



DEPARTMENT OF THE AIR FORCE
37TH TRAINING WING
JOINT BASE SAN ANTONIO-LACKLAND

MEMORANDUM FOR ALL 37 TRW PERSONNEL

FROM: 37 TRW/CC

SUBJECT: 37th Training Wing Public Affairs (PA) Employment Plan

1. PA resources are critical to enhance Airman morale and readiness, develop public trust and support, and support global influence and deterrence. It is imperative that these finite resources be applied toward activities which most directly support the 37th Training Wing, Second Air Force, Air Education and Training Command (AETC) and Department of Air Force (DAF) priorities. Inappropriate use detracts from the ability to support these priorities.
2. This memorandum and associated attachments detail the 37 TRW/PA employment plan as required in Air Force Instruction (AFI) 35-101, *Public Affairs Operations*. The products and services detailed in the enclosed guidance are provided for official purposes consistent with AFIs governing PA activities; unofficial functions that are not related to military missions or activities will not be supported.
3. This memorandum and attachments supersedes all previous guidance on the same subject and will be reviewed annually by the 37th TRW/PA Chief. Contact the PA staff with questions at 210-671-3136/0091.

LAUREN A. COURCHAINE, Colonel, USAF
Commander

4 Attachments:

1. 37 TRW/PA Services and Employment Guidelines
 2. 37 TRW/PA Prioritization & Employment Matrix
- 37 TRW/PA Editorial Guidance & Submission Guidelines
502 ABW/PA Visual Information Guidance Memo

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ATTACHMENT 1: 37 TRW/PA SERVICES AND EMPLOYMENT GUIDELINES

1. Scope. The following procedures govern the 37th TRW/PA office activities and resources in support of units assigned to the 37th TRW.

2. PA Mission. Air Force PA advances Air Force priorities and achieves mission objectives through integrated planning, execution, and assessment of communication capabilities. Through strategic and responsive release of accurate and useful information and imagery to Air Force, domestic, and international audiences, PA puts operational actions into context; facilitates the development of informed perceptions about Air Force operations; helps undermine adversarial propaganda efforts; and contributes to the achievement of national, strategic, and operational objectives.

3. 37 TRW/PA Services. Services available from the 37th TRW/PA office are grouped into four categories. Items requiring support outside the current capability of the 37th TRW/PA may be supported by the 502nd Air Base Wing PA:

- **Communication Planning.** Provides trusted counsel and communication advice to the commander and other staff members to enhance mission success. Communication planning is important to the creation of strategic, operational, and tactical effects in PA operations.
- **PA Engagement.** Provides community engagement programs that aim to increase public awareness and understanding of the mission, policies, operations, and programs of the AF; support AF recruiting; and maintain a reputation as a good neighbor. This includes receiving requests for various types of base services or support from the community such as public speakers and tours.
 - *Units who are asked for their services or personnel, or who receive offers of support from the community directly, must coordinate these with PA (and 502 ABW/JA when applicable) prior to committing or accepting resources.*
- **PA Operations.** Provides programs that support Airman morale and readiness, public trust and support, and global influence and deterrence through the release of timely and accurate information to Airmen, their families, the public and the media.
- **Command Information.** Provides effective and efficient communication tools to link Airmen with their leaders. Command information helps Airmen and their families understand their purpose, role, and value to the Air Force. A free flow of information to Airmen and their families creates awareness of and support for the mission, increases their effectiveness as Air Force ambassadors, reduces the spread of rumors and misinformation, and provides avenues for feedback.
- **Media Operations.** Facilitates engagement and two-way communication with the media, which is often one of the most rapid and credible means of delivering the commander's message. Remaining open, honest, and accessible to the maximum extent possible normally results in greater accuracy, context and timeliness in communicating with internal and external audiences.
 - *Personnel assigned to the 37th TRW will coordinate all media requests and queries through the 37th TRW/PA office.*
- **Security and Policy Review.** Ensures information intended for public release will neither adversely affect national security nor threaten the safety, security, or privacy of Air Force personnel, while adhering to the policy of "maximum disclosure, minimum delay."
 - *Personnel must obtain necessary security and policy review, through the 37th TRW/PA office, before releasing official imagery, documents, information, or proposed statements outside official government channels.*

