

Fort McCoy Regulation 360-1

Public Affairs

Public Affairs Program

Department of the Army
Headquarters Fort McCoy
Fort McCoy, WI
15 May 2003

UNCLASSIFIED

SUMMARY of CHANGE

Regulation 360-1
Fort McCoy Public Affairs Program

FORT McCOY PUBLIC AFFAIRS PROGRAM

History. This regulation consolidates applicable Fort McCoy Public Affairs program requirements in a single reference document.

Summary. This regulation provides the detailed guidance for ensuring compliance with Department of the Army and Fort McCoy Public Affairs policies and procedures. The intent is that Fort McCoy "speak with one voice" and communicate a single Command message to all interest groups.

Applicability. Unless otherwise indicated, this regulation applies to all Fort McCoy garrison and tenant activities (appropriated and non-appropriated fund), contractor employees and organizations, and to all Department of Defense and non-Department of Defense individuals and organizations while at Fort McCoy. There is only one Fort McCoy Public Affairs Program and the Fort McCoy Public Affairs Office has the responsibility to plan, manage and execute that program.

Proponent Exception Authority. The proponent of this regulation is the Public Affairs Office, Fort McCoy.

Army Management Control Process. A review of Army Regulation 11-2 has determined that this regulation does not contain management control provisions.

Supplementation. Supplementation of this regulation is prohibited.

Suggested Improvements. The proponent organization for this regulation is the Public Affairs Office. Users are invited to send comments or suggestions on a Department of the Army Form 2028 (Recommended Changes To Publications and Blank Forms) to the Fort McCoy Public Affairs Office (AFRC-FM-PAO), 100 East Headquarters Road, Fort McCoy, WI 54656-5263.

Distribution Statement. This regulation is approved for public release; distribution is unlimited.

By Order of:

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Supersession. This regulation replaces the following Fort McCoy policies: Installation Public Affairs, Policy 00-110-E, Highway 21 Moving Message Boards, Policy 00-111-E, and the Fort McCoy Command Access Channel, Policy 00-112-E.

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GLOSSARY

Chapter 1 INTRODUCTION

1-1. Purpose. This regulation contains the policies and procedures for each element of the Fort McCoy Public Affairs Program.

1-2. Mission. The mission of the Public Affairs Office is to fulfill the Army's obligation to keep the American people and Army personnel informed and to establish the conditions that lead to confidence in America's Army and its readiness to conduct operations in peacetime, conflict and war.

Chapter 2 COMMAND INFORMATION PROGRAM

2-1. The Command Information Program involves various mediums that are designed to provide official information to the installation community; e.g., military personnel, family members, and civilian employees. The intent is to keep the installation community informed about current Fort McCoy activities as well as the significant developments that affect this internal audience.

a. Command Access Channel. The Public Affairs Office has overall responsibility to manage the programming content of Fort McCoy's Command Access Channel - TV-6. Specific Public Affairs Office responsibilities include: producing and incorporating bulletin board program materials used on this channel, incorporating Department of the Army and Department of Defense Public Affairs video and audio programming into TV-6 program schedules, maintaining the TV-6 master schedule, and functioning as the sole releasing authority for all TV-6 program content. All Fort McCoy organizations will coordinate TV-6 programming requests with the Public Affairs Office.

b. Fort McCoy Area Guide. This document, published once per year, is designed to be the official information reference guide for all personnel who work, train, or live on the installation. The Public Affairs Office has sole responsibility for this document's editorial and pictorial content. The Fort McCoy Area Guide is published as a commercial enterprise publication at no direct cost to the government. The Public Affairs Office will contact garrison and tenant organizations for activity information that will be included in this publication.

c. Fort McCoy Newspaper (The TRIAD). The Public Affairs Office publishes a bi-monthly tabloid-sized newspaper designed for the Fort McCoy community. The Public Affairs Office has sole responsibility for the editorial and pictorial content of this publication. The Public Affairs Office will establish an annual publication schedule and establish cut-off dates by which activities may submit potential story line material. Installation activities that desire TRIAD coverage of an event will contact the Public Affairs Office five working days in advance of the event to request coverage. The Public Affairs Office retains the final authority as to which installation events receive coverage. The TRIAD newspaper is printed as a commercial enterprise publication and, as such, TRIAD advertisers have exclusive access to the Fort McCoy community. No other paid advertising is authorized in installation publications except those permitted by the non-appropriated fund regulation.

d. TRIAD Online. This electronic version of the TRIAD newspaper is available to readers via the Fort McCoy public Web site. The TRIAD Online is published with the same frequency as the TRIAD newspaper.

