



Department of Defense DIRECTIVE

NUMBER 5410.18

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ASD(PA)

SUBJECT: Public Affairs Community Relations Policy

- References
- (a) DoD Directive 5410.18, "Community Relations," July 3, 1974 (hereby canceled)
 - (b) [DoD Directive 5122.5](#), "Assistant Secretary of Defense for Public Affairs (ASD(PA))," September 27, 2000
 - (c) DoD 5500.7-R, "Joint Ethics Regulation (JER)," August 1, 1993
 - (d) [DoD Instruction 5410.19](#), "Public Affairs Community Relations Policy Implementation," November 13, 2001
 - (e) through (bb), see enclosure 1

1. REISSUANCE AND PURPOSE

This Directive:

- 1.1. Cancels reference (a), and implements reference (b).
- 1.2. Establishes policy for the conduct of public affairs community relations (hereafter referred to as "community relations") activities and programs throughout the Department of Defense.
- 1.3. Establishes authority, assigns responsibilities, and delineates command relationships for community relations activities and procedures.

2. APPLICABILITY AND SCOPE

This Directive:

2.1. Applies to the Office of the Secretary of Defense, the Military Departments, the Chairman of the Joint Chiefs of Staff, the Combatant Commands, the Office of the Inspector General of the Department of Defense, the Defense Agencies, the DoD Field Activities, and all other organizational entities within the Department of Defense (hereafter referred to collectively as "the DoD Components").

2.2. Encompasses all DoD community relations activities regardless of name, activity, or sponsorship.

2.3. Provides policy on aircraft flyovers, including the missing man formation, at memorial or funeral services in honor of rated and/or designated active duty aviation personnel and dignitaries of the Armed Forces or the Federal Government, as delegated to the Military Services by the ASD(PA) (see subparagraph 4.3.6.7., below).

2.4. Does not apply to voluntary participation in community and civic activities by DoD personnel when they participate in a personal capacity in an off-duty status. See DoD 5500.7-R (reference (c)) for additional guidance regarding off-duty or personal capacity activities.

2.5. Does not apply to aerial demonstrations or air shows designed to promote the sale of weapons systems or other defense articles. See subparagraphs 4.14.15. and 4.14.16., below.

3. DEFINITIONS

Terms used in this Directive are defined in enclosure 2.

4. POLICY

4.1. General

4.1.1. Community Relations Concept. It is DoD policy under DoD Directive 5122.5 (reference (b)) that fostering and furthering good relations with communities at home and abroad is in the best interest of the Department of Defense. Well-planned community relations programs help earn public support and understanding of operations, missions, and requirements of the Military Services.

4.1.1.1. A principal goal of all community relations activity is to increase understanding of the mission of the Department of Defense and the U. S. defense posture and capabilities by increasing public exposure to, and understanding of, military personnel, facilities, equipment, and programs.

4.1.1.2. No charges or fees resulting in an increase in military funding above that allocated by Congress shall be imposed by the military installation or its agents for admission, parking, or viewing community relations activities. Installations may provide special seating for distinguished visitors at no charge. Charges for admission to military aircraft or other equipment are specifically prohibited as well as sales of photos of attendees at open houses donning military equipment or clothing or seated in military aircraft or equipment. Installations shall not impose unreasonable restrictions on visitors to encourage purchase of services. See subparagraph 4.9., below.

4.1.2. Community Relations Criteria. The wide dispersion of DoD resources and the great variety of local conditions and requirements dictate decentralized planning and execution of community relations activities that shall be consistent with the following:

4.1.2.1. The interests of the Department of Defense (including the Military Services) and the community as a whole are supported.

4.1.2.2. The association of the Department of Defense, including the concerned Military Departments, with the event is in the best interest of the Department.

4.1.2.3. The support does not interfere with the performance of official duties and does not impair operational, training, or other readiness requirements.

4.1.2.4. Adequate and applicable resources are available, and the supporting DoD Component commands or organizations are able and willing to provide similar support to comparable events sponsored by similar non-Federal entities.

4.1.2.5. The support provided is funded through annual budget appropriations or other authorized sources and is in accordance with applicable statutes, Executive orders (E.O.), this Directive, and other pertinent guidance.

4.1.3. Community Relations Objectives. Community relations activities implemented by DoD Component commands and organizations shall support the following objectives:

4.1.3.1. Fostering and sustaining good relations on mutually acceptable terms with the many elements of the public, at home and abroad, on which the Military Services depend for support and cooperation.

4.1.3.2. Supporting the equal opportunity goals of the Department of Defense with emphasis on the dignity and worth of each individual.

4.1.3.3. Maintaining for DoD commands, offices, and Agencies at all levels a reputation as a good neighbor and a respected public organization.

4.1.3.4. Increasing public awareness and understanding of the Department of Defense and the Military Services, including their missions, activities, policies, and requirements.

4.1.3.5. Supporting the personnel recruiting and retention programs of the Military Services.

4.1.3.6. Inspiring patriotism through observance of the traditions of the Military Services and the examples set by Military Service men and women.

4.1.4. Community Relations Incidental Participation. Except as otherwise provided by statute, DoD participation in an event sponsored by a non-Federal entity shall be incidental to the events, except for programs that are open to the general public at no charge for admission and are patriotic events or celebrations of national holidays.

4.1.4.1. DoD participation in a public event is not necessarily precluded when general admission is charged as long as DoD participation is incidental, as defined in enclosure 2 (E2.1.14., "Support (Incidental)") and all other criteria, addressed in section 4. of this Directive, are met.

4.1.4.2. DoD participation in an event at which there is an admission or other type of charge shall not be authorized when military participation is a primary attraction, except for athletic events of the Military Service academies, for performances by aerial demonstration teams, and for band concerts as provided at paragraph 4.8.

4.2. Community Relations Activities Policy Guidelines

4.2.1. Funding. Funding programmed and expended for public affairs activities is an integral part of the Operations and Maintenance (O&M) fund account of each DoD Component. Except for those programmed O&M funds, community relations

activities shall not involve any additional cost to the Government. O&M funds may be advanced for incidental costs associated with unprogrammed, but otherwise authorized, community relations activities when the sponsor agrees to reimburse the Government for those costs (e.g., travel, meals, lodging, and per diem). See DoD Instruction 5410.19, enclosure 9, paragraph E9.2.3. (reference (d)).

4.2.2. Non-interference with Mission, and Duration Limitations. The use of DoD resources or personnel for community relations activities shall not interfere with accomplishment of operational missions or with mission-essential training or materiel upkeep.

4.2.2.1. Resource commitments to a community relations activity normally shall not exceed 3 days, except for exhibits, which may be scheduled for the duration of the activity or program; command-sponsored civic leader tours or visits, which normally shall not exceed 7 days; and overseas band tours, which normally shall not exceed 15 days.

4.2.2.2. Within date ranges established by the OASD(PA), the Military Services shall determine the tour length for the individual Spring and Fall CONUS tours scheduled for the touring bands of the Military Services; The Army Field Band (Fort Meade, MD), The Navy Band (Washington, DC, Navy Yard), The United States Marine Band (Washington, DC, Marine Barracks), and The Air Force Band (Washington, DC, Bolling AFB) when such tours are identified and funded in the applicable Military Service O&M account (see enclosure 10 of reference (d)) for guidance on the number of days permitted to support national military associations).

4.2.2.3. Participation by more than one Military Service must be considered when extensive support is required, or when cross-Military Service representation is applicable, as in joint Armed Forces color guards.

4.2.3. Common Interest of the Community. Community relations support must be confined to those activities that are of common public interest and benefit to a local, State, regional, national, or broadly representational community, unless support is specifically authorized by statutes or E.O.s.

4.2.3.1. Nonpartisan patriotic events open to the general public usually are of common interest and benefit.

4.2.3.2. Events where attendance is only by invitation may also be considered to be of common interest and benefit if invitations are extended to a cross section of a broad community, as defined in enclosure 2 (E2.1.4., "Community"). For

example, an association convention representing an entire industry could be considered of common interest. A meeting of representatives from only one organization, firm, or business in that industry, however, shall not be considered of common interest.

4.2.3.3. Nonpartisan events sponsored by local, State, or Federal governments; schools; civic organizations; veterans associations (see paragraph 3.16., "Veterans Association," above); or recognized organizations whose primary purpose is to foster public service, stimulate patriotism, promote understanding of national security issues, or foster public appreciation of our national heritage are generally considered to be in the common public interest.

4.2.3.4. Testimonials, tributes, or honors to individuals are not generally of common interest or benefit to the community at large.

4.2.3.5. Community relations support to events sponsored by organizations with a narrow membership base or interest, such as commercial enterprises, religious or sectarian organizations, ideological organizations, and political organizations and campaigns, may occasionally be considered to be in the common public interest when it is clear that the support primarily benefits the community at large, rather than the sponsoring organization. Examples of such instances include the use of a:

4.2.3.5.1. Church as a site for a public concert, speech, or display, when the activity is not part of a religious service.

4.2.3.5.2. Shopping mall as a site for an event when the site is made available as a community service and not as a promotion.

4.2.3.5.3. Local airport for an aviation event. Air shows are of general community interest. (DoD Instruction 5410.19, enclosure 3 (reference (d).) See paragraph 4.3., below, for approval authority.

4.2.4. Loan of DoD Resources to Non-fund-raising Events. Logistical support to events sponsored by non-Federal entities may be provided when approved by the Head of the DoD Component command or organization, in accordance with DoD 5500.7-R, reference (c). The applicable portions of reference (c) are summarized, as follows:

4.2.4.1. General. The Head of the DoD Component command or organization may provide DoD personnel in their official capacities to express DoD policies as speakers, panel members, or other participants, or, on a limited basis, the

loan of DoD facilities and equipment (and the services of DoD personnel necessary to ensure proper use of the equipment), when all of the following criteria are met:

4.2.4.1.1. The logistical support does not interfere with the performance of official duties and does not detract from readiness.

4.2.4.1.2. DoD community relations with the immediate community and/or other legitimate DoD public affairs or military training interests are served by the support.

4.2.4.1.3. The association of the Department of Defense, including the concerned Military Departments, with the event is in the best interest of the Department.

4.2.4.1.4. The event is of interest and benefit to the local civilian community as a whole, the DoD Component command or organization providing the support, or any other part of the Department of Defense.

4.2.4.1.5. The DoD Component command or organization is able and willing to provide similar support to comparable events that meet the criteria of subparagraph 4.2.4.1.1. through 4.2.4.1.4., above, and subparagraphs 4.2.4.1.6. and 4.2.4.1.7., below, sponsored by similar non-Federal entities.