- **Community Engagement:** Encompasses activities of interest to the general public, businesses, academia, veterans, service organizations, military-related associations, and other community entities. Working collaboratively with and through these various groups enhances mutual understanding, cooperation, and support necessary for the effective Air Force operations and recruitment and retention opportunities.
 - *Personnel assigned to the 37th TRW will coordinate all tour and outreach requests and queries through the 37th TRW/PA office.*

- **Visual Information (VI).** Provides programs in coordination with the 502nd ABW/PA Multimedia to collect, preserve and accession visual information products to meet operational, informational, training, research, legal, historical, and administrative needs. Visual products, such as photo, video, and graphics, are catalysts for effective communication and document the Air Force's visual history, through the accessioning process, for future generations.
 - *All photo and video support requests need to be submitted via P3, the PA Productivity Portal, at <https://safpa.appianportals.com/request>. 37th TRW/PA will coordinate with the 502nd ABW/PA for requested support.*

4. Availability. The 37th TRW/PA office will be manned during normal duty hours. The 37 TRW/PA office can be reached, 24 hours a day, 7 days a week (including holidays), at 210-818-0275. Additionally, a 502nd ABW/PA representative will be available 24 hours a day, 7 days a week (including holidays), and can be reached through the JBSA command post at 210-221-9363. The 502nd ABW/PA will contact a member of the 37th TRW/PA as required. The 37 TRW/PA and 502nd ABW/PA will coordinate response to emergency services as required by security forces, the Air Force Office of Special Investigations, the safety office and/or wing/group leadership.

5. Requesting Support. Submit PA support requests through P3, the Public Affairs Productivity Portal, at <https://safpa.appianportals.com/request> as far in advance as possible; requests for support should be submitted with specific descriptions of the request, event or story idea. Advance notice provides PA the ability to ensure the necessary equipment and personnel are available. Failure to coordinate in advance will reduce the likelihood that the event can receive PA support.

6. Prioritized Employment Plan. The 37th TRW/PA office is the primary office of support for the 37 TRW and provides support (in coordination with 502nd ABW/PA and AETC/PA) according to the following system focused on the commander's priorities, operational core tasks, urgency, mission impact, agencies supported, and resources available. This system helps control the flow of work and ensures all mission-critical needs are met. A detailed list of services and their associated priority level can be found at the enclosed prioritization/employment matrix (attachment 2):

- Core services are services that directly support emergent or operational mission requirements.

- **Priority one** requests include support for crisis response, time-critical official investigations and other requests directly impacting the ability of the wing to perform its training mission. This includes assisting senior leaders with public and media interaction during emergencies and contingencies.

- **Priority two** requests include critical items in direct support of priorities and initiatives of commanders at group-level or higher, MAJCOM-directed support and non-time-sensitive official investigations.

- Non-core services are defined as services that do not directly affect an operational or training mission requirement.

- **Priority three** requests include routine support for education and training, unit-level command information, wing and group-level official recognition programs, and wing

support. This generally includes routine communication with internal and external audiences.

- **Priority four** requests include all other services not outlined above. It is possible that requests in this priority level may need to be fulfilled through self-help services.
- **Priority five** requests are items that have been specifically designated as self-help services only.

