



The Copy Desk

Volume 1 No. 1
May 2003

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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 and welcome to the first edition of our TRADOC Public Affairs newsletter. The intent is for this letter to provide useful information as well as to serve as a written forum for professional development. The TRADOC Public Affairs

staff is working hard to provide you with products and services that you will find useful. This is just one way.

This is a hectic, yet exciting time in our Army, and there is a great deal happening in TRADOC and the Army. It's time for you

all to be forward thinking and focused on the future, especially during this time of transformation. As the Army is transforming, so is TRADOC. The Army's theme this year is "An Army at War and Transforming." I can tell you that we are living that theme as I write.

Operation Iraqi Freedom has taken front page, and TRADOC has played its part in several ways:

- TRADOC is providing a steady flow of newly trained soldiers.
- TRADOC is providing sites for Reserve Component unit mobilization and training mobilized Reserve Component soldiers.
- TRADOC is operating three CONUS replacement centers (Forts Benning, Bliss and Sill).
- TRADOC is providing mobile training teams.
- TRADOC is providing Center for Army Lessons Learned collection teams.

The war has had an impact in many ways, but none more so than at Fort Bliss, Texas. Fort Bliss has been very busy with intense media interest over the events surrounding 507th Maintenance Company. I'm sure you have all seen the news coverage. Jean Offutt has done a fantastic job, and I'd encourage you all to touch base with her if you're faced with a serious crisis. Thanks for all the hard work, Jean! Great job.

Of course the Global War on Terrorism has impacted us all.

NoteWorthy

❖ **KLW WRAPUP** - Judges' comments from the Army's Keith L. Ware journalism awards are in and will be sent out by May 2. Examples of placing print entries will also be made available on the KLW website, <http://www.dtic.mil/armylink/ware/>.

TRADOC-level winners' certificates are ready to mail and should reach you about the same time as the judges' comments.

❖ **PA STRATEGY** - Army Strategic Communications Guidance for 2003 is available on Army Knowledge On-line. ASCG, which provides the Army's overarching communications guidance for calendar year '03, is a living document, receiving periodic updates.

To access ASCG, go to AKO via www.us.army.mil, click on "Special Staff" box to open "Public Affairs," then "Public Affairs Knowledge Centers," then "OCA," then "Plans," then "2003 ASCG."

Also in this issue:

TRADOC's Keith L. Ware winners	Page 3
New on the TRADOC PAO website	Page 2
WWW.PAOWeb	Page 4

Enlisted Excellence

SGM Harrison Sarles
TRADOC Public Affairs Sergeant Major

We live in interesting times. That ancient curse has come to rule our lives. For us that means continual readiness. Several Public Affairs soldiers have already deployed, and I expect there will be many more such opportunities as the situation in Iraq matures. TRADOC is the only personnel pool from which to draw, so expect to lose some of the officer and enlisted workforce for extended periods of time in the coming months. The bottom line is NCOICs need to ensure enlisted soldiers complete all their pre-deployment tasks so they are ready.

Now that I've said that, we still need to consider the professional advancement oppor-

tunities that are available to our soldiers. Advanced training opportunities like courses at Syracuse and Oklahoma and Training with Industry are out there, and we need to nominate our best soldiers for them. Reward excellence.

Speaking of excellence, we need to seek it in everything we do and challenge our soldiers to excellence as well. We need to teach young soldiers from their first day on the job to write, edit and photograph well. Our Keith L. Ware results were hardly representative of an organization as large as TRADOC. I know we have talented writers, photographers and editors out there who would bloom with just a little coaching.

continued on Page 2

continued on Page 2

SGM Harry Sarles departed April 27 for a 179-day deployment to CJTF-180 in Afghanistan as the PA NCOIC. He will be missed by all of us here at TRADOC Headquarters Public Affairs, but we are thankful that he is coming back to us at the end of his deployment.

Of course, with the creation of the Installation Management Agency, many of your Public Affairs operations have been impacted. There are many ways to deal with the impact of these changes as far as your organization is concerned. If you have questions or would like advice, please contact Phyllis Wallace or me, and we can provide some recommended courses of action.

