



**DEPARTMENT OF THE AIR FORCE
HEADQUARTERS 633D AIR BASE WING
JOINT BASE LANGLEY-EUSTIS VA**

11 February 2026

MEMORANDUM FOR JBLE ALL

FROM: 633 ABW/CC

SUBJECT: JBLE/Installation Narratives and Public Affairs (PA) Employment Plan

1. Today's competitive information environment requires our Air Force enterprise to have a cohesive approach to engaging audiences. ACC have outlined plans that direct units to engage our service's audiences in a deliberate and cohesive manner. At Joint Base Langley-Eustis (JBLE), we must align our actions with our words.

2. This memorandum and associated attachments detail the JBLE narratives and PA employment plan as required by Air Force Instruction (DAFI) 35-101, *Public Affairs Responsibilities and Management*. The products and services detailed in the enclosed guidance are provided for official purposes consistent with DAIs governing PA activities. Unofficial functions unrelated to military missions or activities will not be supported.

3. PA resources are critical to achieve our mission, defend our base from information threats, conduct global influence and deterrence, enhance Airmen and Soldier morale and readiness, and develop public trust and support. It is imperative that these finite resources be applied toward activities which most directly support wing, MAJCOM, and Air Force priorities.

4. This memorandum and attachments supersede all previous guidance on the same subject and will be reviewed annually by the 633 ABW/PA Chief. Please contact the PA staff with questions at DSN: (757) 764-5701 or 633abw.paedit@us.af.mil.

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Commander

4 Attachments:

1. JBLE Narratives
2. JBLE/PA Services and Employment Guidelines
3. JBLE/PA Prioritization Matrix
4. JBLE/PA Editorial Policy

Attachment 1: JBLE Narratives

1. **Summary.** The following narratives articulate JBLE’s objectives in ways public and internal audiences can understand and act on. These narratives nest within ACC and Air Force narratives and support the ACC and Air Force communication plans. In today’s competitive information environment, every unit has a role in engaging audiences on behalf of our higher headquarters, service branch, and the DoD. All wing activity and communication should align.

2. **Narratives.** JBLE narratives focus broadly on our mission, our Airmen, Soldiers and their families.

a. 633 ABW priorities and lines of effort:

Mission: *Why we’re here*

- Ready
- Credible
- Responsive

Goal: Strengthen mission-ready, credible, and responsive service members equipped for future conflict.

Objectives:

- Highlight unit-level successes that demonstrate readiness and innovation.
- Ensure our teams understand training goals and operational alignment.
- Reinforce standards and expectations through consistent leadership messaging.

People: *The right people, highly trained and working as a team, will accomplish the mission regardless of circumstance*

- Value
- Develop
- Empower

Goal: Build a high-performance culture that values accountability, communications, and best practices.

Objectives:

- Share opportunities for education, leadership development, and professional growth.

- Recognize innovation and initiative at every level.
- Encourage open communication that enables faster, smarter decision-making.

Community: *People thrive in community. It provides a system of mutual support, connection, accountability and resilience*

- Serve
- Connect
- Thrive

Goal: Strengthen the bond between Joint Base Langley-Eustis and our surrounding communities through engagement, transparency, and partnership.

Objectives:

- Communicate the value of strategic partnerships by sharing successes and engagement outcomes.
 - Effectively communicate the importance of what we do and why through targeted messaging and leader endorsements.
 - Promote resilience and family readiness as shared community values.
- Recruiting: We have an active community engagement program that provides regular tours and orientations with our local Air Force and Army Junior Reserve Officer Training Corps as well as Air Force Reserve Officer Training Corps detachments throughout Virginia. When possible, we try to include a senior leader and/or an Airman and Soldier session to answer questions about his/her particular job series. We want visitors to want to be a part of our team.
 - Airman, Soldier and family support: We must ensure our Airmen, Soldiers and families have access to medical care, quality housing and dorms, spouse support, childcare, education, and workforce and investment opportunities.
 - Audience Building: We are constantly assessing our audiences, platforms and messaging to measure the effectiveness of our desired effect. We do this by:
 - Growth: Ensure our followership growth remains in line with projections and shift strategy if necessary. We also track engagement along with or independent of followership growth.
 - Post evaluations: Assess our top 5 and bottom 5 posts per month (according to engagement rate).
 - Engagements: Monitor engagement numbers vs. likes/follows.