6. Restrictions.

- a) IAW DAFI 35-101, Chapter 7, government-funded PA & Visual Information resources **will not be used to:**
 - i) Provide souvenirs, personal gifts, mementos, or farewell gifts. Examples include booster club promotional items, group photos intended to commemorate events such as golf tournaments or recreational gatherings, and sports team photos.
 - ii) Support or document farewell parties or social events unless certified as newsworthy or having historical significance as determined by the 37th TRW/HO or 37th TRW/PA chiefs. When an event is determined to be historically significant, PA resources may be provided to meet official news and documentation requirements only.
 - iii) Create products used primarily for entertainment during farewell parties or social events.
 - Support MWR- or services-sponsored recognition programs.
- b) **Altering imagery.** Air Force PA offices are trusted agents. Because PA professionals create products that can be used in legal proceedings and for critical decision-making, absolute trust and confidence in the truthfulness of products they create is essential. Official imagery may not be altered, unless it is specifically exempted by Department of Defense Instruction (DODI) 5040.02, *Visual Information*. Examples of requests that will not be supported include changes to personal appearance in an official portrait and digitally adding or removing content to a photo or changing the photo in a way that misrepresented the facts or circumstances of the event captured.
- c) **Use of Copyrighted Materials.** Using copyrighted media requires a separate license or explicit permission. Generally, both music and programs recorded from broadcasts are copyrighted. Having the source recording or music score does not confer any right to reproduce, transfer, or otherwise use or perform the recorded material, either as a whole or in part. Refer to AFI 51-303, *Intellectual Property-- Patents, Patent Related Matters, Trademarks and Copyrights*, 22 June 2018, for guidance.
- d) **Morale, Welfare and Recreation (MWR) Support.** MWR and services activities are authorized support for Category A (Mission Sustaining) and Category B (Basic Community Support Activities). Category A programs are essential to the military mission and are authorized all support. Category B activities are closely related to Category A activities and are essentially community support programs. The PA office can furnish support to these activities as long as the MWR activity does not generate revenue. For additional clarification of MWR activities, refer to AFI 65-106, *Appropriated Fund Support of Morale Welfare, and Recreation (MWR) and Nonappropriated Fund Instrumentalities (AIS)*, 15 January 2019.

7. Additional Considerations

- a) **Studio Photography.** Studio photography is supported by the 502nd ABW/PA office and is by

appointment only. Studio photography is for official portraits as required by AFI as well as applications for special duty assignments, official passports, and citizenship applications. Chain-of-command studio photography will be provided for leadership at the squadron-level and above (commander, deputy commander, senior enlisted leader, and first sergeant) as well as quarterly and annual award winners at the group-level and above. Electronic copies and one hard copy up to size 8x10 will be provided to the requestor.

- b) **Group Photos.** Units at the squadron level and above are authorized one group photo annually. Other group photos will be considered on a case-by-case basis.
- c) **VI Equipment Purchase Review.** IAW DAFI 35-101, *Public Affairs Operations*, units wishing to purchase video or still cameras and photographic printers are required to receive approval from the 37th TRW/PA, who will coordinate with 502nd ABW/PA, to preclude duplication of effort and to ensure equipment, system and data compatibility.