I want to thank all of you who competed in this year's KLV competition. Congratulations to our 2002 winners:

- Category A (metro-format newspaper)

- 1st place: *Inside the Turret*, Fort Knox, Ky.*

- Category B (tabloid-format newspaper) – honorable mention: *Fort Bliss Monitor*, Fort Bliss, Texas

- Category E (news articles) – 3rd place: Fred W. Baker III, Fort Sill, Okla.

- Category F (feature articles) – 3rd place: Fred W. Baker III, Fort Sill, Okla.

- Category H (sports) – 2nd place: SPC Benjamin Etzioni, Fort Knox, Ky.

- Category L (contribution by contractor/stringer (writer) – 1st place: Bridgett Siter, Fort Benning, Ga.*

- Category S (Moss-Holland Civilian Journalist of the Year) – honorable mention: Fred W. Baker III, Fort Sill, Okla.

- Category U (field newspapers) – 3rd place: *Warrior Leader*, 4th Region (ROTC), Fort Lewis, Wash.

*Winners with an asterisk competed in the Thomas Jefferson competition April 22-25. American Forces Information Service is scheduled to announce results May 5.

As I mentioned at the beginning, this newsletter is just one way we are trying to provide you all with useful products and services. If you need any assistance, please don't hesitate to contact my staff or me. We will do what we can within our capabilities and resources.

One final note, I am always available to speak with each and every one of you. I encourage all of you to contact me directly via phone or e-mail if you would like to discuss any issue. I hope to begin traveling and visiting you all in the coming 12 months. That's my intent. Please keep the light on!

Enlisted Excellence

Continued from Page 1

Enlisted concerns seem to never change. I'm always asked about assignments, promotions, schools and deployments. Let's take promotions first. We had good selection rates for the master sergeant and sergeant major boards this year. That should have a trickle-down effect with promotions for sergeant to sergeant first class. Looking around TRADOC, we've had several soldiers promoted to sergeant and staff sergeant this year already. Also, 46Q remains on the Army's Star MOS list for sergeant,

meaning we need to recommend our specialists who are ready for sergeant now.

Operations in the Middle East will continue to have an impact on assignments. We will get our replacements, but they may take longer than we would like. Our soldiers need to know that the operations tempo may result in shorter tours in TDA assignments such as TRADOC.

Finally, DINFOS courses and NCOES courses continue. With so many people

deployed, there may be additional training seats at DINFOS functional courses. If your installations can afford it, you may be able to nab some Editor, Intermediate Photojournalism and Electronic Journalism courses for your top performers.

In these times we have to be ready to deploy. I challenge each of you to do everything you can to be ready. If you supervise soldiers, you need to ensure the soldiers are ready, too.

New on TRADOC PAO website

Lisa Alley
Chief of Command Information Branch

Last month we kicked off a website dedicated to Operation Iraqi Freedom as a companion to our Operation Noble Eagle website. The OIF site also includes news items pertaining to the Global War on Terrorism in Afghanistan; Operation Liberty Shield (homeland defense); information of interest to family members; and story archives from OIF's beginning. The URL is <http://www.tradoc.army.mil/pao/IraqFreedom.html>.

We remain interested in stories from you that portray TRADOC's contributions, such as how the courses in TRADOC schools directly bear on how the soldiers in Iraq or Afghanistan are fighting. Thanks to the Fort

Benning, Ga., Public Affairs Office for their article on the infantry school's urban operations course, which is a featured link on the TRADOC PAO homepage at <http://www.tradoc.army.mil/pao/>.

In a joint PA venture with Joint Forces Command, we have a link to JFCOM's Unified Quest '03 website, <http://www.jfcom.mil/about/experiments/uq03.htm>. JFCOM is maintaining the site, since that command has the lead on the exercise, and TRADOC PAO is providing some stories for that Website.

As a look into future offerings on our Website, we're adding some PA professional development tools. Coming very

soon, if not accomplished as you read this, is the launch of our "pocket guide" series. The first and second guides in the series are "Training and Doctrine Command Senior Mission Commander's Command Information Pocket Guide" and "Family Readiness Group Leader's Command Information Pocket Guide." These will be linked as PDFs, with the HTML versions to come at a yet-to-be-determined date.

There will be another item in the pocket guide series coming soon: the pocket guide for stringers. The professional development section will also have links to the monthly newsletters. Look for these tools from our homepage.