Attachment 2: 633 ABW/PA (JBLE) Services and Employment Guidelines.

1. **Scope.** The following procedures govern the 633 ABW/PA office as the lead for all JBLE PA activities, resources, and unit support. Individuals in units with organic PA capabilities should first coordinate requests through their unit PA office prior to contacting 633 ABW/PA.
2. **PA Mission.** PA advances Air Force and Army priorities and achieves mission objectives through deliberate communication. Through the release of accurate and relevant information and imagery to Air Force, Army, domestic, and international audiences, PA puts operational actions into context; facilitates the development of informed perceptions about Air Force and Army operations; helps undermine adversary malign influence; and contributes to the achievement of national, strategic, and operational objectives.
3. **633 ABW/PA Services.** Services available from the 633 ABW/PA office are grouped into four categories:
 - a. **Communication Planning.** PA provides trusted counsel, communication advice, and communication planning to the base commander and staff to achieve the command's mission. Communication planning helps align actions with public engagement to create tactical, operational, and strategic effects.
 - b. **Community Engagement.** PA builds relationships with community partners through engagement to increase public awareness and understanding of the mission, support Air Force and Army recruiting, maintain a reputation as a good neighbor, protect the Air Force and Army reputation, and advances interests for both the base and community. These programs include direct engagement with community organizations, flyover requests, public speaker requests, base tours, and facilitating a base honorary commander program. Units receiving requests for their services, personnel, or offers of support from the community, must coordinate these with PA (and base legal office when applicable) prior to committing or accepting resources.
 - c. **PA Operations.** PA promotes public trust and support, Airmen and Soldier morale and readiness, and global influence and deterrence through the release of timely and accurate information to Airmen, Soldiers, their families, other governmental organizations, and the public. PA tools such as photography, videography, graphics, and written products help to communicate and advance our mission of assurance and deterrence.
 - (1) **Command Information.** The preponderance of command activity is communicating with unit personnel. PA provides effective communication planning and tools to link service members with their leaders. Command information helps Airmen, Soldiers, and their families understand their purpose, value, and connection to the Air Force and Joint Base Langley-

Eustis missions. A free flow of information to service members and their families creates mission awareness and support, increases their effectiveness as service ambassadors, reduces the spread of rumors and misinformation, enhances service member and family readiness, and provides avenues for feedback.

(2) Environmental. PA Supports environmental programs and requirements by facilitating public notification and community involvement and communicating the Air Force's commitment to environmental excellence.

(3) Media Operations. PA facilitates engagement and two-way communication with the media, which is often one of the most rapid and credible means of affecting the information environment. Maintaining an open, honest, and accessible media posture within OPSEC constraints results in greater accuracy, context, and timeliness media reporting. Personnel assigned to JBLE will coordinate all official media requests and queries through 633 ABW/PA or their higher headquarters PA office.

(4) Security and Policy Review. PA ensures information intended for public release will not adversely affect national security, harm the Air Force or Army reputation, nor threaten the safety, security, or privacy of Air Force personnel. Personnel must obtain necessary security and policy review before releasing official imagery, documents, information, or proposed statements publicly.

d. **Visual Information (VI).** PA is required by law to collect, preserve, and accession VI products to meet operational, informational, training, research, legal, historical, and administrative needs. Visual products, such as photo, video, and graphics, support effective communication and document the Air Force and Army's visual history through the accessioning process for future generations.

4. **Availability.** PA Airmen and resources will be available for all legitimate requirements 24/7/365 while also balancing the need for upgrade training, administration, and other office sustainment functions. The office will be closed Thursdays 1500-1630 for dedicated training time. A PA representative will be on-call 24 hours a day, 7 days a week (including holidays), and will accomplish emergency services as required by security forces, the Air Force Office of Special Investigations, the Army Criminal Investigation Division, the safety office, and wing leadership. During non-duty hours, the on-call PA representative and PA Chief can be contacted through the command post.

