



The Copy Desk

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On the Web at <http://www.tradoc.army.mil/pao/>

Mission: To provide mission-essential and/or professional-development information for Public Affairs professionals representing Training and Doctrine Command activities. Published/distributed last Wednesday of the month.

"Tomorrow's victories start in TRADOC. TRADOC is where soldiers first learn the fundamentals; it's where they learn their technical skills; it's where we hone the leaders' skills. ... We continue to contribute to the Army - most significantly with the fielding of the Stryker Brigade. ... From what we're building now, you'll see the first element of the Objective Force before the end of the decade." -- Gen. Kevin P. Byrnes, TRADOC's commanding general

CPA Perspective will return next month

NoteWorthy

❖ **SURVEY** - We're still looking for your input via our installation PAO survey, which was included in last month's *The Copy Desk*. Devoid of your input, we can guess at what your needs are, but of course it's much better if you tell us how we can best serve you. We'd appreciate receiving your survey by June 30.

❖ **TRADOC PA CONFERENCE** - Mark your calendars: the TRADOC Public Affairs Officers Conference is Sept. 15-17 at Fort Monroe, Va. The conference's theme is "Transforming Public Affairs: the Road Ahead." Send topics of discussion to Phyllis Wallace, DSN 680-3662, Phyllis.Wallace@monroe.army.mil, or Patty Belvin, DSN 680-3464, Patty.Belvin@monroe.army.mil. More details will be available in the next newsletter.

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TRADOC 30th anniversary July 1

"The command's mission statement established 30 years ago remains largely unchanged. That's the mission of responsibility for all the schoolhouse training, all the leader development and unit support, all the support for the units' training requirements. That's the mission to develop the doctrine, establish the standards and recruit the force, and build the force of the future." -- Gen. Kevin P. Byrnes, Training and Doctrine Command commanding general



Joint Civilian Orientation Conference

Ken McGraw

Public Affairs Specialist/Community Relations Officer

It's that time of year when everyone should begin thinking about nominees for the Joint Civilian Orientation Conference.

JCOC is the secretary of defense's premier community relations program. Every fall the secretary selects a group of civilian leaders from across the nation to attend a week-long orientation to the Department of Defense and the services. JCOC participants meet at the Pentagon for the conference's first phase and visit operational units from all the services in the second phase.

The conference is generally held in April or May.

Historically, the requirement for nominations goes to

the services in August or September. By the time it gets passed down, installations and activities only have about 30 days to come up with nominations. However, the criteria doesn't change for nominees and the forms really don't change much, so now is the time to start on the nominations.

JCOC's goal is to reach individuals who have neutral, negative or uninformed opinions about the military. Therefore, nominees should be influential citizens who do not have special knowledge of DoD or the military and don't have ties with senior military leaders.

People who have had special flights on military aircraft or who are familiar with one of the services or DoD are ineligible. The

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CGSOC military/media exercise simulates embedded reporters, practices new way ahead for Public Affairs training

By Ann Erickson

"Embedded media in Operation Iraqi Freedom changed the way the military interacts with the media. Public Affairs training must evolve to meet that new reality." – David Howey, U.S. Army Command and General Staff College Public Affairs instructor

Embedded reporters have become important for relaying information to the public. The American public has seen this media experiment first-hand during Operation Iraqi Freedom, when embedded reporters were able to convey to the nation and the world what was really developing during the war effort. This access has helped break news stories and given an insight into the everyday life of soldiers at war.

Throughout Operation Iraqi Freedom, the Department of Defense issued Public Affairs guidance for working with embedded reporters. The guidance noted, "We need to tell the factual story – good or bad – before others seed the media with disinformation and distortions."

Here at Fort Leavenworth, Kan., I was able to play the role of an embedded reporter for a U.S. Army Command and General Staff Officer Course final exercise. During the exercise I observed first-hand what the reporters might have gone through in the Middle East. I had to follow the ground rules and other issues that I could not report due to security.

One major observation for me was to search for the truth. My role was to tell the

JOC

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selection panel will not consider nominees who have significant knowledge of the military. Anyone who is working for, retired from or drawing any kind of a paycheck from the federal government and employees of government contractors whose primary area is military related are also ineligible.

Nominees must also be willing to pay a conference fee of about \$2,500 and pay for their transportation to Washington, D.C., and to their home from the last place the conference visits.

I will get the DoD packet of information out to all of you as soon as I get it.



Ann Erickson interviews Maj. Rhonda Lovko, a CGSOC student, while fellow student Maj. Rick Stafford (center) and Lt. Col. Shawn Faulkner, a Center for Army Tactics instructor (background), listen.

truth as I saw it. I had to make judgment calls, such as reporting the events right away to the public or waiting so I could gather more relevant information. I had to sift through counter-information to find out what really happened during certain events.

