8 July 2021

MEMORANDUM FOR ALL JOINT BASE LANGLEY-EUSTIS PERSONNEL

FROM: 633 ABW/CC

SUBJECT: The 633d Air Base Wing Public Affairs Employment Plan

1.   This plan outlines the procedures for Joint Base Langley-Eustis units requesting PA support and establishes local policy for 633 ABW/PA support.

2.   This plan is effective as of the published date.

3.   The 633 ABW/PA will review this plan annually.

The office of primary responsibility for this employment plan is the 633 ABW/PA and can be reached at DSN 574-5701, Commercial 757-764-5701, or email 633abw.paedit@us.af.mil.

GREGORY S. BEAULIEU, Colonel, USAF
Commander

3 Attachments:
1.   633 ABW/PA VI Policy
2.   633 ABW/PA Prioritization Matrix
3.   633 ABW/PA Virtual Events Guidance

Global Power For America

633d Air Base Wing Public Affairs Employment Plan

1. **Host Installation Public Affairs Office:** The 633 ABW/PA is the host installation PA office for Joint Base Langley-Eustis. As such, it is the lead organization responsible for media operations, command information and community relations conducted by the 633 ABW and its tenant units/mission partners, to include the 1st Fighter Wing, 192nd VaANG, 363rd ISRW, 480th ISRW, and ACC's F-22 Demo Team. Tenant units and mission support partners with organic PA positions will provide written justification via 833 when requesting 633 ABW/PA support. 633 ABW/PA will review and provide support or materials as available.

2. **Purpose:** As the office responsible for the PA mission of the installation, PA is tasked with numerous responsibilities and assignments and therefore must have the discretion to prioritize those responsibilities and assignments on a day-to-day basis. This document outlines the priority levels PA has assigned to its various functions and establishes customer service expectations for the various stakeholders of JBLE. Note: The 633 ABW/PA Chief, 633 ABW/PA Deputy, or Superintendent retains the authority to make case-by- case determinations, on whether PA will support a request in instances where Air Force or Department of Defense (DOD) regulations or guidelines are vague or non- existent, or when adjustments to policy must be made in order to accomplish higher-priority missions.

3. **Procedures and Processes:** The following guidelines outline the procedures for JBLE units requesting PA support and establish local policy in accordance with Air Force and DOD policy for this support.

    3.1. Priorities: Requests for PA services will be assigned a priority based on the following guidelines. Support is contingent on the availability of manning, resources and scheduling. Requests are scheduled and accommodated on a "first-come, first-served" basis, unless a higher-priority event occurs for which PA must reserve manpower. PA will defer all requests not covered by this priority listing to the self-help program, which connects JBLE personnel with PA resources when PA cannot/will not devote official hours to support (see list). Any exceptions to policy must be directed to the 633 ABW/CC after consultation with the 633 ABW/PA Chief. A detailed list of services and their associated priority level can be found at the conclusion of this document. Personnel can also be referred to the Enterprise Multimedia Services (EMC), located on Fort Eustis, if support cannot be provided for any of the services listed below.

    3.2. Image Storage: All images except those of a legal or sensitive nature will be archived for future retrieval. Legal/sensitive photos will be stored per official Air Force Instructions.

    3.3. Alert Photography: An alert photographer is available 24 hours a day, 7 days a week, including holidays, to accomplish emergency services as required by Security Forces, OSI and the Wing Safety office. This representative will be reachable through the Command Post after normal hours.

    3.4. Requests: All photography and broadcasting requests require an AF Form 833.

4. **Priorities:**

   4.1. Core Services: These are services which directly support emergency or operational support missions. The two highest priority levels concern these services.

      4.1.1. Priority I: Requests include support for time-critical official investigations, crisis response and other requests directly affecting the ability of the installation to perform its operational mission. This includes alert documentation for evidentiary and decisional purposes and for assisting senior leaders with public and press interaction during emergencies and various contingencies.

      4.1.2. Priority II: Requests include support for non-time-sensitive official investigations, combat readiness, and critical items in direct support of commanders at the wing/brigade- level or higher.

   4.2. Non-Core Services: Services which do not directly affect an operational mission requirement.

      4.2.1. Priority III: Requests include support for major exercises at the squadron/company-level or higher efforts, wing/brigade-level official recognition programs and general installation visual information support (award/board photography, passport photos, etc.). This typically includes routine communication with internal and external publics.

      4.2.2. Priority IV: Requests include all other production services not outlined above.

      4.2.3. Priority V: Requests for services available **only** through the self-help program or recommend the customer request support from the EMC for Army units.

