

PUBLIC AFFAIRS OFFICE SUBPLAN

1. Purpose. This appendix supplements the guidelines provided in the main body of the Quality Management Plan (QMP) for the execution of quality assurance (QA) and quality control (QC) of public affairs programs and activities throughout the Detroit District.

2. References

- a. AR 360-5, Public Information, **dated**
- b. AR 360-61, Community Relations, **dated**
- c. AR 360-1, Command Information Program, dated 15 September 2000
- d. ER 360-1-1, Public Affairs, dated 1 April 1991.

3. District Quality Control Responsibilities

a. General. District Commanders are responsible for the public affairs program to disseminate information to both internal and external audiences. The District Public Affairs Officer (PAO) is responsible for advising the Commander on all aspects of public affairs and for the public information, command information and community relations programs. The PAO provides staff guidance on matters that have potential public impact or concern. It is essential that the management staff understand the importance of disseminating information to its various publics both internal and external. The open access to information about Detroit District activities, programs and projects will only serve to enhance the District's ability to serve the public interest.

b. Quality Control Activities. The District PAO is responsible for employing various communication channels to tell the internal and external publics about the work and activities of the Detroit District and its employees. There should be a planned, coordinated and integrated process to raise and/or increase public awareness of the Detroit District, Corps of Engineers and its programs and projects. The District PAO also is responsible for instituting quality control measures for the items listed below, consistent with the guidance provided in the appropriate references provided in paragraph 2, above.

(1) Public Information

- Serve as advisor to the Commander and staff on issues that may be of public interest. Quality control (QC) consists of commander and staff feedback and TAPES performance.

- Serve as central point of contact with the news media and facilitates the response to the media either directly or through subject matter experts from the district or other authorities. QC includes subject matter expert agreement and peer review of outgoing print or broadcast materials and feedback from the commander, fellow staff members and division PAO. Further feedback comes from reporters, editors, news directors and editorial boards.
- Provide information about the Corps to customers, and the public in general through various media including the water resources book, brochures, etc. QC includes review of the communication strategies and messages by customers, peers, staff members and district PAO.
- Provide public information and media relations during normal and emergency operations. QC is accomplished by reviewing messages and information given by other EOC members, as necessary, and feedback from the district PAO and peers in other emergency teams.
- Develops formal and information presentations, briefings and speeches when needed. QC involves review in the PAO before release, coordination with and feedback from the presenter based on audience response.

(2) Community Relations

- Develop displays for exhibits and/or public functions. QC includes user or presenter approval and feedback from the targeted audience.
- Provide coordination with universities, schools, scouts or various other community groups. QC is based on feedback from the target audience.
- Oversee the development of handout/displays for visitors to visitors' centers. QC involves peer review of products, project or area engineer approval, District comments (as necessary) and end-user feedback.

(3) Command Information

- Publish internal newspapers and other materials to keep internal audiences informed. QC is based on in-office review and editing, subject matter expert review and feedback from command executive office, employees and district PAO.
- Conduct briefings for employee information. QC is performed by the PAO staff, subject matter expert or command executive personnel review and employee response.