

APPENDIX J

COMMAND INFORMATION

STAFF ELEMENT: PAO

SUB-FUNCTION: Command Newsletter or Newspaper

<u>INSPECTION ITEM AND REFERENCE</u>	<u>YES</u>	<u>NO</u>
1. Does a valid requirement exist? (AR 360-1, subpara 3-5a) (if not, go to next sub-function)	___	___
2. Have the commander and EUSA PAO determined a newspaper is the most cost effective means to fulfill the command information requirement? (AR 360-1, subpara 3-5a)	___	___
3. Has the EUSA PAO granted approval? (AR 360-1, subpara 3-5a)	___	___
4. Does the publication contain mission essential information? (AR 360-1, para 13-1)	___	___
5. Does the publication contain feedback? (AR 360-1, subpara 13-1a and c)	___	___
6. Does the publication contain unit news, feature stories and personal recognition? (AR 360-1, subpara 13-1a and c)	___	___
7. Does the publication support the CG's themes? (AR 360-1, subpara 13-1)	___	___
8. Does the publication facilitate mission accomplishment? (AR 360-1, para 3-5 and 13-1)	___	___
9. Does the publication exhibit high journalistic quality? (AR 360-1, subpara 13-1b)	___	___
10. Does the publication employ appropriate design principles? (AR 360-1, subparagraph 13-1b(8), (9) and (10))	___	___
11. Does the publication conform to pertinent, relevant policy guidance? (AR 360-1, para 13-1b(10))	___	___
12. Does the PAO actively and directly supervise the newspaper? Are news items and editorials supporting internal information objectives included? (AR 360-1, subpara 13-1)	___	___
13. Does the newspaper carry the required statement in its masthead in type no smaller than 6 points? (AR 360-1, para 13-8 and appendix C)	___	___

SUB-FUNCTION: Command Newsletter or Newspaper (Continued)

<u>INSPECTION ITEM AND REFERENCE</u>	<u>YES</u>	<u>NO</u>
14. Does the PAO maintain a current written contract with the publisher of a commercial enterprise (C-E) newspaper? Has a copy of the contract been forwarded to the EUSA PAO (EAPA-CI)? (AR 360-1, subpara 4-8b)	___	___
15. Is the contract for the commercial enterprise newspaper signed by the contracting officer? Is the contract limited to one year with options for up to five annual renewals? (AR 360-1, subpara 4-8b)	___	___
16. Are newspaper copies distributed to all required addressees (SAPA-CI, EAPA-CI, etc.)? (AR 360-1, subpara 3-5t-q)	___	___
17. Does the editor review and adjust (as necessary) all submitted columns? (AR 360-1, subpara 13-1)	___	___
18. Is the Army funded publication free of commercial advertising? (AR 360-1, subpara 4-9c)	___	___
19. Are newspaper editorial personnel excused from extra duties that interfere with production schedules? (AR 360-1, subpara 13-1a)	___	___
20. Does the newspaper contain an appropriate balance of Army-wide, command, and local military community news? (AR 360-1, subpara 13-1)	___	___
21. Does the EUSA critique its newspapers at least quarterly? Is there evidence of improvement as a result? (AR 360-1 EUSA PAO Evaluation Checklist Review*)	___	___
22. Does the PAO use the Associated Press Style book or equivalent as the primary guide for editing materials? (AR 360-1, subpara 13-12)	___	___
23. Are outside sources (Army News Service, American Forces Press Service, policy letters, etc.) localized whenever possible? (AR 360-1*)	___	___

SUB-FUNCTION: Publications other than Newspapers

<u>INSPECTION ITEM AND REFERENCE</u>	<u>YES</u>	<u>NO</u>
1. Are any other CI publications, other than newspapers, produced by the command? (Unit/base guides, maps, informational updates, etc.) (AR 360-1, subpara 13-11 & 3-5c)	___	___
2. Are distribution of non-DoD publications coordinated with SJA & other responsible agencies in order to advise the commander on approving or denying the request? (AR 360-1, subpara 3-8)	___	___
3. Are additional CE publications limited to guides, maps, publications limited to guides, maps, supplements and inserts? (AR 360-1, subpara 3-5e)	___	___

SUB-FUNCTION: Electronic Media

1. Has the PAO included AFKN and/or any available closed circuit or cable television systems in the Command Information Program? (AR 360-1, subpara 13-1a & 2-4f)	___	___
2. Does the PAO know the resources available to develop products to meet the commander's PA needs? (AR 360-1, subpara 2-4k)	___	___
3. Does the installation have a cable television system? Has a channel been reserved for Command Information? (AR 360-1, subpara 2-4f)	___	___
4. Does the PAO know how to use the commander's access channel, mini-TV and other AFRTS/TASA programs to improve the entertainment and command information efforts in remote locations? (AR 360-1, subpara 2-4f)	___	___

