



# Department of Defense **INSTRUCTION**

**NUMBER 5405.03**

February 18, 2016

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ATSD(PA)

**SUBJECT:** Development, Submission, and Approval of Proposed Public Affairs Guidance (PPAG)

**References:** See Enclosure 1

1. **PURPOSE.** In accordance with the authority in DoD Directive (DoDD) 5122.05 (Reference (a)), this instruction reissues DoD Instruction 5405.3 (Reference (b)) to establish policy, assign responsibilities, and prescribe procedures for development of PPAG.

## 2. APPLICABILITY

a. This instruction applies to OSD, the Military Departments, the Office of the Chairman of the Joint Chiefs of Staff and the Joint Staff, the Combatant Commands (CCMDs), 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 DoD (referred to collectively in this instruction as the "DoD Components").

b. The provisions of this instruction do not limit the independence of the Inspector General of the Department of Defense of the authority to provide information to Congress and to other entities as provided for in Appendix 3 of Title 5, United States Code (also known as "The Inspector General Act of 1978, as amended" (Reference (c))) and DoDD 5106.01 (Reference (d)).

3. **POLICY.** It is DoD policy that:

a. The sole approval authority for public affairs guidance (PAG) for all military operations, exercises, and events that have the potential to attract national and international media attention due to their size, importance, or political sensitivities, or for PAGs that require department-to-department level interagency coordination, is the Office of the Assistant to the Secretary of Defense for Public Affairs (OATSD(PA)).

b. PPAG will be submitted to the OATSD(PA) as early as possible but no later than 30 days before the desired initial announcement date or the start of all pre-planned, scheduled military operations, exercises, and events meeting the criteria in paragraph 3.a. PPAG will be submitted

to the OATSD(PA) as soon as practicable for operations, exercises, and events meeting the criteria in paragraph 3.a. when scheduling or approval of the operations, exercises, or events precludes a 30-day advance PPAG submission.

c. The Military Departments and the CCMDs may approve PAG for subordinate component military operations, exercises, and events that do not meet the criteria in paragraph 3.a.

d. PPAG is a request, and won't be used until the OATSD(PA) provides approval as PAG.

e. Fragmentary PPAG (FRAGPPAG) will be submitted to the OATSD(PA) for unforeseen no-notice incidents of a sensitive nature that may attract national or international media attention where rapid interagency coordination and OATSD(PA) guidance is required. FRAGPPAG won't be used until OATSD(PA) approves it.

f. CCMDs with unique relationships to countries or U.S. Government agencies in their area of responsibility who are authorized direct coordination authority, e.g., U.S. Northern Command with the Federal Emergency Management Agency, will continue to exercise those authorities.

#### 4. RESPONSIBILITIES

a. Assistant to the Secretary of Defense for Public Affairs (ATSD(PA)). The ATSD(PA):

(1) Coordinates PPAG and FRAGPPAG with appropriate DoD organizations, applicable OSD Principal Staff Assistants, the Office of the Chairman of the Joint Chiefs of Staff, participating Military Departments, the Department of State, and other executive agencies deemed appropriate.

(2) Approves and distributes the PAG or returns the PPAG to the originator for revision.

b. DoD Component Heads. The DoD Component heads:

(1) Ensure PPAG and FRAGPPAG are coordinated and approved by the appropriate organizations involved with or participating in the military operations, exercises, or events before submission to the OATSD(PA). This includes embassies, country teams, participating components, supporting commands, and host governments.

(2) Coordinate within theater and include a list of all Component commands and agencies that coordinated on the PPAG or FRAGPPAG before submission to the OATSD(PA) for review and approval.

(3) Ensure that technical data proposed for public release in the PPAG or FRAGPPAG has been reviewed consistent with DoD Directive 5230.25 (Reference (e)), and that all information is properly marked and protected in accordance with DoD Manual 5200.01 (Reference (f)), DoD Instruction 5200.01 (Reference (g)), DoD Instruction 5210.02 (Reference (h)), DoD Instruction 5210.83 (Reference (i)), as applicable, and consistent with operations

security guidelines established in accordance with DoD Manual 5205.02 (Reference (j)) and DoD Directive 5205.02E (Reference (k)).

5. PROCEDURES. See Enclosure 2.

6. RELEASABILITY. **Cleared for public release**. This instruction is available on the Internet from the DoD Issuances Website at <http://www.dtic.mil/whs/directives>.

