



# 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.

## CPA Perspective

Col. Steve Campbell  
Chief of Public Affairs

Hello to all. I hope everyone has had a productive month. The month of June is going to be very busy as we approach the 30<sup>th</sup> anniversary of TRADOC on July 1. There are many events happening, but I want to highlight one to you all.

There will be a senior leader conference in the middle of June, which most of the TRADOC mission commanders and senior leadership will attend. There will be discussions on various topics and issues relevant to TRADOC as well as the Army. Among the

several panel discussions to be presented, I am facilitating one titled "TRADOC reputation: how do we want to be seen?" The goal of this panel is for panel members to think about how we "build a better TRADOC reputation with internal and external audiences/stakeholders." (How we are seen. How do we want to be seen?)

We are providing the panel with a list of "perceptions," positive and negative, that will serve as a means of getting the discussion started. If you have any suggestions for negative and positive perceptions about TRADOC, please feel free to send them directly to me.

For the senior leaders to develop some ideas for improving TRADOC's reputation, it's important they understand TRADOC's mission as well as the TRADOC commander's vision and current priorities for the command. I share these with you now and ask that you keep these in mind when developing your communications plans and media events. These can serve as good points of departure when developing Qs and As and talking points. The vision and priorities are dynamic and, as they change, I will make sure I keep you apprised of those changes.

**TRADOC mission:** TRADOC trains the Army's soldiers and develops leaders, supports training in units, develops doctrine, establishes standards, recruits the force and builds the future Army.

**TRADOC vision:**

## NoteWorthy

❖ **TRADOC PA CONFERENCE** - The TRADOC Public Affairs Officers Conference is scheduled Sept. 15-17 at Fort Monroe, Va.

The conference's theme is "Transforming Public Affairs: the Road Ahead." Please forward any issues for topics of discussion to Phyllis Wallace, DSN 680-3662, [Phyllis.Wallace@monroe.army.mil](mailto:Phyllis.Wallace@monroe.army.mil), or Patty Belvin, DSN 680-3464, [Patty.Belvin@monroe.army.mil](mailto:Patty.Belvin@monroe.army.mil).

❖ **NEW ON TRADOC PA WEBSITE** - The stringer guide, third in our "pocket guide" series, is now available in PDF.

On the PAO homepage (<http://www.tradoc.army.mil/pao/>), there's a link under "Inside Public Affairs" for the professional development page. Pocket guides and other professional-development information are here.

### Also in this issue:

Command Information reorganization  
[WWW.PAOWeb](http://WWW.PAOWeb)

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## Bayonet writer earns TJ award

Lisa Alley

Chief of Command Information Branch

Congratulations to Bridgett Siter, a contract writer for Fort Benning's *The Bayonet*. Ms. Siter won Category L, contribution by a contractor/stringer (writer), in the Defense Department's Thomas Jefferson print media competition for her entry, "It don't mean nothing."

The Army took four first-place awards of 16 print categories, while winning six first places of 14 broadcast categories.

TJ results may be found at <http://www.dinfos.osd.mil>. Click on "DINFOS competitions," then click on "Thomas Jefferson Awards." Then click on the gray area for broadcast and print results.

To the left, you can click on judges' comments. Examples of all the winning work are also available.

Now, an apology: last month's newsletter omitted U.S. Army Recruiting Command's winners at the Department of the Army level 2002 Keith L. Ware competition. Since USAREC submitted their entries directly to OCPA, I overlooked them! Sorry.

Here are USAREC's placings at DA level:

- Category C (magazine-format publication)

Second place: *Recruiter Journal*, Fort Knox, Ky.

- Category O (art/graphics in support of a publication)

Honorable mention: Joyce C. Knight, Fort Knox, Ky.

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**Training and leader development:** Training is our primary mission. It is our base-plate. We establish the standards and requirements for training and developments for the Army. TRADOC develops competent and adaptive leaders while ensuring currency in our doctrine, and looks to the future while maintaining a firm grasp on today.

**Innovation:** This is an open-minded organization that welcomes new ideas, fosters innovation, seeks collaboration and embraces change where it makes sense.

**Jointness:** We remain firmly connected to the joint community with an ASCC-like relationship with Joint Forces Command.

**Accessions:** We recruit young Ameri-

cans to be soldiers, who serve as the centerpiece of the Army formation and the Army's readiness. Once soldiers enter, we ensure a smooth transition into our ranks. We imbue Army values and the warrior ethos, instill discipline and provide the necessary skills needed to immediately contribute to their first unit of assignment.