Army birthday guidance, info for your planning

Pertinent guidance and info on the Army's 228th birthday celebrations June 14:

- This year's Army birthday theme is "U.S. Army - At War and Transforming." "It's a reminder not only of our accomplishments over the last 228 years, but also of our ongoing commitment to the nation today," said Army Chief of Staff Gen. Eric Shinseki in a recent memorandum. "Incorporate this theme into your plans. We will use the logo for our gatherings here in Washington."

- Shinseki encouraged commanders to schedule local-media interview opportunities June 9-14 to "remind everyone of the Army's long history and our soldiers' and families' continuing commitment and sacrifices on behalf of the nation."

- Per David Foster, PA specialist in the

Office Chief of Public Affairs' Community Relations and Outreach Division, talking points and PA guidance are being worked and will be forwarded as soon as possible.

- Hand in hand with increasing public awareness through media interviews are the community events. "Prospective recruits will see our Army birthday observances and make decisions about their futures," Shinseki said in the memo. "Commanders should consider opportunities for Army representation in local public events with color guards, Army bands, vocalists, installation-sponsored skydiving teams and the like. These efforts will attract potential recruits, help sustain our Delayed Entry Program pool, and strengthen ties with centers of influence."

- Let Foster know of your PA plans to



coordinate and synchronize efforts. He can be reached at (703) 695-6447 or email dave.foster@hqda.army.mil.

Lisa Alley

Chief of Command Information Branch

2002 Defense, Army journalism awards

We still await the results of the Defense Department's Thomas Jefferson journalism awards, which American Forces Information Service is slated to announce May 5. Two TRADOC winners at the DA level - *Inside the Turret* at Fort Knox, Ky., winner in Category A (metro-format newspaper), and Bridgett Siter of Fort Benning, Ga., winner in Category L (contribution by contractor/stringer (writer)) - competed in the TJs April 22-25.

TRADOC placed in eight of 19 Maj. Gen. Keith L. Ware Army print journalism awards categories but posted the best metro-sized newspaper. (There were no TRADOC broadcast winners at DA level.) A panel of 23 professionals from the commercial media, academia and the Defense Department came together March 5-6 to review 230 print and 80 broadcast submissions.

There were two categories where no first through third place awards were made (Category J, single/stand-alone photograph, and Category O, art/graphics in support of a publication), as judges weren't required to choose a first-place winner if they felt entries did not meet standards of excellence under the approved five-point plus/minus grading system. Nor was an award given if an entry failed to meet the numerical equivalent of a second or third place.

While TRADOC won Category A, we had less fortune in the other newspaper

categories. In Category B (tabloid-format newspaper), *The Monitor* from Fort Bliss, Texas, received honorable mention. The 4th ROTC Region's *Warrior Leader*, published at Fort Lewis, Wash., garnered third place in Category U (field newspapers). TRADOC received no nods in Category P (web-based publications) or Category V (special achievement in print media).

TRADOC had no entries in Category C (magazine-format publication) and Category D (newsletter-format publication).

In the individual categories, Siter was TRADOC's lone winner as first place in Category L. Fred W. Baker III of Fort Sill, Okla., garnered two third places in Category E (news articles) and Category F (feature articles). SPC Benjamin Etzioni of Fort Knox, Ky., earned second place in Category H (sports).

Baker was TRADOC's sole representative in the "overall journalism ability" categories, receiving honorable mention in Category S (the Moss-Holland Civilian Journalist of the Year).

Of course, the road to DA's 2002 KLWs went through TRADOC, so congratulations also to TRADOC-level print and broadcast winners. Results are listed following.

Category A (metro newspaper)

First: *Inside the Turret*, Fort Knox, Ky.

Second: *the Cannoneer*, Fort Sill, Okla.

Third: *The Bayonet*, Fort Benning, Ga.

Honorable mention: *Guidon*, Fort Leonard Wood, Mo.

Category B (tabloid-format newspaper)

First: *The Monitor*, Fort Bliss, Texas

Second: *Fort Leavenworth Lamp*, Fort Leavenworth, Kan.

Third: *Casemate*, Fort Monroe, Va.

Honorable mention: *Goldbar Leader*, 4th ROTC Region, Fort Lewis, Wash.

