

HEADQUARTERS
UNITED STATES EUROPEAN COMMAND
UNIT 30400, BOX 1000
APO AE 09128

DIRECTIVE
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PUBLIC AFFAIRS

Organization and Policies

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1. **Summary.** Prescribe policies, assign responsibilities and establish channels of communication for public affairs activities in the United States European Command.
 2. **Applicability.** Applies to USEUCOM activities, component commands and U.S. EUCOM Public Affairs points of contact.
 3. **Suggested Improvements.** Send recommendations for changes to HQ USEUCOM/ECPA, Unit 30400, Box 1000, APO AE 09128; Fax: 430-5380, email: ecpa.pf@eucom.mil.
 4. **References.**
 - a. Department of Defense Directive 4500.54-6. DoD Foreign Clearance Guide.
 - b. DoD Directive 4515.13-R, Air Transportation Eligibility.
 - c. DoD Directive 5105.35, Responsibilities of Unified and Specified Command in Public Affairs Matters.
 - d. DoD Directive 5122.8, Use of Military Carriers for Public Affairs Purposes.
 - e. DoD Directive 5230.9, Clearance of DoD Information for Public Release.
 - f. DoD Instruction 5435.2, Delegation of Authority to Approve Travel In and Use of Military Carriers for Public Affairs Purposes.
 - g. EUCOM Directive 5-4, Granting of Temporary Duty Travel and Clearances for Visits To and Within the USEUCOM Area.

This Directive supersedes ED 15-1, dated 4 May 95.

- h. ED 15-5, Nuclear Accident and Incident Public Affairs Guidance.
- j. ED 15-4, Community Relations.
- i. ED 15-8, European Stars and Stripes.
- k. ED 15-13, Armed Forces Radio and Television.
- l. ED 56-8, USEUCOM Deliberate Planning Process.

5. **Internal Control Systems**. This Directive contains internal control provisions and is subject to the requirements of the management control program. For HQ USEUCOM and subordinate joint activities, the applicable internal control directive is ED 50-8, Management Control Program.

6. **Responsibilities**.

- a. USCINCEUR ECPA.

- (1) Represent U.S. European Command in public affairs matters.

- (2) Communicate directly with Office of the Assistant to the Secretary of Defense-Public Affairs (ASD-PA) for direction and guidance in public affairs matters.

- (3) Represent and coordinate for ASD-PA in military public affairs matters with departments and agencies of the U.S. government or other unified and specified commands, Supreme Allied Commander Europe, host nations, U.S. embassies, and the U.S. Mission to North Atlantic Treaty Organization.

- (4) Coordinate with the Joint Chiefs of Staff and inform them of public affairs plans, programs, policies or actions with operational implications.

- (5) Coordinate all major public affairs efforts impacting host nation relations with the appropriate U.S. embassy through the embassy public affairs officer and/or country team.

- (6) Host annual Director's Conference for component public affairs officers, European Stars and Stripes, and American Forces Network Europe.

- (7) Provide policy guidance to community relations programs involving U.S. military participation in aerial demonstrations, air shows, public exhibitions, military bands' performances and other similar events related to U.S.-host country relations.

- (8) Coordinate, approve and release public affairs guidance (PAG) or forward proposed public affairs guidance (PPAG) to DoD for interagency coordination and release.

(9) Write and coordinate Annex F for all JSCP and CINC-directed deliberate plans.

(10) Provide direction for joint task force public affairs matters unless specifically delegated. Plans initial deployment of public affairs personnel and resources to assist news media covering U.S. forces in EUCOM AOR.

(11) Maintain HQ USEUCOM staff responsibility for European Stars and Stripes. (See EUCOM Directive 15-8, European Stars and Stripes.)

(12) Maintain HQ USEUCOM staff responsibility for Armed Forces Radio and Television Service, Europe. (See EUCOM Directive 15-13, Armed Forces Radio and Television Service).

(13) Provide policy guidance for release of information in the event of nuclear accidents/incidents. (See EUCOM Directive 15-5, Nuclear Accident and Incident Public Affairs Guidance.)

(14) Coordinate security review and release of DoD information in the USEUCOM AOR.