7. EFFECTIVE DATE. This instruction is effective February 18, 2016.



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ENCLOSURE 1

REFERENCES

- (a) DoD Directive 5122.05, "Assistant Secretary of Defense for Public Affairs (ASD(PA))," September 5, 2008
- (b) DoD Instruction 5405.3, "Development of Proposed Public Affairs Guidance (PPAG)," April 5, 1991 (hereby cancelled)
- (c) Appendix 3 of Title 5, United States Code
- (d) DoD Directive 5106.01, "Inspector General of the Department of Defense (IG DoD)," April 20, 2012, as amended
- (e) DoD Directive 5230.25, "Withholding of Unclassified Technical Data from Public Disclosure," November 6, 1984, as amended
- (f) DoD Manual 5200.01, "DoD Information Security Program," February 24, 2012, as amended
- (g) DoD Instruction 5200.01, "DoD Information Security Program and Protection of Sensitive Compartmented Information," October 9, 2008, as amended
- (h) DoD Instruction 5210.02, "Access to and Dissemination of Restricted Data and Formerly Restricted Data," June 3, 2011
- (i) DoD Instruction 5210.83, "DoD Unclassified Controlled Nuclear Information (UCNI)," July 12, 2012
- (j) DoD 5205.02-M, "DoD Operations Security (OPSEC) Program Manual," November 3, 2008
- (k) DoD Directive 5205.02E, "DoD Operations Security (OPSEC) Program," June 20, 2012
- (l) DoD Instruction 1000.29, "DoD Civil Liberties Program," May 17, 2012, as amended
- (m) DoD Directive 5400.11, "DoD Privacy Program," October 29, 2014
- (n) DoD 5400.11-R, "Department of Defense Privacy Program," May 14, 2007
- (o) DoD Instruction 5122.08, "Use of DoD Transportation Assets for Public Affairs Purposes," December 17, 2014
- (p) DoD Instruction 5040.02, "Visual Information (VI)," October 27, 2011
- (q) Chairman of the Joint Chiefs of Staff Instruction 3205.01D, "Joint Combat Camera (COMCAM)," October 20, 2014
- (r) DoD Instruction 8550.01, "DoD Internet Services and Internet-Based Capabilities," September 11, 2012

ENCLOSURE 2

PROCEDURES

1. PPAG FORMAT AND CONTENT. CCMDs must submit PPAG or FRAGPPAG to the OATSD(PA), after the CCMD Public Affairs Officer (PAO) clears PPAG or FRAGPPAG requests from subordinate commands.

a. Format. Email PPAG as an attached document with 1-inch margins and Times New Roman, 12-point font.

(1) Don't use "all caps."

(2) Include the sections described in this enclosure and shown in Figure 1.

(3) Insert "N/A" for each numbered paragraph that isn't needed or doesn't apply for the specific PPAG.

(4) In addition to the basic information described in this enclosure and Figure 1, components and commands may include additional information as desired or necessary, and may require their subordinate components or commands to provide additional information when submitting PPAGs or FRAGPPAGs.

b. Classification Markings. Information provided in PPAG must be marked and protected, consistent with the classification markings of the source material, in accordance with Reference (f).

(1) Classified PPAGs are required to be marked and protected in accordance with Volumes 2 and 3 of Reference (f), and pages containing controlled unclassified information (CUI) must be marked and protected in accordance with Volume 4 of Reference (f).

(2) Unclassified PPAGs are considered Unclassified/For Official Use Only ("UNCLASSIFIED//FOUO"), and will be marked in accordance with Volume 2 of Reference (f).

(3) Submit PPAG to OATSD(PA) via the appropriate network: Nonsecure Internet Protocol Router Network (NIPRNET) for unclassified PPAG, SECRET Internet Protocol Router Network (SIPRNET) for SECRET PPAG, or appropriate network for classifications higher than SECRET.

c. Subject. The subject line of the PPAG should state "Proposed Public Affairs Guidance For [Insert Name of Operation, Exercise, or Event]." For purposes of distribution and coordination, the subject will be unclassified. If an operation, exercise, or event name cannot be used, create an unclassified short title. Once OATSD(PA) approves the PPAG, the subject line will be changed to "Approved Public Affairs Guidance (PAG)" and returned to the submitting DoD Component.

d. Paragraph 1: References. The first numbered paragraph should list all pertinent messages, orders, DoD and Military Service publications, publications that apply to public affairs (PA) policy and the release of information to the public, and other guidance and documents which informed the process of drafting the PPAG. Cite the most current version of all references, and, if applicable, include the message Date-Time-Group or publication date. Explain what each reference means and how it contributes to the PPAG. This section is generally not for public release.

e. Paragraph 2: Background and Coordination. Explain the purpose of the operation, exercise, or event and describe any significant existing or anticipated problems and limiting factors.