Category E (news)

First: Fred Baker, *the Cannoneer*

Second: Adriane Foss, *Inside the Turret*

Third: Spc. Matt Meadows, *the Cannoneer*

Category F (features)

First: Fred W. Baker III, *the Cannoneer*

Second: Spc. Benjamin Etzioni, *Inside the Turret*

Third: Spc. Matt Meadows, *the Cannoneer*

Honorable mention: Sgt. Jessica Inigo, *The Huachuca Scout*, Fort Huachuca, Ariz.

Category G (commentary)

First: Fred W. Baker III, *the Cannoneer*

Second: Staff Sgt. Sharron L. Stewart, *The Huachuca Scout*

Third: Bob Rosenburgh, *Goldbar Leader*

Honorable mention: Spc. Benjamin Etzioni, *Inside the Turret*

Category H (sports)

First: Spc. Benjamin Etzioni, *Inside the Turret*

Second: Pfc. David Foley, *The Bayonet*

Third: Spc. Ryan Matson, *The Signal*, Fort Gordon, Ga.

Honorable mention: Sgt. William A.

continued on Page 2

2002 journalism awards

Continued from Page 3

Graves, *The Bayonet*

Category I (story series)

First: Staff Sgt. Guadalupe Stratman, *Guidon*

Second: Spc. Ryan Matson, *The Signal*

Third: Spc. Zoe Morris, *The Signal*

Honorable mention: Roger T. Conroy, *Casemate*

Category J (single/stand-alone photo)

First: Pfc. David Foley, *The Bayonet*

Second: Fred W. Baker III, *the Cannoneer*

Third: Spc. Jorge Gomez, *Fort Lee Traveler*, Fort Lee, Va.

Honorable mention: Sharon Mulligan, *Fort Lee Traveller*

Category K (photojournalism)

First: Sharon Mulligan, *Fort Lee Traveller*

Second: Spc. M. William Petersen, *Army Flier*, Fort Rucker, Ala.

Third: Sgt. William A. Graves, *The Bayonet*

Honorable mention: Spc. Kenneth Rockett, *The Wheel*, Fort Eustis, Va.

Category L (contribution by contractor/stringer (writer))

First: Bridgett Siter, *The Bayonet*

Second: Amy Olivarez, *Army Flier*

Third: Lia Russell, *Fort Leavenworth Lamp*

Honorable mention: Diana McFarland, *Casemate*

Category M (contributions by contractor/stringer (photo))

First: Prudence Siebert, *Fort Leavenworth Lamp*

Second: Diana McFarland, *Casemate*

Third: Michelle Weiss, *Fort Lee Traveller*

Category N (special contributor art)

First: Henry Wynn, *The Signal*

Second: SFC Mark Baker, *The Huachuca Scout* - Pvt. Murphy's Law "Peace & Love"

Third: SFC Mark Baker, *The Huachuca Scout* - Pvt. Murphy's Law "8 Soldier Lies"

Category O (art/graphics in support of a

publication)

First: Fred W. Baker III, *the Cannoneer*

Second: Bob Rosenburgh, *Goldbar Leader*

Third: Spc. Jonathan Wiley, *The Wheel*

Honorable mention: Spc. Ryan Matson, *The Signal*

Category P (Web-based publications)

First: *Monitor Online*

Second: *Casemate Online*

Category T (senior-level writing)

First: SFC Donald L. Sparks, *The Huachuca Scout*

Second: MSG Steve Miller, *The Monitor*

Category U (field newspaper)

First: *Warrior Leader*, 4th Region ROTC

Category V (special achievement in print media)

First: *Casemate*, "Sept. 11 Anniversary Supplement"

Second: *Army Flier*, "2001 Almanac - Fort Rucker in Review"

Special categories

Category Q ("Rising Star" Award for Outstanding News Writer)

First: Pfc. James Ramirez, *Guidon*

Second: Spc. Brooks Hudson, *Inside the Turret*

Third: Pfc. David Foley, *The Bayonet*

Honorable mention: Pfc. LeeAnn Lloyd, *The Monitor*

TRADOC Civilian Journalist of the Year

First: Fred W. Baker III, *the Cannoneer*

Second: Lori Egan, *The Bayonet*

Third: James Bolton, *Fort Lee Traveller*

TRADOC Military Journalist of the Year

First: Spc. Benjamin Etzioni, *Inside the Turret*

Second: Sgt. William A. Graves, *The Bayonet*

Third: Staff Sgt. Guadalupe Stratman, *Guidon*

Broadcast categories

Note: Fort Gordon Public Affairs Office won all broadcast categories.