4.2.4.1.6. DoD participation is not restricted by other statutes or regulations (see 10 U.S.C. 2012 (reference (e))), which limits support that is not based on customary community relations or public affairs activities.

4.2.4.1.7. No admission fee (beyond what will cover the reasonable costs of sponsoring the event) is charged for the event; or no admission fee (beyond what will cover the reasonable costs of sponsoring the event) is charged for the portion of the event supported by the Department of Defense; or DoD support is incidental to the entire event.

4.2.4.2. Musical Resources. A military band or choral group, or portion thereof, is not logistical support as defined in enclosure 2 (E2.1.15., "Support (Logistical)") and is not generally available to support non-Federal entity events. Providing support at events sponsored by non-Federal entities by Military Service members in uniform performing in a military band, choral group, or portion thereof, is particularly inappropriate because they convey in that context a strong visual appearance of a DoD endorsement of the non-Federal entity, its event, or its goals. When determined to be in the Department's best interest, a military band or choral group, or portion thereof, may be provided for ceremonial support of non-Federal entity events

that are not used for fund-raising. Military musicians shall not be placed in competition with commercial musicians. See paragraph 4.8., below, for policy on the use of military musical resources.

4.2.4.3. Support to Other Federal Agencies

4.2.4.3.1. Support requested by another U.S. Government Agency for an official Federal Government event, as defined in enclosure 2 (E2.1.11., "Official Federal Government Event (Function)") (e.g., band, color guard), may be provided when the following conditions are met. Support to another U.S. Government Agency for an official Federal Government event shall be provided only when the support does not interfere with the performance of official DoD missions, programs, or duties and does not detract from DoD operational, training, or other readiness requirements. DoD support to another U.S. Government Agency for an official Federal Government event shall be at no additional cost to the Department of Defense. The U.S. Government Agency requesting DoD support is responsible for all costs associated with the requested DoD support. Those costs include, but are not limited to, meals, lodging, and all transportation, to include transportation from and return to the home installation from which the support is provided to the continental United States (CONUS) or outside of the continental United States (OCONUS) site of the supported event.

4.2.4.3.2. Special concerns affecting DoD missions and community relations policies controlled by this Directive and implemented by DoD Instruction 5410.19 (reference (d)) shall be evaluated before providing such support. If there is any question as to the official nature of the event, the matter must be brought to the attention of the OASD(PA), Directorate for Community Relations and Public Liaison (DCR&PL).

4.2.5. Loan of DoD Resources to Fund-raising Events. Policy guidance for providing DoD facilities and equipment as logistical support of charitable fund-raising activities hosted or sponsored by non-Federal entities is governed by DoD 5500.7-R (reference (c)), which takes precedence over fund-raising guidance in this Directive when policy conflicts occur.

4.2.5.1. The Head of the DoD Component command or organization may provide, on a limited basis, the loan of DoD facilities and equipment (and the services of DoD personnel necessary to ensure proper use of the equipment), as logistical support to a charitable fund-raising event sponsored by a non-Federal entity when the criteria in reference (c), as summarized by subparagraphs 4.2.4.1.1. through 4.2.4.1.6., above, are met. In addition, the sponsoring non-Federal entity must not be affiliated with the Combined Federal Campaign (CFC) (including local CFC). If the non-Federal entity is

affiliated with the CFC, the Department of Defense may not provide support, unless the Director, OPM, or designee, has no objection to DoD support of the event. (OPM prohibitions do not apply to events that do not raise funds on the Federal Government workplace. The Head of a DoD Component command or organization determines areas on Federal Government installations that are outside the Federal Government workplace.) In accordance with subparagraph 4.1.4., above, such logistical support shall be incidental, as defined in enclosure 2 (E2.1.14., "Support (Incidental)").

4.2.5.2. The Head of the DoD Component command or organization must consider guidance in reference (c) in not giving preferential treatment to fund-raising events or projects for a single cause, even though the prospective recipient is a member of the CFC, or even if the proceeds are to be donated wholly or in part to one or several charitable organizations included in the CFC. That policy, which is Government-wide, simply reflects the practical limitations on the ability the Department of Defense to extend official support on an equal basis to every worthwhile local, regional, national, and international charity and carries no direct or indirect judgement on any charity.

4.2.5.3. A military band or choral group, or portion thereof, is not a resource available for loan as logistical support to a charitable fund-raising event sponsored by a non-Federal entity. Providing support at charitable fund-raising events by Military Service members in uniform, performing in a military band, choral group, or portion thereof, is particularly inappropriate because they convey in that context a strong visual appearance of a DoD endorsement of the non-Federal entity, its event, or its goals (see subparagraph 4.2.4.2., above).

4.2.6. Voluntary Support. Voluntary efforts by members of the DoD Components in their off-duty or personal capacities for charities of their choice are not prohibited by this Directive. Such efforts are encouraged as long as they comply with DoD 5500.7-R (reference (c)) and do not imply endorsement by the Department of Defense.

4.2.7. Endorsement. DoD personnel shall not officially endorse, or appear to endorse, any non-Federal entity event, product, service, or enterprise, including membership drives or fund-raising activities. See exceptions in paragraph 3-210 of reference (c). The loan or other employment of DoD facilities, equipment, or other logistical support for any community relations activity shall not be approved for use in a manner that endorses, promotes, or sponsors any private individual, group, or venture, or that gives the appearance of doing so.

4.2.7.1. Such support to associations and organizations representing a cross section of private groups or ventures may be authorized in accordance with subparagraph 4.2.4., above, and reference (c), if not otherwise prohibited.

4.2.7.2. Policy concerning DoD endorsement is further discussed in E.O. 12674 (reference (f)) and in reference (c).

4.2.8. Official Endorsement. The non-Federal entities listed in subparagraphs 4.2.8.1. through 4.2.8.4., below, may be authorized to receive official DoD endorsement for membership drives or fund-raising activities. The exempted non-Federal entities or activities, more completely itemized in section 3-210 of reference (c), are, as follows:

4.2.8.1. The Combined Federal Campaign.

4.2.8.2. Emergency and disaster appeals approved by the Office of Personnel Management (OPM).

4.2.8.3. Fund-raising activities in support of the Military Service aid societies.

4.2.8.4. Other organizations composed primarily of DoD personnel or their family members when fund-raising is among their own members for the benefit of welfare funds for their own members or their family members when approved by the Head of the DoD Component command or organization, after consultation with the DAEO or designee.

4.2.9. Selective Benefit and Preferential Treatment. Community relations activities shall not support, or appear to support, any event that provides a selective benefit to any individual, group, or organization, including any religious or sectarian organization, ideological movement, political campaign or organization, or commercial enterprise, to include a shopping mall or motion picture promotion. When DoD support is provided to one non-Federal entity, the DoD Component commands or organizations providing such support must be able and willing to provide similar support to comparable events sponsored by similar non-Federal entities.

4.2.10. General Support to Public Events and Aid to Recruiting. Community relations activities must consider and take maximum advantage of recruiting potential at events for which Military Services participation has been authorized.

4.2.11. Support to Partisan Political Activities. Community relations activities shall not be associated with partisan political activities. Guidance on political

activities by DoD personnel is governed by DoD Directive 1344.10 (reference (g)) and DoD 5500.7-R (reference (c)).

4.2.12. Public Confrontation. Community relations support of, or participation in, events or programs in which public confrontation is planned or likely, or where the apparent purpose is to stage controversy, is not authorized. That does not prevent DoD participation where the event is for the fair and equitable exchange of diverse opinion. Where the event is to increase public or media visibility of the group through direct public confrontation rather than through open and constructive discussion, DoD participation is not authorized. (See DoD Instruction 5410.19, enclosure 4 (reference (d)), for additional guidance.)

4.2.13. Restricted Admission. Community relations support of, or participation in, events at which admission, seating, or other accommodations are restricted based on race, creed, color, national origin, or gender, is not authorized. DoD policy on equal opportunity matters is further discussed in DoD Directives 5500.11 and 1350.2 (references (h) and (i)).

4.2.14. Restricted Membership. Community relations support of, or participation in, events sponsored by organizations restricting membership by race, creed, color, national origin, or gender is not authorized. An exception for events sponsored by organizations having membership restrictions based on creed, national origin, and gender may be made in extraordinary circumstances when the chief beneficiary of the event is the community as a whole, when there is no other community organization with a non-restrictive membership policy with which DoD organizations could as effectively interact, and when the likelihood of public disturbances is minimal. Also, the association of the Department with any organization having restricted membership, as an exception to policy, must be designed so as not to result in any public perception that the Department has endorsed the goals or objectives of such an organization in any way. All support by the Department must be understood as being support to the community as a whole.

4.2.15. Restricted Access to Organizational Data. Community relations support or participation is not authorized for events sponsored by organizations whose constitution, bylaws, membership qualifications, or ritual are withheld from the general public.

4.2.16. Demeaning or Menial Use of DoD Personnel. Community relations activities shall not employ military personnel in uniform in such capacities as ushers, bag handlers, guards, escorts (to include escorts or other forms of support for beauty

pageants, modeling, or similar events), messengers, parking lot attendants, or in similar capacities during public events conducted off military installations.

4.2.17. Competition with Private Enterprise. Community relations support, as defined in enclosure 2 (E2.1.7., "Community Relations Support") must not generally be provided to non-Federal entities when the support could reasonably be provided by resources and services commercially available. The Department of Defense must be considered the supplier of last resort. The Head of the DoD Component command or organization must consider that all uses of military resources for public events must benefit a broad segment of the community as a whole, not only the financial interest of an event sponsor. Commanders shall evaluate each request for support of a non-Federal entity event to ensure that providing the requested support maximizes opportunities to advance Armed Forces community relations interest. Many resources may be available from the Department of Defense for use by a non-Federal entity at no cost or at a cost significantly below the fair market value. That availability does not necessarily make it in the best interest of the Department of Defense to provide the requested support. The positive community relations value received by a DoD Component command or organization through providing DoD support to one local non-Federal entity at no cost or at a cost significantly below the fair market value must be weighed against the negative community relations effect of depriving another non-Federal entity, such as a local commercial vendor, of an opportunity to conduct business.

4.2.17.1. Competition with Commercial Musicians. The limitations in subparagraph 4.2.17., above, extend to competition with commercial musicians. Military musicians generally shall not compete with commercial musicians. DoD musical support of events sponsored by non-Federal entities is limited to patriotic or military music. Background, dinner, dance, or other social music is not authorized for programs sponsored by non-Federal entities for events, whether they are held either on a military installation or away from a military installation. See 10 U.S.C. 3634, 6223, and 8634 (reference (e)).

