



STATE OF VERMONT
OFFICE OF THE ADJUTANT GENERAL
789 Vermont National Guard Road Colchester,
Vermont 05446

NGVT-PA (100)

February 1, 2021

MEMORANDUM FOR ALL Military Personnel, Federal and State Employees, and Contractors of the Vermont National Guard

SUBJECT: Joint Policy Memorandum 2021-01 VTNG Public Affairs Program

1. References.

- a. NG Pam 360-5 National Guard Public Affairs Guidelines (6 June 2008)
- b. ANGP 35-1 National Guard Public Affairs Guidelines (6 June 2008)
- c. AR 360-1 The Army Public Affairs Program (8 October 2020)
- d. AFI 35-101 Public Affairs Operations (20 November 2020)
- e. AFI 10-701 Operations Security (OPSEC) (20 JUL 2018)
- f. NGB-PA Summary of DOD Fiscal Year (FY) 2019 Community Outreach Plan
- g. JP 3-61 Public Affairs (19 August 2016)
- h. DODD 5410.18 Public Affairs Community Relations Policy (30 May 2007)
- i. DOD 5500.7-R Joint Ethics Regulation (August 1993)

2. Purpose. To provide guidance on the VTNG Public Affairs Program.

3. Effective Date. This policy is effective immediately when signed. All previous versions are obsolete.

4. Applicability. This policy is applicable to all military and civilian personnel, to include federal, state, local and private organizations, utilizing training facilities of the VTNG Federal and State employees of the VTNG and State of Vermont Military Department while operating within the Vermont National Guard. This policy does not apply to contractors, as contractors will not speak, work, or appear to represent the VTNG in a public affairs function.

5. Policy.

a. Public Release of Information. Wing and Brigade level commands have release authority for information at the unit level and attempts will be made to delegate release authority to the lowest level.

- (1) Wing and Brigade level commands have release authority for the following items: out-of-state training (local area PAO review), in-state training, ceremonies, routine calendar events, awards/promotions, command information, memorial services, and cultural/ethnic/religious observances.
- (2) Wing and Brigade level commands will nest their messaging with guidance from TAG.
- (3) Wing and Brigade level commands can delegate release authority from their level, Attachment 1, to subordinate units and personnel.

- (4) All personnel will follow proper release procedures dictated in attachment 1 and understand the process for approving information and media for public release. Information can be released by subordinate Army and Air units in accordance with attachment 1 and as written above. Subordinate units may speak for their unit, but not for the Vermont National Guard in its entirety.
- (5) All unit level media output is screened for OPSEC violations, endorsements, and any policy violations. The State Public Affairs office inspects outputs for violations, reports appropriately, and recommends removal when necessary.
- (6) Units are encouraged to utilize social media to engage with their units, family, and general public to share their unit's story.
- (7) Web-Based Posting Requirements:
 - a) VTARNG social media managers must review and meet the requirements provided at <https://www.army.mil/socialmedia/managers> or similar training requirements deemed by the PAO if web service is removed.
 - b) All VTANG OPSEC practitioners and public affairs representatives are required to conduct training in accordance with AFI 10-701/4.4.4.
- b. Community Relations. The Adjutant General is the lowest level of approval for all community relation events. All Community relation events will be processed through the State Public Affairs Office.
 - (1) Community relation events include, but are not limited to; equipment static displays, civic leader flights, civic leader tours/travel, color/honor guard/rifle salutes, cannon salutes, band performances, sporting event support, parades, military open house, aerial support requests, and speaking events.
 - (2) Community relation events are tracked via a DD 2535 Request for Military Aerial Support or DD 2536 Request for Armed Forces participation in Public Events.
 - (3) Events considered normal operations and not community relations include, but are not limited to; funeral flyovers, federal legislator/staff member flights, ESGR flights, and recruiting events.
- c. Media Engagement. All media engagement for the Vermont Army and Air National Guard is coordinated through the State Public Affairs Office. External communication efforts are done by, or coordinated through, State Public Affairs for all matters pertaining to the Vermont Air or Army National Guard.
 - (1) Members of the VTNG are encouraged to engage with the media when they have the authority, availability, and competency to do so at their level. This memorandum does not prohibit service members from engaging the media. Service members are authorized to speak with the media at their own free will. Matters not found within an individual's authority to speak will be referred to the State Public Affairs Office.
 - (2) All military media engagements or media engagements that have the potential to reference the VTNG will be reported to the State Public Affairs Office and the Joint Operations Center.

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d. Additional Guidance. All public affairs communication efforts and coordination with higher level public affairs entities will be done by, or coordinated through, State Public Affairs – to include NGB, OCPA, SAFPA, OSDPA, or any other command level above the State of Vermont.

6. This policy will remain in effect until superseded or rescinded. POC is CPT Mikel R. Arcovitch, State Public Affairs Officer, (802) 338-3478, email mikel.r.arcovitch.mil@mail.mil

Encl

GREGORY C. KNIGHT
Major General
The Adjutant General

UNCLASSIFIED

Attachment 1 - Vermont National Guard Public Information Release Matrix

Release authority

Higher approval required

EVENT	TAG	STATE PAO	BRIGADE/ WING CDR'S	UNIT PAO	AR UPAR/ OPSEC LV II Amn
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Training death or serious injury	AFTER DoD release				
Accident involving civilians					
Accident involving prominent civilians					
CID investigations (sliding scale based on potential interest level)					
Suicides					
Unit deployment/redeployment					
Natural disasters within state with VTNG as support	Coord w/ Lead				
Military Accidents		Review w/ TAG			
Natural disasters within state with VTNG as lead		Review w/ TAG			
Search and rescue operations in state		Review w/ TAG			
Environmental issues within state		Review w/ TAG			
VIP visits (sliding scale based on VIP level)		Review w/ TAG			
Community Relations Events		Review w/ TAG			
Media advisories					
Press releases					
Command information products				Review w/ BGD/Wing CMDR's	
State Partnership Program events	Review w/ embassy		Review w/ StatePAO		
Local news activities			Review w/ StatePAO		
Operational events, updates (sliding scale.Ref NG PAM 360-5)			Review w/ StatePAO		
Military Media engagement			Review w/ State PAO		
Out of State news activities			Review w/ Local and StatePAO		
Out-of-State training photos			Review w/ Training site PAO		Review w/ Unit PAO
In-State Training Photos					Review w/ Unit PAO
Ceremonies					
Routine calendar events					
Awards/promotions					
Memorial Services					
Cultural, ethnic, religious observances					