



DEPARTMENT OF THE AIR FORCE

HEADQUARTERS 319TH AIR BASE WING (AMC)
GRAND FORKS AIR FORCE BASE, NORTH DAKOTA

29 July 2011

MEMORANDUM FOR ALL 319 ABW PERSONNEL

FROM: 319 ABW/CC

SUBJECT: 319th Air Base Wing Public Affairs Editorial Guidance Memorandum

1. The Grand Forks AFB's public website is the commander's primary communication tool to transmit information to the base community. The following editorial policy guidelines achieve this goal.
2. The public website provides the commander a primary means of communicating mission-essential information to members of the organization. The public affairs officer is appointed as primary for all decisions on news propriety, story placement, publication date and use of photography.
3. News and feature stories on people and organizations provide recognition of excellence in performance and help set forth norms for mission accomplishment.
4. News coverage and content will conform to policies of the Air Force and the commander. News reporting will be factual and objective. News coverage will avoid morbid, sensational or alarming details not necessary to factual news reporting. News writing will distinguish between fact and opinion. The source will be identified when an opinion is expressed. The public website will not publish commercial news or editorials.
5. The public website keeps Airmen and members of the general public accurately informed about military matters affecting their futures. This assists the commander in improving morale and quelling rumors.
6. News and editorial content provide information to all members of the Grand Forks AFB community to improve the quality of their lives and thereby the effectiveness of the work force. This includes officers, enlisted members, civilian employees, family members, retirees and reservists and guardsmen.
7. The public website will de-glamorize the use of alcohol and tobacco products. Articles concerning the club, unit, or other activities may mention these products as long as the emphasis is on the activities and not the products.
8. The public website will not display commercial advertising.

9. Event announcements published on this website must be made available to all readers without regard to race, religion, sex, national origin, marital status, physical handicap, political affiliation or any other non-merit factor.
10. The contents of this website will conform to applicable regulations and laws relating to libel and copyright, the Air Force Privacy Act Program and Standards of Conduct, as well as U.S. Government printing and postal regulations.
11. Locally originated articles will reflect the policies of the commander and be in the interest of the Air Force. Editorials help readers understand Air Force policies and programs. They must not imply criticism of other government agencies, nor advocate or dispute specific political, diplomatic, or legislative matters. Statements or articles on legislative matters by people or agencies outside the DOD, including officials or candidates for public office, will not be used.
12. If you have any questions, contact the Grand Forks Public Affairs office at 710-747-5023.

TIMOTHY E. BUSH, Colonel, USAF
Commander