4.2.17.2. The limitations in subparagraph 4.2.17., above, do not prevent attendance by military musicians at music conferences or seminars for professional development. Military musicians may perform non-traditional music as part of those programs.

4.2.18. Compensation to DoD Personnel or Organizations. DoD personnel and organizations shall not accept compensation from non-Federal entities for community relations activities. Gratuities that qualify in accordance with DoD 5500.7-R (reference (c)) may be accepted.

4.2.19. Use of DoD Support Request Forms. The DoD Components shall use current DoD support request forms, such as DD Form 2535, "Request for Military Aerial Support," and DD Form 2536, "Request for Armed Forces Participation in Public Events (Non-Aviation)," in processing requests from event sponsors for Military Services' support of community relations activities. The data entered into those forms must provide sufficient information for evaluating the level of support appropriate for the event and overall compliance with the requirements of this Directive. Completed forms identifying requests from local event sponsors for Military Services' community relations support shall be addressed to the nearest military installation and, if required, forwarded with recommendations to the applicable approval level through normal chain of command procedures.

4.2.20. Participation in National or International Programs or Events. Requests for all DoD community relations participation in programs or events that by their nature or because of expected news media coverage could be of national or international interest, shall be forwarded through command channels to the ASD(PA) for approval. Approval shall be based upon program, sponsor, site, and support criteria, and upon any recommendations or requests for an exception to policy offered by applicable commanders.

4.3. Armed Forces Aerial Demonstrations Policy

4.3.1. Aerial Demonstrations. Aerial demonstrations include performances by the DoD demonstration teams - the U.S. Air Force Thunderbirds, the U.S. Navy Blue Angels and the U.S. Army Golden Knights parachute team; flyovers; tactical demonstrations; aerial reviews; static displays; and other aerial activities as defined in DoD Instruction 5410.19, enclosure 2 (reference (d)).

4.3.2. Safety. Safety is the primary consideration. All pertinent safety regulations of the Department of Defense and Federal Aviation Administration (FAA) shall be strictly enforced.

4.3.3. Additional Cost to the Government. Aerial demonstrations (excluding those by the DoD demonstration teams) at public events, including those held OCONUS, shall be provided at no additional cost to the U.S. Government (see enclosure 2 of reference (d)).

4.3.4. Qualifying Air Shows. Aerial demonstrations may be performed at air shows sponsored by either non-profit or for-profit civilian organizations. Participation is not authorized under this Directive when such air shows are held to promote the sale

of weapons systems or other defense articles (see subparagraphs 4.14.15. and 4.14.16., below). Air shows for which participation is authorized under this Directive must meet criteria one through seven of subparagraph 4.2.4., above. Aerial demonstrations may also be performed at broadly based fund-raising air shows (or air shows sponsored by broadly based charities and non-profit groups) that focus on the community as a whole when DoD support is incidental to the overall event, or for-profit organizations that donate at least half of any excess event revenues (revenue beyond what will cover the reasonable costs of sponsoring the event) to local broadly based community organizations, such as the local Combined Federal Campaign. Those air shows must meet criteria identified in subparagraphs 4.2.5.1. and 4.2.5.2., above.

4.3.5. Air Show Performance Requirements - DoD Demonstration Teams. Policies pertaining to aerial performances by the DoD demonstration teams follow.

4.3.5.1. Appearances on a military installation, including joint-use airfields, shall only be approved in support of an official open house program or other similar event open to the public. All events sponsored by a military organization must be held on a military installation unless an exception is granted by the cognizant Military Department Secretary.

4.3.5.2. The DoD jet demonstration team performances (defined in subparagraph E2.1.2.1. of reference (d)) are limited to aviation-related events at airports, over open bodies of water, or over suitable open areas of land where crowd control and safety may be assured. An FAA demonstration site feasibility study is required to determine the suitability of a site for a demonstration team performance.

4.3.5.3. All activities undertaken by the DoD demonstration teams that are likely to result in national media exposure (e.g., videos, orientation flights, television appearances) shall be reported to their Military Service public affairs and/or media relations office.

4.3.5.4. DoD demonstration team cost analyses shall be conducted at the conclusion of the demonstration season each year and forwarded to the Secretary of the applicable Military Department through the Military Service chain of command.

4.3.6. Air Show Performance Requirements - Other than DoD Demonstration Teams. The following policies pertain to aerial demonstrations performed by any aircraft other than the DoD demonstration teams.

4.3.6.1. Any aerial demonstration shall be entirely dependent on the Military Services' ability to provide such resources at the time of the event.

4.3.6.2. Activities such as mass parachute jumps (those involving more than one aircraft), aerial delivery (airdrop) of equipment, aircraft assault demonstrations, and tactical helicopter troop landings (those involving more than four aircraft or more than one Military Service) under simulated tactical conditions shall not be performed at CONUS public events without prior approval of the Head of the Military Department public affairs headquarters.

4.3.6.3. When aircraft are on static display, qualified military personnel must be available at the aircraft to answer questions on aircraft performance and missions. Placards placed near the aircraft describing basic aircraft specifications and missions are encouraged.

4.3.6.4. When flight demonstrations involving several maneuvers or capabilities are scheduled at military or civilian air shows, a narrator or narration shall be provided by the appropriate unit describing the maneuvers performed.

4.3.6.5. To limit interference with the operations and training of aviation units, and to set reasonable limits for their use, approval is required from the Secretaries of the Military Departments for flyovers at the following events (delegation of approval authority for flyovers is delineated in enclosure 3 of DoD Instruction 5410.19 (reference (d))):

4.3.6.5.1. Civilian-sponsored formal observances, open to the public, of Armed Forces Day (third Saturday in May), Memorial Day (last Monday in May), Independence Day (July 4), Prisoner Of War/Missing In Action (POW/MIA) Recognition Day (third Friday in September), and Veterans Day (November 11) when held within 7 days of the holiday date.

4.3.6.5.2. Aviation-related events in which the primary objective is to demonstrate or encourage the advancement of aviation, such as air shows, airport dedications and anniversaries, and aviation expositions.

4.3.6.5.3. Ceremonies honoring foreign dignitaries except when directed by E.O.s or the Secretary of Defense.

4.3.6.5.4. Events held on a military installation.

4.3.6.5.5. Official Reserve Officer Training Corps (ROTC) or Military Service Academy graduation ceremonies.

4.3.6.5.6. Inaugural ceremonies of governors when flown by State National Guard resources with a previously scheduled training mission and at no additional cost to the Government.

4.3.6.6. Exceptions to the policies of subparagraph 4.3.6., above, requested by the Military Services or the Combatant Commands shall be considered by the ASD(PA) on a case-by-case basis. Requests, forwarded through Military Service and Combatant Command channels, must include information on the following:

4.3.6.6.1. Character and significance of event.

4.3.6.6.2. Recruiting benefits and involvement.

4.3.6.6.3. Expected media attendance and coverage.

4.3.6.6.4. Other military participation planned (e.g., bands, color guards).

4.3.6.6.5. Unit to conduct flyover, if approved.

4.3.6.6.6. Impact if flyover is not approved.

4.3.6.6.7. Specific benefits that cannot be achieved through the involvement of any other form of military participation.

4.3.6.7. Flyovers, including the missing man formation, at memorial or funeral services in honor of rated and/or designated active duty aviation personnel and dignitaries of the Armed Forces or the Federal Government, as determined by the Military Services, are not community relations activities. In those cases, appropriateness of a flyover shall be determined by the Military Services. The missing man formation is authorized for use at ceremonies commemorating Memorial Day, POW/MIA Recognition Day, and Veterans Day and at other suitable events when the theme is solemn and commemorative in nature and when the event is not held with another event (e.g., sporting events or air shows). The missing man formation, except for funeral services, shall not be performed at CONUS public events without prior approval by the Secretary of the applicable Military Department.

4.3.6.8. In the interest of safety, maximum visual awareness, and compliance with flight regulations, flyovers performed under this Directive shall not be flown lower than FAA-regulated altitudes, and in no case flown less than 500 feet above

ground level. Flyovers must comply with all applicable FAA regulations unless a waiver has been obtained from the FAA.

4.3.6.9. Attempts to break flight performance and/or speed records are restricted to aircraft that have been assigned to an operational unit for at least 6 months. Such record attempts may be conducted periodically to keep the public apprised of U.S. technology and capabilities in the development of altitude, speed, or endurance performance. They must not be conducted in a manner implying competition between Military Services. Requests for record attempts shall be forwarded to Military Service public affairs headquarters at least 1 month before the event for approval. Requests shall include specific details of the event, including associated costs.

4.3.6.10. Participation in air shows conducted in overseas theaters shall use resources under the operational control of the theater commander or, with concurrence of the parent command, those on temporary duty within the theater.

4.3.6.11. When scheduling single aircraft tactical demonstrations (e.g., Harrier, F-15, F-14), priority shall be given to aviation events that have not been scheduled for one of the DoD jet demonstration teams. Additionally, consecutive performances and multiple demonstrations at the same event shall be avoided if other events are held on the same date(s).

4.3.6.12. Participation is limited to a maximum of 3 days at any one aerial event.

4.3.6.13. Individual Military Services that decide to participate in an event eligible for aviation support are responsible for notifying event sponsors of support before the event date(s).

4.3.7. Authorized Number of Participating Aircraft. Flyovers for the events listed in subparagraph 4.3.6.5., above, are limited to a maximum of four aircraft from the same Military Service of the same general type (e.g., tactical, transport, rotary wing) making one pass. A flyover of more than four aircraft, or of multiple types of aircraft, or of aircraft representing more than one Military Service, constitutes an aerial review. Aerial reviews are reserved only for the most meaningful occasions and shall not be performed at CONUS public events without prior approval granted by the ASD(PA). Also see subparagraph 4.2.20., above.

4.3.8. Competition. Armed Forces teams may not compete for prize money.

4.3.9. Charges for Admission. Charges for admission to DoD aircraft or other equipment are specifically prohibited. The sale of photos of attendees seated in DoD aircraft or equipment is also prohibited.

4.4. DoD Public Speaking Policy

4.4.1. Mission-Related. Public speaking by DoD personnel in their official capacity is considered mission-related and may be charged to normal mission travel and per diem accounts without constituting an additional cost to the Government.

4.4.2. Speeches in Support of DoD Community Relations Programs. The Department of Defense encourages qualified military or civilian officials at all levels to engage in public speaking in an official capacity as a means of keeping the public informed of DoD programs, policies and missions and national security issues (DoD Instruction 5410.19, enclosure 4, reference (d)). Speeches by DoD personnel in their official capacities are authorized when the speech expresses an official DoD position and is given in support of an official DoD community relations program (see DoD Directive 5230.9, reference (j)). Such speeches or remarks presented in an official capacity shall address a defense-related subject within a speaker's official cognizance.