   4.3. Please refer to Attachment 1 – VI Policy for additional guidelines.

5. **Public Affairs Operations:**

   5.1. PA will support on-base and off-base engagements involving military personnel in accordance with Air Force and DOD communications objectives. A PA representative is on call 24/7/365 to accomplish emergency services as required by Security Forces, OSI, the wing safety office and/or wing leadership. This representative will be reachable through the command post.

   5.2. Media Operations:

      5.2.1. The 633 ABW/PA office is the coordination authority for the public release of information and media activities. The PA office will support robust press operations at the local, state, regional and national level through products and services which communicate Air Force, Army and installation messaging to various external audiences using multiple media platforms.

      5.2.2. Types of Support (this list is non-exhaustive):

5.2.2.1. Media Planning: To generate coverage of Air Force and Army missions, PA will routinely plan press events and opportunities for media to cover various aspects of the JBLE mission. Planning will be coordinated with mission partners as appropriate.

5.2.2.2. Media Escorting: PA will always be the OPR for escorting media on the installation. PA will ensure all stakeholders are made aware that they must notify PA if they are bringing press on the installation. Members of the media will be escorted by a PA representative at all times. Interviews and coverage will be facilitated by a PA representative.

5.2.2.3. Media Training: PA will conduct regular training for JBLE units and individuals and will ensure any members who are engaging in upcoming press events have received training.

5.2.2.4. Response to Query: PA is the focal point for media queries. Press queries will be routed to the Media Chief, Mission Partner Support Chief (Ft. Eustis), or Chief of PA for official response. All press queries will be recorded and tracked on Air Force Form 39.

5.2.2.5. Prior to any JBLE member speaking to the news media in an official capacity, they should coordinate with their commander and respective PA office if one is assigned. This coordination should also include the 633 ABW/PA office.

5.3. Command Information:

5.3.1. The 633 ABW/PA office will support a strong internal information program through a variety of platforms, including the email, base website, social media and more.

5.3.2. Types of Support (this list is non-exhaustive):

5.3.2.1.   Communication Plans: Full-spectrum PA guidance, focused on highlighting PA strategy and tactics, will be used to communicate Air Force, Army and installation messaging during events, contingencies or operations.

5.3.2.2.   Commander's Action Line: PA will facilitate the sharing of concerns and questions from installation stakeholders and concerned personnel with JBLE leadership through the Commander's Action Line.

5.3.2.3.   Official Website Management: As the release authority for Joint Base Langley-Eustis, PA will post, manage and update content on the official JBLE website and social media platforms.

5.3.2.4.   Awards: Only wing/brigade or higher. Discretion rests with the PA Chief to determine special exceptions.

5.3.2.5.   Promotions: Chief Master Sergeants, Sergeants Major, and Generals Officers (to include SES equivalent) and above.

5.3.2.6.   Medal Presentations: Purple Heart and above, with advance notice from the requester and newsworthy citations as determined by the Chief of PA in accordance with the availability of manpower and scheduling.

5.3.2.7.   Public affairs information mediums for JBLE: The 633 ABW Public Affairs chief with the approval of the Joint Base commander will determine the appropriate mediums to use to support the joint base. Units producing internal products or hosting internal events are responsible for all resources supporting those products and events.

5.3.2.8.   Fundraising: Only Combined Federal Campaign (CFC), Air Force Assistance Fund, Army Emergency Relief (AER) Campaign.

5.3.2.9.   Livestreaming: Requestors will be directed to use the EMC or self-help options as a first resort. Based on the scope and newsworthiness, discretion rests with the PA Chief to determine special exceptions. Please refer to Attachment 3 – Virtual Event Guidance.

5.4. Community Relations

5.4.1. The 633 ABW/PA office will support a strong community relations program through a variety of means to build upon the strong support and relationship the installation has with beneficiaries, the surrounding community and elected leaders throughout the Hampton Roads area.

5.4.2. Types of support (this list is non-exhaustive):

5.4.2.1. Civic Leader Program: Facilitate Langley and Fort Eustis annual programs, to include tours, briefings, socials, etc.

5.4.2.2. Community Meetings: Attend and brief Military Affairs Committee (MAC), Chamber of Commerce and other community organization meetings and invite members to base social events, including awards ceremonies, parades, etc.

5.4.2.3. Tours: All tours for civic leaders, JROTC, ROTC, military and special interest groups will be organized, facilitated and escorted by PA.

5.4.2.4. Parades: Coordinate base support for local parades, including manpower and equipment displays.

5.4.2.5. Speaker Requests: Coordinate requests, write speeches (as requested) and prepare speakers for public speaking engagements.