5. **Requesting Support.** Submit PA support requests to the 633 ABW/PA email accounts at 633abw.paedit@us.af.mil for Langley requests and 633abw.PA.Eustis@us.af.mil for Eustis requests as far in advance as possible. Requests for support should be submitted

with a completed AF833. Advance notice gives PA the ability to recommend the best solution to meet customer requirements. It also allows PA to ensure the necessary equipment and personnel are available. Failure to coordinate in advance will reduce the likelihood that the event will receive PA support. However, photo and video cameras are available for self-help use on a first-come, first-served basis when the PA staff is already scheduled to support higher or equal priority tasks.

6. **Prioritized Employment Plan.** The 633 ABW/PA office provides support according to the following system focused on the commander's priorities, mission essential tasks (METs), urgency, mission impact, agencies supported, and resources available. This system helps control the flow of work and ensures all mission-critical needs are met. When PA personnel are deployed, lower-level priorities will become self-help as determined by the PA Chief. A detailed list of services and their associated priority level can be found at the enclosed prioritization/employment matrix (attachment 2):

- a. METs are those tasks that directly support emergent or operational mission requirements.
 - (1) Priority one requests include support for time-critical official investigations, crisis response, contingency operations, and other requests directly impacting the ability of the installation to perform its core operational mission. This includes alert documentation for evidentiary and decisional purposes and assisting senior leaders with public and media interaction during emergencies and contingencies.
 - (2) Priority two requests include support for non-time-sensitive official investigations, combat readiness, routine operational mission documentation, critical items in direct support of priorities and initiatives of commanders at wing/brigade-level or higher, operational test and evaluation missions, and MAJCOM-directed support. This priority also entails communication to stakeholders and key publics in support of official goals and objectives.
- b. Non-METs include services that enhance but are not critical to mission accomplishment.
 - (1) Priority three requests include routine support for education and training, unit-level command information, wing/brigade-level official recognition programs, and installation support. This generally includes routine communication with internal and external audiences.
 - (2) Priority four requests include all other production services not outlined above. It is possible requests in this priority level may be fulfilled through self-help services.

- (3) Priority five requests are items that have been specifically designated as self-help services only.

7. Restrictions.

- a. **Altering imagery.** Air Force PA offices are trusted agents for official communication. Because PA personnel 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.
- b. **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 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 DAFI 65-106, *Appropriated Fund Support of Morale, Welfare, and Recreation and Non-appropriated Fund Instrumentalities*.
- c. **IAW DAFI 35-101**, government-funded PA and VI resources will not be used to:
 - (1) Provide souvenirs, personal gifts, mementos, or farewell gifts. Examples include “hero” shots in front of aircraft cockpits (unless provided as part of a Distinguished Visitor (DV) orientation flight), booster club promotional items, group photos intended to commemorate events such as golf tournaments or recreational gatherings, and sports team photos.
 - (2) Support or document farewell parties or social events unless certified as newsworthy or having historical significance by the PA Chief. When an event is determined to be historically significant, PA resources may be provided to meet official news and documentation requirements only.
 - (3) Create products used primarily for entertainment during farewell parties or social events.
 - (4) Support MWR or services-sponsored recognition programs.