4.4.3. Speeches in Support of Non-Federal Entity Events. Generally, the Head of a DoD Component command or organization may provide DoD personnel in their official capacities to express DoD policies as support to events sponsored by non-Federal entities when the criteria in subparagraphs 4.1.4., and 4.2.4.1.1. through 4.2.4.1.7., above, and subparagraph 4.4.4., below, are met.

4.4.4. Appearance of Endorsement. Participation in a speaking event, whether the event is sponsored by a Federal or non-Federal entity, must not appear to endorse the statements of others where such statements may be contrary to U.S. Government policy.

4.4.5. Media Activity. DoD personnel presenting official speeches are encouraged to accept media interviews, subject to this Directive and other DoD public affairs guidance. DoD speakers are urged to consult the applicable DoD public affairs office for guidance before participating in media interviews.

4.5. Presidential Wreath-laying Ceremonies Policy

4.5.1. General Policy

4.5.1.1. The Deputy Assistant to the President for Scheduling and Advance, and the Director, White House Military Office, coordinate the annual placement of Presidential wreaths at the tombs, burial sites, and/or monuments of all former Presidents.

4.5.1.2. An itemized schedule of ceremonies and the Military Service responsible is contained in enclosure 5 of DoD Instruction 5410.19, reference (d).

4.5.2. Specific Policy

4.5.2.1. The ASD(PA) is responsible for overall coordination of DoD support for Presidential wreath-laying ceremonies. The ASD(PA) shall coordinate semi-annually with the Military Service public affairs offices to review attachment 1, enclosure 5, of reference (d) for appropriate Service responsibility for Presidential Wreath-Laying ceremonies and to resolve any assignment or ceremonial concerns identified.

4.5.2.2. The Secretaries of the Military Departments shall designate appropriate Presidential representatives, in accordance with the listing in attachment 1, enclosure 5, of reference (d), to place wreaths in honor of former Presidents.

4.5.2.2.1. The minimum appropriate military grade for those representatives is General or Flag grade unless overriding considerations prevent the attendance of a General or Flag officer.

4.5.2.2.2. The name, grade, title, address, and telephone number of each designated Presidential representative shall be forwarded by the Military Services, through the OASD(PA(DCR&PL)), to the Deputy Assistant to the President for Scheduling and Advance, and the Director, White House Military Office at least 60 days in advance of the month of wreath placement.

4.5.2.2.3. The Deputy Assistant to the President for Scheduling and Advance, and the Director, White House Military Office, shall make necessary arrangements to provide each wreath and shall coordinate final details of each ceremony.

4.6. Joint Civilian Orientation Conference (JCOC)

4.6.1. The JCOC is a 1-week long, multi-Service orientation to Armed Forces missions and programs for approximately 60 civilian guests of the Secretary of Defense. Participants are selected because they have limited knowledge of national defense issues and because their professional and community involvement indicates a

strong likelihood they will share their experience with many others. JCOC participants attend briefings in the Pentagon presented by the highest levels of DoD leadership and spend time in the field with all of the Military Services observing exercises, participating in training and other activities. The JCOC, begun in 1948, is the only civilian orientation program the Secretary of Defense sponsors. A smaller version, or mini-JCOC, of the standard JCOC program is an approximately 3-day multi-Service orientation to the missions and programs of the Armed Forces for 30 civilian guests of the Secretary of Defense. The mini-JCOC process and procedures are similar to the standard JCOC program.

4.6.2. Nominees are influential leaders in their professions as well as leaders in their communities. U.S. citizenship is required. Prior participants, persons either currently in active Federal service or retired from Federal service, and employees of Government contractors whose primary job responsibilities are military related are not eligible. Specific nomination criteria shall be provided in an annual Secretary of Defense message to all DoD activities.

4.6.3. Nominees must neither possess extensive knowledge of the Department of Defense nor have existing strong relationships with senior members of the military. Further, nominees must have strong ties to established professional and/or regional or national forums in which to share their JCOC experience upon the conclusion of the Conference. Successful nominees are those whose background indicates that their participation will enhance the public understanding of national security issues and the Department of Defense.

4.6.4. Nominations for the JCOC shall be accepted from the Secretaries of the Military Departments; Chairman and Vice Chairman of the Joint Chiefs of Staff; Commandant, U.S. Marine Corps; Assistants to the Secretary and Deputy Secretary of Defense; Under and Assistant Secretaries of Defense; Commanders of the Combatant Commands; Directors of Defense Agencies and DoD Field Activities; President of the National Defense University; Chief of the National Guard Bureau; and Commandant, U.S. Coast Guard, in view of its wartime mission with the Department of Defense.

4.6.5. Nominations shall be submitted through the chain of command. The ASD(PA) shall be the proponent for the final selection of program participants.

4.6.6. JCOC participants are guests of the Secretary of Defense and, as such, travel in DoD-owned or -controlled aircraft during the JCOC, as authorized in DoD 4515.13-R (reference (k)).

4.7. Armed Forces Day and Veterans Day

4.7.1. The observance of Armed Forces Day is celebrated on the third Saturday of May each year. Armed Forces Week includes Armed Forces Day plus the preceding 6 days. Veterans Day is celebrated on November 11 each year.

4.7.2. Armed Forces Day and Veterans Day pay tribute to past and present members of the Armed Forces. Special planning and coordination are required to ensure military participation is effective and reflects the spirit of the traditions and accomplishments of the Military Services. The U.S. Coast Guard is included in the observances of Armed Forces Day and Veterans Day upon its concurrence.

4.7.3. Military ceremonial support is authorized for:

4.7.3.1. Armed Forces Day and Veterans Day observances at communities designated as official DoD regional sites by the Department of Defense and the Veterans Day National Committee, respectively.

4.7.3.2. Smaller local observances held in communities not designated as official DoD regional sites, as resources permit.

4.7.4. Armed Forces Day and Veterans Day are among the holidays for which authority to approve military flyovers has been delegated to the Military Services when the event occurs within 7 calendar days of the official holiday date.

4.8. Armed Forces Bands, Troops, and Units in Support of Public Programs

4.8.1. Demeaning or Menial Use of DoD Personnel. The use of military personnel as ushers, baggage handlers, guards, escorts (to include escorts or other forms of support for beauty pageants, modeling, or similar events), messengers, parking lot attendants, runners, crowd control, or in other menial capacities in support of public programs conducted off military installations is prohibited (see subparagraph 4.2.16., above).

4.8.2. Policy Responsibility. The ASD(PA) establishes policy for the conduct of all DoD musical support within the public domain. Musical support includes, but is not limited to, parades, concerts, choral presentations, patriotic openers or presentations, and other events where a band or band detachment or component performs (see definition E2.1.12., "Patriotic Opener," at enclosure 2).

4.8.3. Limitations on Number of Supporting Units. Armed Forces (including the Reserve components and ROTC) musical and ceremonial units, such as bands, troops, drill teams, color guards, as well as installation facilities and materiel may be

used to support community relations programs in accordance with subparagraphs 4.2.4. through 4.2.9., above, with the exception of subparagraph 4.2.6. Such units shall be used to maximize the number of community relations events that may be supported. Accordingly, no event shall receive the support of more than one band and/or choral group without prior approval of the ASD(PA). Commands receiving requests for such support shall ensure that other DoD musical units are not scheduled to support the same event (see definition E2.1.3., "Ceremonial Support," at enclosure 2).

4.8.4. Background Music. Background, dinner, dance, or other social music programs are not authorized for public events sponsored by non-Federal entities for events held either on a military installation or away from a military installation. Such use of military musical units in public events places military musical units in direct competition with commercial musical units. Authorized programs are limited to public concerts, parade participation, and short (approximately 15 to 20 minutes in duration) patriotic opener presentations.

4.8.4.1. Background, dinner, dance, or other social music programs may be authorized for events held away from a military installation when the performance is in support of an official DoD event or function as defined in DoD Instruction 5410.19, enclosure 2 (reference (d)). When official DoD events are held away from a military installation, the applicable commander must certify that suitable facility criteria, such as having authorized occupancy limits to meet an expected attendance size or being able to meet protocol considerations involving distinguished guests, are not available on a military installation.

4.8.4.2. Military musical units shall not provide background music at memorial services and shall only support such services if the deceased is eligible for a state funeral or customary military honors, or if approved by the ASD(PA) (see subparagraph 4.2.17., above).

4.8.5. Armed Forces musical units generally shall not place military musicians in competition with employment of local commercial musicians (see subparagraph 4.2.17.1., above).

4.8.6. The ASD(PA) oversees the implementation of 10 U.S.C. 3634, 6223, and 8634 (reference (e)), which authorizes the "special bands," (concert bands) so designated by their parent Military Services, to produce their recordings for commercial sale. Recording proposals must receive ASD(PA) approval before the "special bands" contract for production. Proposals shall specify the proposed contractors for production and sale of the recording, music to be recorded, marketing plan, per-unit price for production and distribution of the initial and follow-on issuances,

per-unit price to the consumer of the final product, source of production funds, and plans for the disposition of profits. If a unique situation arises where a production contract is funded with appropriated funds, the procurement shall be awarded in accordance with the Competition in Contracting Act, as amended, under 10 U.S.C. 2301 et seq. (reference (e)).

4.8.7. Bands are not permitted to produce or participate in recordings with civilian musicians for commercial sale without ASD(PA) approval.

4.8.8. Musical units shall not perform back-up support for non-DoD entertainers at public programs unless the military musical unit performs as a featured participant and is not performing in competition with commercial bands.

4.8.9. Combatant Commanders and subordinate units shall provide musical support, if available, for community relations programs within their areas of responsibility with in-theater resources. CONUS-based DoD musical units may perform OCONUS (less Hawaii and Alaska) only with prior approval of the ASD(PA), the applicable Combatant Commander, and the host nation. Military Services and commands shall refer all requests for OCONUS musical support to the applicable Combatant Commander, or to the ASD(PA) if the nation to be visited is not in the area of responsibility of a Combatant Commander (see enclosure 8 of DoD Instruction 5410.19 (reference (d))). Requests for OCONUS musical support shall be reviewed as follows:

4.8.9.1. Requests for support, with confirmation that all travel funding shall be provided by the military or civilian requestor, shall be sent to the Combatant Commander or the ASD(PA), as applicable.

4.8.9.2. The Combatant Command shall evaluate the request and, if musical support is in the best interest of the Department of Defense, task in-theater resources. If no in-theater resources are available and the event is sufficiently important to warrant the deployment of CONUS resources, the Combatant Commander shall forward the request with justification and recommendation to the ASD(PA) for evaluation.