"An embedded reporter added a dimension to the exercise and feedback on a different scale," said Lt. Col. Clay Easterling, Command and General Staff College tactics instructor and exercise coordinator. "As an embedded reporter, you become part of a team and you tell the story of the team."

Building trust with the officers was a key objective. This trust allowed me to be able to talk with any of the officers in the simu-

lation. I was able to see how officers worked together to carry out the objectives.

This type of training with embedded reporters is vital because it allows officers to feel the pressures of media requirements during a "war" situation. This kind of exposure in a training environment enhances soldiers' ability to handle and deal with the media.

Ann Erickson is a University of Kansas journalism student interning in the Fort Leavenworth Public Affairs Office. She was invited to participate in the Command and General Staff Officer Course training exercise by David Howey, Public Affairs instructor at CGSC.

What's new on TRADOC PAO's Website

Recently posted was a Web special on TRADOC's 30th anniversary. Stories and photos can be drawn from here for your installation newspapers. (The thumbnails link to 300-dpi resolution photos.) URL is http://www.tradoc.army.mil/pao/30thANN_Openingpage1.html. This special will be removed from the Web July 8.

The Web special on the TRADOC Drill Sergeant of the Year competition, including biographies of all the candidates, is still available at <http://www.tradoc.army.mil/pao/03DSOYComp.html> until June 27.

This month's WWW.PAOWeb focuses on soldiers in uniform appearing in advertising - in print or in the PDFs posted on your Websites that reproduce your command newspaper's pages.

We see various instances of this, from a drill sergeant pictured head (including smoky bear hat) down to waist in an "earn your college degree" ad, to the other end of just boots and bottom of legs in an insurance company's ad. What's "legal"? What's not? Can ads show models/actors in uniform since they're not "real" soldiers?

Uniformed soldiers in ads seem to be an issue each installation faces again and again. If any of you have negotiated this maze recently and would be willing to share your lessons-learned in a near-future edition of *The Copy Desk*, please do. ... Meanwhile, here's the law and regulations for your info.

First, soldiers should not appear in uniform in advertising. There are several regulations and policies that speak to this. For example:

- From AR 360-1, Paragraph 3-2: "Specific restrictions, limitations, and other considerations. A. Selective benefit. Army participation must not selectively benefit (or appear to benefit) any person, group, or corporation (whether profit or nonprofit); religion, sect, religious or sectarian group, or quasi-religious or ideological movement; fraternal organization; political organization; or **commercial venture**. ... B. Avoid endorsement. Public affairs activities will not support any event involving (or appearing to involve) the promotion, endorsement or sponsorship of any individual, **civilian enterprise**, religious or sectarian movement, organization, ideological movement, or political campaign."

- From the Joint Ethics Regulation: "3-209. Endorsement. Endorsement of a non-federal entity, event, product, service or **enterprise** may be neither stated nor implied by DoD or DoD employees in their official capacities; and titles, positions or organization names may not be used to suggest official endorsement or preferential treatment of any non-federal entity except those listed in Subsection 3-210. ..."

Second, Army regulation and federal law discourage anyone else wearing a uniform as a representation of a soldier (speaks to the models/actors part of the issue):

- From AR 670-1, *Wear and Appearance of Army Uniforms and Insignia*: "1-4 d. In accordance with Chapter 45, Section 771,

Title 10, United States Code (10 USC 771), **no person except a member of the U.S. Army may wear the uniform, or a distinctive part of the uniform of the U.S. Army unless otherwise authorized by law.** Additionally, **no person except a member of the U.S. Army may wear a uniform, any part of which is similar to a distinctive part of the U.S. Army uniform.** This includes the distinctive uniforms and uniform items listed in Paragraph 1-12 of this regulation. Further, soldiers are not authorized to wear distinctive uniforms or uniform items of the U.S. Army or of other U.S. Services with, or on civilian clothes, except as provided in Chapters 27 through 30 of this regulation."

- From 10 USC 772, which describes when it's authorized for people not on active duty to wear a uniform, item (f) specifically touches on the models/actors issue: "While portraying a member of the Army, Navy, Air Force or Marine Corps, an actor in a theatrical or motion-picture production may wear the uniform of that armed force if the portrayal does not tend to discredit that armed force."

Is a disclaimer required for ads that do have models in uniform in them? Does PA have some proscribed wording to provide a printing contractor who accepts ads where actors/models appear in uniform in advertising?