SUB-FUNCTION: Public Affairs Planning

1. Has a person been designated to perform planning functions? (EUSA OPLAN 5027, annex F)	___	___
2. Does the PA representative understand PA capabilities and PA command & control in the Korean theater of operations? (EUSA OPLAN 5027, annex F)	___	___
3. Is the unit PA plan coordinated with higher and lower headquarters? (EUSA OPLAN 5027, annex F)	___	___
4. Is the PA plan integrated with higher & lower HQ to complement PA contingency operations? (EUSA OPLAN 5027, annex F)	___	___
5. Are unit operations plans and orders, as well as programming plans, systematically reviewed to determine need and currency of PA annexes? (EUSA OPLAN 5027, annex F)	___	___

INSPECTION ITEM AND REFERENCE

SUB-FUNCTION: Public Affairs Planning (Continued)

YES **NO**

6. Has the PAO prepared and kept a current continuity book? (EUSA PA policy)

___ ___

SUB-FUNCTION: Commander's Call

1. Are Commander's Calls conducted at least quarterly? (AR 360-1, subpara 5-6a & b(1))

___ ___

2. Has the PAO provided material to local commanders for the Command Information Program? (AR 360-1, para 13-1)

___ ___

3. Has the PAO incorporated EUSA/USFK materials into the local Command Information Program? (AR 360-1, para 13-1)

___ ___

4. Has the PAO kept a file of requests received to determine local needs and interests? (AR 360-1*)

___ ___

5. Is Commander's Call attendance encouraged for all assigned personnel, including officers, enlisted, KATUSAs and DAC/KGS civilians? (AR 360-1, subpara 5-6c(6))

___ ___

6. Does the PAO monitor unit Commander's Calls to determine areas where help may be needed? (AR 360-1, para 5-6)

___ ___

9. Does the PAO submit story ideas to the EUSA PA staff based on issues raised at Commander's Calls? (AR 360-1, para 5-6)

___ ___

SUB-FUNCTION: Audience Research

1. Does the PAO conduct audience surveys at least once every 2 years? (AR 360-1, para 9-5)

___ ___

2. Do the audience survey methods reflect the spirit, intent and methods IAW AR 360-1, para 9-5?

___ ___

3. Does the PAO implement changes based upon information obtained through audience surveys? (AR 360-1, para 9-5)

___ ___

4. Does the PAO forward survey findings to the commander with the raw figures, analysis and recommendations? (AR 360-1, para 9-5)

___ ___

INSPECTION ITEM AND REFERENCE

SUB-FUNCTION: Audience Research

YES NO

5. Does the PAO forward all results through the EUSA PAO (EAPA-CI)? (AR 360-1, para 9-6) ___ ___

6. Are distribution points surveyed to ensure that the distribution plan is updated IAW base and unit realignments? (AR 360-1, para 9-6) ___ ___

SUB-FUNCTION: Command Information (CI) Assistance Visits

1. Is the PAO conducting CI assistance visits to subordinate elements? (AR 360-1, subpara 2-4h) ___ ___

2. Have visited units/agencies incorporated recommendations into their operations? (AR 360-1, para 2) ___ ___

3. Does the PAO have a CI distribution plan in place to support the CI missions of subordinate elements? (AR 360-1, para 3-5 & 3-6) ___ ___

SUB-FUNCTION: PA Organization and Operations

1. Is a PAO or full-time PA specialist assigned to the command, and if not, has an individual been designated in writing as the unit PA representative? (AR 360-1, para 2-3 & 2-4) ___ ___

2. Is the information contained in the duty appointment still valid and has a copy been forwarded to the EUSA PAO? (EAPA-CI) (AR 360-1, para 2-3 & 2-4) ___ ___

3. Does the PAO representative ensure information released is accurate, unclassified, timely, coordinated and cleared through the proper channels? (AR 360-1, para 2-3 & 2-4) ___ ___

4. Are procedures followed to properly process media requests for information? (AR 360-1*) ___ ___

5. Are unit fact sheets up-to-date and photos on hand? (AR 360-1*) ___ ___

6. Does the PAO maintain professional relations with local media representatives? (AR 360-1*) ___ ___

7. Are the PAO and other unit personnel familiar with PA procedures concerning accidents and serious incidents? (AR 360-1, para 5-19 and 5-20) ___ ___

8. Are procedures to handle disasters and accidents adequate and current? (AR 360-1, para 5-47) ___ ___

9. Are PA assets and personnel properly utilized IAW AR 360-1 in relation to local photo coverage and publicity campaigns? (360-1, para 5-9 and 5-11) ___ ___

INSPECTION ITEM AND REFERENCE

SUB-FUNCTION: Community Relations (CR)