5.4.2.6. Public Inquiries: PA will respond promptly, accurately and completely to requests for information or noise complaints from the community, including submissions through the Commander's Action Line.

5.5. Additional Categories of Support: In addition to supporting normal operations under the three main PA missions (media operations, community relations and command information), PA leadership will ensure support for the following:

5.5.1. Contingency Planning/Management: Products and services that help the Air Force and Army more effectively respond to contingencies, operations and crises. A senior PA representative will also serve as the Crisis Action Team (CAT) representative, Emergency Operations Center (EOC) Emergency Services Function (ESF-15) representative and Emergency Family Assistance Coordination Center representative, as necessary.

5.5.2. Investigative: Strategic communication planning and media relations support to aid investigations, such as accident investigation boards, safety investigation boards, etc.

5.5.3. Operational Plans: Products which aid operational planners in preparing to deploy forces. Examples include PA guidance, pre-deployment and deployment procedures, documentation and training products, cargo prep, mobility line processing and more.

5.5.4. Memorial Services: PA will, upon request, provide PA support to memorial services for the unit members of Joint Base Langley-Eustis. Services will not be covered unless specifically requested by next of kin with permission for public release.

5.5.5. Security and Policy Review: Any products for public release, including articles, books, photographs, briefings, presentations, etc., will be cleared through PA in accordance with Air Force Instruction 35-102. All requests must be submitted using AFIMSC Public Affairs Security and Policy Review Worksheet, 20160331.

5.5.6. Environmental PA: PA will coordinate strategic communications plans, and base and community relations plans, regarding Air Force Environment, Safety and Occupational Health (ESOH) programs, in accordance with Air Force Instruction 35-108. These programs include the Environmental Impact Analysis Process, Air Installation Compatible Use Zones (AICUZ), ESOH Compliance Assessment and Management Program and noise complaints.

6. Unofficial Requests and PA Restrictions:

6.1. Unofficial Requests: The following products are unofficial requests and will not be accomplished or supported with Air Force funds, man hours or resources. This includes but is not limited to: Unit social functions, hails and farewells, fundraisers, get-togethers, products used primarily for entertainment during farewell parties or social events, booster club events, memorabilia, souvenirs, personal or farewell gifts, alteration of official photographic images, work center photo ID boards unless required by regulation, private organization events, and anything in violation of the Copyright Act of 1976. Copyrighted material will not be reproduced in any way, including scanning, without the prior consent

of the copyright owner. PA will retain a copy of the consent.

6.2. Restrictions: PA products will not contain material which meets any of the following criteria:

6.2.1. Shows Department of Defense personnel in an unfavorable or undignified situation unless doing so is essential to the product's message.

6.2.2. Implies endorsement of a commercial product or service by including trademarks, logos, labels, distinctive packaging, or references to trade or brand names in narratives, dialogues, or titles unless it is in the best interest of the Air Force or Army, in which case should contain a standard disclaimer notice. Questionable products or services should get a legal review prior to the product or service being completed.

6.2.3. Is inaccurate or incompatible with Air Force policy or doctrine.

6.2.4. Discriminates, or appears to discriminate, against individuals in accordance with Equal Opportunity policy including but not limited to: race, color, sex, national origin, religion, or sexual orientation.

6.2.5. Support which falls outside the Joint Base MOA. Any deviation or variance not previously covered by the MOA must be approved by the Joint Base PA chief with the Joint Base commander's approval.

7. **Customer Responsibilities:**

7.1. Customers will:

7.1.1. Fill out an AF Form 833 to request photography or broadcasting support. PA will facilitate with the requesting organization. PA will keep all 833s catalogued in accordance with Air Force regulations.

7.1.2. Give PA at least a two business day notice for location photography and Air Force studio services. Call 757-764-5701 to schedule an appointment or sign up online at https://www.jble.af.mil/Public-Affairs/Official-Photos/. To request location photography for Fort Eustis call 757-878-4920. Describe the product's planned use and certify the request is for official business.

7.1.3. Not cut, re-edit, or otherwise alter or reproduce copies of PA products without permission of 633ABW/PA. Customers will coordinate requests for segments of productions for briefings or other productions through PA. This procedure precludes inadvertent violation of copyright or legal restrictions.

7.1.4. Obtain specific, written clearance for each use of copyrighted material, such as music or movie clips.

7.1.5. Obtain signed releases using Department of Defense Form 2830 for materials used in

productions, from people who appear in or speak in a production, or whose minor children, real estate and/or private property appear in a production.