4.8.9.3. The ASD(PA) shall evaluate the request and, if approved, forward it to the designated Military Service for action.

4.8.10. Military bands generally shall not perform foreign national anthems. The playing of foreign national anthems and the carrying of foreign nation flags by U.S. military bands are ceremonial and protocol honors between and among governments and

rendered only on select occasions. Such activities are not entertainment. Within CONUS, foreign national anthems are authorized for performance by U.S. military bands, without obtaining an exception to policy from the OASD(PA(DCR&PL)), only at official civil ceremonies, defined as a public event funded, sponsored, and conducted by the U.S. Federal Government or a State, county, or municipal government that honor both the United States and one or more foreign nations. Senior Government representatives of those foreign nations must actively participate in the ceremony and must hold a rank that entitles them to receive official U.S. Government honors. U.S. military bands also may play foreign national anthems of countries participating in international sporting events, such as the Pan American Games or the International Olympics, in which the United States is a participant if the military band plays the anthems of all countries represented in the sporting event. Otherwise, only the U.S. national anthem shall be played by U.S. military bands. Requests for exceptions to policy shall be forwarded, through command channels, to the OASD(PA(DCR&PL)) for approval. For OCONUS events, the Combatant Commanders may approve playing the national anthems of countries within their geographic areas of responsibility if the U.S. ambassador concurs.

4.8.11. In public programs for which DoD support has been authorized and at which the display of Colors is in the best interest of the Department of Defense, a Joint Armed Forces Color Guard shall be employed, when available, using the following composition:

4.8.11.1. Two Army bearers with National and Army Colors.

4.8.11.2. One each Marine Corps, Navy, Air Force, and Coast Guard bearer with individual Military Service Colors.

4.8.11.3. One Army rifleman and one Marine Corps rifleman as escorts.

4.8.12. When a Joint Armed Forces Color Guard, as specified in subparagraph 4.8.11., above, cannot be formed, the senior member of the senior Military Service in the Color Guard shall carry the National Colors. The DoD Components shall be guided by DoD Directive 1005.8 (reference (1)).

4.8.13. U.S. military personnel may carry the official national flag of foreign nations participating in official civil ceremonies, defined as a public event funded, sponsored, and conducted by the U.S. Federal Government or a State, county, or municipal government, when an official of the nation concerned is present in an official capacity to receive such honors, and the official is one for whom honors normally are rendered. In all other public programs or ceremonies, U.S. military personnel in

uniform and in an official capacity are not authorized to carry flags of foreign nations, veterans groups, or other non-military organizations.

4.8.14. The Department of Defense may provide speakers, color guards, bands, specialty combos, chorale groups and patriotic openers to Congressional or other Federal Agency official Federal Government events held on or off military installations. (DoD Instruction 5410.19, enclosure 8, reference (d).)

4.8.15. To receive DoD support as an Official Federal Government Event, activities hosted by the Congress or other Federal Agency must be sponsored solely by a member of Congress, the Secretary of the U.S. Senate or the Secretary of the U.S. House of Representatives, or by a senior official of another Federal Agency, acting in an official capacity, and be paid for solely with appropriated funds of the requesting Federal Agency.

4.8.16. The Military District of Washington is responsible for coordinating all support requests for Official Federal Government Events within the National Capital Region (NCR). Military Services and other DoD Agencies shall forward all such requests to: Director of Ceremonies and Special Events, Building 30, Room 206, Military District of Washington, 103 Third Avenue, Washington, DC, 20319-5050. The Military District of Washington shall coordinate all such requests through the OASD(PA(DCR&PL)), for approval.

4.8.17. When Congressional or other Official Federal Government Event support requests are for non-DoD events outside the NCR, the Military Services and other DoD Agencies shall forward the requests, with supporting recommendations, to the OASD(PA), Attn: Directorate for Community Relations and Public Liaison, 1400 Defense Pentagon, Washington, DC, 20301-1400, for approval. Also see subparagraph 4.8.15., above.

4.8.18. When evaluating requests for military musical and ceremonial support to events sponsored by organizations other than the Department of Defense, or for requests for performances beyond a unit's local area of responsibility (AOR), the Military Services and their subordinate commands shall ensure the following prior to accepting requests:

4.8.18.1. A completed DD Form 2536, "Request for Armed Forces Participation in Public Events (Non-Aviation)," shall accompany each request for musical or ceremonial support.

4.8.18.2. Participation shall be in the best interest of DoD. Public attendance shall be free or at a cost that meets the restrictions addressed in subparagraph 4.2.4., above. Events shall be open to the public, and shall not be part of any unauthorized fund-raising effort.

4.8.18.3. DoD participation shall be at no additional cost to the Government. The requesting organization, whether civilian or military, shall agree to fund all expenses for the trip. Such expenses include all travel from the military musical or ceremonial unit's home station and return, per diem expenses for the requested unit, accommodations, and all local travel.

4.8.18.4. The Military Service shall confirm that no similar military resource more local to the event is available to meet the request, and that the type of military musical or ceremonial unit and the number of military personnel requested for the specific event is in the best interest of the Department of Defense.

4.8.18.5. The Military Service shall confirm that no other military band resources are participating in the event (one band and/or choral group per event) as addressed in subparagraph 4.8.3., above. That information is in block 9 of DD Form 2536. If that data has not been entered, the Military Services must ask the event sponsor whether participation by other military musical resources has been requested. Requests for DoD support in excess of one military musical and/or ceremonial group shall be forwarded through applicable Military Service channels to the OASD(PA(DCR&PL)), with justification and recommendation, for an exception to policy prior to making any commitment to the sponsor.

4.8.18.6. The Military Service shall ensure all opportunities for local area public concerts have been met prior to a band or chorus accepting performance requests outside its local area of responsibility. Rather than relying on invitations from local organizations, military musical and ceremonial units shall make every effort, especially during U.S. holiday periods, to initiate free public concerts within their AOR as part of their community relations mission.

4.8.18.7. The Military Service shall confirm that no invitations from possible audiences or invitations around the musical or ceremonial unit's home station are being declined or canceled to allow the requested unit to accept an invitation that is away from the unit's home station, especially during U.S. holiday periods.

4.8.18.8. Each Military Service shall confirm that its musical and ceremonial resources are being scheduled to the greatest extent possible. All effort

must go into ensuring that the American public receives the greatest number of opportunities to hear community relations performances by DoD musical and ceremonial resources when those resources are not supporting internal military ceremonial, morale and esprit de corps, and military recruiting activities. Whenever possible, there must be multiple public performances each day. A full schedule during any given year is defined as an average of at least two daily performances, particularly in public venues, except on travel days. Each Military Service musical and ceremonial unit shall give special attention and priority to scheduling free concerts in its local AOR during national U.S. holidays and other broadly based civic and patriotic observances.

4.8.19. When evaluating requests for military musical and ceremonial support to OCONUS events, Military Services and their subordinate commands also shall ensure the following prior to accepting:

4.8.19.1. The requesting organization, to include military commands and U.S. embassies, shall agree to fund all expenses for the trip, to include travel from the DoD unit's home installation in the United States and return. DoD funds shall not be used to fund activities or programs of another Federal Agency.

4.8.19.2. When required, the host nation must provide a letter of support forwarded through the applicable Combatant Commander to the OASD(PA(DCR&PL)) (Host-Nation Clearance). If such a clearance is not required because of Status of Forces Agreements or other bilateral agreements, the forwarding memo from the Combatant Commander shall so state.

4.8.19.3. The Combatant Commander shall provide supporting justification for the request, shall confirm agreement of the U.S. ambassador (U.S. Embassy clearance), shall confirm that no in-theater band resources are available to meet that request, and shall confirm that the requirement is applicable to the event.

4.8.19.4. The Military Services shall ensure that requests for overseas tours do not normally exceed 15 days. Tours to single locations shall not normally exceed 7 days.

4.9. Policy on Community Relations Funding and Programming

4.9.1. Funding programmed and expended for public affairs activities is an integral part of the Operations and Maintenance (O&M) fund account of each DoD Component. Except for those programmed O&M funds, community relations activities shall not involve any additional cost to the Government. Programming funds for community relations programs shall be the responsibility of each DoD Component and

its commands, and shall be kept to the minimum necessary to accomplish the DoD objectives. O&M funds may be advanced for incidental costs associated with unprogrammed, but otherwise appropriate, community relations activities when the sponsor agrees to reimburse the Government for those costs (e.g., travel, meals, lodging, and per diem). See DoD Instruction 5410.19, enclosure 9, paragraph E9.2.3. (reference (d)). No charges or fees resulting in an increase in military funding above that allocated by the Congress shall be imposed by the military installation or its agents for admission, parking, or viewing community relations activities. Installations may provide special seating for distinguished visitors at no charge. Charges for admission to military aircraft or other equipment are specifically prohibited as well as sales of photos of attendees at open houses donning military equipment or clothing or seated in military aircraft or equipment. Installations shall not impose unreasonable restrictions on visitors to encourage purchase of services.

4.9.2. Public affairs activities must be planned and budgeted to the greatest extent possible. The DoD Components shall absorb all unprogrammed costs of supporting those community relations programs that are specifically authorized by statute, E.O., or the Secretary of Defense, and the following types of programs when they are in the primary interest of the Department of Defense:

4.9.2.1. Official Federal Government events.

4.9.2.2. DoD- or civic-sponsored observances of U.S. or host-country national holidays.

4.9.2.3. Official civil ceremonies and functions.

4.9.2.4. Speaking engagements as addressed in enclosure 4 of DoD Instruction 5410.19 (reference (d)).

4.9.2.5. Events considered to be in the national interest or in the professional, scientific, or technical interest of a DoD Component or element, when approved by the ASD(PA) or the Combatant Commander assigned responsibility for a specific overseas operational theater, as appropriate.

4.9.3. Volume 1, Part W, section U7900, of the Joint Federal Travel Regulations (reference (m)), authorizes the expenditure of O&M funds by military personnel for incidental travel costs associated with unprogrammed community relations activities when the event sponsor agrees to reimburse the Government for such expenses.

4.10. DoD Support to National Military Association Conferences

4.10.1. Section 2548 of 10 U.S.C. (reference (e)) authorizes the Department of Defense to provide designated "National Military Associations" (see definition E2.1.10., "National Military Association," at enclosure 2) logistical and administrative support for their annual national convention or conference. The support, which is not available to other non-Federal entities, includes communications support, medical assistance, administrative support, security support, and limited air and ground transportation. Regional and local chapters of such associations are ineligible to receive those additional services.