8. Additional Considerations.

- a. **Studio Photography.** Studio photography is by appointment only and available for official portraits, applications for special duty assignments, and citizenship applications as required by DAFI. 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 wing-level and above. Electronic copies will be provided to the requestor. Passport photos are provided by the passport office. Army personnel and units will use the Enterprise Multimedia Center for all studio requests (<https://emc.army.mil/photography.html>).
- b. **Group Photos.** Units at the squadron/company-level and above are authorized one group photo per command (generally every two years). These photos will be scheduled as wing/brigade/installation)-wide events and generally take place in the summer.
- c. **VI Equipment Purchase Review.** IAW DAFI 35-101, *Visual Information*, units wishing to purchase video or still cameras and photographic printers must receive approval from 633 ABW/PA to preclude duplication of effort and to ensure equipment, system, and data compatibility.
- d. **Contracted photo/video/graphic support.** IAW DAFI 35-101, *Visual Information*, units requiring visual information support such as photography, videography, graphic design, or communication advice and planning must coordinate through PA before seeking commercial support. If necessary, PA leadership will certify a lack of resources, personnel, or capabilities and provide authorization to seek alternative means. This applies to all JBLE Air Force units.
- e. **Social Media.** Air Force units below the wing level are not authorized an official social media presence. However, units can create unofficial closed Facebook groups or pages without PA support. Consult with PA first to determine the effectiveness of creating an unofficial unit social media account and to receive guidance on Air Force social media policy. Note: the Air Force *Where Airmen and Guardians Get Information* survey shows Airmen generally do not go to unit social media sites for information. Social media sites tend to be more popular with unit alumni, retirees, and spouses. Closed social media groups tend to be more effective for internal unit communication. Army personnel/units should follow current Army policy concerning social media.
 - (1) Official Use. The official social media sites for JBLE are Facebook, Instagram and X (formerly Twitter). These sites are operated by the 633 ABW/PA office using the same guidelines as the official website, app, and print publications. Subordinate and tenant organizations, with the

exception of units with their own PA office, are not authorized to operate official social media pages without the approval of the PA chief.

(2) Unofficial pages (e.g. booster club pages, alumni pages, etc.) are not official Air Force or Army social media sites and are encouraged to display a disclaimer that the page is not an official representation of the Air Force or Army. Closed social media groups (not pages) tend to be more effective for group communication.

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

f. **Awards Recognition.** Due to limited resources and an abundance of unit and functional award programs, PA coverage of award winners is generally limited to wing or brigade-level events. However, customers are highly encouraged to use self-help photo and video equipment and the [Hometown News Release](#) program to obtain civilian coverage of any significant personal accomplishments such as awards, graduations and promotions. PA will help customers issue a hometown release upon request.

Attachment 3: 633 ABW/PA (JBLE) Prioritization Matrix.

633 ABW/PA (JBLE) Prioritization Matrix		
<i>METs are Priority 1 and 2; Non METs are Priority 3, 4 and 5 (Priority 5 are self-help)</i>		
1. Communication Planning		
Activity	35-series DAFI Reference	Priority
1.1. Communication Planning	AFMAN 35-101	II
1.2. PAG/Talking Point Development	DAFI 35-101	II
1.3. Operational/Wing Plan Coordination	DAFI 35-101	II
2. Community Engagement		
Activity	35-series DAFI Reference	Priority
2.1. Air Force Tour Program / Base Tours	DAFI 35-101	III
2.2. Aviation Support (flyovers, statics)	DAFI 35-101	IV
2.3. Civic Leader Activity	DAFI, AFMAN 35-101	III
2.4. Community Complaint Response	DAFI 35-101	III
2.5. Honorary Commander Program	DAFI, AFMAN 35-101	N/A
2.6. Legislative Liaison Support	DAFI 35-101	II
2.7. Military Participation in Off-base Events	DAFI 35-101	III
2.8. PA Representation (off-base)	DAFI 35-101	III
2.9. Request for Information (non-media)	AFMAN 35-101	III
2.10. Speeches / Speaker's Bureau	DAFI 35-101	IV
3. Public Affairs Operations		
Activity	35-series DAFI Reference	Priority
3.1. Crisis Communication	DAFI, AFMAN 35-101	I
3.2. Command Information	DAFI 35-101	Varies
3.3.1. Base Marquee	No specific reference	IV
3.3.2. Commander's Access Channel	No specific reference	N/A
3.2.3. Official Web	DAFI 35-101	III
3.2.3.1. Content Generation/Posting	DAFI 35-101	III
3.2.3.2. Official Bios (Wg/BDE/up) and Factsheets	DAFI 35-101	III
3.2.3.3. Social Media Posting/Engagement	DAFI 35-101	III
3.2.3.4. Web/Social Media Analysis	DAFI 35-101, AFH 1-1	III
3.3. Environmental PA	DAFI 35-101	III
3.4. Joint Hometown News Service	DAFI 35-101	V
3.5. Media Operations	DAFI 35-101	II/III
3.5.1. Media Analysis (news clips)	DAFI 35-101	IV