**Future force:** TRADOC builds the Army of the future. Quality forces must have quality training and quality equipment. Transforming the Army, and achieving irreversible momentum toward that end, is an imperative. We will strive to place the best capabilities and equipment into the hands of this quality force ... we can do no less.

**People:** Above all, TRADOC remains

committed to our soldiers, civilians and families. Through action, we will remain directly involved in ensuring their well-being. Our people are the bedrock upon which our Army is built. Without them, the best technology in the world is all for naught.

**TRADOC priorities:**

- Support the war
- Training/leader development
- Future Combat System/Transformation
- Experimentation
- Joint relationships
- TRADOC Transformation
- Living within our means.

## Command Information Branch's new way ahead

TRADOC Public Affairs Office's Command Information Branch is undergoing a bit of reorganization. As part of that, we want to put into motion procedures and approaches that will support you as you support the TRADOC senior mission commander at your installation.

On Pages 3-4 is a short survey on how you feel we can support you in TRADOC Public Affairs and what products you'd like to see.

Following are CI Branch's intentions as we adapt to strategic, proactive thinking and leave behind the traditional mindset that "it's always been done this way." Obviously we won't meet these objectives overnight, but we'll continue to work toward these goals:

- We plan to produce more products in our quest to tell the TRADOC story Army-

wide, even DoD-wide. To do this, we intend to build stronger news and features elements for TRADOC in the TRADOC News Service.

- We will know the TRADOC story well by establishing "beats" covering the 26 TRADOC activities; these beats will align with the geographical regions of the Installation Management Agency for simplified coordination.

- We will explore generating broadcast/Webcast products as part of TNS.

- We will exploit the Worldwide Web as a communications tool to internal audiences.

- Our ultimate goal is daily release via TNS of a TRADOC-related story, daily

*Lisa Alley*  
*Chief of Command Information Branch*

updates of timely Websites such as Operation Iraqi Freedom, and timely launch of Website products with short shelf life.

- We will coordinate with the Army CIO/G-6 in establishing a TRADOC PA Knowledge Center on AKO.

- We will strengthen and streamline TNS and other Web operations to focus on stories that are TRADOC relevant.

Although the concept of this is now effective, implementation of this plan will be in stages throughout the summer (and probably beyond for the broadcasting/Webcasting project). We'd appreciate your input as we transition into this new way of doing business.

*Lisa Alley*  
*Chief of Command Information Branch*

## WWW.PAOWeb

### Section 508 and Website content

As I mentioned in last month's WWW.PAOWeb, PAO staff members - as Website content reviewers as well as Website creators - are responsible for helping your command's Websites work toward accessibility. Although Section 508 is federal law (29 U.S. Code 794d), I won't assume equal knowledge and training

across the Army on Section 508 compliance.

Army Regulation 360-1 treats Army Websites this way (Section 13-14): "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."

In AR 25-1, Chapter 6, we see: "Army organizations maintaining Websites are required to achieve Website compliance with the provisions of Section 508 of the Rehabilitation Act Amendments of 1998. Refer to Section 508 standards on Web-based, Intranet and Internet information

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# Installation PAO survey

Please return your input by June 30. Please mail Pages 3-4 to Lisa Alley, TRADOC PAO, Bldg.27, 66 Ingalls Rd., Fort Monroe, Va. 23651.

Your installation includes these TRADOC activities (please list):

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Which of these have direct impact on our soldiers' mission in the Global War on Terrorism?

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How so?

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Do you use TRADOC News Service news releases in your installation newspaper? (circle one)      Yes                      No

How frequently? (circle one)    Every edition    Not every edition but several times a month                      Once every few months    Rarely

If you use TNS news releases infrequently, what would influence you to print TNS news releases more often?

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Do you access the TRADOC PAO Website for news releases? (circle one)              Yes      No

If so, how often? (circle one)    Once a week    Not once a week but at least several times a month    Once every few months    Rarely

For professional development products? (circle one)    Yes      No

If so, how often? (circle one)              In weekly training              In monthly training/conferences    In quarterly training              Rarely

For those who access the Website, do you find the email notification on what's available on TNS each week helpful? (circle one)

Yes      No

If you use our professional development products (for example, the pocket guides or *The Copy Desk* newsletter), what do you find most useful?

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If you do not use our professional development products, what would influence you to do so?

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Do you find our Website easy to navigate and use? (circle one)              Yes      No

If not, how could we improve it?

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Do you use our visual information library and products? (circle one)              Yes                      No

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# Installation PAO survey (continued)

If not, what would influence you to use them?

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Are the products adequate, or are there other subjects/resources you'd like us to add?

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If you'd like us to add other subjects/resources, what would you like us to offer?

