

Headquarters  
California Army National Guard  
California Air National Guard  
Sacramento, CA  
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CA ARNGR 360-1  
CA ANGI 35-101

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Army Information  
Information

California National Guard  
Public Information Policy

FOR THE GOVERNOR:

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*Major General*  
*The Adjutant General*

OFFICIAL:

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**History.** This is an update of this regulation/  
instruction.

**Summary.** This regulation establishes the guidance  
for California Army and Air National Guard Public  
Information Policy.

**Applicability.** This regulation applies to all elements  
of the California Army and Air National Guard.

**Supersedes CA ARNGR 360-1/CA ANGR 190-1,**  
**13 May 80**

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the Public Affairs Officer, ATTN: CAAG-PA.  
Supplementation of this regulation and establishment of  
command and local forms are prohibited without prior  
written approval from the Public Affairs Officer.

**Interim changes.** Interim changes in this regulation  
are not official unless they are authenticated by the  
Public Affairs Officer.

**Suggested improvements.** Users are invited to send  
comments and suggested improvements on DA Form  
2028 (Recommended Changes to Publications and  
Blank Forms), directly to the Office of the Adjutant  
General CAARNG, P.O. Box 269101, Sacramento, CA  
95827-9101, ATTN: CAAG-PA.

**Distribution.** Distribution of this regulation/  
instruction is for Army - A and Air Force - F.

**Proponent and Exception Authority.** The  
proponent and exception authority of this regulation is

**1. General**

Timely and effective release of news and information on activities of the California National Guard to the news media is essential to the best interests of the State Military Forces. Continuing affirmative coverage of National Guard programs and events is of particular assistance to recruitment and retention of personnel. At no time, however, must release of news items compromise security.

a. California National Guard units at all levels are encouraged to develop public affairs programs intended to keep the public informed of its activities and contributions to the nation, the state, and the communities, with particular emphasis on those activities likely to enhance the prestige and image of the organization. In the areas of community relations, unit achievements, personnel promotions and similar subjects of essentially local character, Unit Public Affairs Representatives are urged to establish personal contact and deal directly with local media. In such contacts with the media, Individual units will not, however, undertake to speak for segments of the California National Guard beyond the jurisdiction of local command. Inquiries from the news media requiring response on a broader level will be referred to the Chief, Office of Public Affairs, Office of the Commanding General.

b. In keeping with the policy of the Secretary of Defense and the right of the public to be reasonably informed, the California National Guard will undertake to make known the scope and importance of its assigned tasks and programs. In the most affirmative light possible, with due regard that its publicity shall not at any time disclose information essential to maintenance of security. In cases of overt acts against the California National Guard, such as, but not limited to break-ins of armories and training sites, thefts of weapons and/or equipment and supplies, vandalism, arson, and other felonious offenses, information will not be released at the local level except by prior clearance from the Chief Office of Public Affairs or his designated representative. In such cases, however, such clearance shall be given highest priority and every effort made to expedite responses to inquiries from the news media. In all events, relations with the news media shall be conducted at a level of highest courtesy and respect for the peculiar requirements of time and deadlines, consistent with safeguard against disclosure of facts calculated to inspire repetition of such acts.

c. Community Affairs. Each unit shall undertake optimum continuing contact with local public officials, educators, civic leaders and responsible citizens to assure general understanding of the Guard mission.

d. Command/Internal Information. Commanders at every level should make every effort to regularly provide members of their commands with timely, and factual information about the National Guard, its

mission and benefits, and any other information of interest to Guard members and their dependents. Such efforts enhance unit recruiting/retention efforts.

## **2. Policy**

a. Authority. Headquarters, State Military Forces through the Office of the Commanding General, California National Guard in the person of the Chief Office of Public Affairs, shall be the final authority in the determination of policy and content involving the release of information to the public through the news media. The Chief, Office of Public Affairs, retains ultimate authority and responsibility for the preparation and release of all information involving the State Military Forces, except as noted in Paragraph 1 (a) of this Regulation. This authority may be delegated in specific instances by announcement. Consistent with this authority, the Chief, Office of Public Affairs; shall plan, organize and administer an active program of public information designed to provide timely and accurate information to the news media and the public relating to National Guard and State Military Forces programs and activities. The program shall also be directed to the preclusion of erroneous and unfavorable publicity arising from this information or lack of appropriate information. In addition, the Chief, Office of Public Affairs exercises staff responsibility for the Command/Internal Information Program of the California National Guard.

b. Standards of Professionalism. Major commands are urged to assign public affairs officers who are experienced in and qualified to direct relations with the press and public. This key individual should possess the professional background which enables him/her to discharge responsibilities of the position with efficiency and dispatch, while gaining acceptance of the media.