Attachment 1 – VI Policy

1 July 2021

MEMORANUM FOR JOINT BASE LANGLEY- EUSTIS

FROM: 633 ABW/CC

SUBJECT: JOINT BASE LANGLEY-EUSTIS PA Visual Information Policy

1. PA mission resources are used to tell the Air Force and Army story, and provide customers with safety, accident, incident and other investigative documentation. To ensure PA is able to provide timely, quality support, these services are categorized based on the priority levels articulated in Air Force instructions. Support for these services is based on PA manning and resources, AFIs and the PA Chief's approval. To request support for a listed function, a signed AF Form 833 must be submitted.

2. The PA priority system based on **AFI 35-109,** *VISUAL INFORMATION*, which categorizes prioritization levels based on urgency, mission impact, agencies supported, missions, task complexity and resources available. The purpose of a priority system is to meet critical timelines while scheduling routine work, satisfying requirements and providing exceptional customer service.

   2.1. **Priority I - Urgent.** Work of an emergency or catastrophic nature with a short, time-sensitive period of informational value. Priority 1 requests take precedence over all other support, as they require immediate response. Support for Priority 1 includes:

   2.1.1. Aircraft accidents, Class A mishaps and accidents/incidents involving a fatality and investigation support/boards (Refer to AF 91-series instructions for specific instructions)

   2.1.2. Installation crises, man-made or natural disasters that require PA documentation/support

   2.1.3. Emergency responder requirements: Fire department, security forces, Office of Special Investigations, or other federal agency contingencies ***Examples include incident photographs of privately owned vehicle incidents that include a disabled POV, or that lead to professional medical care or death; deaths, significant damage to government property**, **domestic violence, evidence collection**

   2.1.4. Family Advocacy support

   2.1.5. Flying/humanitarian/contingency operations as well as inspector general activities (i.e. investigations)

   2.1.6. Any mission deemed urgent by 633 ABW/PA

   2.2. **Priority II - Critical.** Work requests which are essential in direct support of the

installation's operational missions and which cannot be regularly scheduled in advance. Normal lead time is 1-7 days. Although a lead time is specified, any listed requirement below may be elevated to Priority 1 (immediate) as determined by the PA Chief. Support to Priority 2 includes:

2.2.1. Releases to news media and incidents involving injury, or impairment of operational capability

2.2.2. Time-sensitive or perishable PA photography or videography required for news media release

2.2.3. Flying/ground safety

2.2.4. Maintenance, munitions and force protection

2.2.5. Installation readiness

2.2.6. Any mission deemed critical by 633 ABW/PA

2.3. **Priority III – Essential.** (Scheduled basis). Work supporting operational mission and training requirements and programs of assigned and tenant units that is handled on a scheduled and case-by-case basis. Normal lead-time is 3-10 days, or fewer, depending upon resource availability. Support to Priority 3 includes:

2.3.1. Exercises

2.3.2. Command information pertaining to CSAF and COMACC priorities

2.3.3. Security and policy reviews: In accordance with AFI 35-102.

2.3.4. Environmental reviews

2.3.5. Any mission deemed essential by 633 ABW/PA

2.4. **Priority IV – Routine.** All authorized work of a routine nature that does not qualify for any priority listed above. Work should be accomplished on a priority basis. Lead time is normally 5-10 days or less, depending upon resource availability. **Photo or video coverage to Priority 4 is only supported at the installation level.** ACC Headquarters and mission support partners with PA capability requests will be deferred to the appropriate agency. 633 ABW/PA will only fill in to support if deferred by the responsible tenant PA office, if the mission allows. This photo or video support includes:

2.4.1. Promotions: The official portions only of Wing level or equivalent Chief Master Sergeants/Sergeants Major and General Officers or higher ceremonies conducted on the installation. All others will be provided a self-help camera upon request. PA will support the official portion of the ceremony only. PA will provide a group photo of all selectees for installation-level promotion ceremonies.

2.4.2. Retirement Ceremonies: The official portions only of on-base ceremonies for Chief

Master Sergeants/Sergeants Major, General Officers (to include SES equivalent) and Civil Service employees with 30 years or more of continuous service. All others and off-base ceremonies will be provided a self-help camera upon request. Army installation retirement ceremonies are conducted on Fort Eustis and supported by the EMC.

2.4.3. Change of Command/Change of Responsibility: PA will support Wing, Brigade, or Group changes of command/responsibility ceremonies. All others will be provided a self-help camera upon request.