ATTACHMENT 2: 37 TRW/PA PRIORITIZATION & EMPLOYMENT MATRIX

37th Training Wing Prioritization Matrix					
1. Communication Planning and Analysis					
<i>Activity</i>	<i>Priority Level</i>	<i>AF LOE</i>	<i>AETC LOE</i>	<i>37 TRW LOE</i>	<i>Reference</i>
1.1. Plan activities supporting wing priorities	1	ALL	ALL	ALL	2023 USAF Comm Plan
1.2. Stakeholder assessment for wing priorities	2	Readiness People	Codify Airmen Competencies	ALL	2023 USAF Comm Plan
1.3. Follower audit for wing social media accounts	2	ALL	ALL	ALL	2023 USAF Comm Plan
1.4. Operational/Wing Plan Coordination	1	ALL	ALL	ALL	2023 USAF Comm Plan
1.5. Wing CC priority communication planning and strategy	1	ALL	ALL	ALL	DAFI 35-101, Chapter 1 AFMAN 35-101, Chapter 2
1.6. Quarterly analysis of Website/Social Media/DVIDS	4	ALL	ALL	ALL	DAFI 35-101, Chapter 5
1.7. Quarterly analysis of Media Engagements	4	ALL	ALL	ALL	DAFI 35-101, Chapter 2
2. Public Affairs Engagement					
<i>Activity</i>	<i>Priority Level</i>	<i>AF LOE</i>	<i>AETC LOE</i>	<i>37 TRW LOE</i>	<i>Reference</i>
2.1. JROTC, ROTC, AFRS-supported, Civic Leader wing tours/engagements to augment recruiting, increase awareness	1	Mission Readiness	Modernize Recruiting	Mission	DAFI 35-101, Chapter 4
2.2. Community engagements off-installation (i.e., speaker's bureau, sporting events, community festivals/ceremonies, parades, etc.)	2	Allies & Partners	Modernize Recruiting	ALL	DAFI 35-101, Chapter 4
2.3. Honorary Commander Program/Airman Heritage Group/Lackland Next, Lackland Now engagements	4	Allies & Partners	Modernize Recruiting	Mission People	DAFI 35-101, Chapter 4 AFMAN 35-101, Chapter 5
2.4. Coordinate leadership speaking engagements with Think Tanks/industry/academia, etc.	2	ALL	ALL	ALL	DAFI 35-101, Chapter 4
2.5. Coordinate local speaking engagements to sustain relationships and increase awareness, advocacy	4	ALL	ALL	ALL	DAFI 35-101, Chapter 4
2.6. Legislative Liaison Engagement/Support	2	Mission Readiness Taking Care of People	Modernize Infrastructure	Mission People	DAFI 35-101, Chapter 4
2.7. Wing issue/program updates to civic leaders	3	ALL	ALL	ALL	DAFI 35-101, Chapter 4 AFMAN 35-101, Chapter 5
2.8. Requests for information (non-media)	4	ALL	ALL	ALL	AFMAN 35-101, Chapters 5
2.9. Provide an avenue for feedback	4	ALL	ALL	ALL	DAFI 35-101, Chapter 1
3. Public Affairs Operations					
<i>Activity</i>	<i>Priority Level</i>	<i>AF LOE</i>	<i>AETC LOE</i>	<i>37 TRW LOE</i>	<i>Reference</i>
3.1. Crisis communication activities/support	1	Other	Other	Other	DAFI 35-101, Chapter 3 AFMAN 35-101,

					Chapter 4
3.2. Website and social media posting/engagement to inform/educate/raise awareness for permanent party and families about policy/programs/resiliency/quality of life initiatives/community/installation events	1	Mission Readiness Taking Care of People	Local CC priority	People, Culture	DAFI 35-101, Chapter 5
3.3. Website and social media posting/engagement to amplify wing-level, MAJCOM and AF priorities through sharing/localizing stories	2	ALL	ALL	ALL	DAFI 35-101, Chapter 5
3.4. Website and social media posting/engagement to inform/educate Basic Military Training Families about BMT and graduation events	3	Taking Care of People	Local CC priority	People	DAFI 35-101, Chapter 5
3.5. Website Management (i.e., content, compliance, fact sheets, bios, etc.)	4	ALL	ALL	ALL	DAFI 35-101, Chapter 5
3.6. Story coverage of Security Cooperation missions, and academic, industry and community partnerships	1	Allies & Partners	Technical Training Transformation, Implement standards that integrate DAF learning and talent management	Mission (Partnerships)	DAFI 35-101, Chapter 5
3.7. Story coverage of Force Generation missions, modernization, innovation, technical training transformation and data strategy	1	Allies & Partners	Technical Training Transformation, Implement data strategy	Mission (Modernization)	DAFI 35-101, Chapter 5
3.8. Story coverage of professional development initiatives, Warhawk University, recognition, mentorship, inclusion, resiliency, diversity, and families	2	Taking Care of People	Local CC Priority	People, Culture	DAFI 35-101, Chapter 5
3.9. PA support of Reviewing Official weekly presentations focusing on AFFORGEN, Multi-Capable Airmen	3	Mission Readiness	Codify Airmen Competencies for Great Power Competition	ALL	DAFI 35-101, Chapter 5
3.10. Localization of HHQ messaging	3	ALL	ALL	ALL	DAFI 35-101, Chapter 5
3.11. Support of quarterly commanders' calls, spouse meet-ups and town halls	3	Taking Care of People Mission Readiness	Local CC Priority	ALL	DAFI 35-101, Chapter 5
3.12. Proactive media engagement with national and international media outlets/publications	2	Mission Readiness, Allies & Partners	Technical Training Transformation, Modernize infrastructure and recruiting/acquisitions	Mission (Modernization and Partnerships)	DAFI 35-101, Chapter 2 AFMAN 35-101, Chapter 3
3.13. Proactive media engagement with local/regional media	2	Mission Readiness, Allies & Partners, Taking Care of People	Technical Training Transformation, Modernize infrastructure, recruiting, acquisitions	ALL	DAFI 35-101, Chapter 2 AFMAN 35-101, Chapter 3
3.14. Media engagement with niche publications/outlets,	3	Modernization Allies	Technical Training	Mission (Modernization)	DAFI 35-101, Chapter 2

