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ASD(PA)

(2)

Department of Defense Directive

SUBJECT

Community Relations

- Refs:
- (a) DoD Directive 5122.5, "Assistant Secretary of Defense (Public Affairs)," July 10, 1961
 - (b) DoD Directive 5410.18, "Community Relations," February 9, 1968 (hereby cancelled)
 - (c) DoD Instruction 5410.19, "Armed Forces Participation in Public Events Supporting Community Relations Programs," November 26, 1968
 - (d) thru (p) - see enclosure 2

I.

REISSUANCE AND PURPOSE

A. This Directive implements DoD Directive 5122.5 reference (a), reissues reference (b), and;

1. Provides for the conduct of Community Relations activities throughout the Department of Defense;
2. Issues general policy guidance for such activities;
3. Assigns basic ^{authority} and responsibilities (including budgeting and financing) and delineates command relationships involved in such activities.

B. Reference (b) is hereby superseded and cancelled.

II.

APPLICABILITY AND SCOPE

The provisions of this Directive apply to the Military Departments (including both Active and Guard/Reserve Components), the Defense Agencies, the Organization of the Joint Chiefs of Staff, the Unified and Specified Commands, and the Office of the Secretary of Defense

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(hereinafter referred to collectively as "DoD Components"), and to the community relations aspects of all programs or activities receiving financial assistance (appropriated or nonappropriated) from any such component. This Directive applies to all community relations activities regardless of the name, program or sponsorship under which such activity may be conducted.

III. TERMS

The following terms are basic to this Directive (other pertinent terms are defined in enclosure 1):

- A. Community Relations: The interrelationship between the military and civilian communities at home and abroad, at all levels and in all areas of interaction.
- B. Community Relations Program: Any planned and executed action by a DoD Component, unit or person, designed to achieve and maintain good relations with all of the various publics with which it interacts. Such a program can be conducted on or off a military reservation. Community relations programs are conducted at all levels of command, both in the United States and overseas. Community relations programs include, but are not limited to such activities as:
 - 1. Armed Forces participation in international, national, regional, state and local public events;
 - 2. Installation open houses, tours and embarkations in naval vessels and military aircraft;
 - 3. ~~Readiness to assist in disaster relief and emergency situations;~~
 - 34. Cooperation with Government officials and community leaders;
 - 45. Aerial demonstrations and static display of aircraft;
 - 56. Encouragement of Armed Forces personnel and their dependents to participate in all appropriate aspects of local community life.

- 67. Liaison and cooperation with labor, veterans and other organizations and their local affiliates at all levels;
- 78. Liaison and cooperation with industry and with industrial, technical and trade associations; and
- 88. Provision of speakers.

C. DoD Support: Any utilization of Armed Forces personnel, and/or DoD civilian employees, as individuals or as units, or any commitment of facilities, or materiel to include aircraft, ships, exhibits and equipment, in support of community relations programs.

IV. OBJECTIVES

- A. To increase public awareness and understanding of the Armed Forces and of the mission, policies and programs of the DoD.
- B. To inspire patriotism, and encourage young men and women to serve in the Defense Establishment.
- C. To foster good relations on mutually acceptable terms with all of the various publics with which elements of the Department of Defense come into contact at home and abroad.
- D. To maintain a reputation as a good neighbor as well as a respected professional organization charged with the responsibility for the national security.
- E. To support the Human Goals Program of the Department of Defense, with its emphasis on the infinite dignity and worth of the individual and the concept of equal opportunity.
- F. To support the recruiting and personnel procurement missions of the Department of Defense.

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V. POLICIES

- A. Management: The countless interactions of the Defense Establishment with its various publics at home and abroad, defined as community relations, are not susceptible to

detailed direction or supervision by any single authority. In an organization as vast, complex and widespread as the Department of Defense successful community relations can result only from the consistent exercise of initiative, imagination, and judgment by every individual in the organization in support of common objectives. These efforts must be applied within a framework of guidelines reflecting the accumulated practical wisdom of the institution in dealing with recurring problems and opportunities. This Directive and its implementing instructions place principal reliance on Commanders at all levels to exercise the leadership and judgment required to achieve the stated objectives within the guidelines provided.

B. DoD Support of Public Events

1. The Armed Forces and the Defense Establishment belong to all the American people. Department of Defense support of and participation in events and activities in the civilian domain will reflect that fact. Common ownership of the Defense Establishment dictates that its resources be committed to support of events and activities of common interest and common benefit. This policy is reinforced by the practical consideration that since limitations of time and resources make it impossible to respond positively to all equally valid requests of individuals and groups for support, the Department should not do for one what it cannot do for all. DoD support is authorized and encouraged when such support is in the best interests of the Department, and when:
 - a. The event or occasion is of general interest or benefit to the community as a whole, as distinguished from the special interest or benefit of a particular element of the community; and
 - b. The sponsor of the event is the administration of a local or State Government or the Federal Government, a broadly based civic organization, a bona fide veterans organization, or a recognized organization whose primary purpose is to stimulate patriotism, promote public understanding of the problems of national security, or foster public appreciation of our national heritage; or

