

CHAPTER 6
PUBLIC AFFAIRS PLAN

6-1. Purpose. To provide guidance and implement basic procedures for the Unit Public Affairs Representative (UPAR).

6-2. Scope. Public affairs, regarding the IGR, includes Public Information, Community Relations and Command Information.

6-3. UPAR will be responsible for the following:

a. ALL NEWS RELEASES WILL BE PRE-APPROVED BY HEADQUARTERS IGR AND REVIEWED BY JFHQIN-PA PRIOR TO RELEASE.

b. Keeping the public informed about what the unit, and soldiers in the unit, are doing.

c. Presenting the news of the organization to local media, radio, newspapers, Joint Forces Headquarters Indiana Public Affairs (JFHQIN-PA), and television.

d. Look for story ideas of a statewide interest.

e. All information should be ACCURATE, COMPLETE, BRIEF AND TIMELY.

f. Responsible for the community relations and command information programs in the unit.

6-4. Public Information. News suitable for local media consists of:

a. Promotion.

b. Retirements.

c. Awards.

d. Information concerning Annual Training.

e. New appointments.

f. Change of Command Ceremonies.

g. Personnel returning from advance schooling or specialized training.

6-5. Command Information. In-house information and family related items of interest to the members or their families.

a. The best way to communicate the details of unit activity is through a monthly newsletter containing events in various sections of the organization. Some of the information that can be provided is:

- (1). Benefits.
- (2). Individual achievements.
- (3). News and members' family members achievements, etc.
- (4). Events in various sections or platoons.
- (5). Date and times of unit training assemblies and any individual requirements.

b. Good taste is of the utmost importance, and off-color or "risqué" cartoons, "personal" want ads and the like.... **HAVE NO PLACE IN A UNIT NEWSLETTER.** The newsletter is a family newsletter.

6-6. Community Relations. News suitable for local media consists of:

- a. Participation in community events.
- b. Community parade with IGR participation.
- c. Participation in community projects.

6-7. News Releases. Unit news releases **MUST BE APPROVED** by the Brigade Commander and **PRE-APPROVED BY** Headquarters IGR before releasing to the civilian media. Releases should be typed on blank bond paper, double-spaced. Samples are contained in the UPAR handbook, and further instructions are in the Guard Aware handbook. Include copies of all news releases, as well as tear sheets from the newspaper, if your article is published, on a Quarterly PA Report to IGR Headquarters.

6-8. Photos. A black and white glossy photo, 5x7 or 8x10, is preferred by most newspapers. However, some newspapers may accept color photos. Keep in mind, when taking pictures: **LOOK FOR AN ACTION SHOT;** your subjects should be doing something. If you decide to pose a shot, make certain the soldiers are looking away from the camera. When shooting an award-type photo, a head and shoulder shot is preferred. Put the photo caption on the back of the photo, including the name(s), rank(s), unit(s), and what is happening. Tape the caption to the back of the photo.

When you mail the photo, use a cardboard insert. Use this same procedure in mailing photos to Headquarters IGR and JFHQIN-PA for stories for publication in state magazines.

6-9. Quarterly Public Affairs Summary. A Quarterly Public Affairs Summary Report should be submitted NLT the 20th of month at the end of each fiscal quarter, through channels to JFHQIN-IGR-PA. Copies of all news releases, tear sheets, community relations projects, and other items required on the report form, will be forwarded with the report through channels to JFHQIN-IGR-PA. Negative reports are required.

6-10. UPAR Files. UPAR files will be set up and used. Each UPAR will be expected to make a suspense file containing the following file subjects:

- a. JFHQIN letters.
- b. UPAR reading file.
- c. Annual training file.
- d. SOP file.
- e. IGR Letter/memo file.
- f. Media Information File (Contact Names, etc).
- g. Miscellaneous file.