Chapter 3 COMMUNITY RELATIONS PROGRAM

3-1. The Community Relations Program exists to develop an open, mutually satisfactory, and cooperative relationship between Fort McCoy and those communities within immediate proximity to the installation. The following community relations program activities are used to provide opportunities for

community education and interaction with the goal of improving the perception of the Army and Fort McCoy by these external audiences.

a. Armed Forces Day Open House. This event is historically held on the third Saturday in May, the national observance of Armed Forces Day. The Public Affairs Office has overall staff responsibility to plan, coordinate and manage this event. This non-profit, free-of-charge event is intended to tell the Fort McCoy story to the public through guided tours of the cantonment area, and through information displays and special exhibits that explain the installation's mission. The Public Affairs Office will prepare, for Command Group approval, a written event plan that will specify the site location and theme, and identify the specific responsibilities of those organizations tasked to support the event. All personnel supporting the Armed Forces Day Open House will be required to do so in an official duty status consistent with the requirements stated in the event plan.

b. BOSS Lifts, Recruiting Visits and Family Support Activities. The Public Affairs Office is designated as the installation point-of-contact for all military organizations that wish to host a BOSS Lift event, conduct a recruiting visit and/or hold a family support activity type event at Fort McCoy. The Public Affairs Office will make the necessary staff coordination and obtain Command Group approval whenever any of the activities associated with these functions are to be conducted in areas outside of the installation cantonment area.

c. Commemorative Area. The Public Affairs Office has overall program responsibility to manage the Fort McCoy Commemorative Area. The area is administered as a Museum Activity in accordance with AR 870-20 (Army Museums, Historical Artifacts and Art), and all applicable Department of the Army, Center of Military History policies and guidelines. The intent of the Commemorative Area is to collect, identify, preserve, study and interpret artifacts relating to the establishment and history of Fort McCoy since 1909. The Commemorative Area Equipment Park is open year around. Equipment Park visitor rules are posted on site. These rules are intended to preserve the macro artifacts that are on display within the Equipment Park. Any person violating these rules will be subject to appropriate administrative and/or criminal action.

(1) Group tours, defined as ten people or more, of the Fort McCoy Commemorative Area Buildings will be supported to the extent current Public Affairs Office mission requirements allow. Such tour requests are to be made to the Public Affairs Office not later than two weeks in advance of the desired tour date. The Commemorative Area buildings are open by appointment only from May to October. A member of the Public Affairs Office staff must escort any individual or group that requests access to a Commemorative Area building to ensure proper accountability and protection of the historical collection in accordance with Department of the Army, Center of Military History operating requirements.

(2) Any person interested in making an artifact donation to the Fort McCoy Commemorative Area first will contact the Public Affairs Office. The Public Affairs Officer is the Fort McCoy Commemorative Area Artifacts Responsible Officer in accordance with the requirements established by the Department of the Army, Center of Military History. Donations will be accepted only if the item conforms to the approved story line and the current collection needs of the Fort McCoy Commemorative Area, and if the item satisfies all regulatory requirements as established by the Center of Military History. Fort McCoy does not loan any of its historical collection. Consistent with Center of Military History guidelines, the Commemorative Area buildings will not be used for any purpose other than for the display of the Fort McCoy historical collection.

