



DEPARTMENT OF THE ARMY
US ARMY INSTALLATION MANAGEMENT COMMAND
PUBLIC AFFAIRS OFFICE
3312 A Avenue, Suite 123
FORT LEE VA 23801

FORT LEE POLICY NO.: 05-11

IMLE-PA

DEC 14 2011

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Use of Fort Lee Digital Signs

1. The digital signs located at the Fort Lee entrance gates are used to deliver information to members of the Fort Lee community and visitors. Items posted on the signs focus on events or activities that impact the largest segments of the post population.

2. Submissions:

a. Requests are submitted using the attached digital sign request form that also can be found on the Fort Lee website (<http://www.lee.army.mil>). Please read and follow all instructions. A signature is required to verify the authenticity of the information. Requests are processed based on type: routine, special, and emergency announcements.

b. Routine announcements have the lowest rotational priority. They must be received NLT 5 days before the requested air date and run for a maximum of 14 days. Examples of routine announcements include, but are not limited to, ethnic observances, community concerts, open houses, festivals, town halls and safety presentations.

c. Special announcements are those late-breaking items that affect a large portion of the audience and may be submitted on short notice. If they cannot be submitted in writing, additional information is required to authenticate the caller and factual content of the requested announcement. These announcements are posted as soon as possible, but no later than 30 minutes after confirmation of receipt. Suitable topics include inclement weather advisories, road closures, changes to force protection levels and schedule/location changes for key community events.

d. *Emergency* announcements require immediate processing. Only specified personnel are authorized to make these requests and are subject to an authentication/password challenge process. Emergency announcements include bulletins for natural disaster instructions, severe weather warnings, and real-life military alert conditions or life-threatening situations.

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3. The following items are inappropriate for display on the digital sign:

a. Operational and Personnel Security. No reference to any information that would reveal sensitive movements of military assets or personnel or the locations of units, installations, or personnel.

b. Personal Information. Use of personal information protected by the Privacy Act is prohibited. Further restrictions on the use of personal information provided by DOD policy also apply. Point of contact information on the digital sign will be limited – names and email addresses will not be used.

c. Copyright Information. Copyrighted material (artwork, photos) may only be used with written permission from the owner. The use of trademarks or logos not owned by DOD is prohibited.

d. Advertising. Announcements may not include sponsorship information, business promotions or any element that would imply Army endorsement of a commercial product or profit-making activity in accordance with AR 360-1.

4. Who may use the digital sign:

a. Military organizations and tenants of Fort Lee and recognized community groups who have permission from the Garrison Commander to conduct activities on the installation may submit requests for posting messages about specific activities and programs.

b. For non-military organization sponsored events, an approved Event Authorization Form for the activity must be on file in the Public Affairs Office (PAO) prior to the message being displayed on the digital sign.

5. Messages:

a. Only programs, events, and activities of interest to the general population of Fort Lee are posted on the digital signs. Activities cannot be restricted to an “exclusive” group or require membership to attend (this does not include events with a registration fee). Messages should relate to wide segments of the Fort Lee community, to include military personnel, their family members and the civilian workforce.

b. A limit of one message per specific event, program or activity is enforced to maintain the effectiveness of this command information tool. The 14-day maximum event-posting rule is also strictly enforced.

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c. Recurring events or activities – i.e. club meetings, classes, education briefings (see Para. 4a and 4b) are acceptable. To ensure accuracy, a request form for each function must be submitted.

d. Event flyers cannot be printed “as is” due to spacing, type size, font, and color requirements. Any artwork or images submitted with an event announcement request must be high quality and copyright free (graphics with a copyright must include written approval as previously noted). Use of images/artwork will not distract from the overall information value of the digital sign.

e. The PAO reserves the right to use the digital sign exclusively for emergency notification and communication (i.e., snow emergencies or closures) as events or situations require.

f. All military organizations and installations must comply with the DOD non-discrimination policy. Messages will not include content that may be perceived as suggestive, offensive or derogatory.

g. General announcements of special events such as ribbon cuttings, open houses, field days and change of command/responsibility ceremonies are appropriate for the digital sign.

h. Special announcements – i.e., a DA-level or higher VIP welcome message, safety slogans, and fundraising activities – are evaluated on a case-by-case basis to ensure they are appropriate, command approved and do not detract from the information value of the digital signs.