documentaries, books, etc.		& Partners	Transformation, Modernize infrastructure, recruiting & accessions	and Partnerships)	AFMAN 35-101, Chapter 3
3.15. News Release (crisis and non-crisis situation)	2	ALL	ALL	ALL	DAFI 35-101, Chapter 2 & 3
3.16. Security Policy and Review	4	ALL	ALL	ALL	DAFI 35-101, Chapter 9
3.17. Response to Query	1	ALL	ALL	ALL	DAFI 35-101, Chapter 2 & 3
3.18. Media and Social Media Training	4	ALL	ALL	ALL	DAFI 35-101, Chapter 1 & 2
4. Visual Information					
<i>Activity</i>	<i>Priority Level</i>	<i>AF LOE</i>	<i>AETC LOE</i>	<i>37 TRW LOE</i>	<i>Reference</i>
4.1. VI Support (photo/video/graphics) – mission sets, changes, ops tempo requirements	1	Mission Readiness	Modernize Infrastructure Incorporate Digital Age Technology Modernize Recruiting	ALL	AFH 35-115, Chapter 1 & attach 5
4.2. VI Support (photo/video/graphics) – wing construction projects	4	Modernization	Modernize Infrastructure	Mission People	AFH 35-115, Chapter 1 & attach 5
4.3. VI Support (photo/video/graphics) – mission briefings/presentations, command and public communication objectives	1	ALL	ALL	ALL	AFH 35-115, Chapter 1 & attach 5
4.4. VI Support (photo/video/graphics) – Commander's Inspection Program	4	Other	Other	Other	AFH 35-115, Chapter 1 & attach 5
4.5. VI Support Basic Military Training Graduation ceremonial documentation	3	Mission Readiness	Modernize Recruiting Allies & Partners	People Culture	DAFI 35-101, Chapter 5
4.5. VI Support (photo/video/graphics) – official ceremonies/events (not including BMT)	3	ALL	ALL	ALL	AFH 35-115, Chapter 1 & attach 5
4.2. Accessioning Activity	4	Mission Readiness	Modernize Infrastructure Incorporate Digital Age Technology Modernize Recruiting	ALL	DoDI 5040.02, AFH 35-115, Chapter 10 and Attachment 5

NOTES:

1. This matrix serves as a guide for 37th TRW/PA's day-to-day activities. In some cases, an item that falls into one priority level (for example, priority level three) may receive support at a higher priority level (for example, priority level two) if deemed necessary by the 37th TRW/PA Chief.
2. Items that fall into a category not listed in this matrix will be prioritized at the discretion of the 37th TRW/PA Chief.

