Commander.

b. The MSC PA Director, in addition to developing and evaluating command-wide PA plans and programs and coordinating activities with HQUSACE PAO when warranted, is responsible for:

(1) Presenting USACE policies and viewpoints as the USACE spokesperson on behalf of the MSC.

(2) Developing communication strategies and providing PA counsel to the MSC Commander and Directors, advising and preparing MSC leaders to deliver USACE messages on issues of Regional and National significance with strategic partners and stakeholders.

(3) Release of information about MSC activities and district activities when major subordinate command-wide coordination is needed or special and/or geographic circumstances warrant.

(4) Staff review of district PA activities to include guidance, assistance and systematic evaluation.

(5) Participation in the development of nationwide PA plans and regional application of nationwide programs.

c. The MSC PAO is expected to possess the knowledge and skills to explain significant decisions or actions, and counsel senior leadership regarding significant or controversial issues to best inform the public of USACE programs and policies.

2-4. District Commands.

a. The District Commander has the primary responsibility for PA in each district. The Commander's involvement is key to the success of the district's public affairs effort. Commanders will assign staff responsibility for PA to the PAO and provide PAOs with direct access to the Commander.

b. The District PA Director is responsible for preparing communication strategies to manage current and long-term issues and activities, providing PA counsel to the District Commander and other staff, coordinating activities of a regional or national nature with the MSC PAO, and representing USACE with the news media and other contacts. This also includes:

(1) Presenting policies and viewpoints as the USACE spokesperson on behalf of the Command.

(2) Developing and evaluating PA plans and programs for district projects, and to supplement national and regional campaigns.

(3) Conducting security, accuracy, policy and propriety reviews for news releases, responses to queries and other information released to the public.

c. The District PAO is expected to possess the knowledge and skills to explain significant decisions or actions, and counsel senior leadership regarding significant or controversial issues to best inform the public of USACE programs and policies.

2-5. Laboratory Commands.

a. The Laboratory Commander has the primary responsibility for PA in each laboratory. Commanders will assign staff responsibility for PA to the PAO and provide PAOs with direct access to the Commander.

b. The Laboratory PA Director is responsible for preparing communication strategies to support the research and development program, providing PA counsel to the Laboratory Commander and other staff, and representing USACE with the news media and other contacts. This also includes:

(1) Presenting policies and viewpoints as the USACE spokesperson on behalf of the Command.

(2) Developing PA plans and programs for laboratory research and development projects and to support national and regional campaigns.

(3) Conducting security, accuracy, policy and propriety reviews for news releases, responses to queries and other information released to the public.

(4) Developing communication strategies and providing PA counsel to the Laboratory Commander and Directors, advising and preparing Laboratory leaders to deliver USACE messages on issues of Regional and National significance with strategic partners and stakeholders.

(5) Participation in the development of nationwide PA plans and regional application of nationwide programs.

c. The Laboratory PAO is expected to possess the knowledge and skills to explain significant decisions or actions, and counsel senior leadership regarding significant or controversial issues to best inform the public of USACE programs and policies.

2-6. Field Operating Activities.

a. The Commanders and/or Directors of Field Operating Activities (FOAs) have the primary responsibility for PA for their activities. Commanders and Directors will assign staff responsibility for PA to the PAO and provide PAOs with direct access to the Commander.

b. The PA Director is responsible for preparing communication strategies to support the work of each activity, providing PA counsel to the Commander and/or Director and other staff, and representing USACE with the news media and other contacts. This also includes:

(1) Presenting policies and viewpoints as the USACE spokesperson on behalf of the Command.

(2) Developing PA plans and programs for FOA projects and to support national and regional campaigns.

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(3) Conducting security, accuracy, policy and propriety reviews for news releases, responses to queries and other information released to the public.

(4) Developing communication strategies and providing PA counsel to the FOA Commander and Directors, advising and preparing leaders to deliver USACE messages on issues of Regional and National significance with strategic partners and stakeholders.

(5) Participation in the development of nationwide PA plans and regional application of nationwide programs.

c. The PAO is expected to possess the knowledge and skills to explain significant decisions or actions, and counsel senior leadership regarding significant or controversial issues to best inform the public of USACE programs and policies.