(3) The Fort McCoy Commemorative Area picnic pavilion can be scheduled for use by any on-post organization or military unit. The requesting organization first must contact the Public Affairs Office to schedule an event at this pavilion. All groups that conduct activities at the Commemorative Area picnic/pavilion area will adhere to the user rules that are posted on site.

d. Community Liaison. The Public Affairs Office serves as the Installation Commander's official liaison with local, state and national elected officials, and with the area communities to include: area

Chambers of Commerce, tourism organizations, and business, civic, educational, fraternal and veteran organizations. The intent is to have a single representative deliver a consistent Fort McCoy Command message and to ensure that public requests and inquires are responded to in a manner that conforms with the latest Department of the Army Public Affairs guidance.

e. Educational Partnering. The Public Affairs Office will serve as the installation point of contact for all external requests for career job shadowing or related programs. The Public Affairs Office will contact the appropriate staff organization to determine whether the request can be supported consistent with mission requirements. The Public Affairs Office will notify the requesting individual or organization as to whether the support will be provided.

f. Historical Report. The Public Affairs Office has functional responsibility in accordance with AR 870-5, Military History: Responsibilities, Policies and Procedures, to prepare and publish an annual report that summarizes the significant historical events that have occurred at Fort McCoy. The Public Affairs Office will contact installation organizations to provide input for this report. The Public Affairs Office has sole responsibility for the editorial and pictorial content of this report.

g. Installation Tour Program. The Public Affairs Office is responsible administering the installation tour program and for conducting tours of the Fort McCoy cantonment area for approved groups. Groups requesting an installation tour will contact the Public Affairs Office not later than thirty days in advance of the desired date of their visit. During such tours, a Public Affairs Office staff member will meet the group upon their arrival and serve as the tour guide throughout the visit. All tours will conform to current installation access control requirements and may be canceled at any time due to operational requirements.

h. Speakers Bureau. The Public Affairs Office administers this program to provide installation speakers at approved public events. No member of the work force, military or civilian, may speak to an external Fort McCoy audience in their official duty capacity, whether during duty or after-duty hours, unless they have received prior permission from the Public Affairs Office to participate in such an event. External organizations that desire a Fort McCoy representative for an event are to submit their request to the Public Affairs Office for review. Participation in the Speakers Bureau is voluntary and requests will be supported consistent with current mission requirements.

i. Special Observances. The Public Affairs Office has staff responsibility for organizing special commemorative observances such as Flag Day/Army Birthday, and the POW/MIA Day observance. The Public Affairs Office will develop the overall concept for how each special observance will be conducted. A written event plan, approved by the Command Group, will be used to disseminate specific support responsibilities for the appropriate staff organizations.

Chapter 4 PUBLIC INFORMATION PROGRAM

4-1. The Public Information Program uses various mediums to communicate official information to audiences external to Fort McCoy.

a. Electronic Message Boards (State Highway 21). The Public Affairs Office has responsibility to operate the two electronic message boards located on Fort McCoy property along State Highway 21. The intent of these two message boards is to communicate information to the general public regarding installation events that are of interest to the general public and open to the general public. Messages regarding public service information and directional instructions are also authorized. These message boards will not be used to communicate internal operational information of interest only to the installation work force or advertise Morale, Welfare, and Recreation events not open to the public or advertise events that would be in direct competition with area commercial establishments. The Public Affairs Office will review, approve and post all information that will appear on these electronic message boards.

b. Fort McCoy Fact Sheets. The Public Affairs Office will develop and maintain a series of Fort McCoy "fact sheets" providing official, public releasable information about the installation. These fact sheets are available on the Fort McCoy public Web site or by contacting the Public Affairs Office. Collectively, the Fort McCoy "fact sheets" are designed to provide a consistent fact-based presentation of official information to both internal and external audiences.

c. Home Town News Release Program. The Public Affairs Office is the designated point of contact for Fort McCoy military personnel and federal civil service employees who want to have official information regarding personal achievement or recognition released to media organizations for publication. The Public Affairs Office will make the Home Town News Release Program forms available to installation personnel.

d. Media Events. All media organizations must coordinate with and obtain permission from the Public Affairs Office before entering the installation. All media organizations must conform to all access control procedures in effect at the time of their visit. The Public Affairs Office is responsible for credentialing media personnel and arranging for media escorts who will accompany the news organization while on installation property. No installation organization, regardless of its status, chain of command, or charter, can grant a media organization access to Fort McCoy; this authority is assigned exclusively to the Public Affairs Office. Installation organizations and/or military units interested in having media coverage of a training activity, ceremony or any other type of event must contact the Public Affairs Office at least seven working days in advance of the event. The Public Affairs Office will contact the media organization or organizations if the coverage request is approved.