c. Documentation. A concurrent responsibility and objective of the information program of the Chief, Office of Public Affairs, shall be the documentation, (through newspaper and magazine clippings, photographs and similar material) of activities and events involving the State Military Forces. Such documentation serves to establish and maintain a historical record of the California National Guard's services and accomplishments.

d. Emergency Operations. Policy or public affairs and command information programs associated with emergency operations is contained in Chapter 5, California National Guard Emergency Procedures Manual (CNG-EPM).

e. Press Releases:

(1) Promotions. Chief, Office of Public Affairs will issue press releases on the promotion of all officers in the California National Guard to the grade of O6 (Colonel) and above. All requests for promotion for O6 and above forwarded to this Headquarters for action will include the individual's current biography.

(2) Awards. Chief, Office of Public Affairs will issue press releases on individuals in the California National Guard who are awarded the Legion of Merit (Federal) and the California Medal of Valor and Military Cross. Requests for these awards forwarded to this headquarters will include the individual's current biography.

### **3. Unit Public Affairs Representative.**

a. The requirement to inform the public and California National Guard members of our activities is essential to maintain high morale within our units and to obtain community support.

b. In order to provide maximum emphasis and additional resources to the public affairs activities of the California National Guard, the provisions of para 10-1 through 10-3, Chapter 10, NGB Pam 360-5 ANG Instruction 35-101, are implemented in this regulation.

c. These paragraphs provides that each unit (detachment size and above) will appoint a public affairs representative who will NOT be the AST, Executive Officer or First Sergeant. The Public Affairs Representative will be required to devote the majority of his/her time in support of the Public Affairs program and will be responsible for the following specific duties in the unit:

(1) Publicizing unit activities in the local media.

(2) Providing articles for the "GRIZZLY" and other publications and, where necessary, requesting public affairs support from higher headquarters to cover specific events.

(3) Making contact •with local media (*Radio*, TV and Newspapers) for placement of recruiting spots. In communities where more than one unit is located (Army or Air), the Senior Commander will designate the unit responsible for contacting the newspaper, radio, or TV station to request this support. Such contact with the media will provide the unit public affairs representative an opportunity to develop a close working relationship with the media.

(4) Managing the Internal/Command Information Program for the unit. This Includes Insuring all members: are getting their copies of the GRIZZLY; maintaining the "on Guard" (previously known as "Push Pin Post") bulletin board; maintaining the Commander's Briefing file; and requesting and scheduling PROFILE and the other films for viewing.

(5) Coordinating the activities of unit participation in fairs and exhibits. For the Army Guard, this will satisfy the requirements of para 5b, Section 1, CAL ARNGR 601-2.

d. Commanders will provide the following information to OCG, ATTN: CAAG-PA: name of the individual selected, home address, phone number (residence number and work number), unit of

assignment (grade, and MOS). It is essential that Commanders notify this headquarters immediately of any change that affects the status of their unit public affairs representative. This requirement is intended to establish an unofficial Public Affairs channel of communication between this headquarters and the Unit Public Affairs Representative and will not circumvent normal command channels, but rather, provide a timely exchange of information on public affairs matters which do not affect policy.

### **4. Overt Acts Against The National Guard.**

Initially, all information with regard to illegal overt acts against the California National Guard, its installations, personnel, equipment or supplies, shall be released by the Office of the Commanding General through the Chief, Office of Public Affairs, or his designated representative. The single exception to this policy is permitted when the overt act has already become a subject of awareness to the news media, either through police report, public witness or personal observation. under this circumstance, and this circumstance alone, a duly authorized spokesman for the local unit or organization may confirm this of the occurrence, but shall not discuss details concerning such matters as number of arms or vehicles or quantity of equipment involved, monetary losses, and similar items, EXCEPT WHEN SO AUTHORIZED TO SPEAK, BY AND IN BEHALF OF THE CHIEF, OFFICE OF PUBLIC AFFAIRS. Such spokesman, in any event will not speculate or offer personal opinions as to the event and shall limit himself to the facts. Likewise, under no circumstance shall misleading information be given, and if questioned with respect to matters on which this regulation does not authorize him to speak, the individual shall immediately refer such inquiries to the Chief, Office of Public Affairs, who shall be advised of all news media inquiries and will respond in the most expeditious manner possible. It would be prudent for the individual to initiate a log detailing events, media queries, and responses to the media and public relative to the situation.

5. In situations which may not be covered by this Regulation concerning relations with the news media, clarification may be had by inquiry to the Chief, Office of Public Affairs, CAAG-PA.

6. Supplementation of this regulation is prohibited without prior written approval of this Headquarters.