DEPARTMENT OF THE ARMY
JOINT BASE MYER-HENDERSON HALL
204 LEE AVENUE
FORT MYER, VIRGINIA 22211-1199

REPLY TO ATTENTION OF

IMMH-PA 25 Nov 14

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Joint Base Myer-Henderson Hall (JBM-HH) Policy Memorandum PA-1, Public Information/Media Relations

1. REFERENCE. AR 360-1, The Army Public Affairs Program, Chapter 5, 25 May 11

2. PURPOSE. To establish guidelines and procedures for JBM-HH when working with members of the news media.

3. APPLICABILITY. This policy letter applies to all elements of Joint Base Myer-Henderson Hall and partner (tenant) activities. This policy does not apply to personal/private contacts with media which are not Army- or mission-related.

4. POLICY. Joint Base Myer-Henderson Hall's historical presence, ceremonial and academic missions make the Fort Myer and Henderson Hall, VA, and Fort McNair, Washington D.C., areas striking draws to members of the news media. This policy sets controls and provides management and facilitation of media access as outlined in paragraph 5 of this memorandum.

5. PROCEDURES.

a. Commanders, their designated additional duty public affairs officers, and all service members and employees of JBM-HH are not authorized to make direct contact with news media representatives regarding their duties or mission-related news unless they coordinate through the JBM-HH Public Affairs Office (PAO). News media includes the Army Times and the Marine Corps Times, which are civilian publications.

b. All media must be escorted on and off the joint base by a member of the joint base PAO.

c. If contacted by members of the news media regarding mission-related matters, JBM-HH personnel will refer them to the joint base PAO with no further discussion or comment.

d. The PAO may draw on unit commanders, their public affairs representatives or their service members/civilians to furnish answers and provide interviews in response to media queries.

e. To ensure the command group is aware of proposed interviews or programs involving JBM-HH personnel, the following will apply:

(1) For PAO-generated programs, PAO will inform the command group, stating the theme or event, and name, rank/grade and assignment of personnel scheduled to appear.

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(2) For media-generated programs, the PAO will inform the command group as soon as the request is received, again citing the theme or event, and name, rank/grade, and assignment of individuals involved.

(3) For service member/civilian employee/Family member-generated programs, the individual(s) must notify the PAO if media have requested the interviews to take place on base.

(4) The PAO will coordinate with major subordinate commanders, directors and chiefs of staff offices, as applicable, to facilitate media coverage.

f. When speaking publicly on military matters, remarks should be confined to the speaker's area of competence and personal experience. Certain rules to follow are:

(1) Be honest and forthright.

(2) Provide facts impartially.

(3) Make sure the facts are accurate.

(4) Do not speculate; only provide information that you know through personal experience to be correct.

(5) All matters outside a person's scope of knowledge or experience should be referred to the joint base PAO.

g. Media relations and facilitation training, provided by the installation PAO, can be arranged for unit commanders, designated public affairs officers and spokespersons, on an annual, quarterly or as-needed basis.

h. After duty hours, contact the PAO at 703-946-6994.

6. PROPONENT. The proponent and point-of-contact for this policy memorandum is the JBM-HH Public Affairs Office at 703-696-4979.

MICHAEL D. HENDERSON
COL, AR
Commanding

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