I haven't been able to identify any such wording. Some national advertisers use the required disclaimer from Department of Defense Instruction 5120.4: [4.10.2.] "The appearance of advertising in this publication, including inserts or supplements, does not constitute endorsement by the (Department of Defense/the U.S. Army/the U.S. Navy/the U.S. Air Force/the U.S. Marine Corps), or (name of commercial publisher) of the products or services advertised." **However, this disclaimer will not satisfy the prohibition of AR 670-1 1-4 d on non-soldiers wearing the Army uniform or a distinctive part of the uniform.**

Third, can a part of a uniform, such as boots, be used? Perhaps, if that part of a uniform, such as boots, is not an item listed in AR 670-1 Paragraph 1-12 as distinctive uniforms and uniform items. Paragraph 1-12 says: "*a.* The following uniform items are distinctive and will not be sold to or worn by unauthorized personnel:

- (1) All Army headgear, when worn with insignia.
- (2) Badges and tabs (identification, marksmanship, combat, and special skill).

- (3) Uniform buttons (U.S. Army or Corps of Engineers).

- (4) Decorations, service medals, service and training ribbons, and other awards and their appurtenances.

- (5) Insignia of any design or color that the Army has adopted.

Fourth, the bottom line about what to do if the contractor intends to print advertising containing soldiers and/or models in uniform: it's a local decision, not a major command's decision, a regional Installation Management Agency's decision, nor an Army PAO decision. **You must work it locally with your installation's legal staff.** Some things that may be helpful to keep in mind:

- Per AR 360-1, the CE contractor may accept an advertisement (see *a* and *b* following) containing people in uniform, which from the Army's stance would endorse the product advertised. The fort cannot "prohibit" a CE contractor from printing this advertisement but can keep the paper from being distributed on post (see *d*). The PAO has the right and responsibility of reviewing the ads per *a* and *c*. The PAO should evaluate the ads IAW *c* and determine if they are contrary to law and Army regulations, and if so, obtain the legal staff's formal opinion.

- Legally, there may be a work-around if not all the uniform is shown, and none of it is of the distinctive items listed in AR 670-1 1-12. **If a work-around is settled upon, I would recommend that at least *h* be applied as well as the disclaimer from DoDI 5120.4 noted above. However, I believe it to be in the command's and the CE contractor's mutual best interests if these ads were also labeled with a disclaimer that persons photographed in uniform or parts of the uniform are models and not actual soldiers.** I recommend that the PAO work with the post's legal staff on the wording of this disclaimer; there doesn't seem to be a standard Army disclaimer on models being photographed in uniform - it wouldn't make sense that such a disclaimer exists since AR 670-1 and 10 USC 771/772 are so clear on this.

- The pertinent portions of AR 360-1, Paragraph 13-9, "Advertising in CE newspapers," are:

a. ... While the editorial content of the publication is completely controlled by the installation, the **advertising section**, including its content, is the **responsibility of the**

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CE contractor. The PA staff, however, retains the responsibility to review advertisements before they are printed.

b. Any decision by a CE contractor to accept or reject an advertisement is final. **The PAO may discuss with a publisher their decision not to run an advertisement, but cannot substitute his or her judgment for that of the publisher.**

c. Before printing each issue of a CE publication, the **PA staff will review advertisements** to identify any that –

(1) Are contrary to law or Army regulations.

(2) May pose a danger or detriment to DA personnel or their family members.

(3) Interfere with the command or installation missions.

d. It is in the command's best interest to carefully apply DA regulations and request that those advertisements that clearly violate this regulation be excluded. If such advertisements are identified, the **PA office will obtain a legal opinion** on the pro-

posed exclusion. After coordination, the PA office will **request, in writing if necessary**, that the CE contractor delete such advertisements. **If the CE contractor prints the issue containing the objectionable advertisement(s), the commander may prohibit on-post distribution.**

e. The commander has the authority to prohibit distribution on the installation of a CE publication containing advertising likely to promote potential riots or other disturbances or have an adverse effect on the loyalty, discipline or morale of personnel. **Each commander will determine whether a CE publication advertisement may interfere with the command's mission.** Considerations include the local situation, the content of the proposed advertisement, and the past performance of the advertiser. **Before prohibiting distribution of a CE publication, the commander will coordinate with his legal staff.**

...
h. All commercial advertising, includ-

ing advertising supplements, will be **clearly identifiable and labeled**. Paid advertorials and advertising supplements may be included but must be clearly labeled as advertising and readily distinguishable from editorial content.

The Web edition of a CE newspaper must comply to the laws and regulations just as the printed edition does: "13-14. Web publishing. All information residing on a publicly accessible website is public information, even if it is intended for an internal audience. **Information contained on websites is subject to the policies and clearance procedures** listed in this regulation for the release of information to the public. See AR 25-1 for policy on website management."

I'm always available to answer questions you may have about DoD and Army Web policy - contact me at lisa.alley@monroe.army.mil or call (757) 788-3463 (DSN 680-3463).

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