e. Media Inquires. All media inquires, print or electronic, involving a Fort McCoy garrison or tenant organization and/or a military unit, or an individual assigned to an organization or military unit, are to be directed to the Public Affairs Office for a response. There are no exceptions to this requirement. This includes media inquiries for an interview, a statement regarding an issue or for story coverage of an event. The Installation Commander has designated the Public Affairs Officer as the only official Fort McCoy spokesperson for all media inquires involving Fort McCoy. The Public Affairs Office will contact specific installation activities for assistance when a subject matter expert is required. The Public Affairs Office will maintain appropriate checklists and policy guidance materials to assist military and civilian personnel when they are authorized to respond to media questions in their official duty capacity.

f. News Releases. All news releases made regarding Fort McCoy garrison and tenant organizations or operations will be released by the Public Affairs Office. All commercial sponsorship advertising as well as advertising and/or news releases from designated private organizations on the installation will be reviewed by the Public Affairs Office prior to release of the material.

g. Public Inquiries. The Public Affairs Officer is designed as the official spokesperson for Fort McCoy. All written, telephonic or electronic inquiries received from any external source, individual or organization, are to be referred to the Public Affairs Office for a reply. The Fort McCoy Public Affairs Office has sole authority for the release of official photographs, videotape and printed material to all organizations outside of this installation.

h. Web Site. The Public Affairs Office is designed as the approval authority for all information posted to the Fort McCoy public Web site. The Public Affairs Office will conduct a review of all such material before it is posted to ensure full compliance with all Department of Defense and Department of the Army requirements regarding Web-based information accessible to the general public.

Chapter 5 PUBLIC REQUESTS FOR FORT McCOY SUPPORT

5-1. All requests from individuals and public or private organizations for Fort McCoy support, personnel and/or equipment, of a public event or activity (e.g., ceremony, dedication, parade, etc.) will be forwarded to the Public Affairs Office for review and appropriate staff coordination. This includes all external

requests for a Fort McCoy military color guard. This review will be made considering both the appropriateness of the event as well as the availability of the support requested. Fort McCoy organizations, garrison and tenant, are not authorized to provide support to any public event unless the Public Affairs Office first has approved that request.

5-2. Exceptions to the above noted requirement are limited to the approval authorities granted specifically to the Directorate of Community Activities for designated installation private organizations, Morale, Welfare and Recreation Programs and the associated commercial sponsorship activities, or as documented in approved support agreements with governmental entities and/or other sanctioned organizations.

Chapter 6

PUBLIC ACCESS TO FORT McCOY

6-1. Fort McCoy's primary mission is to support military training and serve as a power-projection platform for mobilization and demobilization activities. As such the installation's facilities, ranges and training areas exist exclusively for the conduct of this mission. All requests from individuals or organizations associated with non-Department of Defense entities, public or private, that are requesting use of Fort McCoy property or facilities will be referred to the Public Affairs Office. The Public Affairs Office will coordinate the appropriate staff action and prepare the Command Group response to the requesting individual or organization.

6-2. Fort McCoy does not allow unrestricted access to its property and facilities by civilians. The only exceptions are the Fort McCoy Pine View and Whitetail Ridge recreation areas which are, by written agreements with the area Chambers of Commerce and Sparta and Tomah city officials, open to the general public and may be advertised as such. Use of either of these areas by any individual or group does not give such persons unrestricted access to any other Fort McCoy facility or property.

6-3. All groups must conform to the current access control procedures in place at the time. The installation reserves the right to cancel previously scheduled events due to changes in mission requirements and threat conditions.

6-4. Specifically, Fort McCoy will not:

- a. Provide barracks space to civilian organizations.
- b. Allow access to its dining facilities by civilian groups.
- c. Allow civilians and civilian groups access to its training areas and ranges. The only exceptions permitted under authority of this regulation are for authorized activities associated with the installation public hunting or fishing seasons, and for those military events (i.e., Boss Lifts, recruiting visits and family support events) whereby an access approval has been obtained prior to the event through coordination with the Public Affairs Office.
- d. Enter into long-term facility lease agreements with civilian groups.
- e. Allow unrestricted access by civilians or civilian groups to its Morale, Welfare and Recreation facilities, except the Pine View and Whitetail Ridge recreation areas, unless that group is designated as an authorized user in Non-Appropriated Fund Regulation 215-1, or a Command Group approved waiver has been obtained.