2.4.4. Group Photos: PA will take one wing photo per year for Groups, Wings and Brigades for historical purposes. Group photos will be supported for Service-level awards as required by AFI, Army Regulation or directed by a Service-level agency. All others will be provided a self-help camera upon request unless a significant story exists meeting a commander's priority.

2.4.5. Historical Documentation: Historically significant events, such as new mission establishment, unit activation/inactivation, distinguished visitor coverage, infrastructure changes and international relations as determined by the PAO or historian.

2.4.6. Community Engagement Events: Observances, and military involvement in community programs, such as parades, large-scale volunteer efforts and environmental projects.

2.4.7. Geographically Separated Unit Support: Instances, in which PA VI support can be used to overcome communication challenges posed by the geographic separation of attached units, support will be provided with the approval of the PAO.

2.4.8. Heritage/Professional Military Education/Promotion Release Ceremonies: PA will provide support for wing/brigade-level official ceremonies, such as ALS graduations, Air Force Balls, or SNCO Inductions.

2.4.9. Commander's Calls: PA will provide photography support for wing/brigade-level commander's calls with official presentations or news value as determined by the PAO.

2.4.10. Award Ceremonies: PA will cover wing or brigade annual/quarterly award ceremonies. All others will be provided a self-help camera upon request.

2.4.11. DV visits: PA will provide photography support for DV visits at the wing level on a case by case basic as approved by the Chief of PA.

2.5. **Priority V – Self-help.** All other requests will be offered a self-help camera or directed to contact the Enterprise Multimedia Center.

2.5.1. In addition to self-help cameras, in a digital age, PA also encourages the use of personal cell phones to capture the aforementioned events.

3. The JBLE PA office also provides official AF portraits, which are by appointment only and available for official use as required by AFI, as well as applications for promotion and special duty assignments or for an official AF biography. If an appointment is missed, a no-show letter will be issued accordingly. Chain-of- command studio photography will be provided for leadership at the squadron-level and above (commander, deputy/vice commander, senior enlisted leader, and first sergeant), **as well as annual award winners at the group/regiment-level and above and quarterly awards at the wing/brigade-level and above**. Electronic copies of official portraits will be emailed to all requestors. The PA office is not equipped to print official portraits at this time. PA can also support the following services:

   3.1. Official Passport: Photo support is only authorized for those applying for an official passport through the base passport office. Tourist passport support is unauthorized.

   3.2. Head and shoulder photo requirement

   3.3. Full length photo requirement

   3.4. Chain of Command boards

   3.5. Annual wing-level winners

   3.6. Visas: Photo support is only authorized for those that are traveling on military orders. Tourist visa support is unauthorized.

   3.7. Deployment badges: Determined by unit deployment manager

   3.8. Isolated Personnel Report: Determined by unit deployment manager

4. Each request for service shall be reviewed to ensure that the work to be accomplished is legal, is for official purposes, and whether or not the request can be supported. (T-1). Work shall not be accomplished if it violates AF policy or infringes on copyright laws. (T-0). Both PA and customers have a responsibility to protect Air Force resources and prevent fraud, waste, and abuse. The PA Chief has ultimate authority to approve any work requests.

5. No photo support is guaranteed; however, any questions can be referred to PA by calling 764-5701/5702 (Langley) or 878-4920/4921 (Eustis).

GREGORY S. BEAULIEU, Colonel, USAF
Commander

Attachment 2 – Prioritization Matrix

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633 ABW/PA Prioritization Matrix

1. Communication Planning		
Activity	*35-series AFI Reference*	*Priority*
1.1. Communication Planning	AFI 35-101 Chapter 6	II
1.2. PAG/Talking Point Development	AFI 35-101 Chapter 6	II
1.3. Operational/Wing Plan Coordination	AFI 35-101 Chapter 2, AFI 35-104 Chapter 2	III

2. Public Affairs Engagement		
Activity	*35-series AFI Reference*	*Priority*
2.1. Air Force Tour Program / Base Tours	AFI 35-105 Section H & I	IV
2.2. Aviation Support (flyovers, statics)	AFI 35-105 Sections C & E	IV
2.3. Civic Leader Activity	AFI 35-105 Section K	III
2.4. Community Complaint Response	AFI 35-105 Section J, AFI 35-108	III
2.5. Honorary Commander Program	AFI 35-105 Section K	III
2.6. Legislative Liaison Support	AFI 35-101 Chapter 2	II
2.7. Military Participation in Off-base Events	AFI 35-105 Sections C & K	III
2.8. PA Representation (off-base)	AFI 35-105 Section K	IV
2.9. Request for Information (non-media)	AFI 35-105 Section J	III
2.10. Speeches / Speaker's Bureau	AFI 35-105 Section G	IV
2.11. Unit Public Affairs Representative Program	AFI 35-113	IV