CHAPTER 3

Plans and Policies

3-1. Release of Official Information. Department of Defense policy requires any official information intended for public release that pertains to military matters, national security issues, or subjects of significant concern to the Defense Department be cleared by appropriate security review and PA offices prior to release. This includes materials placed on the Internet or released via similar electronic media. See DODD 5230.09 for additional guidance.

3-2. Impartial and Objective Dissemination. Information about policies of USACE and its customers/stakeholders will be disseminated impartially and objectively, according to local command guidance.

3-3. Release Authority.

a. Information should be released at the lowest command level possible. Commanders, directors and heads of activities are authorized to release information to local media that is within the mission and scope of their activities. The information is normally submitted to PAOs to review for security, accuracy, policy and propriety. Requests for information or coverage from network television or affiliates, national news magazines or metropolitan newspapers that have national distribution should be considered national media requests; these require notification to the HQUSACE PAO at the first available opportunity.

b. USACE PAOs are responsible for release of information through official public websites and responding to inquiries received through unofficial or commercial web sites (such as social media outlets, photo- and video-sharing sites, blogs, and others).

c. In the event of a crisis or emerging event, the first PAO contacted or on the scene will ensure appropriate information is released as quickly as possible to pertinent audiences. Simultaneously, the PAO will coordinate with the next higher headquarters to define PA responsibilities.

3-4. Advocacy. USACE manages its workload (Civil Works, Research and Development, Military Missions and Work for Others) in accordance with laws and policies established by Congress and the Administration. USACE fully supports the President's Transparency and Open Government initiative which calls on federal agencies to establish a system of transparency, public participation, and collaboration. USACE requires a public involvement process and is forthright in providing factual information candidly and openly.

3-5. Community Relations. Commanders and other officials are expected to undertake activities that involve direct contact with local communities to develop public understanding of an appreciation for the Army's and USACE's missions, policies and programs. These efforts should also facilitate public involvement in the USACE civil and military programs. See Chapter 1-8 of this regulation and AR 360-1 for additional guidance.

3-6. Direct Communications. The chain of command will normally be used to communicate PA actions; however, in emergency or other situations that require an urgent response or immediately involve the Commander and Chief of Engineers or his senior staff, district PAOs may communicate directly with the HQUSACE PAO and simultaneously with MSC PAO staff. PAOs will also communicate directly with each other when they have activities taking place in the other's area of operations.

3-7. Strategic Engagement. Effective PA generates and enables the sustainment of USACE credibility with local, national and international publics across the full spectrum of USACE operations and is a major contributor to and participation in the Strategic Engagement of key stakeholders.

3-8. Communication Plans.

a. In accordance with FM 3-61.1, Chapter 3, USACE Communication Planning supports strategic engagement, is an inherently PA activity and will be led by the local PAO.

Employees who coordinate, write, produce or lead communication planning efforts will reside on the PA staff and report to the local PAO. Communication Plans supporting major initiatives or activities will be developed using Quality Management System Process 28000 Strategic Communication Planning.

b. The HQUSACE PAO, in coordination with USACE Program components and MSC PAOs, will periodically prepare a Communication Plan that highlights the USACE working environment, objectives and identifies key messages and other areas of emphasis. This plan may be supplemented at the national, regional and local levels to meet changing needs and circumstances.

c. The USACE Communication Plan may also be the basis for developing other PA plans that support specific activities or projects. All plans should be tailored for the specific activity or project; they may range from informal listings of objectives, responsibilities and materials for public release to strategies that delineate the assumptions, responsibilities, execution and materials for public release.

d. Plans will be reviewed by MSC PAOs when regional news coverage is anticipated or the MSC Commander is directly involved in the decision-making process and by the HQUSACE PAO when national news coverage is expected or the Commander and Chief of Engineers or other HQUSACE staff principals are directly involved in the decision-making process.

3-9. Accountability.

a. Public affairs plans should contain procedures, even though they may be subjective, for validating the plan's effectiveness. Some measurements (meeting milestones, for example) are straightforward; others such as judgments about writing quality are not. Absolute measures are inappropriate. Performance standards should be based on the objectives of the plan.

b. AR 360-1, Chapter 5 (Release of Information) contains extensive guidance on and safeguards for the release of information. Local supplements that cover security, accuracy, policy and propriety reviews are encouraged.