3.5.2. Media Engagement (pro-active)	DAFI 35-101	II
3.5.3. Media Escort (non-crisis)	DAFI 35-101	III
3.5.4. Media Training (non-crisis)	DAFI 35-101	III
3.5.5. News Conference (non-crisis)	DAFI 35-101	IV
3.5.6. News Release (non-crisis)	DAFI 35-101	III
3.5.7. Response-to-Query (non-crisis)	DAFI 35-101	II

3.6. PA Travel	DAFI 35-101	IV
3.7. Security and Policy Review	DAFI 35-101	III

4. Visual Information		
Activity	35-series DAFI Reference	Priority
4.1. Accessioning Activity	DODI 5040.02, AFH 35-115	III
4.2. Graphics (if manned)	AFH 35-115	Varies
4.2.1. Animations	AFH 35-115	IV
4.2.2. Command Support	AFH 35-115	III
4.2.3. Illustrations & photo illustration	AFH 35-115	III
4.2.4. Info Graphics / Pamphlets / Posters	AFH 35-115	III
4.3. Equipment Approval Requests	AFH 35-115	IV
4.4. Photography	AFH 35-115	Varies
4.4.1. Alert Photo (accidents, crises, etc.)	AFH 35-115	I
4.4.2. Awards (Wg/BDE/up)	AFH 35-115	IV
4.4.3. Awards (Gp/BTN/down)	AFH 35-115	V
4.4.4. Ceremonies (O-6 and up, E-9)	AFH 35-115	IV
4.4.5. Documentation (significant mission)	AFH 35-115	II
4.4.6. Historical Significance (e.g. VIP visit)	AFH 35-115	III
4.4.7. Official Passport Photos	AFH 35-115	III
4.4.8. Studio - bio (O-6 and up); award (Wg/BDE/up)	AFH 35-115	IV
4.5. Self-help facilitation	AFH 35-115	V
4.6. Video & Audio Production	AFH 35-115	Varies
4.6.1. Alert Video (accidents, crises, etc.)	AFH 35-115	I
4.6.2. Awards (Wg/BDE/up)	AFH 35-115	IV

4.6.3. Awards (Gp/BTN/down)	AFH 35-115	V
4.6.4. Ceremonies (O-6 and up, E-9)	AFH 35-115	IV, V
4.6.5. Change of Command/Responsibility (Wg/BDE/up)	AFH 35-115	IV
4.6.6. Change of Command/Responsibility (Below Gp/BTN)	AFH 35-115	V
4.6.7. Documentation (mission, b-roll)	AFH 35-115	III
4.6.8. Historical Significance (e.g. VIP visit)	AFH 35-115	IV

Attachment 4. 633 ABW/PA (JBLE) Editorial Policy for Official Web and Social Media Publications

1. **Delegation of Editorial Review.** The PA Chief exercises editorial control over official print, web, and social media publications for Joint Base Langley-Eustis as delegated by the Wing Commander. Day-to-day oversight and responsibility for these activities is delegated to the Chief of Command Information. The determination of an event's newsworthiness is at the discretion of the PA Chief based on an assessment of how well the proposed coverage supports the commander's communication priorities.
2. **Base Website.** The official website for Joint Base Langley-Eustis is operated by the 633 ABW/PA staff and is located at <https://www.jble.af.mil/>. Only information cleared for public release in accordance with DAFI 35-101, *Public Web Communications*, and other associated policies and instructions can be posted to the site.
3. **Content.** All products will conform to policies of the Air Force and Joint Base Langley-Eustis. Coverage will be factual, objective, and avoid morbid, sensational, or alarming details not essential to factual reporting. Accuracy is paramount. OPSEC must be considered at every point in PA and unit communication. Individuals to be interviewed and photographed must meet all requirements of DAFI 36-2903, *Dress and Personal Appearance of Air Force Personnel*, and must comply with current safety, security, and technical requirements.
 - a. **News Content.** News content is based on local articles developed by the 633 ABW/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 people on base, produced outside official channels (e.g. stringers, local organizations), may be used provided that permission has been obtained, the source is credited, and they do not otherwise violate this guidance. Articles for off-base, nonprofit 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.

4. **Editing for Publication.** All materials submitted to the 633 ABW/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*.