3. Public Affairs Operations		
Activity	*35-series AFI Reference*	*Priority*
3.1. Crisis Communication	AFI 35-104 Chapter 2	I
3.2. Command Information	AFI 35-113	-
3.3.1. Base Marquee	No specific reference	IV
3.3.2. Commander's Access Channel	AFI 35-113	IV
3.2.3. Official Web	AFI 35-107	II
3.2.3.1. Content Generation/Posting	AFI 35-113	II
3.2.3.2. Official Bios and Factsheets	AFI 35-107, AFI 35-113	III
3.2.3.3. Social Media Posting/Engagement	AFI 35-113, AFI 1-1	III
3.2.3.4. Web/Social Media Analysis	No specific reference	IV
3.3. Environmental PA	AFI 35-108	III
3.4. Joint Hometown News Service	AFI 35-113	IV
3.5. Media Operations	AFI 35-104	-
3.5.1. Media Analysis (news clips)	AFI 35-101 Chapter 1, 2	II
3.5.2. Media Engagement (pro-active)	AFI 35-104 Chapter 1	II
3.5.3. Media Escort (non-crisis)	AFI 35-104 Chapter 1	II
3.5.4. Media Training (non-crisis)	AFI 35-101 Chapter 1, AFI 35-104 Chapter 1	III
3.5.5. News Conference (non-crisis)	AFI 35-104 Chapter 1	III
3.5.6. News Release (non-crisis)	AFI 35-104 Chapter 1	III
3.5.7. Response-to-Query (non-crisis)	AFI 35-104 Chapter 1	II
3.6. PA Travel	AFI 35-103 Chapter 1, AFI 35-104 Chapter 1	III
3.7. Security and Policy Review	AFI 35-102	III

4. Visual Information		
Activity	*35-series AFI Reference*	*Priority*
4.1. Accessioning Activity	AFI 35-109 Chapter 2, 4, 8 & attachments 2, 5	III

4.2. Graphics (if manned)	AFI 35-109 Chapter 4 & attachment 2	-
4.2.1. Animations	AFI 35-109 Chapter 4 & attachment 2	IV
4.2.2. Command Support	AFI 35-109 Chapter 4 & attachment 2	II
4.2.3. Illustrations (incl photo illustration)	AFI 35-109 Chapter 4 & attachment 2	IV
4.2.4. Info Graphics / Pamphlets / Posters	AFI 35-109 Chapter 4 & attachment 2	III
4.3. Equipment Approval Requests	AFI 35-109 Chapter 5	IV
4.4. Photography	AFI 35-109 Chapter 3, 4 & attachment 2	-
4.4.1. Alert Photo (accidents, crises, etc.)	AFI 35-109 Chapter 4 & attachment 2	I
4.4.2. Documentation (mission)	AFI 35-109 Chapter 3, 4 & 7	III
4.4.3. Historical Significance (e.g. VIP visit)	AFI 35-109 Chapter 4 & attachment 2	IV
4.4.4. Official Passport Photos	AFI 35-109 Chapter 4 & attachment 2	II
4.4.5. Studio (bio, award package photos)	AFI 35-109 Chapter 4 & attachment 2	IV
4.5. Self-help facilitation	AFI 35-109 Chapter 4	IV
4.6. Video & Audio Production	AFI 35-109 Chapter 3, 4 & attachment 2	-
4.6.1. Alert Video (accidents, crises, etc.)	AFI 35-109 Chapter 4 & attachment 2	I
4.6.2. Awards (Wg/up)	AFI 35-109 Chapter 4 & attachment 2	IV
4.6.3. Ceremonies (O-7 and up, E-9)	AFI 35-109 Chapter 4	IV
4.6.4. Change of Command (Group/CC and up)	AFI 35-109 Chapter 4	IV
4.6.5. Documentation (mission, b-roll)	AFI 35-109 Chapter 3, 4 & 7	III
4.6.6. Historical Significance (e.g. VIP visit)	AFI 35-109 Chapter 4 & attachment 2	IV
4.6.7. Media Duplication	No specific AFI reference	V
4.6.8. Video/Audio Production (training, sr ldr)	AFI 35-109 Chapter 4 & attachment 2	III
4.6.9. Video/Audio Production (podcast, news)	AFI 35-109 Chapter 4 & attachment 2	IV

Notes:

1. This prioritization matrix is based on services delivered at AF COLS level three, and will be modified as necessary when changes occur to the AF COLS program for PA.