4.10.2. The ASD(PA) has responsibility for designating National Military Associations. Military associations must be non-commercial in nature, must be national in scope, and must focus their efforts on an entire Military Service or a significant segment of all Military Services, active duty, National Guard and/or Reserve activities. Associations oriented primarily toward military veterans (whether veterans in general or of a specific Military Service), or associations primarily oriented toward specific Military units, branches of a Military Service, occupational fields or skills, campaigns, gender, ethnic group, religion, or region, do not meet the eligibility criteria. Designated National Military Associations are listed in attachment 1 to enclosure 10, of reference (d).

4.10.3. The ASD(PA) retains the authority to modify the list of National Military Associations granted approval for DoD support. Groups desiring designation as a National Military Association must submit written requests through appropriate Military Service channels to OASD(PA), Attn: Directorate for Community Relations and Public Liaison, 1400 Defense Pentagon, Washington, DC 20301-1400, at least 60 days before the annual convention or conference. Requests must include the following:

4.10.3.1. A copy of the statute (Federal or State) granting charter or official recognition.

4.10.3.2. A statement outlining the purpose of the association and justification for its proposed designation as a national military association.

4.10.3.3. A list of national officers, total membership, and the locations of regional and/or local chapters.

4.10.3.4. A copy of the association's constitution or charter and by-laws.

4.10.4. Secretaries of the Military Departments are delegated approval authority to provide authorized support to designated National Military Associations. That authority may be further delegated, in writing, to the National Guard Bureau by the

Secretary of the Army or the Secretary of the Air Force, as they deem appropriate. All support must be approved in advance by the Secretary concerned, provided in conjunction with training in applicable skills, and provided at no additional cost to the Government.

4.10.5. Specific support authorized, and limits on such support, is contained in enclosure 10 of DoD Instruction 4510.19 (reference (d)).

4.11. DoD Support to Veterans Associations

4.11.1. Veterans associations are defined as organizations oriented toward veterans of military service in general, toward veterans of specific Services, or toward veterans grouped or identified by gender, ethnicity, religion, military campaign, or geographic region.

4.11.2. The Heads of the DoD Component commands or organizations may provide applicable support to veterans associations for non-partisan events as noted in subparagraph 4.2.3.3., above. Military support, including bands, color guards, choral groups, speakers, and static displays, is also authorized for local, regional, and national conventions. The ASD(PA) shall assign a DoD coordinator, and each Military Service shall provide a project officer for those national conventions for which multi-Service support is in the best interests of the Department of Defense.

4.11.3. Veterans associations may receive loaned or donated excess military property under DoD 4160.21-M, "Defense Material Disposition Manual" (reference (n)). The Secretary of Defense has assigned to the Defense Logistics Agency (DLA) responsibility for administering the Defense Materiel Disposition Program. The Military Services manage the program and determine the eligibility of veterans associations to participate in the program through the use of criteria specified in reference (n).

4.12. Military Installation Open House Policy

4.12.1. An open house is a military program conducted on an installation or other military facility to which the general public is invited. It is designed to show military missions, equipment, facilities, and personnel to a local or regional civilian community to satisfy the public's interest in the defense establishment and its role in national security affairs. Military installations are encouraged to hold at least one open house each year.

4.12.2. Open house displays, events, and attractions generally must come from the resources of the host installation or local community with the exception of military

equipment or personnel who may be invited from other installations to demonstrate equipment or capabilities not found at a local installation.

4.12.3. Military open house programs are primarily public affairs activities. They are not intended as Morale, Welfare and Recreation (MWR) fund-raising events. That does not prevent MWR involvement in those events as long as fund-raising does not become the primary objective of the event. Open houses shall not take on the character of commercial events, carnivals, or fairs or give that impression.

4.12.4. Any commercial sponsorship of activities taking place at open houses, or involving those activities, shall follow guidelines used for MWR events (DoD Directive 1015.1, reference (o)) as promulgated by the Office of the Under Secretary of Defense for Personnel and Readiness and guidelines issued by individual Military Services for MWR programs. Commercial sponsors shall not restrict public viewing of aerial activities.

4.12.5. In keeping with the spirit of military open houses, civilian demonstrations, if engaged, shall be an adjunct to military activities. That includes civilian aircraft and/or flying demonstrations. Commercial sponsorship of civilian demonstrations may be solicited under the same conditions as other commercial sponsorship.

4.12.6. Contracts to be funded with appropriated funds on military installations must be awarded in accordance with 10 U.S.C. 2301 et seq. (reference (e)). In addition, contracts to be funded with nonappropriated funds must, to the maximum extent practicable, also be awarded in accordance with DoD Directive 4105.67, reference (p).

4.12.7. Owners and/or operators of aircraft not owned by the Federal Government, such as vintage (warbird) aircraft, shall not be permitted to impose a mandatory admission charge to view or enter their aircraft. Voluntary donations for tours of the aircraft, or donations to the sponsoring organization, may be requested.

4.12.8. No charges or fees shall be imposed by the military installation or its agents for admission, parking, or viewing any activity. Installations may provide special seating for distinguished visitors at no charge. Charges for admission to DoD aircraft or other equipment are specifically prohibited. Also prohibited is the sale of photos of attendees at open houses donning DoD equipment or clothing or seated in DoD aircraft or equipment. Installations may not impose unreasonable restrictions on visitors to encourage purchase of services. For example, coolers may not be prohibited for the primary purpose of stimulating soft drink sales; lawn chairs may not be prohibited for the primary purpose of stimulating bleacher seat sales.

4.13. DoD Support to Inaugural Activities of State Governors

4.13.1. DoD support to inaugural ceremonies and parades of State governors is authorized, subject to the availability of resources.

4.13.2. To the greatest extent practicable, the military support must include representation from each of the Military Services with resources located in the State.

4.13.3. In those cases where Military Service support is desired for an inaugural program but no military personnel or military equipment are stationed within that State, the circumstances must be reported to the ASD(PA) for resolution.

4.13.4. Bands, troop units, and equipment from outside the local area may be provided only if no additional cost to the Federal Government is incurred, unless approved by the ASD(PA).

4.13.5. Support must be limited in size and scope, bearing in mind the potential demands that may be generated from State to State.

4.13.6. When Federal funds are not made available to support inaugural activities of State governors, the State National Guard may be ordered to State duty by appropriate State authority.

4.13.7. The duties performed by Army and Air National Guard personnel in Federal status or involving Federal resources shall conform to the policies in this Directive.

4.13.8. Military aviation flyovers of inaugural ceremonies by State National Guard resources are authorized when flown as part of a previously scheduled training mission and at no additional expense to the Government.

4.14. Additional Policy Guidelines

4.14.1. Additional policy guidelines on use of military aircraft and aerial demonstrations for community relations purposes are in DoD Instruction 5410.19, enclosure 3, of reference (d).

4.14.2. Additional policy guidelines on speaking engagements and monthly reporting requirements are in DoD Instruction 5410.19, enclosure 4 of reference (d).

4.14.3. Additional policy guidelines on Presidential wreath-laying ceremonies are in enclosure 5, of reference (d).

4.14.4. Additional policy guidelines on JCOC program requirements are in enclosure 6, of reference (d).

4.14.5. Additional policy guidelines on Armed Forces Day and Veterans Day activities and procedures are in enclosure 7, of reference (d).

4.14.6. Additional policy guidelines governing the use of bands and troops in community relations are in enclosure 8, of reference (d).

4.14.7. Additional policy guidelines on funding and programming of public affairs activities are in enclosure 9, of reference (d).

4.14.8. Additional policy guidelines on DoD assistance to annual conferences of national military associations are in enclosure 10, of reference (d).

4.14.9. Additional policy guidelines on military installation open houses or similar activities are in enclosure 11, of reference (d).

4.14.10. Additional policy guidelines on DoD support of the inaugural ceremonies and parades for State governors are in enclosure 12, of reference (d).

4.14.11. A community relations activity evaluation checklist is in enclosure 13 of reference (d) to help ensure compliance with applicable policies contained in this Directive.

4.14.12. DoD policy on participation in activities of private associations, organizations, and businesses, including the use of DoD materiel, uniforms, and insignia, is in DoD Directive 5500.7 (reference (q)), and procedure is in DoD Instruction 5410.20 and DoD 5500.7-R (references (r) and (c)).

4.14.13. DoD policy on the use of military transportation involving visits, tours, and other community relations activities (e.g., airlift) is in DoD Directive 5122.8 (reference (s)), and procedure is in DoD 4515.13-R and DoD Instruction 5435.2 (references (k) and (t)).

4.14.14. DoD policy on the release of information to the public and security review of speeches and articles for publication is in DoD Directive 5230.9, reference (j).

4.14.15. Leases and demonstrations of military aircraft and equipment to promote the sale of DoD articles are not considered community relations activities (see DoD Directive 7230.8, reference (u)).

4.14.16. Direct DoD participation in foreign air shows and any trade exhibitions that are held to promote the sale of DoD articles is governed by Section 113 of 10 U.S.C., note, "Limitation on Support for United States Contractors Selling Arms Overseas," (reference (e))¹. Section 113, note, of reference (e) requires the Secretary of Defense to make a determination that DoD participation in such an event is in the national interest. Reference (e) also requires a report to the Congress at least 45 days before the opening of any foreign air show or any trade exhibition that is held to promote the sale of DoD articles.

4.14.17. Military support to a Presidential Inauguration is provided by a designated "DoD Executive Agent." Final approval for applicable DoD support is reserved to the ASD(PA) (see paragraph 5.1., below).

4.14.18. DoD policy on military assistance to non-Governmental, non-entertainment-oriented print and electronic media is in DoD Instruction 5410.15 (reference (v)).

4.14.19. DoD policy on participation of military personnel in commercially sponsored radio and television broadcasts not of a public service nature is in DoD Instruction 5430.1 (reference (w)).

4.14.20. DoD policy on the use of military resources during peacetime civil emergencies in the United States and its territories and possessions is in DoD Directive 3025.1 (reference (x)).

4.14.21. DoD policy on foreign disaster relief is in DoD Directive 5100.46 (reference (y)).

4.14.22. DoD policy on the wearing of military uniforms is in DoD Directive 1334.1 (reference (z)).

4.14.23. DoD policy on the order of precedence of members of the Armed Forces of the United States in formation is in DoD Directive 1005.8 (reference (1)).

¹National Defense Authorization Act of 1993, 1082, Section 113 of 10 U.S.C., note (West Supplement 1998) ("Limitation of Support for United States Contractors Selling Arms Overseas," page 52).

4.14.24. Veterans associations may receive loaned or donated excess military property under DoD 4160.21-M (reference (n)). The Secretary of Defense has assigned to the Defense Logistics Agency responsibility for administering the Defense Materiel Disposition Program. The Military Services manage the program and determine the eligibility of veterans associations to participate in the program through the use of criteria specified in reference (n).