(1) Explain how and why DoD assets are participating, historical information, a description of the current situation, and why PAG is needed.

(2) Include, as appropriate, communication objectives, key audiences, metrics, reporting requirements, and other planning guidance on how stakeholders should coordinate PA activities among agencies and host nations.

(3) List all the organizations that coordinated on the PPAG, including any interagency organizations that OATSD(PA) is expected to include in the final coordination and approval process.

(4) The final sentence or subparagraph will state the date the PPAG was approved as PAG. Use “to be determined” (TBD) as a placeholder until approval is granted. This entire section is generally not for public release.

f. Paragraph 3: PA Posture. This paragraph will state the overall PA posture.

(1) Active Posture. An active posture is recommended whenever possible. An active posture involves using various communication tactics to stimulate public and media interest, such as distributing press releases and inviting media to cover the event, exercise, or operation. The term “active” can have multiple meanings; not all active postures are the same, with some more limited in scope than others.

(a) Be specific. For example, if the intent is to start in a response to query (RTQ) posture and then move to an active posture, provide as much detail as possible (e.g., using a holding statement until an initial announcement by a public statement or press release).

(b) Provide specific guidance on what tactics are desired after the initial announcement.

(2) RTQ Posture. Take an RTQ posture when you do not wish to take action to generate media or public interest beyond responding to queries. Many times the PA posture is RTQ during planning and shifts to an active posture when execution of an operation, exercise, or event

is imminent or likely to be visible to the public. On other occasions, the PA posture will remain RTQ for the duration or until completion of a military operation, exercise, or event.

(a) All PPAG should specify the units or personnel authorized to respond to queries. Designate release authority at the lowest possible level and maintain operations security with those who have the best information about the operations being conducted.

(b) Not responding to a query is not an option. PA communicators should always be able to respond using a prepared holding statement.

(c) If applicable, clearly identify when or under what conditions an RTQ posture will change to active posture.

g. Paragraph 4: Holding Statement. PPAG will contain a holding statement to be used before release of the approved PAG. The holding statement emphasizes the nature of the planning process and that operational details won't be discussed before an event, operation, or exercise has been formally announced. This approach can be modified as circumstances dictate. When using a strict RTQ posture, the initial holding statement may serve as the only public statement, but there may be multiple phases to an operation that require multiple statements.

h. Paragraph 5: Public Statement. PPAG contains a statement for public release used in an active posture to initially announce the military activity or for responding to queries in an RTQ posture after an operation has commenced. If making a public announcement, state who will make the announcement, the method of announcement, preferred time and date for the announcement, and the rationale for this recommendation. If a combined announcement is desired with a host country or other U.S. Government agency, include complete details of the methods, time, and procedure in this paragraph.

(1) Public statements are usually made 1 to 5 days before the start of an event. If a public statement will be made long before the event begins, explain why that action is necessary.

(2) If the public statement requires multiple paragraphs, identify each paragraph as a subparagraph of the message.

(3) Explain when the initial announcement should be made, by what method (e.g., press release, spokesperson, social media), and by which command or components.

(4) Include "(Begin)" at the beginning of the statement and "(End)" at the end of the statement.

(5) Identify points of contact (POCs) or a web address where additional information may be obtained in the last sentence of any statement.

i. Paragraph 6: Themes and Messages. List broad themes and specific messages or talking points to use in support of the operation, exercise, or event. These may come from a PA communication strategy or other planning guidance. All communication in support of this issue



should be consistent with these themes and messages. Themes and messages provide guidance and aren't expected to be used verbatim. Themes and messages should be concise and clearly support national and higher headquarters themes and messages. If applicable, specify whether some talking points are restricted for use by specific personnel or commands.

j. Paragraph 7: Questions and Answers (Q&As). Develop Q&As to enable PA communicators to respond to the majority of anticipated questions with a recommended range of the most likely and most difficult or politically sensitive questions expected. Place all Q&As in one paragraph numbered sequentially (e.g., Q1, A1; Q2, A2; Q3, A3). Use Q&As in both active and RTQ PA postures. If applicable, specify which Q&As are restricted for use by specific personnel, commands, or components. Spokespersons should only comment on subject matter within their purview.

k. Paragraph 8: PA and Communication Planning Instructions and Command Relationships. This paragraph will define the approving authority by level of command and procedures for the release or clearance of information, including visual information.

(1) Identify participating commands or components that may be affected as information addressees on all messages, including incident and accident reports.