2. This matrix serves as a guide for 633 ABW/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 633 ABW/PA Chief.

3. Items that fall into a category not listed in this matrix will be prioritized at the discretion of the 633 ABW/PA Chief.

Attachment 3 – Virtual Event Guidance

If you would like for your event to be livestreamed, please contact the Fort Eustis Enterprise Multimedia Center. The Enterprise Multimedia Center is your one-stop shop for visual information services throughout the Federal Government and across the Department of Defense. The EMC is staffed with government employees and federal contractors who are experts in the Visual Information field that use equipment owned by the military. They can stream this service from the Fort Eustis studio or the location of your choice, to include on Langley AFB. They will create a host site or you can provide them with a location to host the event on. Unlike other options below, there is a unit cost to use this service, however, the EMC handles everything. Units can directly transfer MIPR funds to pay for products. For estimates or additional info, you can call the EMC at 757-878-4831.

If you choose to not use the Enterprise Multimedia Center to livestream, there are other options. First, you'll need to establish what the streaming mode will be.

- Cellphone
- Recorded video
- Webcam

Mobile device like a cell phone/iPad/or webcam are easy to use and efficient ways to stream, however the audio quality, while still sufficient, is poorer than a camera. Using a mobile device to record makes the process easy to livestream, but we recommend an external microphone (or headphones with built-in-mic) to ensure the audio is the best it can be.

Per the Public Affairs Employment Prioritization Plan, 633d ABW Public Affairs can offer a self-help camera (DSLR camera) for recording purposes (we do not have self-help microphones). You must request a camera from PA **1-week prior** to the event by emailing the 633d PA Org box. If using a self-help DSLR camera from Public Affairs, considerations for streaming and audio become more complicated. PA can provide your command more details if you choose this route.

Additional platforms available to livestream your event::

1) **Department of Defense Commercial Virtual Remote (CVR) Environment: LIVE and Pre-Recorded.** https://dodtelework.sharepoint.com/sites/CVRHub

   a. The CVR Environment is a commercially available collaboration tool tailored for DoD customers, leveraging Microsoft Teams. You can use the CVR Environment to chat, meet with audio and video, and develop and share content. You will not be able to use this tool to send and receive emails. **Secured up to Level 4/FOUO.**

   b. Users will receive an email through their government email to set up their accounts. Once registered, users can downloaded on a personal computer or device to use on personal Wi-Fi, or on a government computer.

       - For some organizations, this could be a challenge if users are already at home and do not have access to their government email due to organizational resources (lack of laptop or CAC enables computer). They will need to access Outlook to initially register

for and set up CVR.

c. DO use CVR for basic Controlled Unclassified Information (CUI) to include For Official Use Only (FOUO) with limited exceptions;

DO NOT:
  Conduct, store, edit, share, discuss, draw or transmit ANY Classified work.
  Conduct non-DoD activities.
  Download any material onto personal devices from the CVR Environment.

d. Remember that the Standard Mandatory DoD Notice and Consent Banner applies to the CVR Environment; you can review the banner here: https://www.cloud.mil/cvr/dodnoticeandconsentbanner

e. *NOTE: This is a DoD Information System, as such, there is no expectation of privacy in the CVR Environment just as with other DoD communication platforms, whether or not you are accessing this communication platform from your personal devices or a DoD issued device. All communications and activities within the CVR Environment are subject to monitoring. Any person who conducts unlawful or otherwise inappropriate activities with or through the CVR Environment may be subject to administrative or other judicial or non-judicial proceedings.*

2) **Defense Collaboration Services (DCS)- LIVE conferencing**

Provides secure web conferencing and instant messaging services on NIPRNet and SIPRNet, and is accessible via the Internet.

 a. This open source real time collaboration service is available to all DOD personnel and mission partners
    i. DCS hosts 46K web conference users weekly and 16K concurrent chat users daily
 b. DCS resides on milCloud, a datacenter virtualized hosting environment, and supports Common Access Card (CAC) and select hard token holders and guest (DOD mission partners) users.

    https://disa.mil/Enterprise-Services/Applications/Defense-Collaboration-Services.