3-10. Political Activities. USACE does not engage in any activity that could be interpreted as associating the U.S. Army with any particular partisan political cause, issue or candidate. USACE support may be provided to nonpartisan events sponsored by the Federal Government or State or local governments; schools; civic organizations; veterans associations; or recognized organizations whose primary purpose is fostering public service, stimulating patriotism, promoting understanding of national security issues, or fostering public appreciation of our national heritage. See AR 360-1 for further guidance.

3-11. Clearance of Speeches and Manuscripts.

a. Clearance through PA channels is required for all official speeches, writings and visual presentations developed using *PowerPoint*, *Keynote*, *Impress* and other software, that are presented or published in the civilian domain, to include materials placed on the Internet or released via similar electronic media. (See DODD 5230.09 and chap 5 of this regulation for additional information and guidance on releasing information.)

b. The review will be done at the lowest level by PAOs who are familiar with the subject matter and audience.

c. PAOs should review materials but may not deny clearance, in accordance with the November 18, 2008, USACE Policy Memorandum on the Release of Information to the Public.

PAOs do not have the authority to clear the release of controlled unclassified information or classified information. (See AR 380-5 for guidance on handling classified information.) The purpose of document review is to act as a safeguard for both authors and speakers and the Army to prevent the accidental release of classified or otherwise inaccurate or inappropriate information. The process also assists PAOs in staying knowledgeable of their command's public communications. When the review shows any doubt, the materials, together with a recommendation from the commander, director or activity head, will be sent to the HQUSACE PAO for clearance or forwarding to HQDA (SAPA-OSR).

d. Employees must receive permission from their first line supervisor to author official speeches, writings, or visual presentations of a technical nature. These technical writings must be reviewed by the appropriate Community of Practice (CoP) prior to submission for PAO clearance. The cognizant CoP Leader, MSC subject matter expert (SME), or designee (e.g. branch chief, regional technical specialist (RTS)) will review and approve all such papers or presentations, and may confer as appropriate with other USACE officials.

e. If an otherwise approved technical paper or presentation could reasonably be misconstrued as presenting an official position of the USACE when it does not, the following disclaimer is required: "The views expressed are those of the author(s) and do not necessarily represent those of the US Army Corps of Engineers."

f. Official speeches and writings must not contradict U.S. Government policy or law. They must adhere to DODD 5500.7-R.

g. Unofficial materials not dealing with the military as specified in AR 360-1 paragraph 5-3a do not require clearance. These include materials produced on personal time, using personal equipment and open sources. Unofficial letters to the editor, book or similar reviews, and works of fiction (to include those based upon real events) do not need clearance. It is the author's responsibility to ensure that security has not been compromised. Information that appears in open sources does not constitute declassification. The combination of several open source documents may result in a classified document.

h. For further guidance regarding clearance of speeches and manuscripts, see AR 360-1.

CHAPTER 4

Public Information (Media Relations)

4-1. General. Commanders and other officials are encouraged and expected to broaden public knowledge of USACE missions and capabilities by speaking factually and candidly about matters within their purview and about which they have personal knowledge and expertise. This may be done in a variety of forums. They should not comment (i.e., speculate) about matters that are beyond their knowledge and experience.

4-2. Access.

a. U.S. media representatives may visit USACE-owned or operated areas or project sites that are normally open to the public.

b. In cases where overseas USACE activities are required to coordinate U.S. or foreign media visits to USACE-owned or operated areas and project sites that are normally open to the public, USACE PAOs are encouraged to maintain a proactive and productive relationship with coordinating authorities (i.e. State Department, Garrison Public Affairs, other U.S. and foreign military service components, etc.).

c. Commanders, directors and heads of activities will cooperate and ensure that procedures are developed to protect safeguarded information. Requests by foreign media representatives will be forwarded through PA channels to HQDA (SAPA-MR), Washington DC 20310-1507 for approval. In all cases, foreign media representatives are prohibited access to classified information, activities and/or areas.

4-3. Accreditation. Commanders, directors and heads of activities may establish accreditation systems for local media in connection with a specific event. Doing so is neither required nor recommended.

4-4. Criminal Investigations. Generally, no information should be released concerning ongoing investigations without close coordination with USACIDC and local authorities. For guidance on release of information concerning criminal investigations or privacy rights, see AR 195-2, paragraph 4-3j.