(15) Provide quality control of public affairs activities for component headquarters and European Stars and Stripes by supporting the USEUCOM Command Inspection Program. .

(16) Serve as the authorized agency for approving print, photo and video products for external release at USEUCOM headquarters, except as restricted by ASD-PA or delegated to component public affairs offices.

(17) Use internet and emerging communications technologies to coordinate and communicate information and command messages. Manage the U.S. European Command public web site within the established guidelines.

(18) Support command public affairs training through JTF and other exercises, workshops, seminars and other appropriate forums.

b. Component Command Public Affairs Directorates:

(1) Conduct public affairs programs and activities under the policy guidance of USEUCOM.

(2) Prepare public affairs annexes to plans for deployments, contingency operations, special operations, and significant exercises. Prepare PPAG and forward to ECPA for coordination and approval.

(3) Augment public affairs resources to support contingency or special operations, as directed.

(4) Provide ECPA information copies of all releases about significant or high interest issues or command issues or events.

(5) Serve as ECPA executive agent for special public affairs projects.

(6) Provide public affairs direction and guidance to CONUS command organizations operating in the USEUCOM AOR unless specified otherwise by ECPA.

(7) Provide timely after-action reports to ECPA, via e-mail, fax or official message, after major news media visits to component command units or installations.

(8) Approve local and non-local public affairs travel or transportation as required with the EUCOM AOR.

(9) Coordinate with ECPA prior to implementing actions having significant public affairs implications not covered by existing policy.

c. USCINCEUR Staff Directorates

(1) Integrate public affairs into all planning processes at the earliest stage possible, especially events, activities and operations that are highly visible, politically sensitive and/or have significant information operations implications.

(2) Review proposed public affairs guidance and provide feedback to ECPA as requested.

(3) Inform ECPA of media queries made directly to directorate personnel.

(4) Provide subject matter experts for media interviews as required to answer media queries.

7. **General policy.**

a. Public affairs is a function of command. The commander is responsible for public affairs. Public affairs officers provide advice and recommendations on PA matters. To do so, they must be informed of activities and operations, planned or in progress, and have personal access to the commander.

b. The U.S. ambassador in each sovereign country in the USEUCOM AOR is responsible for U.S. policies and objectives, including those dealing with public affairs.

c. The instantaneous, worldwide capabilities of the media and the dynamics of international relations require public affairs officers to:

(1) Synchronize USEUCOM public affairs activities to maximize assets and to ensure the U.S. government speaks with one voice.

(2) Develop mobile and readily available resources.

(3) Fully coordinate public affairs issues, with rapid release to the public through all available media.

d. Notify ECPA of all significant potential/actual public affairs problems. When the problem is of such a dimension and time is of the essence, include ASD-PA and the military departments as message information addressees to expedite coordination.

e. Plan public affairs activities and programs, which have national and international implications, approved by ECPA after coordination with the appropriate component commanders.

f. Seek ECPA approval for all public affairs activities affecting more than one country in the EUCOM AOR.

g. Treat all representatives of bona fide international, national, regional and local news organizations equitably, with courtesy, and offer reasonable assistance to help them carry out their responsibilities.

8. **Public Information Policy.**

a. Release maximum information about U.S. forces in theater, component commands, and activities consistent with U.S. policy and security requirements.

b. Tell the U.S. forces story to achieve U.S. and European public understanding and support for operational mission objective of USEUCOM.

c. Synchronize public affairs strategy to accomplish the following objectives:

(1) U.S. and European public understanding and support for forward U.S. presence through NATO to advance common security interests.

(2) U.S. and European opinion leaders and decision-makers support USEUCOM mission priorities.

d. Components and other USEUCOM agencies incorporate Command Public Affairs themes into their public affairs planning.

e. Components and other USEUCOM agencies submit significant information intended for release or response to query to ECPA for clearance/coordination. Seek ECPA clearance on matters:

(1) Likely to have an impact on relations between the U.S. and a country in the USEUCOM AOR.