Category G (television spot/promo production)

First: Staff Sgt. Dave McClain, "Do Your Part"

Second: Spc. Aaron Shaw, "If you drink..."

Third: Sgt. Frank Minnie, "They're watching you"

Category H (television "Turn and Burn" report (news/feature/sports))

First: Spc. Aaron Shaw, Korean Heritage Day

Second: Sgt. Dave McClain, Percy Ricks Room Dedication

Third: Pfc. Brooks Taylor, Post Change of Responsibility

Category I (television report (news/feature/sports))

First: Sgt. Frank Minnie, Indoor Change of Responsibility

Second: Sgt. Kevin Quill, Consequence Management 2002

Third: Pfc. Brooks Taylor, Signal Symposium Exhibit Hall

Honorable mention: Spc. Aaron Shaw, Speeding on Post

Category J (local television newscast)

First: *Fort Gordon Report*, Fort Gordon, Ga.

Category M (Broadcast Journalist of the Year)

First: Sgt. Kevin Quill

Category O ("Rising Star" Award for Outstanding News Broadcaster)

First: Pfc. Brooks Taylor

A reminder: if you have input on the 2002 Keith L. Ware SOP, to reflect as changes in the 2003 SOP, please send to me by May 1. Email lisa.alley@monroe.army.mil.

Lisa Alley

Chief of Command Information Branch

WWW.PAOWeb

I've been asked a number of questions and have been tracking issues involving the Worldwide Web over the past couple of months that I'd like to outline here for everyone. Since I've worked with the Web since 1996 or so (including serving as Webmaster at Fort Gordon, Ga., teaching Web guidelines, Webpage design and Sec-

tion 508 accessibility to the fort's 100-plus Webpage authors), my intention is to share my Army WWW experience with you.

Website security

First on the agenda is the continuing concern with what we post as an Army on our Websites. Please be familiar with Army

Regulation 530-1, "Operations Security, dated March 3, 1995; the Defense Secretary's January 2003 message on Website OPSEC discrepancies; and DoD's February '03 follow-up on the inspector general's June 2002 report on Army Website

continued on Page 5

administration, policies and practices as well as the Army regulations and policy listed in the next paragraph.

As support to their commanders, PAOs are responsible for Website content per AR 360-1, AR 25-1 and DoD's Website administration policies and procedures (http://www.defenselink.mil/webmasters/policy/dod_web_policy_1207199_with_amendments_and_corrections.html). Part of that responsibility is to participate as a team member in the process commanders set up to routinely and continually review Websites per the regulations and policies.

I recommend that you use the Army's **OPSEC checklist** (<http://www.army.mil/webmasters/checklist.htm> or <http://www.army.mil/webmasters/opsecreviewchecklist/>) to review content on publicly accessible websites. Be alert to lessons-learned documents (which more than likely are For Official Use Only), give-aways on our tactical operations and abilities such as configurations and problems with our equipment, and the force-protection risk of information in the aggregate.

Knowing the installation Website's contents and the regulations/policies can help you responsibly argue the balance of public information in a free society vs. the need for force protection. **And if anybody wonders, PA products are not exempt from OPSEC considerations.**

Speaking of FOUO, if your installation's publicly accessible Website is relying on **Army Knowledge On-line** to protect FOUO information from unauthorized access, you should know that the gurus say AKO may not be sufficient because the types of people who have AKO access aren't limited to soldiers/the dot-mil domain. These groups also have "full" AKO access in addition to the uniformed folks: Army retired, medical retired, U.S. Military Academy cadets, ROTC cadets (MS III and IV), DA civilians, NAF civilians. Also, these folks can receive guest accounts: medical discharged, local national employee, DoD civilians, Army volunteers, contractors, retired DA civilians, family member of full AKO member, foreign officers attached to U.S. Army, initial entry soldiers, ROTC cadets (MS I and II), U.S. Air Force, U.S. Coast Guard, U.S. Marine Corps, U.S. Navy, homeland-security employees and federal civilian agencies. If FOUO info is to be posted on AKO (or one of its "subsites"), more checks and user authentication are required and may include a second password/ID.