37th Training Wing Employment Matrix

<i>Activity</i>	<i>Priority Level</i>	<i>Primary PA Office of Support</i>	<i>Products Supplied</i>
Emergency Response and Alert Photography/Video	1	502/PA	Photography/digital imagery and/or prints provided to investigating authorities (SFS, OSI, Fire Dept. and Safety) as required to conduct investigations. Video products are restricted to aircraft mishaps, OSI requirements, and as deemed necessary by the base PAO.
Wing Safety Support	1	502/PA	Photography/videography and/or prints provided to investigate Class A mishaps and/or safety-related incidents.
DOD-level Photos/Videos	1	37 TRW/PA	Photography coverage will be provided for breaking news/or significant DOD value, as determined by the wing PA Chief or service-level PA.
Official Military Passport, Visa, Naturalization and ISOPREP applications	II	502/PA	Photography/prints produced in accordance with State Dept. and AFI guidance. Members must have an AF Form 833 signed by the passport office prior to customers going to the PA office for the photo requirement.
Commander's Calls	II	37 TRW/PA	Photography coverage will be provided for Group or Wing Level only. All other requests will be considered on a case-by-case basis. PA may also document lower-level calls if they are of newsworthy significance (i.e., Purple Heart, Distinguished Flying Cross).
Public Affairs News Support	II	37 TRW/PA	Photography/videography provided based on internal/external media requirements
Distinguished Visitor Visit	II	37 TRW/PA	Provided on an appropriate basis and must be of Public Affairs or historical value, determined by the PA Chief or base historian, respectively.
Medal Presentations	II	37 TRW/PA	Photography/videography provided for Purple Heart recipients and Silver Stars medals and above. All other requests will be considered on a case-by-case basis. Transfer of digital imagery available to customers via disk, e-mail or Flickr.
Observances (Heritage Committees, POW/MIA day, etc.)	II	37 TRW/PA	Photography provided for wing-level events, videography provided for special significance, deemed by 37 TRW/CC or PA Chief.
Official Full Length/Head and Shoulders	III	502/PA	Photography/prints produced in accordance with special duty or award selection criteria. Only photos needed for a specific official purpose will be taken. PA will not take photos just for someone to have a photo on file. Examples of official requests include updating bios of SNCOs and commanders prior to a new position, application for special duty assignment, functional award package, etc.
Annual/Quarterly Award Portraits	III	502/PA	Photography of winners. Up to three 5x7 or 8x10 color prints provided as required for group, and wing display.
Group Photographs	III	37 TRW/PA	Group Photos will be provided for squadron and group level organizations once per year. Digital imagery will be provided to requestor on Flickr. Prints are not provided.
Induction/Recognition Ceremonies	III	37 TRW/PA	One photographer will be provided for an official wing-level ceremony taking place on the installation. Off-base socials or events will be considered on a case-by-case basis.
Wing Historian Support	III	37 TRW/PA	Photography provided as deemed appropriate by the Wing Historian as defined by AFI 84- 101.

Change of Command Ceremonies	III	37 TRW/PA	Photography provided for squadron level (or higher) and E-9 ceremonies. Digital imagery will be provided to requestor on Flickr.
Dining In/Dining Out Ceremonies	III	37 TRW/PA	Photography provided for wing-level/equivalent.
Retirement Ceremonies	III	37 TRW/PA	Retirement ceremony photography support is limited to E-9/0-6 and above and federal employees with 25 years of Federal service.
Live Video Recordings	III	37 TRW/PA	Live video recordings will only be provided wing-level events at the request of the 37 TRW/CC. All other event requests must be approved by the PA Chief. Requestor must ensure event has been approved by the wing commander for live stream and provide documentation. [Requestor will be recommended to pre-record event. There are too many variables with live video recordings (spammers, weak Wi-Fi connection, video, and audio quality, unable to edit, etc.)]. As a reminder, once it streams on the internet, it lives there forever.
Competitions/PME events/Graduations	III	37 TRW/PA	PA will cover BMT graduations weekly. PA will cover additional tech school graduations as available, and if requested in a timely manner. Digital imagery will be provided to requestor on Flickr.