(2) Indicate if there are other proposed PA activities, considerations, or assumptions, and whether this PAG is part of a larger communication strategy or plan involving other elements of communication.

(3) Specify bandwidth and information network planning requirements to support PA mission objectives, especially the transfer of large data files such as video before and during operations.

(4) Provide the timeline of communication delivery and events (e.g., legislative engagement, local audiences, think tanks, regional security centers).

(5) Include planning information that doesn't otherwise fit in the PPAG format and may be unique to the individual operation, exercise, or event here. Examples include information regarding political sensitivities, considerations related to classified information, privacy, prisoners of war, casualties, media analyses, description of the communication environment, or command PAO recommendations regarding coordination issues. This information is generally not for public release.

l. Paragraph 9: Media Operations. Explain the rationale on whether owned media (e.g., military communication specialists, Combat Camera, DoD News, American Forces Network) and external media coverage is encouraged or not desired. In accordance with DoDI 1000.29 (Reference (l)), guidelines provided in this section must ensure the protection of the civil liberties of DoD employees, Service members, and the public to the greatest extent possible, consistent with operational requirements. Privacy will also be protected pursuant to DoD Directive 5400.11 (Reference (m)) and DoD 5400.11-R (Reference (n)). This section is generally not for public release.

(1) Paragraph 9.1. External Media Coverage. State whether media coverage is authorized and encouraged. State whether PAOs at commands or components are authorized to conduct media engagements. State whether any external media engagements have already been planned at the time of PPAG submission, and provide details. Provide any other details regarding external media coverage not covered in subsequent sections.

(2) Paragraph 9.2: Media Operations Centers. Provide instructions on whether centers are single-Service, joint, or combined; delineate who is responsible for their establishment; give a generic description of its composition (e.g., Joint Public Affairs Support Element, U.S. Army desk (O-4 and E-6/E-7), U.S. Navy/Marine desk (USN O-4/O-5, and USMC E-5/ E-6)); and establish the center's functions (e.g., coordination of all media and PA activities, clearance of U.S. military-generated news material before release, production of news material for release, escort of accredited news media representatives). Examples of the various types of media operations centers include the Joint Information Bureau, Press Information Centers, and Combined Information Bureau.

(3) Paragraph 9.3: Media Embeds or Embarks and Space Available Travel. State whether embeds or embarks are authorized, which command or component is responsible for handling such requests, and the coordination requirements, consistent with DoD Instruction 5122.08 (Reference (o)).

(a) List detailed requirements for news media representatives (e.g., valid passport, working media visa, local accreditation requirements, protective equipment, funds for food, lodging, and return travel, if military air isn't available).

(b) Provide instructions regarding assistance to continental United States-based units for handling requests from news media for accompanying travel before and following the event; whether commanders are authorized to provide media transportation on a space available basis.

(c) Provide chronology of potential events that would be of interest to the media. Specify media ground rules, if established.

(4) Paragraph 9.4: Owned Media. Provide instructions on the use of owned military media; including the types of media products and transmission capabilities required. Specify degree of freedom of movement, including whether escorts are necessary.

(a) Describe host nation owned media involvement if applicable. Include instructions and procedures for submission of photo and video products for screening and release.

(b) Consistent with DoD Instruction 5040.02 (Reference (p)) and Chairman of the Joint Chiefs of Staff Instruction 3205.01D (Reference (q)), include mandatory requirement to submit released and FOUO military-produced imagery products to the Defense Imagery Management Operations Center through the Defense Video & Imagery Distribution System in support of OATSD(PA) and Joint Chiefs of Staff requirements.

(c) Include necessary imagery coordination requirements between owned military media assets, supported CCMD, and the Joint Combat Camera Center.

(d) Include unique exercise or operation metatags and specific captioning guidelines for photo and video products produced by owned media.

(e) Specify that any classified imagery must be transmitted to the Joint Combat Camera Center for processing and secure distribution.

(5) Paragraph 9.5: Online and Social Media. Consistent with DoD Instruction 8550.01 (Reference (r)) and any supporting guidance from the OATSD(PA), provide guidance for utilization of online and social media platforms to inform families and other interested audiences about component or command activities in support of military operations.

(a) Indicate whether components, commands, and individual Service members or civilian employees are encouraged or discouraged to use online platforms or social media to upload photos and stories.

(b) If encouraged and appropriate, provide instructions for best practices, including recommended links to websites, and which current social media and photo sharing sites, accounts, and identifiers to use, including U.S. embassy and coalition websites and social media pages when appropriate.