6-5. When evaluating any support request, Fort McCoy will not favor one group or activity over another, regardless of the group's affiliation, sponsoring organization or the group's charter. Assessments will be made using a coordinated staff review process administered by the Public Affairs Office. This assessment will involve a variety of factors including answering the following questions.

a. Is the requestor a governmental entity or a government contractor versus a private group or non-DOD organization?

b. Is the purpose of the request one that will have a direct benefit to the installation and/or to the Department of the Army?

c. Is the composition of the group (to include the age of the participants and the size of the group) such that there is a reasonable expectation that installation rules and procedures will be followed?

d. Will there be any cost to Fort McCoy as a result of supporting the request?

6-6. The Public Affairs Office will contact the requestor and provide notification as to whether the support requested will be supported.

Chapter 7 SUPPORT REQUIREMENTS

7-1. Ceremonial Events - Ground Breakings/Dedications. The Installation Commander has assigned to the facility occupant the responsibility to plan and coordinate ceremonial events, such as groundbreaking events, facility dedications, etc. A planning checklist, available on the Fort McCoy Corporate Network, provides the approved guidance to be used when organizing such an event.

7-2. Photographic Support. The Public Affairs Office does not have the mission responsibility to provide organizations with photographic, still or video, coverage of training activities, award ceremonies or other official events. This responsibility is assigned to the Directorate of Training, Mobilization and Security. Any organization requiring photographic support will need to coordinate the requirement with that directorate.

7-3. Protocol Support. Installation protocol support is provided by the Fort McCoy Command Group. Individuals and organizations are to contact the Command Group for any protocol-related assistance or support of an official event.

Appendix A
References

AR 360-1
Army Public Affairs

AR 870-5
Military History: Responsibilities, Policies and Procedures

AR 870-20
Army Museums, Historical Artifacts and Art

GLOSSARY

Accession

The act of permanently adding a historical property item to the Army Historical Collection.

Accountability

The obligation to keep records of historical property, documents, or funds, such as identification data, gains, losses, and balances on hand.

Accreditation

A means used to identify those media correspondents who have a legitimate requirement to gather news about military affairs, and the process for fostering a professional relationship between the military and the media. Accreditation does not provide media correspondents any special privileges. Access to Fort McCoy, the receipt of information, and the use of Fort McCoy facilities remain the Installation Commander's prerogative within the bounds of current security procedures and the provisions of this regulation.

Appropriate Public Affairs Support

The Public Affairs support that the Public Affairs Officer and the Installation Commander decide is suitable to meet a Public Affairs requirement or request from an organization that is within the Fort McCoy Public Affairs Office's geographic area of responsibility, but is not within in the installation's direct chain of command.

Army Historical Collection

The entire collection of Army historical property under the control of the United States Army, Center of Military History to include historical artifacts in the custody of certified Army museums, museum activities, historical collections, the Army Historical Clearinghouse, installations, units, or agencies.

Army Museum System

All of the recognized museums and historical collections of the United States Army (including the Reserve Components) as designated by the Center of Military History and under the staff supervision of the Center of Military History.

Army Property

All property legally belonging to the United States Army, which was acquired by expenditure of appropriated funds, received as a donation, or otherwise generated in the course of daily functioning, as determined by law. All Army historical property is property of the United States Army.

Army Speaker

Any civilian employee or soldier of any grade or rank who speaks in public as a representative of the Department of the Army on a subject within the speaker's official area of expertise.

Army Support

Any use of installation personnel, military or civilian, either as individuals or as a unit, or any commitment of Fort McCoy facilities or material, to include exhibits and equipment, that is used in support of Public Affairs activities.

Artifact

See historical artifact.

Artifact Accountable Officer

The person officially appointed in writing by the Chief, Center of Military History to maintain a formal set of accounting records for the Army Historical Collection. This person may or may not have physical possession of the artifacts.

Artifact Responsible Officer

The Fort McCoy Public Affairs Officer who is officially appointed in writing, by the Artifact Accountable Officer (AAO), to ensure that the historical property entrusted to his or her possession is properly managed and safeguarded.