4-5. Inspector General Activities. Inspector general (IG) records are privileged documents and contain sensitive information and advice. All IG records are the property of the Secretary of the Army. Unauthorized use or release of IG records can seriously compromise IG effectiveness. The Inspector General has release authority for all IG reports. See AR 20-1, Chapter 3, for guidance.

4-6. Disaster Relief.

a. Under the Department of Homeland Security's National Response Framework, USACE is assigned as the primary agency for Emergency Support Function #3 – Public Works and Engineering. USACE assists DHS/Federal Emergency Management Agency by coordinating federal public works and engineering-related support, as well as providing technical assistance, engineering expertise, and construction management to prevent, prepare for, respond to, and/or recover from domestic incidents.

b. USACE PAOs will provide accurate and timely information to the public and USACE employees regarding the potential consequences and appropriate actions to reduce risk, as well as inform audiences about the federal response and government assistance being provided, consistent with DHS ESF #15 Standard Operating Procedures, operational security and personnel safety.

c. In the event of a domestic incident, if the External Affairs Planning and Response Team (EA PRT) is activated, the EA PRT Action Officer will be assigned to a Joint Information Center. The EA PRT Mission Manager will be located at the mission site, more than likely a FEMA Area Field Office or USACE Recovery Field Office. Another member of the EA PRT will be assigned to a Joint Field Office. Possible locations for other EA PRT members include one or more of the following: the District Office Emergency Operations Center, remote district field office location, Joint Information Center or a FEMA Joint/Recovery/Emergency Field Office (JFO/RFO/EFO).

If the EA PRT is not activated, then these positions will be filled by designees of the local PA office or as designated by HQUSACE PAO. These individuals will be responsible for activities such as coordinating approval of news releases, assisting with FEMA-USACE joint media events, ensuring that USACE-related information is included in communication materials about the overall federal response at the local/regional level, communicating with higher HQUSACE PA officials, and other duties.

d. Information about USACE participation in disaster relief operations will be made available promptly to the news media. Material of possible national interest will be forwarded immediately to the HQUSACE PAO.

e. Local PA members of the EA PRT retain release authority to provide accurate and timely information to citizens affected by the emergency. Emergency response information will be provided through existing MSC and District websites and social media outlets. Only in rare instances, and with Headquarters approval, are new web sites or social media pages authorized to support a specific disaster response effort.

f. Individuals working in public affairs/external affairs capacities will coordinate their activities throughout all stages of the disaster with HQ USACE PAO.

g. Public Affairs/External Affairs roles and responsibilities can be found in ANNEX L (Public Affairs), Operations Order 2012-11 USACE Response To All Hazards Events and the USACE External Affairs Planning and Response Team Standard Operating Procedures located at <https://cops.usace.army.mil/sites/PA/PRT/default.aspx>.

h. Army policy related to disaster relief and civil disturbances is found in DODD 3025.18, Defense Support of Civil Authorities <http://www.dtic.mil/whs/directives/corres/pdf/302518p.pdf>.

4-7. Accidents Involving USACE Personnel or Equipment.

a. When circumstances warrant, single-release coverage is desirable. Information for release will be as follows:

(1) Announcement that an accident or incident has occurred. Location and time of the accident or incident.

(2) Names and addresses of deceased and/or injured. Names and addresses of casualties will be withheld until such time as next-of-kin have been notified.

(3) Addresses will be limited to city and state.

(4) In answering questions about the cause of an accident or incident before official findings are available, the customary answer will be: "An investigation is being conducted to determine the cause."

b. For purposes of this regulation, a civilian aircraft under charter is considered to be a USACE aircraft.

c. See AR 360-1, for additional guidance about accidents or incidents involving military personnel.

4-8. Audio-Visual Support.

a. Public Affairs is permitted to purchase and use visual information equipment and software to support PA missions and products, in accordance with fiscal limitations and procurement regulations. These activities may include but are not limited to photography, videography, video editing, audio recording, newsletter design, and graphics/multimedia production.

b. Resources from appropriated funds to provide photography, television, audio and graphic art support to public information programs are authorized. Funding sources will be identified by the local activity to support mission requirements.