(c) Make all Service members and civilian employees aware of the power of connected media and help them understand that every word and photo is a reflection on the United States and its military, and should reflect the appropriate tone given the circumstances of the military operation.

m. Paragraph 10: PA POCs. List all relevant POC names, phone numbers (Defense Switched Network, commercial, and cell phone, if applicable), and e-mail addresses. Include after-hours contact numbers and e-mail addresses if different than normal duty hours. When possible, identify which POCs are expected to be on site at the exercise or event.

n. Paragraph 11: Information Handling Instructions. Provide specific guidance when applicable on information downgrading and the handling of any personally identifiable information (PII).

(1) Paragraph 11.1: Information Downgrading.

(a) Classified Information. In accordance with Volume 1 of Reference (f), adhere to original classification authority guidance or authorized declassification guide.

(b) CUI. Adhere to criteria in Volume 4 of Reference (f).

(2) Paragraph 11.2: PII. Ensure all PII is collected, maintained, distributed, and used in accordance with DoD Directive 5400.11 (Reference (m)) and DoD 5400.11-R (Reference (n)).

Figure 1. PPAG Format

UNCLASSIFIED//FOUO

Subject: Proposed Public Affairs Guidance for [insert name of operation, exercise or event]

1. References.
  - 1.1. DoDI 5405.03, "Development, Submission and Approval of PPAG," February 1, 2015. Describes how PPAG is to be submitted for approval.
  - 1.2. *[List all references used in developing this PPAG in subsequent paragraphs as needed.]*
2. Background and Coordination.
  - 2.1. (U//FOUO) Background. *[Paragraphs marked in this sample don't contain FOUO information, but may in the actual PPAG. Which paragraphs need to be marked FOUO will vary in every PPAG.] [See description in enclosure for more information on what goes in this paragraph. Use subparagraphs as needed.]*
  - 2.2. Coordination.
    - 2.2.1 *[List first organization coordinated with.]*
    - 2.2.2 *[List additional organizations coordinated with in subsequent paragraphs as needed.]*
  - 2.3. Approved as PAG on TBD *[Replace TBD with actual date once approved by OATSD(PA).]*
3. (U//FOUO) Public Affairs Posture. The PA posture for this event is *[active or respond to query]. [State the lowest-level organization allowed to use the PPAG including the holding statement and public statement. For example, "All commanders and spokespersons at the brigade-level and above are authorized to implement this PPAG after the public statement has been released by the CCMD. Only the CCMD may use the holding statement." (If these restrictions are necessary.)] [If PA posture is expected to change, state the date or action that will signal the change in posture.]*
4. Holding Statement. *[to be used before the approval of the PPAG.] [See description in enclosure.]*
  - 4.1. The following statement may be used in response to query regarding XXXX before approval of this PPAG: (Begin) *[Proposed statement should be clear and understandable to civilians who may not understand military acronyms, operations or events.]* (End)
5. (U//FOUO) Public Statement. The public announcement of this event will be made by *[OATSD(PA), Joint Staff, CCMD, operational headquarters or other organization]* using a *[media conference, media release, announcement posted to website, or other method]* on or about *[state time or event that will signal use of the public statement.]*
  - 5.1. (Begin) *[Proposed statement should be clear and understandable to civilians who may not understand military acronyms, operations or events.]* (End) *[See description in enclosure.]*
6. Themes and Messages. *[See description in enclosure for more information.]*
  - 6.1. *[State who can use the messages, for example: These themes and messages are for use by all participants who talk to the media. When possible, link themes and messages to the appropriate command or component narrative themes.]*
    - 6.1.1. *[State overarching theme.]*
      - 6.1.1.1. *[State supporting message.]*
      - 6.1.1.2. *[State additional supporting message.]*
    - 6.2. *[If some messages are reserved for use by a higher level state this clearly. For example: These themes and messages are for use above the tactical and operational level and will only be used at the CCMD headquarters or above.]*
      - 6.2.1. *[State overarching theme. Continue with paragraphs as needed.]*

