DEPARTMENT OF THE AIR FORCE
HEADQUARTERS, 673D AIR BASE WING
JOINT BASE ELMENDORF-RICHARDSON, ALASKA

JAN 2 3 2013

MEMORANDUM FOR DISTRIBUTION

FROM: 673 ABW/CC

SUBJECT: Commander's Letter on JBER *Arctic Warrior* Editorial Letter (JBER – 28)

1. Establishment of guidance: The *Arctic Warrior* is an authorized publication supporting the Joint Base Elmendorf-Richardson (JBER), Alaska, internal communications program. The *Arctic Warrior* is a commercial enterprise publication that a civilian publisher, through a signed contract with the base, has agreed to print and distribute at no cost to the government. The publisher's operating revenue is gained through the sale of advertising, which must not exceed 60 percent of the available space.

A. News and editorial content are furnished by the JBER Public Affairs office. The right to circulate this advertising to JBER readers constitutes contractual considerations instead of money to pay for the newspapers. The *Arctic Warrior* becomes property of the commander upon delivery, according to the terms of the contract.

B. IAW 32 CFR 247, "Department of Defense Newspapers, Magazines and Civilian Enterprise Publications," public affairs policy and procedures establish required elements and directives for base newspapers. Journalistic style dictates other basic procedures. This editorial letter establishes guidelines for selecting and editing material for publication.

C. Questions about the *Arctic Warrior* or this guidance should be directed to the newspaper editor at (907) 552-8918 or the 673 ABW public affairs office at (907) 552-8153/8152 or via e-mail at *arctic.warrior@elmendorf.af.mil*. The production of a quality base newspaper requires constant revision and improvement. Your inputs and cooperation are appreciated.

2. Purpose: The *Arctic Warrior* provides the commander a primary means of communicating mission-essential information to members of the JBER community — officers, enlisted members, civilian employees, retirees, and family members. News and feature stories about JBER personnel and organizations keep readers informed and assist with mission accomplishment.

4. Submission procedure: Articles can be e-mailed to *arctic.warrior@us.af.mil* or mailed to *Arctic Warrior*, 10480 Sijan Ave., Suite 123, JBER, AK, 99506. The deadline for news articles and photographs submitted for publication in the *Arctic Warrior* is 4 p.m. Tuesday, the week of publication. All other articles and photographs must be submitted by 4 p.m. Monday, the week of publication. Training holidays and federal holidays that cause short workweeks will impact deadlines. To be safe, anyone submitting articles or photographs for inclusion in the *Arctic Warrior* should coordinate before-hand with public affairs director/deputy director, the command/internal information chief or editor to ensure the appropriate deadline is met. Exceptions will be made for time-sensitive material determined to be of great importance to a large portion of the readership. The public affairs chief of internal information and/or editor will make these determinations; no articles are guaranteed to print.

A. Articles that violate Department of Defense, Army, Air Force or base regulations will not be published in the *Arctic Warrior*.

B. *Arctic Warrior* staff members can never guarantee publication of an article. They will, however, make every effort to print submitted articles on a timely basis. Because of the nature of military life and the ever-present possibility of unforeseen events, stories can be removed as late as the day of publication. Like any other customer service organization, the staff must consider the needs of all customers who provide inputs for the newspaper.

5. Placement priority: The public affairs director/deputy director, the command/internal information chief, or editor, with general guidance from the installation commander or designate, make decisions on story placement. Stories focusing on key mission and/or policies and impacting the largest number of base personnel will be given priority placement with the appropriate sections of the newspaper.

6. Editing: All copy submitted to the *Arctic Warrior* will be edited for grammar and to ensure it conforms to Army and Air Force journalism guidelines for news writing; conforms to the Associated Press Stylebook and Libel Manual and local procedures for abbreviations, capitalization, etc.; and meets appropriate story length to facilitate layout and design.

7. Recurring columns: Recurring columns from base agencies are discouraged. This helps ensure each organization receives a fair amount of coverage for its missions and people. The public affairs director/deputy director, the command/internal information chief, or editor will determine equitable space for these items and allocate news, feature or editorial space as appropriate.

8. Award winners: Stories and/or photographs are limited to command-level or higher award winners on a space-available basis. The exception is base-level quarterly and annual award winners — these people will be featured in the newspaper in a photo with other award winners. Additional awards, such as special achievements and decorations, will be featured on a case-by-case basis as feature articles.

9. Changes of command: Stories and photographs of changes of command are limited to the wing/brigade level or higher, or major tenant organizations. Group/battalion-level change of command coverage is limited to a photo and cutline. Squadron/company-level change of command announcements may be published as a news brief in the newspaper on a space-available basis.

10. Fund drives: Coverage will be limited to those campaigns authorized by DoD regulations, namely the Combined Federal Campaign, Army Emergency Relief, and the Air Force Assistance Fund. Coverage of all other fund drives must raise money for unit/squadron or distinguished military group and will be based on space-availability. Front page coverage is not guaranteed for any fund drive or membership campaign. News during a given week determines story placement on Page 1. The command/internal information chief will coordinate with the fund drive key personnel to ensure appropriate coverage of these events..

11. Photography: Published photos will comprise those showing on-the-job action, sports events and photos that "tell a story." Photos normally unacceptable for publication include the posed shot of a person receiving an award or donation, ribbon cuttings, posed group photos, photos containing alcoholic beverages or cigarettes, retirement/reenlistment photos, photos containing controlled area badges or other security considerations, photos of people not conforming to AFI 36-2903, Dress and Personal Appearance of Air Force Personnel and Army Regulation 670-1, Wear and Appearance of Army Uniforms and Insignia, or poor-quality photos.

Although the public affairs office realizes the importance of these events, "grip and grin" photos are typically ineffective in providing recognition or publicity. Therefore, photos meant to honor award winners, etc., will focus on the honoree(s) in their work center or another setting that better reflects the accomplishments.

12. Photographic support: Due to *Arctic Warrior* staff limitations, photographic support for the *Arctic Warrior* is provided in part by the 673d Air Base Wing Public Affairs Office staff members. Base personnel are also encouraged to submit photographs, as long as images comply with the standards listed in Para. 11. Cameras may be signed out from the Public Affairs office, if available. More information is available by calling (907) 552-2906.

A. Determination of photographic support will be based on whether or not the photographs will be used in the publication and if the staff receives at least a 24-hour notification. The public affairs director/deputy director, the command/internal information chief, or the public affairs superintendent determines if photographic support will be provided. Photographic support for items to be printed in the *Arctic Warrior* will not be provided without the authorization of the commander, public affairs officer and/or *Arctic Warrior* staff.

B. After-duty-hours photographic support will be limited to events determined to be of significant news value by the commander, public affairs director/deputy director, the command/internal information chief, the public affairs superintendent, and/ or editor. The exception to this is intramural sports. Since most sporting events take place after duty hours, and sports coverage is an integral part of *Arctic Warrior*, photographers may be required to work beyond the "normal" duty day. This is determined on a case-by-case basis.

13. Coordination: *Arctic Warrior* articles will be coordinated with affected agencies as deemed appropriate by the public affairs chief of internal information and/or editor. Controversial or "sensitive" articles will be coordinated with the commander and higher headquarters, when necessary, before publication. Agencies submitting articles can make special requests to the public affairs chief of internal information or editor to review an article before publication. The requestor must then be available to review the article before the printing deadline. This review phase will only serve to allow for correction of errors in fact or misleading statements of commander's intent.

14. If you have any questions or require additional information, please contact our public affairs director at 552-8153 or our deputy director at 552-8152.

BRIAN P. DUFFY
Colonel, USAF
Commander