YES **NO**

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|---|-----|-----|
| 1. Has the unit analyzed or conducted a survey of government, civic, economic, social, educational, religious and other organizations and its key officials to determine functions of organizations and centers of power and influence?
(AR 360-1 para 9-5 & subpara 8-1e) | ___ | ___ |
| 2. Does the unit have a CR plan or program to promote mutual understanding, respect and harmony with adjacent communities? (AR 360-1, subpara 8-1e) | ___ | ___ |
| 3. Are existing and potential troop-community problems identified and PA actions taken to resolve and/or avoid such problems?
(AR 360-1, para 8) | ___ | ___ |
| 4. Does the unit have access to and use .0012 funds for CR purposes? (AR 360-1, para 10-1 & subpara 4-1b) | ___ | ___ |
| 5. Are vehicles used to support CR within appropriate guidelines?
(AR 360-1, para 10-1*) | ___ | ___ |
| 6. Does the unit co-sponsor or participate in the Korean-American Friendship Council program IAW the provisions of USFK Regulation 360-4, paragraph 7? | ___ | ___ |
| 7. Does the commander support and participate in a KAFC and maintain continual liaison with key persons and organizations?
(AR 360-1, para 8-1a, c & e; USFK 360-4, para 7c) | ___ | ___ |
| 8. Does the CRO monitor local news sources to determine if items of CR interest are being reported? (AR 360-1, subpara 8-1d) | ___ | ___ |
| 9. Does the installation organize and/or publicize and encourage personnel to participate in cultural events and programs such as tours and concerts? (AR 360-1, para 8-1) | ___ | ___ |
| 10. Does commander and other key personnel accept public speaking engagements? If so, are speeches cleared for security, policy and propriety? (AR 360-1, para 6-1) | ___ | ___ |
| 11. Are queries/complaints from the local community addressed in good faith in a timely manner? (Ar 360-1, para 8-1) | ___ | ___ |
| 12. Are military and civilian assigned personnel and family members encouraged to participate as private individuals in activities of local schools, churches, fraternal, social and civic organizations, as well as sports and recreation programs? (AR 360-1, subpara 8-1b) | ___ | ___ |
| 13. Does the CRO maintain a file or biographical data on key community leaders? (AR 360-1, subpara 8-1d(3)) | ___ | ___ |

INSPECTION ITEM AND REFERENCE

SUB-FUNCTION: CI

YES **NO**

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|---|-----|-----|
| 1. Does the commander's CI program allow for an effective two-way communication between himself, employees and soldiers? (AR 360-1, subpara 13-1a) | ___ | ___ |
| 2. Does the commander's CI program reach the internal audience, including soldiers, DACs and KGS employees? (AR 360-1, subpara 13-1b) | ___ | ___ |
| 3. Does the commander's CI program include a newcomer's program explain the role of PA and the individual's rights and responsibilities as they pertain to the media and PA? (AR 360-1, subpara 13-11b) | ___ | ___ |
| 4. Are CI materials timely, accurate and well prepared? (AR 360-1, subpara 13-1b) | ___ | ___ |
| 5. Do command publications enhance local CI? (AR 360-1, subpara 13-1a) | ___ | ___ |
| 6. Are news releases made or requested on a regular basis to publicize news items and events of interest? (AR 360-1, para 13) | ___ | ___ |
| 7. Do releases for and local publications meet the standards and requirements contained in AR 360-1, paragraph 13? | ___ | ___ |
| 8. Do installation publications offer private organizations a fair opportunity to have material considered for publication? (AR 360-1, subpara 13-1a and para 13-2) | ___ | ___ |
| 9. Does fund raising news coverage meet required standards? (AR 360-1, para 13-15) | ___ | ___ |
| 10. Does the commander have a newcomer's guide? (AR 360-1, para 13-11) | ___ | ___ |

SUB-FUNCTION: Hometown News Release (HTNR) Program

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| 1. Is an established HTNR program implemented and operational IAW AR 360-1, paragraph 8-8 and DA Pamphlet 360-3? | ___ | ___ |
| 2. Is a screening process for DD Forms 2266 implemented within the program? (AR 360-1, para 8-8 & DA Pam 360-3) | ___ | ___ |
| 3. Does the unit PAO have a continuing orientation program in effect for units subordinate to him/her? (AR 360-1, para 8-8 & DA Pam 360-3) | ___ | ___ |
| 4. Is there an information sheet being provided to the commander? (AR 360-1, para 8-8 & DA Pam 360-3) | ___ | ___ |

INSPECTION ITEM AND REFERENCE

SUB-FUNCTION: DOD Web Site Administration, Policy and Procedures (25 Nov 98)

	<u>YES</u>	<u>NO</u>
1. Is there an Internet command home page? (If no, inspection is complete) (Part I, para 4)	___	___
2. Is Internet information provided or updated through the EUSA PAO? (Part II, para 3, subpara 3.5)	___	___
3. If there's home page maintained locally, has the contents been cleared IAW DoD, DA and EUSA regulatory and policy guidance? (Part II, para 3, subpara 3.5)	___	___
4. Does the web page design and contents comply with DoD, DA and EUSA regulatory and policy guidance governing web sites? (Part II, para 3 & 11)	___	___
5. Is the home page registered with Government Information Locator Service (GILS)? (Part II, para 6)	___	___