UNCLASSIFIED//FOUO

Figure 1. PPAG Format, Continued

UNCLASSIFIED//FOUO
<p>7. Questions and Answers. <i>[Annotate clearly if any Q&amp;A are reserved for a certain spokesperson or certain level of command or component; see description in enclosure.]</i></p> <p>Q1. A1. Q2. A2.</p>
<p>8. PA/Communication Planning Instructions and Command Relationships.</p> <p>8.1. Approving authority for release of information is <i>[state level.] [If necessary describe circumstances that require a higher level of approval. Describe procedures and points of contact for crises situations. Include any planning guidance not included elsewhere in the PPAG. See description in enclosure.]</i></p>
<p>9. Media Operations.</p> <p>9.1. (U//FOUO) External Media Coverage. <i>[See description in enclosure. Use additional subparagraphs as needed.]</i></p> <p>9.1.1. Media coverage of XXXX <i>[is/is not]</i> authorized and encouraged.</p> <p>9.1.2. PAOs <i>[are/are not]</i> authorized to conduct media engagements. <i>[If applicable]</i> All media interviews will be on the record (for attribution) and voluntary on the part of the participants. Remarks should be limited to subject matter within an individual's area of expertise and personal experience. Do not speculate on current or future operations.</p> <p>9.1.3. On-site PAOs familiar with releasable information will monitor all interviews. Granting consent to be interviewed is consent to have full name used.</p> <p>9.2. Media Operations Centers. <i>[See description in enclosure.]</i></p> <p>9.3. Media Embeds/Embarks and Space Available Travel. <i>[See description in enclosure. Use additional subparagraphs as needed.]</i></p> <p>9.3.1. Media Embeds/Embarks <i>[are/are not]</i> authorized as operationally feasible.</p> <p>9.3.2. U.S. units wishing to embed external media must coordinate all requests through <i>[state coordination requirements, such as component, CCMD, or U.S. embassy].</i></p> <p>9.4. (U//FOUO) Owned Media. <i>[Describe how DoD-owned media will be used and whether or not there are any restriction on their movement or coverage. See description in enclosure. Use additional subparagraphs beyond 9.4.1 as needed to cover all the information in the description.]</i></p> <p>9.4.1 Internal coverage of XXXX <i>[is/is not]</i> authorized and encouraged.</p> <p>9.5. Online and Social Media. <i>[See description in enclosure. Use additional subparagraphs as needed.]</i></p> <p>9.5.1. <i>[If appropriate, identify by component or command which]</i> PAOs <i>[are/are not]</i> authorized and encouraged to upload released photos, stories and videos to their personal or organizational social media pages, as well as to <i>[higher level command or component]</i> social media pages.</p> <p>9.5.2. <i>[If appropriate, identify by component or command which]</i> Service members and civilian employees <i>[are/are not]</i> authorized and encouraged to upload released photos, stories and videos to their personal or organizational social media pages, as well as to <i>[higher level command or component]</i> social media pages.</p> <p>9.5.3. Encourage linking to the following websites and social media accounts pages: <i>[list recommended websites, social media pages, accounts and identifiers; consider U.S. embassy and coalition or partner military social media sites].</i></p>
UNCLASSIFIED//FOUO

Figure 1. PPAG Format, Continued

UNCLASSIFIED//FOUO
9.5.4. Every photo, story and video posted should reflect themes/messages in para. 6 of this guidance.
9.5.5.. All U.S. members must remain cognizant of the power of connected media and understand that every word and photo is a reflection on the United States and its military.
9.5.6. Additional Guidance:
9.5.6.1. Ensure cameras and cell phone cameras used during exercise execution have disabled their global positioning system (GPS) documenting capabilities and any images posted online during exercise execution have GPS coordinates removed from metadata.
9.5.6.2. <i>[Use additional subparagraphs as needed to cover any guidance on online or social media matters unique to this event.]</i>
9.5.6.X. For more information or guidance on social media, contact <i>[provide contact information]</i> .
10. Public Affairs Points of Contact. <i>[Include off-duty-hour contact information. See description in enclosure.]</i>
10.1. <i>[List primary POC for this exercise or event as the first entry.]</i>
10.2. <i>[List OATSD(PA) DPO press officer as the last entry. Include after-hours information.]</i> After duty hours contact <i>osd.pa.dutyofficer@mail.mil</i> or 703-678-6162.
11. (U//FOUO) Information Downgrading Instructions (if required.) <i>[See description in enclosure.]</i>
UNCLASSIFIED//FOUO

2. FRAGPPAG FORMAT AND CONTENT. The format and content for FRAGPPAG will be the same as PPAG but may contain less information than a full PPAG submission. Remove the sections that aren't needed or don't apply for the specific FRAGPPAG being submitted. Number each paragraph sequentially. FRAGPPAG may be used to update PAG when necessary. At a minimum, FRAGPPAG must include:

- a. Classification.
- b. Subject.
- c. Background and coordination.
- d. PA posture.
- e. Holding and public statements.
- f. Themes and messages.
- g. POCs.