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Would you use broadcasting/Webcasting products if we were able to produce them? (circle one) Yes No

If you're interested in Webcasting, what format (.MOV, MPEG, etc.) would be most compatible for you?

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What would you find most helpful for TRADOC PAO (especially CI) to do to support you? What specific products would be helpful?

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## WWW.PAOWeb

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and applications at <http://www.section508.gov/>. This site offers free on-line training to assist Web developers in how to design Websites for 508 compliance. ... Websites published by Army commands but hosted on commercial servers (servers other than "army.mil") are considered official sites and remain subject to this policy."

Even if Public Affairs Offices had the manpower to check every image on a Webpage for an "ALT" tag, these sort of specifics aren't really PAO turf - unless, of course, you're a Webpage developer in a PAO. **Where PA professionals do come in, however, is in understanding Section 508 compliance as a Webpage content reviewer and in encouraging compliance across the command in the interest of public information.**

We all know we're bound to serve the public interest with public information, even if Section 508 wasn't federal law. **A PA professional's desired result should be to change people from feeling "bound" to passionately endorsing Section 508 compliance as part of the mission.** However, if you don't feel that way yourselves, you're not going to be successful in convincing someone else to passionately endorse this viewpoint. You're not going to feel much enthu-

siasm in your Website content reviews for mentioning Section 508 non-compliance issues.

That would be a disservice to your senior mission commander as well as disabled adults.

Since PA types set up strategic communications in the form of themes and messages, I'll cover Section 508 compliance in that format.

**Theme 1:** Section 508 compliance is good for the command because compliance enables the installation's own civilian workforce.

#### **Messages:**

- **Disabled people are not "they" - they're us: our civilian workforce, our retirees, our taxpayers, us - if not now, then probably someday.**

- The civilian workforce uses the Worldwide Web at times to do their jobs. Retirees and taxpayers use a command's Website to seek information about the command and installation.

- **People with disabilities are the largest minority in the United States.** (African-Americans are the second largest minority with 12.8 percent of the population.) The 1997 U.S. Census Bureau report on Americans with disabilities found that 52.6 million people (19.7 percent of the population)

had some level of disability and 33.0 million (12.3 percent of the population) had a severe disability.

- Many of those disabled adults are vision impaired: 7.67 million adults have difficulty seeing words/letters; 3 million people are color blind; 1.77 million adults report severe vision impairment.

- A significant number are hearing impaired: 8 million adults have difficulty hearing a conversation; 832,000 report a severe hearing impairment; 3.9 million adults use a hearing aid.

- The largest percentage of disabled adults are mobility impaired: 19.5 million adults have difficulty walking; 9.9 million report a severe mobility impairment; 8.53 million use a wheelchair, crutches or a cane.

- Another significant percentage of disabled adults are those with limited hand use: 18.1 million adults report difficulty grasping or carrying objects; 8 million report severe difficulties.

- 3.5 million adults have a learning disability; 9 million adults have cognitive disabilities.

- **Given these statistics, a non-compliant Website will most likely affect an Army**

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civilian with vision impairment (such as difficulty distinguishing colored type that's close in color to the Webpage background) or limited hand use (for instance, if navigation requires dexterous use of the computer mouse, such as flowing menus often do). A non-compliant Website may hamper these workers in doing their jobs.

- Aging increases one's chances of disability, as might be expected, but the statistics don't show that disability is restricted to *old* age. A significant number of middle-aged people are disabled. According to the Census Bureau, in the age 25-44 bracket, 13.4 percent of the population reports having any type of disability while 8.1 percent reports a severe disability, but the numbers rise significantly for the age 45-54 bracket. This group has 22.6 percent reporting any type of disability, with 13.9 percent having a severe disability. As your installation's civilian workforce reaches retirement age, they could be in the company of the age 55-64 group, with 35.7 percent having any type of disability and 24.2 percent a severe disability.

- Not forgetting the retiree population your installation Website may serve, age group 65-69 reports 44.9 percent as having any type of disability, with 30.7 percent having a severe disability; between 70-74, 46.6 percent have any type of disability and 28.3 percent have a severe disability; in the 75-79 bracket, 57.7 percent have any type of disability and 38.0 percent having a severe disability; age 80 and over, 73.6 percent have any type of disability, while 57.6 percent have a severe disability.

- Just what is a "disability"? By definition, a person is considered to have a disability if he or she has difficulty performing certain functions (seeing, hearing, walking, climbing stairs and lifting and carrying), or has difficulty performing activities of daily living, or has difficulty with certain social roles (doing schoolwork for children, working at a job and around the house for adults). A person who is unable to perform one or more activities, or who uses an assistive device to get around, or who needs assistance from another person to perform basic activities is considered to have a severe disability.