Commercial Enterprise Printer

The organization that prints the installation newspaper, The Triad, at no cost to the Department of the Army.

Clearance Of Information

The approval by the Public Affairs Office, as the official reviewing authority, prior to the release of official information to external sources.

Collection

The assortment of historical property in the custody of a particular organization, installation, agency, museum, or museum activity.

Community Relations

The interrelationship between Fort McCoy and area civilian communities.

Community Relations Area

The geographical area in which Fort McCoy facilities, personnel, and policies have a direct social and/or economic impact. Generally, the Public Affairs Office community relations area is defined by the distance in which travel to and from an event can be accomplished in one day without requiring overnight accommodations. Exceptions to this community relations area may be approved by the Installation Commander based on special circumstances.

Community Relations Program

Any action approved by the Public Affairs Office and carried out by any Fort McCoy organization or person in order to achieve and maintain good relations with the external public. Community relations programs may be conducted on or off the installation.

Conservation

Actions taken to protect historical artifacts in order to minimize chemical and physical deterioration (preservation), as well as the actions taken to save artifacts for the future by the examination and documentation of an object's contents.

Custodian

The individual having direct responsibility for the protection and accountability of Army historical property on a temporary basis.

De-accession

The act of permanently removing an object from the Army Historical Collection due to disposal or loss.

Demilitarization

The act of destroying the military offensive or defensive advantages inherent in certain types of equipment or materiel. The term includes any alteration designed to prevent the further use of equipment and materiel for its originally intended military or lethal purpose. Demilitarization applies equally to equipment or materiel in unserviceable or serviceable condition that has been screened through an inventory control point and declared either excess or foreign excess.

Demilitarization Certification

A certificate signed by a technically qualified United States Government representative and countersigned by a technically qualified United States Government representative, American citizen, who actually witnessed the demilitarization of the materiel and or inspected the residue.

Director/Curator

The individual who is in charge of an Army museum, museum activity, or historical collection, and who is responsible for all phases of a museum or museum activity operation. The Director/Curator is normally the Artifact Responsible Officer for the historical artifacts and associated items.

Documentation

The recording, in a permanent format, of data about an object, including administrative, historical and conservation information.

Donation

A gift or a free contribution.

Exhibit Plan

The document that provides both written and graphic plans for the development of an Army museum or museum activity's exhibits. This plan includes all permanent, temporary, traveling, and outdoor exhibits.

Historical Artifact

Any object that has been designated by an appropriate authority as being historically significant because of its association with a person, organization, event, or place, or because it is a representative example of military equipment that has been accessioned into the Army Historical Collection. Artifacts will cease to perform their original function.

Historical Collection

A collection of historical property under Army control displayed in a regimental room, trophy room, visitor's center, hall of fame, exhibit area, or other type of display not recognized by the Department of the Army as a museum or museum activity, including a former Army museum.

- a. A collection of historical artifacts secured, accounted for and stored at an installation or facility.
- b. A collection of historical artifacts in an officers' club, noncommissioned officers' club, community club, chapel, lobby, or headquarters building.
- c. A collection of artifacts such as tanks, artillery, vehicles, or other items displayed in front of buildings, on a parade ground, at an airfield, in parks, or at other locations around the installation.

Historical Holding

An obsolete term previously used to define a non-certified museum or a collection of artifacts. Museum activity or historical collection has replaced this term.

Historical Property

Army property, either current, excess, obsolete, or condemned, and/or any war trophy that has been designated as historical by an appropriate authority. This definition also includes any object that may not have been so designated, but because of its age or obvious significance, is inherently historical. All historical artifacts are the responsibility of the Center of Military History and will be registered and cataloged into the central catalog.

- a. Reproductions, models, dioramas, books, and archival material may be designated as historical property, but normally are not considered so.
- b. Athletic trophies, plaques, awards, and other items of transitory significance and not pertinent to the history of an organization, installation, or the United States Army, its enemies or allies, generally are not considered to have historical significance within the meaning of this regulation.
- c. Excess, condemned, or obsolete equipment and materiel.

Historical Property Jacket File

A file folder that contains documentation of any kind pertaining to a cataloged historical artifact.