3. SUBMISSION PROCEDURES. The submission and staffing procedures for PPAG and FRAGPPAG are the same. Where the term “PPAG” is used in sections 3 and 4 of this enclosure, it also applies to FRAGPPAG, unless otherwise indicated or apparent.

a. All PPAG e-mail submissions to OATSD(PA) must include an attached document that can be edited as needed (see Figure 2). In the text of the e-mail, formally request OATSD(PA) approval and specify the date it is required for use. Identify the document as being fully coordinated and theater-approved and list all commands and agencies that coordinated on the PPAG. If the document is transmitted to OATSD(PA) before it is fully coordinated, it is the responsibility of the submitting command to ensure OATSD(PA) is promptly informed of the results of the remaining coordination. Include all coordinating agencies as information addressees in the PPAG request e-mail. If in doubt about whether to submit a PPAG or FRAGPPAG, call the Defense Press Operations (DPO) office at OATSD(PA).

b. Most PPAG submissions are UNCLASSIFIED//FOUO and should be e-mailed via NIPRNET to OATSD(PA), which will allow for fastest interagency coordination. Classified PPAG require submission to OATSD(PA) via the appropriate network for the classification of the information in the PPAG. All UNCLASSIFIED//FOUO PPAG submissions submitted via networks other than NIPRNET will be summarily disapproved by OATSD(PA) and sent back without comment, unless justification for using the other network is provided.

(1) Classified submissions should always contain an unclassified public statement to respond to query.

(2) If applicable, explain why a specific date is desired for the initial public announcement.

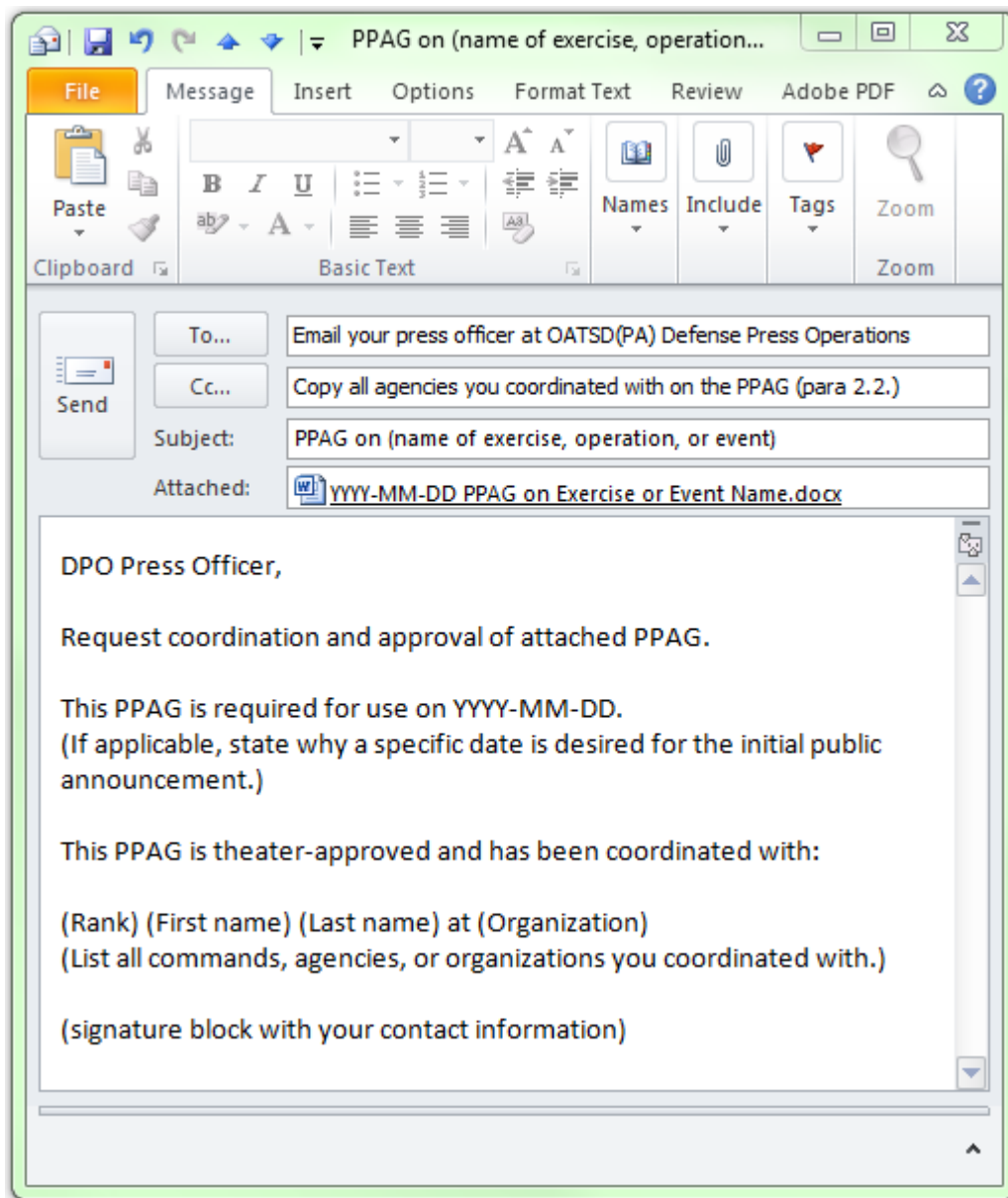
c. Submit the PPAG via e-mail to the applicable DPO press officer at the OATSD(PA) as early as possible, but no later than 30 days before the desired initial announcement date or the start of an operation, exercise, or event (see Figure 2). When scheduling or approval of the operation, exercise, or event precludes a 30-day advance PPAG submission, submit the PPAG as quickly as practicable. For unforeseen no-notice incidents, submit FRAGPPAG, when appropriate, as quickly as practicable via email to the applicable DPO press officer during duty hours or the DPO duty officer during non-duty hours.