Question 2 of the OPSEC checklist asks, "Are users of this website provided with a **privacy and security notice** prominently displayed or announced on at least the first page of all major sections of each Web information service?" Some sites have the PAS notice but only on the homepage – note that the policy requires the PAS notice to also be on the first page of major sections. Also, I've seen some PAS notices linked from the Website's homepage that include an external links disclaimer. Per Paragraph 8 of the DoD Website policy, there is a specific external links disclaimer which must be present on the Webpage where the external link links from (or must be in an exit notice generated by the server if not on the Webpage) – see Paragraph 8.2. The external links disclaimer can stay in the PAS notice but shouldn't be **only** in the PAS notice.

I've been asked about **biographies** on the Web. The OPSEC checklist has "biographies" as a search keyword, but that doesn't mean all biographies are banned from the Web. We must be careful with them, however. No family information should be included in a Web bio, not even marital status. But bios should be restricted to "public figures," such as general officers or the PAO, who would serve as command spokespersons. The practice of postings bios for command spokespersons is justifiable, but posting bios for non-command spokespersons crosses into another arena: the public has no need to know this information and thus the information shouldn't be on a publicly accessible Website. Nor are unit Websites to be self-serving for the senior leaders, whether officer or enlisted, but oriented toward accomplishing a mission.

Section 508 accessibility

Section 508 is still a source of confusion. As content reviewers as well as Website creators, PAOs are responsible for helping the command's Websites work toward accessibility. Since I've come across some sites that say they're 508 compliant when they're not really, a future **WWW.PAOWeb** will specifically cover the 508 guidance. In the meantime, here are some things to keep in mind:

- Care with HTML writing can go a long way in making Websites Section 508 compliant. For instance, Websites often have a splash or homepage heavy on images, and those images often fail to have **ALT text** in the graphic's HTML tags. Graphical but-

tons don't have alternate text links. Now imagine you are blind – your screen reader cannot read text on the buttons (it's part of the image) and would not find a clue in the HTML about what the big piece of art is at the page's top. **The spirit of 508 is equal access.** You are supposed to create ways for a blind person to have a sighted person's experience of the page by describing in the ALT text what the banner image portrays. Not having ALT text for graphical navigation buttons does not give a blind person the same navigation access as to a sighted person. To make buttons with words on them Section 508 compliant, the web designer must provide a straight text hyperlink.

- Incidentally, **flowing menus** are not Section 508 compliant because modern screenreaders for the blind, such as JAWS, can't read these.

- If your DOIM insists that you or your newspaper contractor have Section 508-compliant software that would allow **Braille access** to photos and text, however, you have a tenable defense. While manufacturers are required to achieve Section 508 compliance in their software, insisting on Braille access isn't necessary. Good screenreaders such as JAWS adapt well to properly written HTML pages; Braille access is made on the blind person's end (his/her keyboard) and not on the software-on-the-server end. Again, the consideration is that to be Section 508 compliant, there should be a text alternative to PDFs and images. **PDFs**, for instance, are not Section 508 compliant because the readers can't read them (yet – I expect advances in software manufacturing to change this situation). PDFs are considered images; the screenreaders can't pick the words out of them individually. There is software that will convert PDFs to HTML, for instance, so JAWS can read the PDFs. Your DOIM should investigate this software, but I can tell you from experience that this software is expensive.

Endorsement in CI newspapers

Advertising on the Web edition of a CI newspaper. Soldiers in ads in a CI newspaper. Links to commercial sites. All these questions can be grouped under same heading: endorsement and how to avoid it.

Many CI papers convert their print pages to PDFs, ads and all, and there's still discussion about whether those ads should

continued on Page 6

be on the Web. The issue that came up recently, however, involved a CE publisher who wanted to run **Internet-like banner ads** top, bottom or side of the CI paper-contributed articles and photos. The CI paper's on-line edition is provided by the CE contractor on a dot-com URL, which is permitted by DoD 5120.4 (DoD Newspapers, Magazines and CR Publications, Paragraph 4-21): "Although DoD Internet Websites are normally discouraged from linking to commercial activities, commanders may authorize an installation Website to be linked to the Website carrying the authorized CE publication, in accordance with DoD Directive 5200.8 (Reference (k))."