Notes:

1. This matrix serves as a guide for 37th TRW/PA's day-to-day product support. In some cases, an item that falls into one priority level (for example, priority level three) may receive support at a higher priority level (for example, priority level two) if deemed necessary by the 37th TRW/PA Chief.
2. 37 TRW/PA has limited multimedia capabilities and will facilitate PA requests for support from 37th TRW members by coordinating with the 502nd ABW/PA for support based on their PA employment plan.
3. Work Order Priority System:
 - a) Priority I - Urgent, completed within 24 hours.
 - b) Priority II - Time sensitive, completed within three workdays.
 - c) Priority III - Routine, completed within 5 workdays.

ATTACHMENT 3: 37 TRW/PA EDITORIAL GUIDANCE and SUBMISSION GUIDELIENS FOR OFFICIAL PRINT, WEB AND SOCIAL MEDIA PUBLICATIONS

1. **Delegation of Editorial Review.** The 37th TRW/CC exercises editorial control over official print, web, and social media publications for the 37th TRW. Day-to-day oversight and responsibility for these activities is delegated to the 37th TRW/PA Chief. The determination of an event's newsworthy value is at the discretion of the 37th TRW/PA Chief based on an assessment of how well the proposed coverage supports the commander's communication priorities.
2. **Wing Website(s).** The official website for the 37th TRW is operated by 37th TRW/PA and is located at www.37trw.af.mil. Additionally, the 37th TRW/PA office manages www.basictraining.af.mil and oversees compliance for www.bmtflightphotos.af.mil. Only information cleared for public release in accordance with DAFI 35-101, Chapter 5, *Command Information and Distribution*, and other associated policies and instructions can be posted to these sites.
3. **Section 508 Compliance.** In 1998, Congress amended the U.S. Rehabilitation Act of 1973 to require that federal agencies make their electronic and information technology accessible to people with disabilities. Section 508, 1194.22, Web-based Intranet and Internet Information and Applications, is of particular importance with regard to website management. This section outlines the requirements for federal websites, both Internet and Intranet. It states that federal websites must meet the needs of disabled employees and members of the public and allow them access to Internet technology in a format understood by software readers/viewers.
4. **Content.** News, feature, and editorial material will conform to policies of the Air Force and the 37 TRW/CC. Coverage will be factual and objective and avoid morbid, sensational, or alarming details not essential to factual reporting. Accuracy is paramount. Individuals to be interviewed and photographed must meet all requirements of DAFI 36-2903, *Dress and Personal Appearance of Air Force Personnel*, 7 February 2020, "Incorporating Change 4, 12 April 2022," and must comply with current safety, security, and technical order requirements.
 - a. **News Content.** News content is based on local articles developed by the PA staff and releases by the Air Force News Service, MAJCOM news services, American Forces Press Service, and other agencies of the DOD and federal government.
 - b. **Editorial and Opinion.** Locally originated editorials (command position) and commentaries (personal opinions) will reflect the policies of the commander and will be in the interest of the Air Force. Editorials should help readers understand Air Force policies and programs. They must not imply criticism of other governmental agencies, nor advocate or dispute specific political, diplomatic, or legislative matters.
 - c. **Articles of local interest** to base people produced outside official channels (e.g. stringers, local organizations) may be used provided permission has been obtained, the source is credited, and they do not otherwise violate this manual. Articles for off-base, non-profit organizations, including non-profit military-affiliated organizations (e.g., Air Force Association, Air Force Sergeants Association, NCO Association, etc.) must be consistent in length and placement to avoid the appearance of favoritism or implied endorsement.
5. **Editing for Publication.** All materials submitted to the 37th TRW/PA office for publication will be reviewed and edited to conform to DOD news writing guidelines. This includes conforming to the guidelines in the *Associated Press Stylebook and Briefing on Media Law* and *Air Force Journalistic Style Guide*.

6. **Awards Recognition.** Due to limited resources, PA coverage of award winners is generally limited to group and higher-level echelons. However, customers may use the Hometown News Release Program, <https://jhns.release.dma.mil/public>, to obtain civilian coverage of any significant personal accomplishments such as awards, graduations and promotions. PA will help customers issue a hometown news release upon request.