- Although this bullet came first, it's worth repeating, and the statistics you've just read show it: disabled people are not "they" - they're us: our civilian workforce, our retirees, our taxpayers, maybe you - if not now, then probably someday.

**Theme 2:** Section 508 compliance is good for the command because compliance will

lead to Websites that are better designed and more friendly to technology used by employees who are TDY. These better Websites will also produce goodwill from the public.

**Messages:**

- Section 508 compliant Websites are usually better designed than non-compliant ones. If a Webpage author remembers that not everyone views a Webpage the same way he/she does, he or she is more likely to create a Webpage with more user-friendly navigation, better contrast of text to background, less chance of something going wrong such as browser or plug-in incompatibility (and therefore content being lost to the Webpage visitor).

- Creating an accessible Webpage is creating a page that is interoperable, platform-independent and functional for everyone. Webpages for anyone can benefit from Section 508 compliance, since the spirit of accessibility is providing the information in a format anyone can easily understand.

- Websites that are Section 508 compliant are normally more easily used by TDY employees using laptops, personal digital assistants or Internet-enabled pages and phones. Deployed soldiers may face slow dial-up connections or primitive geographical areas; Section 508 compliance will enable them to access the command's Website more easily.

- Section 508 compliant Websites are clear to people who have turned off graphics for faster page loading.

- A Section 508 compliant Webpage is not plain text. In fact, some people rely on graphics to help them understand a Webpage's content, so images are necessary for Section 508 compliance in those cases.

- An installation Website that provides a pleasant experience for the user is more likely to induce public goodwill.

I'm asked from time to time about "undue burden" - at this point, undue burden may not be an issue in your command, but since the topic pops up here and there, I'll tackle it.

First, I'll place "undue burden" in the context of what the federal law requires. In a nutshell, Section 508 mandates federal agencies to ensure the electronic and information technology they develop, procure, maintain or use is accessible (unless this imposes an undue burden) to both federal employees with disabilities and individuals with disabilities outside the government who need access to government information. Further, E&IT must not only be accessible but *comparable* to the access and use

by people without disabilities.

"Comparable" is key to Section 508 compliance. Last month's newsletter touched on Section 508 being based on the spirit of "equivalent facilitation" (equal access). Equivalent facilitation - one of Section 508's most important concepts - strives to give an equal experience of a Webpage to disabled people as to non-disabled people.

Just about every Webpage author/developer faced with reconstructing his or her Webpages to make them Section 508 compliant will argue that making Webpages "comparable" poses an undue burden.

Section 508 provides that a federal agency does not have to comply with technology accessibility standards if doing so imposes undue burden, which is defined as significant difficulty or expense. According to Mark Rew, team leader for the Computer/Electronic Accommodation Program's Blind and Low Vision Team, "Undue burden was designed so it would not be used except in extreme cases. Undue burden applies when the expense exceeds the budget of the agency, or when the resources required are beyond the agency's capacity. But there are two problems: undue burden must be fully documented and approved by the agency's chief information officer; and alternative access must be provided to the disabled person equivalent to the access non-disabled people have. This second clause is often more effort than making the original information technology compliant."

**Bottom line: undue burden is more than likely indefensible in DoD.**

Some last notes:

- The Section 508 standards apply to federal Websites but not to private-sector Websites unless a site is provided under contract to a federal agency, in which case only that Website or portion covered by the contract would have to comply.

- PAOs will be most affected by Sub-section 1194.22 of Section 508, which covers Web-based intranet and Internet information and applications. While you may not get this far into the weeds unless you're a Web developer, I've provided the 16 Website standards - taken from Sub-section 1194.22 - in the accompanying chart (Page 6), since these are the mechanisms of compliance. The chart also includes the 13 Defense Department web-accessibility rules that match up with the Section 508 standards. Further - because the Section 508 criteria were based on accessibility guide-

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lines developed by the Worldwide Web Consortium's Web Accessibility Initiative team - I've also included which WAI checkpoint the Section 508 standard compares to. (In a few cases, there was no corresponding DoD rule, while in one case a DoD rule had no corresponding Section 508 standard.)

- The Section 508 standards board interprets paragraphs (a) through (k) of Section 508's Web sub-section as consistent

with some Priority 1 Checkpoints of the W3C's Web Content Accessibility Guidelines 1.0. Those corresponding checkpoints are noted in the chart. However, Section 508 Website standards (l), (m), (n), (o) and (p) are different from WCAG 1.0. Webpages conforming to WCAG 1.0 Level A (all Priority 1 checkpoints) must also meet paragraphs (l), (m), (n), (o) and (p) of Section 508's Websites sub-section to comply.