I believe carrying out this proposal would violate Web policy and Army regulations. For one, the DoD Web policy is distinct: "Commercial sponsorships, advertisements and endorsements are prohibited on publicly accessible pages of official DoD Websites. Publicly accessible Websites are official communications to the public. Just as DoD would not print advertisements on news releases, [it] shall not post advertisements on publicly accessible official DoD Websites. Organizations shall ensure that the credibility of official information is not adversely affected by association with commercial sponsorships, advertisements or endorsements."

Definition of an official DoD website: "A DoD website that is developed and maintained with command sponsorship and approval, and for which the DoD component, a subordinate organization or individual exercises editorial control over content. The content of official DoD websites is of an official nature that may be endorsed as the official position of the DoD component. ... Official DoD websites are prohibited from displaying sponsorships or commercial advertisements."

If your PAO office provides editorial content to a site contained on the publisher's server, no advertising is allowed. From AR 25-1: "Websites published by Army commands but hosted on commercial servers (servers other than "army.mil") are considered official sites..."

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 non-profit); 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." (Boldfacing mine.)

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. ..." (Again, boldfacing is mine.)

Obviously I have excerpted, but the spirit of the guidance is clear.

A related aspect of endorsement is queries about **soldiers in uniform in CE paper advertising**, on-line or print version. Your CE contract should include language on advertising and photos of individuals in uniform like *The Huachuca Scout* does: "The Fort Huachuca Scout shall not carry advertising that contains photographs of individuals in uniform. Excluded from this prohibition are government appropriated fund advertisers and pictures of actors or story characters in advertising for movies, plays or books." Some CE papers are running ads from insurance or telecommunications companies portraying soldiers in uniform, for instance, but these firms don't meet the exclusion provision of being APF advertisers. Further, there's no disclosure statement stating the people in uniforms are actors/models - there should be.

As Don Carr, an expert in newspaper policy, said, "**It comes down to not depicting soldiers in our papers - in ad or editorial space - doing something they're not allowed to do otherwise**. Soldiers are not allowed to appear in their uniforms for any purpose other than an Army purpose because it implies endorsement and selectively benefits one entity over another." The same guidance from DoD Web policy, Army regulations and the Joint Ethics Reg outlined previously apply. Army lawyers interpret wear of the uniform as a soldier acting in official capacity.

Another endorsement issue came about when a commercial publisher notified PAOs that a book containing "Day in the Life" Army photos was being released, and

the publisher wanted Web links, including to a site that sold the book. A further wrinkle is, "Would a book review constitute endorsement?"

Here's my perspective:

A CI paper that prints book reviews as a regular feature could review this book and include the publisher's homepage URL in that review. That's not endorsement, since the paper would do the same for other books. That's the key: fair and equitable treatment in reviewing books relevant to the target audience. Further, the CI paper can post this book review as part of its normal Website content and can include that publisher's URL in the body text if it does the same for other publishers. There are some commonsense caveats to avoid endorsement: no icons from the publisher; no banner ads for the publisher; do not link to any site where people can buy the book, as that does slip over into endorsement/advertising.

The installation's main website, on the other hand, should not provide a link to the commercial publisher unless there's a professional development page, for instance, with links to various books/publishers. Otherwise, it is endorsement. Content of websites, to roughly paraphrase the DoD Web policy (Paragraph 2.3), should be restricted to what the organization is responsible for and has a mission for - links to publishers do not normally qualify for this. The arguable exception to this is for professional development, which is why I used the PD page example.

Back to the CI paper's book review: on the Webpage containing the book review, if the content includes the URL for the commercial publisher, per the DoD Web policy (Paragraph 8.2), the Webpage must include the external links disclaimer. The proscribed verbiage is contained in the Web policy, Paragraph 8.2, on-line at http://www.defenselink.mil/webmasters/policy/dod_web_policy_12071998_with_amendments_and_corrections.html.

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).

And yes, I do intend for **WWW.PAOWeb** to be shorter next time; there were just a lot of issues to come up that you may soon have to meet head-on yourselves. Also, if you have input for future columns, please send it to me.