4. OATSD(PA) STAFFING PROCEDURES. PPAG requests will be assigned to the appropriate press officer from the DPO directorate, usually the press officer who directly supports the submitting DoD Component. The press officer will then become the primary POC to the submitting DoD Component and also be listed under the POC section of the submission.

a. Review. The DPO press officer will review the PPAG submission to ensure it is complete and complies with this instruction. The press officer will determine which DoD or executive-level organizations need to review the PPAG, determine an appropriate suspense date for return

comments, and request review and comments. The DPO press officer will review response comments for incorporation into the PPAG. If comments significantly change the PPAG, the press officer will present the comments to the submitting DoD Component and adjudicate any disagreements. Disagreements that can't be solved will be elevated to the DPO Director for resolution or guidance.

Figure 2. Sample E-mail From DoD Component to OATSD(PA) Requesting Approval



b. Approval or Disapproval. Upon adjudicating and incorporating all the inputs, the press officer prepares a cover memorandum and submits the final PPAG to the DPO Director, who will then approve or disapprove the PPAG, or, when necessary, submit to the ATSD(PA) for approval or disapproval.



(1) Upon OATSD(PA) approval, the PPAG becomes official DoD PAG. The responsible DPO press officer will e-mail the PAG to the submitting DoD Component and all relevant addressees.

(2) If disapproved, the media officer will send the PPAG back to the originator for revision.

(3) OATSD(PA) doesn't issue PAG via message traffic, but DoD Components are authorized to retransmit in message traffic if desired.

GLOSSARY

PART I. ABBREVIATIONS AND ACRONYMS

ASTD(PA)	Assistant to the Secretary of Defense for Public Affairs.
CCMD	Combatant Command
CUI	controlled unclassified information
DPO	Defense Press Operations
FOUO	for official use only
FRAGPPAG	fragmentary proposed public affairs guidance
NIPRNET	Nonsecure Internet Protocol Router Network
OATSD(PA)	Office of the Assistant to the Secretary of Defense for Public Affairs
PA	public affairs
PAG	public affairs guidance
PII	personally identifiable information
POC	point of contact
PPAG	proposed public affairs guidance
Q&As	questions and answers
RTQ	response to query
SIPRNET	SECRET Internet Protocol Router Network
TBD	to be determined

PART II. DEFINITIONS

These terms and their definitions are for the purposes of this instruction.

active posture. A PA posture that uses various communication tactics to stimulate public and media interest, such as distributing press releases and inviting media to cover the event, exercise, or operation.

FRAGPPAG. Streamlined PPAG that allows commands to rapidly respond using an aligned communication document. FRAGPPAG contains at least the minimum amount of necessary information to quickly respond to immediate media queries, and is developed, coordinated, and approved through an expedited process.

owned media. News media that is owned by, produced for or by, or is subject to the control of a government or organization. Also known as internal media.

RTQ posture. A PA posture that doesn't take action to generate media or public interest and only responds to media queries. When using an RTQ posture, authorities must be prepared to respond to news media inquiries about the issue or activity and to make brief statements to avoid confusion, speculation, misunderstanding, or false information that may prevail if news media queries go unanswered. Also known as RTQ.