Local Area Of Public Affairs Media Responsibility

The geographic area in which the Fort McCoy Public Affairs Office and media representatives maintain routine contact concerning installation activities.

Local Media Interest Material

Material the Public Affairs Office determines is newsworthy only within a specified geographical area of origin or to a specific audience. Such material normally will not generate regional, national, or international interest.

Macro Artifact

Large objects such as, but not limited to, tanks, armored vehicles, aircraft, vehicles, locomotives, and rail cars, which are difficult to display indoors under normal museum/museum activity conditions and may therefore be left outdoors exposed to the elements.

Mission Statement

Defines the primary and secondary subject areas or themes to be interpreted by an Army museum or museum activity.

Museum Activity

An appropriated-fund entity that is a permanent historical activity possessing a historical collection housed in a building, or buildings, or a part thereof, specially designed for the exclusive use of the museum activity, which is open to military and civilian visitors at regularly scheduled hours and is managed under the direction of a professional staff that performs curatorial functions, training, education, and related historical duties full-time, but has failed to meet all of the Army museum certification requirements.

News Media Representatives

Individuals who are associated with newspaper or magazine organizations, radio stations, television stations, wire services and/or other newsgathering agencies, as well as free-lance journalists or authors.

Official Statement

A statement made by an Army and/or Fort McCoy representative acting in his or her official capacity concerning an Army and/or a Fort McCoy issue.

Open House

An event organized and sponsored by the Fort McCoy Public Affairs Office to which Fort McCoy invites the general public onto the installation to view displays and equipment, receive briefings, and take tours. Such events inform the public of the responsibilities, capabilities, and mission of Fort McCoy.

Preservation

The protection of historical objects through activities that minimize chemical and physical deterioration and damage, and that prevent loss of an object's informational context. The primary goal of preservation is to prolong the existence of the historical objects.

Public Events

a. The following are considered public events:

- (1) The Fort McCoy Armed Forces Day Open House, official ceremonies, military concerts and performances, and similar events conducted on the installation to which the public is invited.
- (2) Military sponsored events held outside the boundaries of the installation that are intended for non-military audiences. These include all military related ceremonies, demonstrations, exhibitions, expositions, athletic contests, fairs, air shows, conventions, meetings, or similar programs.

b. The following are not considered public events: military training activities and exercises, mobilization and de-mobilization activities, unit movements and maneuvers, and tactical operations whether such events are conducted on or off the installation.

Registration Number

The number applied to a registration transaction that links a historical artifact to a source and a date. This number is commonly referred to as an accession number.

Release Of Information

The dissemination of information to the public, either on the Army's initiative or in response to an external request for information. This includes written news releases, still photographs, motion picture films, question and answer interviews, speeches, audio or video tape recordings, articles for publication in printed media or for broadcast by radio or television organizations, and oral responses to inquiries.

Safeguarded Information

Defense information requiring protection under Department of Defense Directive (DODD) 5200.1 and Army Regulation (AR) 380-5, or information protected or controlled under AR 20-1, or information controlled under DODD 5230.24 and DODD 5230.25.

Selective Benefit

When providing Public Affairs support the Army cannot show favoritism or provide selective benefit to any particular person, group or organization. This standard applies regardless if an organization is a profit or non-profit entity, or whether it is a religious, quasi-religious or sectarian organization, or with regard to an organization's political affiliation. The definition of an organization includes business, civic, educational and fraternal groups.

Speaking Engagement

Any prearranged affair, including official government, military, and civic functions, or public events where a military or civilian member of any installation organization speaks on a subject within that person's official knowledge. Impromptu remarks delivered incidentally as part of a person's attendance at an event do not constitute a speaking engagement within the meaning of this regulation.

Spokesperson

The Public Affairs Officer or someone expressly designated by the Installation Commander to speak for him or her on a particular topic.

Story Line

The written and approved subject area or themes by which a museum or museum activity can build its historical collection. This is an in-depth expansion of the museum or museum activity's approved mission statement.

Very Important Person

Any individual, e.g., a civilian official, a ranking member of a military service organization or the head of a foreign government, whose position is of such importance that his or her presence at Fort McCoy would be of special interest to the news media.