4.15. Exceptions to DoD Policy. Requests for exceptions to DoD policies established by this Directive shall be forwarded through all applicable command channels to the OASD(PA(DCR&PL)) (see section 6. of DoD Instruction 5410.19 (reference (d)) for requirements).

5. RESPONSIBILITIES

5.1. The Assistant Secretary of Defense for Public Affairs, pursuant to DoD Directive 5122.5 (reference (b)), shall:

5.1.1. Act for the Secretary of Defense in establishing public affairs policies and implementation guidance for the conduct of all DoD public affairs programs within the public domain.

5.1.2. Act for the Secretary of Defense as the designated authority for granting exceptions to the policies in this Directive.

5.1.3. Act for the Secretary of Defense as the designated "DoD point of contact" at the seat of Government with the other Federal Government organizations in community relations matters.

5.1.4. Establish policy and approve all requests for Military Services community relations participation, except as delegated, in support of or involving the following:

5.1.4.1. National or international events in the United States and U.S. territories, including Presidential Inaugurations, the International Olympics, Special and Paralympics, sports events such as post-season bowl games and the World Series, and nationally broadcast programs.

5.1.4.2. Events or programs outside the 50 United States and the U.S. territories likely to draw an interest from or affect an area beyond a Combatant

Command area of responsibility, or which require assistance from outside the command area of responsibility.

5.1.4.3. More than one DoD Component (e.g., two Commanders of Combatant Commands; two Military Services; the Commander of a Combatant Command, and one Military Service), except in the case of routine local coordination of activities between local commands, which may be approved locally.

5.1.4.4. Other Federal Government Agencies, including requests in support of events sponsored by the Members of Congress. The Combatant Commands with specific geographic responsibilities may approve inter-Agency cooperation in their areas of operation.

5.1.4.5. Public events in the NCR, except speaking engagements under guidelines in enclosure 4 of DoD Instruction 5410.19, reference (d).

5.1.4.5.1. The Military District of Washington acts for the ASD(PA) as the DoD coordinator for approval of musical and ceremonial support within the NCR except for requests from the Members of Congress and requests for exceptions to policy that are approved by the ASD(PA) (see paragraph E2.1.3., "Ceremonial Support," in enclosure 2).

5.1.4.5.2. The ASD(PA) shall be the final authority in all policy matters on DoD involvement in community relations activities within the NCR.

5.1.4.6. DoD presentations of aerial reviews.

5.1.4.7. Other special or one-time events, as determined by the ASD(PA).

5.1.5. Act as the principal point of contact in the Department of Defense for liaison between the Department of Defense and the national headquarters and Washington, DC, chapter offices of national organizations, associations, and other national non-governmental organizations, except for the following:

5.1.5.1. The Military Services shall be principal points of contact with respective single-Military Service-affiliated organizations (see subparagraph 5.4.2., below).

5.1.5.2. The DoD Components may respond directly to requests for Component-unique information or speakers by national organizations.

5.1.5.3. Local commanders may deal directly with local and regional chapters of national organizations.

5.1.6. Provide information to national organizations, including business, veterans, and industry groups, and coordinate requests from those groups for participation by DoD personnel in conferences and seminars, and the commercial use of DoD materiel, uniforms, and insignia, in accordance with DoD 5500.7-R and DoD Instruction 5410.20 (references (c) and (r)), and based on statutory limitations, as specified in 10 U.S.C. 771-772, 18 U.S.C. 702, and 32 CFR 53 (references (e), (aa) and (bb)).

5.1.7. Coordinate with the other Assistant Secretaries of Defense who have responsibility for programs with significant impact in the civilian domain (e.g., recruiting, base closures, equal opportunity, and Military Services participation in sports events).

5.1.8. Designate a DoD coordinator or a DoD Executive Agent to promote community relations events or activities, such as Presidential Inaugurations, in which more than one Military Service is involved or as other circumstances warrant or require.

5.1.9. Establish regional sites and issue specific guidance to promote Armed Forces Day and Veterans Day (see enclosure 7, of DoD Instruction 5410.19 (reference (d))).

5.1.10. Act as sole approving authority for the movement of bands, exhibits, or other resources to be used for community relations purposes from the United States to overseas areas.

5.1.11. Plan and conduct the Joint Civilian Orientation Conference (JCOC) of the Secretary of Defense, as described in enclosure 6, of reference (d).

5.1.12. Conduct programs at the Pentagon, such as tours and briefings, that help explain to various international and national communities the missions, operations, and requirements of the Department of Defense and the DoD Components.

5.1.13. Oversee the implementation of 10 U.S.C. 2548 (reference (e)), which authorizes the Secretaries of the Military Departments to provide certain support to the annual convention or conference of a national military association (see enclosure 10 of DoD Instruction 5410.19 (reference (d))).

5.1.14. Approve all DoD community relations participation in programs or events that by their nature or because of expected media coverage could be of national or international interest.

5.1.15. Oversee the implementation of Sections 3634, 6223, and 8634 of reference (e), which authorize the Military Services bands, designated special bands (concert bands) by their parent Military Services, to produce recordings for commercial sale.

5.1.16. Administer the Secretary of Defense Citizen Patriot Award program created to acknowledge individuals, groups, or institutions for their outstanding efforts on behalf of America's men and women in uniform, including identifying and bringing to public attention the contributions to the security or national interests by members of the Armed Forces.

5.2. The Commanders of the Combatant Commands assigned responsibility for specific overseas operational theaters (e.g., the Commander in Chief, United States European Command, or the Commander in Chief, United States Pacific Command) shall:

5.2.1. Carry out community relations activities, in accordance with this Directive, in overseas areas for which they have command responsibility. Plans for community relations activities in foreign countries shall be coordinated with the applicable U.S. Embassies, in accordance with pertinent country team plans (see definition E2.1.42, "Overseas Area," in enclosure 2 of reference (d)).

5.2.2. Act for the Secretary of Defense in implementing this Directive in their geographic areas of responsibility.

5.2.3. Provide policy direction and guidance for community relations activities in their respective overseas areas for which they have command responsibility, consistent with the policy guidance in this Directive.

5.2.4. Provide for the inclusion of necessary programming, budget estimates, and financing programs in the plans of the applicable Military Department.

5.2.5. Except as indicated in paragraph 5.1. of this Directive, above, overseas Combatant Commanders have the same approval authority for aerial demonstrations by command resources in their areas that are otherwise reserved to the ASD(PA).

5.3. The Commanders of the Combatant Commands not assigned responsibility for specific overseas operational theaters shall execute community relations activities, consistent with this Directive, in their areas of responsibility not otherwise reserved or assigned in paras 5.1. and 5.2., above, or paragraph 5.4., below.

5.4. The Secretaries of the Military Departments, in their respective areas of responsibility and consistent with this Directive, shall:

5.4.1. Execute community relations activities and approve participation of the Military Services in public events, consistent with this Directive, in areas of responsibility not otherwise reserved or assigned in paragraphs 5.1. and 5.2., above. That authority may be further delegated.

5.4.2. Conduct direct liaison with private organizations representing specific interests of their respective Military Services, such as the Association of the U.S. Army, the Navy League of the United States, and the Air Force Association of the United States, in accordance with DoD 5500.7-R, DoD Directive 5500.7, and DoD Instruction 5410.20 (references (c), (q), and (r)).

5.4.3. Approve authorized aerial support including demonstrations, flyovers, and static displays (see definitions in DoD Instruction 5410.19, enclosure 2 (reference (d))) by aircraft of their Military Service, including the DoD aerial demonstration teams (enclosure 3, of reference (d)).

5.4.4. Authorize local cross-border community relations activities by military installations adjacent to the U.S.-Canadian, or U.S.-Mexican borders, after proper coordination with applicable U.S. Embassies or consulates, and with the ASD(PA).

5.4.5. Approve the public use of the official insignia of their Military Departments, except when such use is prohibited by law.

5.5. The Directors of the Defense Agencies, in their respective areas of responsibility, and consistent with this Directive, shall execute community relations activities not otherwise reserved or assigned in paragraphs 5.1., 5.2., or 5.4., above.

5.6. The Heads of the DoD Components shall coordinate their community relations activities and actions involving the responsibilities of another Component in communities where commands or facilities of two or more of the DoD Components are located when it is apparent that more than one of them may be involved and a "DoD coordinator" has not been designated.

6. INFORMATION REQUIREMENTS

6.1. Although this Directive requires no recurring reports, records of community relations activities and programs shall be maintained by commanders at all levels, as determined by the DoD Components.

6.2. Sufficiently annotated records that will allow reconstruction of community relations activities include the following:

6.2.1. Support request forms or letters.

6.2.2. Disposition of requests.

6.2.3. Description of events and activities undertaken.

6.2.4. Type and extent of the participation by the Military Services.

6.2.5. Indications of effectiveness (e.g., crowd size and media coverage).

7. EFFECTIVE DATE

This Directive is effective immediately. No implementing instructions are required.