3) **YouTube LIVE: Live or Pre-recorded**

 a. This is our first commercial recommendation due to the ease of access, privacy, and social interaction feature.

    i. Your organization will need to create a YouTube channel which is free and easy to do.

    ii. At the top of the YouTube page, there is a button to "Go Live" and from there you can create the details for the live stream. You can schedule the

Livestream for a future date, meaning you can have all the details set-up, and distribute the link to your organization ahead of time. Once the date and time arrives, people can follow the link and watch your Live Stream.

 iii. You may click "Unlisted" to ensure your Live Stream is only available to your organization or others who have received the Livestream URL.

 iv. There is also a community chat feature that lets people interact, comment, and ask questions in real time. Allowing you to track all questions for your after action. You can position an individual off or on camera to "moderate" the questions coming in live, and pose them to your commander for a live Q&A session at the end of the video.

 v. **Not authorized to discuss FOUO or privileged Information**

4) Zoom Gov: Live

 a. Zoom Gov is a professional website used for live streaming, and would meet most requirements for a commander's call.

 b. OSD announced that Zoom for Government is the only version that should be used on government laptops and devices using https://zoom.us/government

  i. **Users are NOT AUTHORIZED to download the desktop application on a government device or discuss FOUO or privileged Information**

 c. You can create a meeting ahead of time, schedule it, and send out a link for people to join. They can use a personal laptop or their mobile device to follow the link. Additionally, members can call into the meeting from a cellphone if they are unable/unwilling to use a webcam.

 d. A major limitation to consider with Zoom Gov is it is only free for 100 or less participants. It costs **$19.99/month** if you have more than 100 people attending. The size of your organization will determine if this is a viable option for your needs.

  i. Only the Zoom host would need to pay and create an account. All attendees simply need to click on the link.
  ii. At $19.99/month or $240/year, Zoom subscriptions would likely be a GPC purchase. The decision on whether to expend unit resources to pay for a subscription is up to the unit, their resource advisors and Finance.
  iii. Alternatively, it may be worth considering either having a couple CC's call blocks to stay under the 100 threshold. Many operational organizations already offer numerous blocks of CC' call to accommodate shift work.

 e. Additionally, under the free version, meetings are limited to **40 minutes.** Many CC Calls are longer than 40 minutes.

5) **MilTube: Pre-Recorded**

   a. MilTube is located on MilSuite and is accessible from CAC enabled personal computer and government computers.

   b. Through the MilSuite Family you can upload videos to https://milsuite.mil/video

   c. Upload pre-recorded video to site and send out a link for users to join.

   d. One limitation is there is no option to have comments or an interactive discussion between viewers and leaders.

   e. Another limitation using MilTube is that everyone in your organization would need a CAC enabled computer at their house to access. Not every organization has the resources to make this a viable option.

   f. A benefit of MilTube is that it is located behind the Air Force network, and is CAC enabled, so FOUO and other unclassified privileged information is permitted.

   g. Ideal solution to posting pre-recorded videos announcing policy changes or quarterly award winners.

6) **Facebook: Live**

   a. Facebook Live is an accessible option for organizations who currently operate a JBLE Official Facebook Page. Note: Unit pages will not be created for the sole purpose of live-streams.

   b. If all other options have been exhausted, organizations without an Official Facebook Page may create a private Facebook Group, nested under JBLE's Official Facebook Page.

   c. To create a Private Facebook Group with PA, to be nested under JBLE's Facebook:

      i. This would ensure only your internal audience to watch the stream.

      ii. You would need to coordinate with PA, and have any member you would like to have admin rights to your group complete social media training, and then pass the social media admin test with at least a 90%.

      iii. We will provide you with a Social Media Appointment Letter to be signed by your commander, which certifies all admins for your group have passed the perquisite training, and that your group is registered with the Air Force Social Media Directory, and the U.S. Digital Registry.

      iv. Admins will need to approve each individual request to join the group. Depending on the size of your organization, this may get a bit tedious but it also ensures only members of your organization join.

> v. Facebook Live has the real time commenting/question feature for member/leader interaction.

> vi. Your private group can be maintained and used for other communications between leadership and their members. If you no longer see a use for the page, it can be deleted after the COVID 19 issue resolves.

> vii. **Not authorized to discuss FOUO or privileged Information**

7) DVIDS: Live Stream

> a. The Defense Visual Information Distribution Service is a platform operated by the Defense Media Activity on www.DVIDSHUB.net

> a. DVIDS has the capability to livestream to a private audience through URL sharing.

> b. To use DVIDS for the purposes of a virtual event, you must create an "Event Support Ticket" to request support. DVIDS will need to access the camera's live streaming recording data, meaning that it most likely would not be an option if using a simple mobile phone or tablet and instead would need to come from an actual DSLR camera. DVIDS is secure and used across the DoD.

> > i. **Not authorized to discuss FOUO or privileged Information**

For additional information or questions please contact 633d ABW/PA at 757-674-5701 or 633ABWPAedit@us.af.mil