6. The following kinds of messages will NOT be displayed:

a. General meetings or administrative activities – i.e., IPRs, staff/organizational meetings, report turn-ins, inspections, or routine functions that occur more often than once a month.

NOTE: This does not include periodic announcements for weekly support groups, classes or community activities that are meant to enhance the welfare of the post population.

b. Messages pertinent to only select individuals or organization members – i.e., a unit party.

c. Messages of a personal nature, such as birthday wishes, congratulations, engagements, milestones, items for sale, personal parties, and private events.

d. Messages inconsistent with DOD policies or local, state or federal law.

e. Events for commercial enterprises.

f. Messages listing specific prices or discounts for goods or services.

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g. Messages that state or imply post endorsement or approval of any goods, services or event/program content.

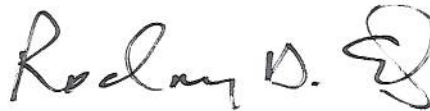
h. Any promotion of the sale or consumption of alcohol – i.e. “happy hour.”

i. Political campaign messages of any kind.

7. The PAO reserves the right to edit/reword all messages to ensure clarity and consistency – i.e., use of civilian dates and times, eliminating redundancy and wordiness, omitting personally identifiable information. Announcements deemed inappropriate or that exceed message volume parameters will be refused.

8. Furthermore, the PAO provides no guarantee that every program, event, or activity for which a request is received will be posted. Due to limited space, message submissions submitted by recognized organizations for programs, events and activities may be prioritized at the discretion of the PAO.

9. The proponent for this policy is Public Affairs at 734-6797.



RODNEY D. EDGE
COL, LG
Garrison Commander

Encl

DISTRIBUTION
LEEKEY

FORT LEE DIGITAL SIGN REQUEST FORM

Public Affairs Office
3312 A Avenue
Fort Lee VA 23801-1521

Instructions

The U.S. Army Garrison Fort Lee Public Affairs Office is the approving agency for all requests to post messages on the digital signs located at the access gates. Only official messages will be placed on the digital signs. Priority is given to key command events and messages as determined by the Public Affairs Officer.

Submit requests at least five duty days in advance of the requested posting date via email (kimberly.k.fritz.civ@mail.mil or patrick.n.buffett.civ@mail.mil), fax at (804) 734-7488 or hand-carry to PAO in the Garrison Headquarters building (Suite 123) on A Avenue. Receipt of requests can be verified by calling (804) 734-6963 or (804) 734-7565. Note: Messages are edited before posting to the digital signs. For additional guidelines, read the Digital Sign Policy in the forms and publications area of the Fort Lee website.

Date Submitted: _____

Run Date/Start Time: _____ / _____ to _____ / _____ Stop Date/Time
(Maximum of 14 days)

Requester: _____
(Printed Name) (Office Name and Phone)

DIGITAL SIGN MESSAGES: Cannot exceed three lines, 22 characters per line -- one letter/character per block or it will not fit on the screen. Must be printed or typed in capital letters. Illegible messages will not be accepted. Spell-check all words, titles, names! An event flyer can be submitted in lieu of writing in the information, however, it should be noted that a flyer is attached in the area below. Actual flyers CAN NOT be posted "as-is" due to spacing, type size, font and color requirements.

I understand this message may not be posted or could be removed if a higher precedence request is received or directed by the Public Affairs Officer, IOC or Garrison Commander. I also acknowledge that my office/organization director or commander has approved this message for display.

(SIGNATURE OF REQUESTOR)

For USAG Fort Lee PAO use only USAG FORT LEE PAO INITIAL / DATE _____ / _____
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