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c. The Army Corps of Engineers – Information Technology organization (ACE-IT) will support non-PAO graphic and photo requirements as outlined in AR 25-1 and 360-1. ACE-IT will provide graphic and photo support for promotion boards, ceremonies, social events, logistics, history and protocol activities. In addition, ACE-IT will perform graphic design and reproduction of hard copy creative materials not related to PA missions, including, but not limited to newsletters, brochures, templates, booklets, invitations, flyers, posters, displays, and exhibits.

d. ACE-IT will provide supplemental photo or video assistance to PA, as necessary, for newsworthy events and contingency operations (including, but not limited to natural disasters and terrorist incidents).

e. USACE units not supported by ACE-IT due to mission, location or both are encouraged to maintain proactive relationships with Audio-Visual support elements provided by their supporting activity.

CHAPTER 5

Command Information, Electronic Media and Products Guidelines

5-1. General.

a. Commanders, directors and heads of activities are encouraged and expected to increase understanding of USACE missions among the workforce.

b. Commanders, directors and heads of activities are encouraged and expected to share information with employees in order to:

(1) Increase awareness by team members of their role in the USACE missions.

(2) Inspire a better motivated workforce.

(3) Instill better performance of assigned missions.

(4) Maintain close liaison with the Director of Public Affairs Department of the Army, on USACE activities for Army command information programs as outlined in AR 360-1.

(5) Insure a flow of information to commanders on the global activities of USACE.

5-2. Official and Unofficial website publishing guidance.

a. All information residing on a publicly accessible website is public information. Information contained on websites is subject to the policies and clearance procedures listed in this regulation and AR 360-1 for releasing information to the public. Official websites hosted, sponsored, or controlled by USACE must comply with the policies contained in AR 25-1, AR 25-2, AR 340-21, AR 380-5, AR 530-1, DODD 5230.09, DODI 5230.29, ER 25-1-99 and JP 3-13.

b. All official public USACE websites will reside within the '.mil' domain. Websites created on .com, .org, .biz, .edu, .gov, .net, or any other domain that is not .mil, are not authorized unless formally approved by HQDA CIO G6.

c. USACE PAOs are responsible for release of information through official public websites and responding to inquiries received through unofficial or commercial web sites (such as social media outlets, photo- and video-sharing sites, blogs, and others).

d. Official websites and unofficial or commercial websites (such as social media outlets, photo- and video-sharing sites, blogs, and others) are enabling mediums that can significantly assist commanders in connecting and engaging with their target audiences. Commanders are encouraged to include social media outlets in their PA execution to provide information to the public. Refer to DA Memorandum "Standardizing official U.S. Army external official presences (social media)," and the Army Social Media Handbook, for additional guidance.

e. To best facilitate public access to information, HQUSACE recommends that MSCs, Districts, Centers, and FOAs maintain no more than one site of each social media type. HQUSACE strongly discourages project-specific sites, however in certain, rare situations their use may be beneficial for commands looking to coordinate outreach efforts with a particular audience.

f. See DA Memorandum "Standardizing official U.S. Army external official presences (social media);" and the Army Social Media Handbook for specific DoD and DA guidance on official and unofficial web site publishing.

5-3. Command Information Products.

a. All MSCs, Districts, Centers, and FOAs should have an active employee information program that complies with Defense Department and U.S. Army guidance. Many venues exist for communicating with internal audiences, including face-to-face meetings, electronic mail, web sites and bulletin boards, electronic publications, and others.

b. The HQUSACE PAO is responsible for publishing command-wide information in accordance with AR 360-1. This information will be made available on public websites as well as intranet pages.

5-4. Other.

a. The use of brochures, folders, speeches, fact sheets, bulletin boards, websites and computer-based information products to support command information programs is authorized. As with all other materials developed for public distribution, any brochures, folders, speeches, fact sheets or similar computer-based information products developed in support of the mission by USACE activities outside of PA must be cleared for public release by the PAO.

b. Use of public web and intranet is strongly encouraged in lieu of printed materials whenever possible in order to increase distribution and save resources.

FOR THE COMMANDER:

A handwritten signature in black ink, appearing to read "R. Mark Toy". The signature is stylized and cursive.

R. MARK TOY, P. E.
Colonel, U.S. Army Corps of Engineers
Chief of Staff