- Useful, clear information and expla-

nations of WCAG 1.0 are available at <http://www.w3.org/TR/1999/WAI-WEBCONTENT-19990505>, and this site also includes examples for Web developers in how to reach compliance in that area.

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

## Section 508 criteria

### Subsection 1194.22

reference	DoD rule	WCAG 1.0 checkpoint	Criteria	Notes
(a)	1	1.1	A text equivalent for every non-text element shall be provided - for example, via the ALT or LONGDESC tags, or in element content	Includes images, graphical representations of text (including symbols), imagemap regions, animated GIFs, applets and programmatic objects, ASCII art, frames, scripts, images used as list bullets, spacers, graphical buttons, sounds, stand-alone audio files, audio tracks of video, and video
(b)	12	1.4	Equivalent alternatives for any multimedia presentation shall be synchronized with the presentation	Provide auditory description of important information on visual track of multimedia presentation. For any time-based multimedia presentation (movie or animation), synchronize equivalent alternatives (captions or auditory descriptions of visual track) with presentation
(c)	2	2.1	Webpages shall be designed so that all information conveyed with color is also available without color	Do not use color coding as the only means of conveying information, indicating an action, prompting a response, or distinguishing a visual element
(d)	4	6.1	Documents shall be organized so they are readable without requiring an associated stylesheet	When HTML document is viewed without associated stylesheets, it must still be possible to read Webpage
(e)	6	1.2	Redundant text links shall be provided for each active region of a server-side imagemap	
(f)	7	9.1	Client-side imagemaps shall be provided instead of server-side imagemaps except where the regions cannot be defined with an available geometric shape	
(g)	8	5.1	Row and column headers shall be identified for data tables	Tables for layout are OK - top screenreaders such as JAWS will read them
(h)	9	5.2	Markup shall be used to associate data cells and header cells for data tables that have two or more logical levels of row or column headers	
(i)	10	12.1	Frames shall be titled with text that facilitates frame identification and navigation	Set target properties to avoid nesting frames
(j)	None	7.1	Pages shall be designed to avoid causing the screen to flicker with a frequency greater than 2 Hertz and lower than 55 Hertz	No flashing or blinking text, objects or other elements having a flash or blink frequency greater than 2 Hz or less than 55 Hz

# Section 508 criteria

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## Sub-section 1194.22

reference	DoD rule	WCAG 1.0 checkpoint	Criteria	Notes
(k)	5	11.4	A text-only page, with equivalent information or functionality, shall be provided to make a Website comply with the provisions of this part, when compliance cannot be accomplished in any other way. Content of the text-only page shall be updated whenever the primary page changes	DoD Rule 5 is to provide updated equivalents for dynamic content. Static (text only, most often) pages used as alternates to comply with Standard (k) must be updated as often as “dynamic content” pages.
(l)	11	6.2, 6.3, 8.1	When pages use scripting languages to display content, or to create interface elements, the information provided by the script shall be identified with functional text that can be read by assistive technology	DoD rule 11 states that Webpages must be script independent. Just like Webpage stylesheet independence, Webpages must be usable when scripts, applets or other programmatic objects are turned off or not supported. The Web developer must be careful. Recommend that your navigation not rely completely on a JavaScript drop-down menu, and that you provide equivalent links for drop-down and flowing menus in the form of text hyperlinks
(m)	None	8.1, 9.2	When a Webpage requires that an applet, plug-in or other application be present on the client system to interpret page content, the page must provide a link to a plug-in or applet that complies with Sub-section 1194.21 (a) through (l)	Also per DoD Web policy, the link to the plug-in may not be a company icon; it can only be a text hyperlink
(n)	None	9.2	When electronic forms are designed to be completed on-line, the form shall allow people using assistive technology to access the information, field elements and functionality required for completion and submission of the form, including all directions and cues	
(o)	13	9.4, 9.5	A method shall be provided that permits users to skip repetitive navigation links	Make sure the Webpage user, non-disabled or disabled, can use the tab key to tab through your Webpage (associate labels with form methods, for instance). Use anchors/bookmarks to jump over repetitive sections of pages
(p)	None	None	When a timed response is required, the user shall be alerted and given sufficient time to indicate more time is required	See WCAG 1.0 Guideline 7, “ensure user control of time-sensitive content changes,” but this is not tied to a specific checkpoint
Not applicable	3	4.1	Identify language changes	Use proper HTML tags if foreign words/phrases used