

on matters of local interest, such as soldier of the week, and favorite athlete.

(2) A DoD newspaper, guide, or installation map shall not conduct a poll, a survey, or a straw vote relating to a political campaign or issue.

(3) Opinion surveys must be in compliance with Military Service regulations.

(n) DoD newspapers will support officially authorized fund-raising campaigns (e.g., Combined Federal Campaign (CFC)) within the Department of Defense in accordance with DoD Directive 5035.1.<sup>2</sup> News coverage of the campaign will not discuss monetary goals, quotas, competition or tallies of solicitation between or among agencies. To avoid any appearance of endorsement, features and news coverage will discuss the campaign in general and not address specific agencies within the CFC.

(o) DoD newspapers, guides, or installation maps shall not:

(1) Contain any material that implies that the DoD Components or their subordinate levels endorse or favor a specific commercial product, commodity, or service.

(2) Subscribe, even at no cost, to a commercial or feature wire or other service whose primary purpose is the advertisement or promotion of commercial products, commodities, or services.

(3) Carry any advertisement that violates or rejects DoD equal opportunity policy. (See paragraph (j)(3) of this section).

(p) All commercial advertising, including advertising supplements, shall be clearly identifiable as such. Paid advertorials and advertising supplements may be included but must be clearly labeled as advertising and readily distinguishable from editorial content.

(q) Alteration of official photographic and video imagery will comply with the Deputy Secretary of Defense policy memorandum, subject: Alteration of Official Photographic and Video Imagery, December 9, 1994, (appendix F of this part).

(r) Commercial sponsors of Armed Forces Professional Entertainment Program events and morale, welfare and recreation events may be mentioned routinely with other pertinent facts in news stories and announcements in DoD newspapers. (See DoD Instructions 1330.13<sup>3</sup> and 1015.2.<sup>4</sup>)

(s) Book, radio, television, movie, travel, and other entertainment reviews

may be carried if written objectively and if there is no implication of endorsement by the Department of Defense or any of its Components or their subordinate levels.

(t) All printing using appropriated funds will be obtained in accordance with 32 CFR part 397.

#### **§ 247.5 Responsibilities.**

(a) The *Assistant to the Secretary of Defense for Public Affairs*, consistent with 32 CFR part 375, shall:

(1) Develop policies and provide guidance on the administration of the DoD Internal Information Program.

(2) Provide policy and operational direction to the Director, AFIS.

(3) Monitor and evaluate overall mission effectiveness within the Department of Defense for matters under this part.

(b) The *Director, American Forces Information Service*, shall:

(1) Develop and oversee the implementation of policies and procedures pertaining to the management, content, and publication of DoD newspapers, guides, and installation maps.

(2) Serve as DoD point of contact with the Joint Committee on Printing, Congress of the United States, for matters under this Instruction.

(3) Serve as the DoD point of contact in the United States for UC newspaper matters.

(4) Provide guidance to the UCs, Military Departments, and other DoD Components pertaining to DoD newspapers and CE publications.

(5) Monitor effectiveness of business and financial operations of DoD newspapers and provide business counsel and assistance, as appropriate.

(6) Sponsor a DoD Interservice Newspaper Committee composed of representatives of the Military Departments to coordinate DoD command or installation newspaper matters.

(7) Provide a press service for joint-Service news and information for use by authorized DoD newspaper editors.

(c) *The Secretaries of the Military Departments* shall:

(1) Provide policy guidance and assistance to the Department's newspapers and CE publications.

(2) Encourage the use of CE newspapers when they are the most cost-effective means of fulfilling the command communication requirement.

(3) Ensure that adequate resources are available to support authorized internal information products under this part.

(4) Designate a member of their public affairs staff to serve on the DoD Interservice Newspaper Committee.

(5) Ensure all printing obtained with appropriated funds complies with 32 CFR part 397.

(d) *The Commanders of Unified Combatant (UC) Commands* shall:

(1) Publish UC newspapers, if authorized. In discharging this responsibility, the UC Commander shall ensure that policy, direction, resources, and administrative support are provided, as required, to produce a professional quality newspaper to support the command mission.

(2) Ensure that the UC newspaper is prepared to support U.S. forces in the command area during contingencies and armed conflict.

#### **§ 247.6 Procedures.**

(a) *General.* (1) National security information shall be protected in accordance with 32 CFR parts 159 and 159a.

(2) Specific items of internal information of interest to DoD personnel and their family members prepared for publication in DoD newspapers, guides, or installation maps may be made available to requesters if the information can be released as provided in 32 CFR parts 285 and 286.

(3) Editorial policies of DoD newspapers, guides, and installation maps shall be designed to improve the ability of DoD personnel to execute the missions of the Department of Defense.

(4) DoD editors of publications covered under this part shall conform to applicable policies, regulations, and laws involving libel, photographic image alteration, copyright, classification of information, and U.S. Government printing and postal regulations.

(5) DoD newspapers, guides, and installation maps shall comply with 32 CFR part 310 regarding the DoD privacy program.

(b) *Establishment of DoD newspapers.*

(1) Commanders are authorized to establish Funded newspapers (Appendix A to this part) or CE newspapers (Appendix B to this part) when:

(i) A valid internal information mission requirement exists.

(A) Command or installation newspapers provide the commander a primary means of communicating mission-essential information to members of the command. They provide feedback through such forums as letters to the editor columns. This alerts the commander to the emotional status and state of DoD knowledge of the command. The newspaper is used as a return conduit for command information to improve attitudes and increase knowledge.

<sup>2</sup> See footnote 1 to § 247.4(m).

<sup>3</sup> See footnote 1 to § 247.4(m).

<sup>4</sup> See footnote 1 to § 247.4(m).