7. **Social Media.**

a. Official Use. The official social media sites for the 37 TRW are:

- i. Facebook page (connected to associated Instagram accounts)
- ii. 37th TRW: <https://www.facebook.com/37thTrainingWing/>
- iii. Basic Military Training: <https://www.facebook.com/USAFBMT>
- iv. Inter-American Air Forces Academy: <https://www.facebook.com/1iaafausaf>
- v. 37th TRG: <https://www.facebook.com/37TRG>
- vi. DLIELC: <https://www.facebook.com/DLIELCLACKLAND>
- vii. 37 TRW Command Team: <https://www.facebook.com/37TRW>
- viii. X (Twitter): <https://twitter.com/37thTRW>
- ix. Instagram: <https://www.instagram.com/gatewaywing/>
- x. YouTube Channel: <https://www.youtube.com/gatewaywing>
- xi. Flickr: <https://www.flickr.com/gatewaywing>

b. These sites are operated by the 37th TRW/PA office using the same guidelines as the official website and print publications. Subordinate and tenant organizations, except for groups who have a 37th TRW designated PA, or PA representative embedded, are not authorized to operate official social media pages without the approval of the 37th TRW/PA Chief. Unofficial pages (e.g., booster club pages, alumni pages, pages below group level, etc.) are not official Air Force social media sites and are encouraged to display a disclaimer that the page is not an official representation of the Air Force.

8. **Personal Use.** In general, the Air Force views personal websites, blogs, and social media sites positively, and it respects the right of Airmen to them as a medium for self-expression. However, as members of the Air Force, Airmen must abide by certain restrictions to ensure good order and discipline. All Airmen are on duty 24 hours a day, 365 days a year, and their actions on and off duty are subject to the Uniform Code of Military Justice (UCMJ). See AFI 1-1, *Air Force Standards*, for more guidelines regarding personal social media use.

9. **Livestream Capabilities.** The 37 TRW/PA has limited capabilities to provide livestream video coverage. All livestream requests must be approved by the 37 TRW/CC. This includes but is not limited to change of command ceremonies, promotions/retirements, and wing-level commanders' calls. The requestor must submit the request NLT 10 duty days prior to the event and provide an online location for the livestream. Any livestream to the 37 TRW Social Media Sites must be approved by the 37 TRW/PA Chief.

10. **37th TRW Submission Guidelines:** The 37th Training Wing has a number of stories to tell and share. The 37th TRW/PA office is here to help you tell your story to the wing, the Air Force, and beyond.

- **Where will your story go?**

- Depending on the subject, your story can be shared on one or more of these outlets: the 37th Training Wing's website, Hawk Talk newsletters, and Facebook, Twitter, YouTube, Flickr and Instagram accounts. It can also be shared on each group's social media accounts. In some cases, we may invite civilian media to cover your event.

- **What are we looking for?**

- Mission focus, human interest, modernization, best practices, special events,

commentaries.

- **What aren't we looking for?**
 - Generally, we don't cover events such as birthdays, private events, promotions, reenlistment ceremonies, etc. But there may be some instances where we would make an exception – call and ask us!
- **What do you need to send us?**
 - The 5 W's – who, what, when, where and why. Include a POC's name and contact information.
- **Who takes photos?**
 - Depending on the event and availability, request a photographer by submitting at request through P3, the Public Affairs Productivity Portal at <https://safpa.appianportals.com/request>. If someone from your office wants to take photos, they're welcome to do so. We'll make sure they get credit.
- **How soon do we need to know?**
 - As soon as possible! This is essential, especially for scheduling a photographer.
- **Who do you contact?**
 - Organizational Email: 37TRW.PA.INBOX@us.af.mil
 - 37th TRW/PA: christa.dandrea.3@us.af.mil or kate.anderson.1@us.af.mil
 - BMT: daniel.cruz.14@us.af.mil
 - DLIELC: agnes.koterba@us.af.mil
 - IAAFA: vanessa.adame@us.af.mil
 - Community Relations: gregory.walker.13@us.af.mil