- (2) Intended for release to national or regional level media in the U.S. or host country.
- (3) Concerning relations with NATO and its member nations.
- (4) Affecting other unified or specified commands, DoD agencies, and other major external commands.
- (5) Relating to more than one USEUCOM component command.
- (6) Significant training exercises and operations.
- (7) Introduction, relocation (other than routine movements), or removal of major military weapons, aircraft, equipment, and significant numbers of personnel (units or individuals) for operational or training purposes.
- (8) Involving major organizational or force structure changes.
- (9) Concerning U.S. military sponsorship or participation in public exhibitions, trade shows, demonstrations, and ceremonies of U.S. national or international significance.
- (10) Concerning treaties or treaty interpretations.
- (11) Concerning defection or desertion to or from the United States.
- (12) Involving visits of distinguished guests to HQ USEUCOM, component commands, or countries in the USEUCOM AOR.
- (13) Involving DoD civilian or military forces or installations in terrorist incidents/hijackings/kidnappings.
- (14) Involving U.S. forces nuclear or chemical accidents/incidents.
- (15) Significant to developments in the Military Assistance Program, Partnership for Peace, or the Joint Contact Team Program.
- (16) Drawn from intelligence sources or programs, which may impact USEUCOM AOR.
- (17) Likely to be of active concern to USCINCEUR or other issues specifically designated by USCINCEUR.

f. In rapidly developing news, such as crashes, disasters, bombings or incidents, local commanders, in conjunction with host nation/country team, will quickly acknowledge established facts in the public domain. Immediately notify ECPA of "spot" news developments.

9. **Command Information Policy.**

a. Conduct programs that keep internal publics informed to enhance USEUCOM command morale and readiness. A sound command information program is the basis for effective public affairs. A Soldier, Sailor, Airman or Marine, who is well informed by the chain of command and understands "security at the source," who knows his role in on-going operations, and has the public affairs guidance pertaining to his activity, is our most credible spokesperson.

b. Armed Forces Network Europe (AFN-E) is an effective command information tool which reaches a large sector of the internal audience. Commanders and public affairs representatives will inform AFN-E of significant events affecting the European internal audience.

10. **Community Relations Policy.**

a. Programs will:

(1) Promote U.S. and host country public awareness and understanding of USEUCOM's mission.

(2) Maintain the command's reputation as a respected professional organization and a good neighbor in host country's communities. (See European Directive 15-4, Community Relations).

11. **Procedures for Approval of Use of Military Carriers for Public Affairs Purposes.**

a. When coordinating travel within the EUCOM theater, it is important to realize that granting theater and country clearance is not a public affairs action. Public affairs does not have the authority to grant clearances. All clearance requests must be submitted via official message with sufficient lead-time (IAW Ref. a.) to allow for proper coordination. Failure to do so could result in a cancelled mission. See Ref. a. for required message information and format and procedures for requesting clearance.

(1) For theater clearance, USCINCEUR has authorized COMUSAFE, CINCUSNAVEUR, CGUSAREUR, and HQ MARFOREUR to grant theater clearance for visits to their headquarters and subordinate units in the countries of Germany, Greece, Italy, Norway, Portugal, Spain and the United Kingdom (to include Northern Ireland). Other theater clearance requirements are specified in Ref. a.

(2) Clearance for special area approval or notification is required from the State Department through the Undersecretary of Defense for Policy (Admin) for travel to certain countries (as outlined in Ref a). Approval must be requested from USDP via message.

(3) Country clearance is required from the appropriate American embassy for personnel traveling to certain countries (as outlined in Ref a). Country clearance must be requested via message.

b. DoDI 5435.2, ASD-PA has delegated USCINCEUR/ECPA as the approving authority for non-local media travel within the EUCOM AOR. USCINCEUR/ECPA delegates authority to component commanders to approve media/DV travel aboard U.S. military aircraft within the EUCOM AOR for public affairs purposes. Non-local travel for public affairs purposes within the EUCOM theater is defined as country to country travel, i.e., Germany to the United Kingdom. Component public affairs officers should inform ECPA about all non-local media/DV travel within theater.

FOR THE COMMANDER IN CHIEF:

OFFICIAL:

DANIEL J. PETROSKY
Lieutenant General, USA
Chief of Staff

DAVID R. ELLIS
LTC, USA
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