Paul Wolfowitz
Deputy Secretary of Defense

Enclosures - 3

- E1. References, continued
- E2. Definitions
- E3. Staffing Guidance

E1. ENCLOSURE 1

REFERENCES, continued

- (e) Title 10, United States Code
- (f) Executive Order 12674, "Principles of Ethical Conduct for Government Officers and Employees," April 12, 1989, as amended
- (g) [DoD Directive 1344.10](#), "Political Activities by Members of the Armed Forces on Active Duty," June 15, 1990
- (h) [DoD Directive 5500.11](#), "Nondiscrimination in Federally Assisted Programs," May 27, 1971
- (i) [DoD Directive 1350.2](#), "Department of Defense Military Equal Opportunity Program," August 18, 1995
- (j) [DoD Directive 5230.9](#), "Clearance of DoD Information for Public Release," April 9, 1996
- (k) [DoD 4515.13-R](#), "Air Transportation Eligibility," November 1, 1994
- (l) [DoD Directive 1005.8](#), "Order of Precedence of Members of Armed Forces of the United States When in Formations," October 31, 1977
- (m) Joint Federal Travel Regulations, Volume 1, "Uniformed Service Members," current edition
- (n) DoD 4160.21-M, "Defense Materiel Disposition Manual," August 1997
- (o) [DoD Directive 1015.1](#), "Establishment, Management, and Control of Non-appropriated Fund Instrumentalities," August 19, 1981
- (p) [DoD Directive 4105.67](#), "Nonappropriated Fund Procurement Policy," May 2, 2001
- (q) [DoD Directive 5500.7](#), "Standards of Conduct," August 30, 1993
- (r) [DoD Instruction 5410.20](#), "Public Affairs Relations with Business and Non-Governmental Organizations Representing Business," January 16, 1974
- (s) [DoD Directive 5122.8](#), "Use of Military Carriers for Public Affairs Purposes," December 13, 1963
- (t) [DoD Instruction 5435.2](#), "Delegation of Authority to Approve Travel In and Use of Military Carriers for Public Affairs Purposes," April 25, 1975
- (u) [DoD Directive 7230.8](#), "Leases and Demonstrations of DoD Equipment," February 16, 1995
- (v) [DoD Instruction 5410.15](#), "DoD Public Affairs Assistance to Non-Government, Non-Entertainment-Oriented Print and Electronic Media," March 28, 1989
- (w) [DoD Instruction 5430.1](#), "Participation of Military Personnel in Commercially Sponsored Radio-Television Broadcasts not of a Public Service Nature," January 22, 1957
- (x) [DoD Directive 3025.1](#), "Military Support to Civil Authorities," January 15, 1993

- (y) [DoD Directive 5100.46](#), "Foreign Disaster Relief," December 4, 1975
- (z) [DoD Directive 1334.1](#), "Wearing of the Uniform," August 11, 1969
- (aa) Title 18, United States Code
- (bb) Title 32, Code of Federal Regulations, Part 53, "Wearing of the Uniform," current edition

E2. ENCLOSURE 2

DEFINITIONS

E2.1.1. Additional Cost to the Government. Costs incurred solely because of participation in or support of an unprogrammed activity or event. Examples considered additional costs to the Government include unprogrammed travel and transportation for personnel, meals and lodging for military personnel away from Government messes, and civilian per diem and overtime pay. Costs such as pay and allowances of personnel (excluding overtime) generally are not considered additional costs to the Government (see enclosure 9 of DoD Instruction 5410.19 (reference (d))).

E2.1.2. Area of Responsibility for Community Relations Activities. A defined geographic area in which responsibility is specifically assigned to a commander for the development and maintenance of installations, control of movement, conduct of tactical operations involving military personnel under the commander's control, and official interactions representing the Department of Defense with civic, business, and governmental organizations within that area. The geographic area of responsibility (AOR) of a specific military band, for instance, generally is the AOR of the immediate command to which the band is assigned. This is generally true for CONUS-based bands that support a localized installation-oriented community relations program. The touring bands of the Military Services (The Army Field Band (Fort Meade, MD); The Navy Band (Washington, DC, Navy Yard); The United States Marine Band (Washington, DC, Marine Barracks); and The Air Force Band (Washington DC, Bolling AFB)) generally are assigned a national concert tour mission in addition to a local community relations support mission. OCONUS-based bands, in addition to their function of supporting a localized community relations program, also must respond to community relations requirements tasked by Commanders of the Combatant Commands assigned responsibility for the specific overseas operational theater to which the band is assigned.

E2.1.3. Ceremonial Support. Musical, marching, and other personnel units that participate in parades, patriotic celebrations, and other events, both in the public domain and on military installations, that honor the Nation, Commander in Chief, or military members. Ceremonial musical units usually are marching bands, band detachments, and buglers. Ceremonial personnel units generally consist of color guards, marching units, casket teams, firing details, and salute batteries. Examples of events that typically are eligible for ceremonial support include patriotic observances, civic parades, military funerals, wreath-laying ceremonies, and military unit change of command ceremonies. Social events such as concerts, dinners, and other entertainment performances sponsored by non-Federal entities do not meet the criteria for ceremonial support.

E2.1.4. Community. A group of people having common interests. Normally refers to a geographic location, such as a town, city, or nation, or to a representative interest group, such as an organization or an association.

E2.1.5. Community Relations. The interactions between the Department of Defense and civilian communities at home and abroad at all levels.

E2.1.6. Community Relations Activity. Any officially planned program, sequence or series of events, or individual action by a DoD Component, unit, or person designed to achieve and maintain good relations with an element of the civilian community or the community at large. Community relations activities are conducted at all levels of command, both in the United States and overseas, on or off military installations. Community relations activities include, but are not limited to, the following:

E2.1.6.1. U.S. Military participation in international, national, regional, State, and local public events.

E2.1.6.2. Installation open houses, tours, and embarkations on military vessels and aircraft.

E2.1.6.3. Cooperation with Federal, State, and local government and community leaders.

E2.1.6.4. Aerial demonstrations before the public.

E2.1.6.5. Armed Forces musical and ceremonial unit appearances before the public.

E2.1.6.6. Liaison and cooperation with national, regional, and local organizations representing elements of the society at large.

E2.1.6.7. Authorized speeches and briefings by DoD military and civilian personnel on matters of interest to the public.

E2.1.6.8. Any of the activities in paragraphs E2.6.1. through E2.6.7., above, undertaken in support of recruiting or personnel procurement goals, whether initiated or sponsored by recruiters, other elements of the Department of Defense, or by elements of the community. Direct recruiting activities themselves are not community relations activities.

E2.1.6.9. Providing of information requested by the public through mailings, briefings, electronic distribution, or other methods.

E2.1.7. Community Relations Support. The use of DoD military and civilian personnel, individually or collectively, or the use of DoD resources, facilities or materiel in support of community relations activities.

E2.1.8. Fund-raising Event. An event or activity with the purpose of soliciting money or materiel for charitable, civic, or educational organizations, organizational operations, or similar purposes, by any means, beyond that necessary to cover the reasonable costs of the event. "Fund-raising activities" are distinct from "commercial activities," that involve the conduct of business to make a profit (see DoD Instruction 5410.19, enclosure 2 (reference (d))).

E2.1.9. National Capital Region. The geographic area located within the boundaries of:

E2.1.9.1. The District of Columbia,

E2.1.9.2. Montgomery and Prince George's Counties in the State of Maryland,

E2.1.9.3. Arlington, Fairfax, Loudon, and Prince William Counties and the City of Alexandria in the Commonwealth of Virginia, and

E2.1.9.4. All cities and other units of government within the geographic areas of such District, Counties, and City.

E2.1.10. National Military Association. Associations that are directly oriented to the U.S. military; national in scope; and focus their efforts on active duty, National Guard, and/or Reserve activities. Associations oriented primarily toward military veterans (whether veterans in general or of a specific Military Service), or any associations primarily oriented toward specific military units, branches of a Military Service, occupational fields or skills, campaigns, gender, ethnic group, religion, or region, do not meet the definition (see enclosure 10 of DoD Instruction 5410.19, reference (d)).

E2.1.11. Official Federal Government Event (Function). An event sponsored solely by an element of the Federal Government and paid for solely with appropriated funds, in which officials of any branch of the Federal Government are involved in the performance of their official duties.

E2.1.12. Patriotic Opener. A short ceremony involving a color guard and/or musical unit that honors the Nation, approximately 15 to 20 minutes in duration, and initiates the formal portion of a military, civic, or governmental event. The color guard shall include representatives from as many Military Services as possible and be conducted in accordance with DoD Directive 1005.8, (reference (1)). Musical units may provide a program, prior to the formal presentation of the Colors, that shall be approximately 15 to 20 minutes in duration and shall be limited to military and patriotic selections. Patriotic or military music is defined as music focusing on the themes of national pride or recognition of service to the nation, and music such as marches or other military-related themes having a traditional musical connection with the military. The musical program shall include the national anthem unless the ceremony includes the "Pledge of Allegiance."

E2.1.13. Support (General). The providing of DoD military and civilian personnel, individually or collectively, or the providing of DoD resources, facilities or materiel in support of community relations activities (see definition E2.7., "Community Relations Support," above).

E2.1.14. Support (Incidental). The providing of DoD military and civilian personnel, individually or collectively, or the providing of DoD resources, facilities or materiel in support of community relations activities when that support has a negligible or minimal impact on the planning, scheduling, functioning, or audience draw of a public event. Examples of incidental support include providing a Joint Service Color Guard as a ceremonial opening to a conference or annual awards banquet or providing three DoD speakers at a business association 3-day conference featuring dozens of non-DoD speakers. In effect, DoD incidental support adds minimal if any programmatic value or improvement to the perceived quality, audience draw, or other aspect of the event or activity.

E2.1.15. Support (Logistical). The providing of DoD facilities and/or equipment (and the services of DoD personnel necessary to ensure proper use of the equipment) to enhance a non-Federal entity community relations activity when specific criteria are met (see guidance in subparagraphs 4.2.4. through 4.2.5., and 4.2.7. through 4.2.9., of the Directive).

E2.1.16. Veterans Association. Any organization or association recognized by State or Federal governments representing a national membership of individuals or chapters oriented toward veterans of Military Service in general, veterans of specific Military Services or campaigns, or veterans organized or identified by gender, ethnic group, religion, or region (see definition E2.1.38., "National Organization," in enclosure 2 of DoD Instruction 5410.19, reference (d)).

E3. ENCLOSURE 3
STAFFING GUIDANCE

E3.1.1. In undertaking a community relations effort, the commanders at all levels initially shall consider the general policies in paragraph 4.1. of the Directive.

E3.1.2. When, in the opinion of the Head of a DoD Component command or organization, a proposed community relations activity is worthy of support, but exceeds local support capability or authority, it shall be referred through command channels to the applicable higher level. Proposals and requests shall contain, as a minimum, the following:

E3.1.2.1. A description of the program, activity, or support.

E3.1.2.2. A list of support requirements.

E3.1.2.3. A description of the anticipated scope of the activity.

E3.1.2.4. Comments and cost-benefit analysis on expected positive community reactions.

E3.1.2.5. Comments on expected impact on local community relations program if the requested support is not provided.

E3.1.2.6. Applicable recommendations.

E3.1.3. Requests for exceptions to policy shall be referred, through command channels, to the Office of the Assistant Secretary of Defense for Public Affairs (OASD(PA(DCR&PL))). Requests shall contain, as a minimum, an identification of the policy in question as well as specific responses to the items listed in subparagraphs E3.1.2.1. through E3.1.2.6., above.

E3.1.4. The DoD Components shall use current DoD request forms such as DD Form 2535, "Request for Military Aerial Support," and DD Form 2536, "Request for Armed Forces Participation in Public Events (Non-Aviation)," in processing requests from sponsors for support by the Military Services in community relations activities. The data entered into those forms by sponsors of an event must provide sufficient information for evaluating the level of support applicable for the event and overall compliance with the requirements of the Directive.

E3.1.5. Requests from local event sponsors for community relations support by the Military Services shall be addressed to the nearest military installation and, if required, forwarded, with applicable recommendations, to the applicable approval level through normal chain of command procedures.