- c. Such support is specifically authorized or directed by public law or executive order.
2. Department of Defense support and participation must not directly or indirectly (a) endorse or selectively benefit or favor or appear to endorse or selectively benefit or favor any private individual, group, corporation (whether profit or nonprofit), religion, sect, religious or sectarian group, quasi-religious or ideological movement, fraternal organization, political organization, or commercial venture, or (b) be associated with the solicitation of votes in a political election.
- a. Armed Forces support of nationally recognized veterans' organizations is authorized when the participation is in support of programs oriented to the veteran rather than to the sectarian, fraternal or national origin aspects or objectives of the organization itself. Similarly, DoD support of nonpublic school activities is authorized when the participation is clearly educational or in support of DoD personnel or recruiting programs.
 - b. Recognizing the broadening social role of many churches and the fact that church facilities in many instances have become nonsectarian centers for many community events and activities of common interest and benefit, DoD support of such nonsectarian community activities in church facilities may be authorized under criteria set forth by the ASD(PA) in instructions implementing this Directive. Participation in such activities will be voluntary for individuals and for individual members of bands, color guards, or other units.
 - c. Paragraph V. B. 2. should not be interpreted as barring any group which offers to provide entertainment on base to military personnel, civilian employees, or their dependents. However, promotion of the group's objectives through written or printed material, speeches, program content, or other forms of promotion in connection with the entertainment, including the period before and after the entertainment, is prohibited.

3. Department of Defense support of or participation in any event within the purview of this Directive is authorized only if admission, seating and all other accommodations and facilities connected with the event or activity are available to all without regard to race, creed, color, national origin, or sex. The provisions of references (d) thru (f) also pertain.
4. Department of Defense participation in a public event shall be incidental to the event except for programs of a patriotic nature, celebration of national holidays, or appropriate events which are open to the general public at no charge for admission.
 - a. A general admission charge need not of itself preclude Department of Defense participation when such participation is in fact incidental to the event and other criteria are met. A determination in each case will be made by the appropriate commander or, as required, by ASD (Public Affairs).
 - b. Department of Defense participation in a public event for which there is an admission or other type of charge will not be authorized when military participation itself is the primary attraction, except for athletic events of the service academies, for performances by aerial demonstration teams and for band concerts as hereinafter provided for (see C. , below, and section VI.)
 - c. No specific or additional charge may be made at an event to observe authorized DoD participation.
5. Resources of the Department of Defense, including personnel, materiel and facilities, exist for essential military purposes and are justified and funded on that basis (see section VI). These resources will be considered available for community relations purposes only after all military needs have been satisfied. Commitment of resources for community relations purposes will always be subject to operational requirements.
6. Participation in public events will be authorized only when it can be reasonably expected to bring credit to the

individuals involved and to the Armed Forces and their recruiting objectives. Standards of good taste and dignity will be observed. Military personnel will not be used in such capacities as ushers, guards, parking lot attendants, runners or messengers, baggage handlers, or for crowd control, or in any menial capacity in support of public events conducted off military installations.

7. Maximum advantage of personnel procurement and recruiting potential will be taken at appropriate events for which Armed Forces participation has been authorized
8. In compliance with public law, military musicians will not be placed, nor will they place themselves, in competition with civilian musicians. DoD musical support of events in the civilian domain, except for specifically authorized band concerts and tours and authorized musical support of official functions, will be limited to patriotic or military music as distinguished from pure entertainment, such as background, dinner, dance or other social music.
9. DoD support will not be authorized for commercially oriented events such as Christmas parades, commercial motion picture premieres, shopping center promotions, fashion shows and such other events clearly sponsored by, or conducted for the benefit of commercial interests. This policy does not preclude participation of recruiting personnel and their organic equipment, materials and exhibits. Military musical or other units will not be used in connection with any event designed to stimulate sales or increase the flow of business traffic, or in any way or place which would give that appearance. Recognizing that in many areas shopping centers and malls take on the character of a community center, community relations resources may be authorized to support direct recruiting activities in such centers and malls under criteria set forth by the ASD(PA) in instructions implementing this Directive.
10. In compliance with public law, DoD support of civilian-sponsored programs, activities and public events will not be offered or provided in competition with resources and services commercially available in the civilian domain,

such as, communications equipment, transportation, photography, ambulances, public address systems, food handling equipment, and earth-moving or other construction equipment.

11. No person or unit, civilian or military, in a DoD Component will realize a monetary profit or accept gratuities or remuneration in any form not provided for by public law or DoD directive, for services performed or assistance rendered in carrying out activities or programs under the purview of this Directive.

C. Fund Raising. DoD support of fund-raising efforts will be limited to the federated and joint campaigns authorized by DoD Directive 5035.1- (reference (h) and its attachment, the Manual on Fund-Raising within the Federal Service), to such appeals as the President or the Chairman of the Civil Service Commission may authorize, and to the Military Service aid societies. In view of the national interest, the Armed Forces may also support sports or other public events held for the sole purpose of raising funds for United States teams competing in the Pan American Games and Olympic Games (see DoD Directive 1330.4 (reference (g))). Armed Forces support to fund-raising events or projects for a single cause, even though the prospective recipient is a member of one of the federated, joint or authorized campaigns, or if the proceeds are to be donated wholly or in part to one or several of the recognized campaigns, is inconsistent with this basic policy.

1. This policy, which is Government-wide, simply reflects the practical limitations on the Government's ability to extend official support to every extremely worthwhile local, regional, national, and international charity and carries no direct or indirect judgment on any charity not included in the joint or federated campaigns.
2. This policy does not preclude volunteer efforts by individuals on behalf of any charities of their choice, such individual volunteer efforts are, in fact, encouraged.
3. Support of fund-raising activities will be at no additional cost to the Government (see paragraphs I. and J., enclosure 1).

4. Participation by DoD in air shows having a fund-raising objective will be limited to those sponsored by or conducted for the benefit of the campaigns and appeals specified above. Exceptions may be made when the ASD(PA) determines that benefits are otherwise sufficiently widespread throughout a community as a whole.
 5. Fund-raising concerts performed by military bands (including the U.S. Army Band, U.S. Army Field Band, U.S. Navy Band, U.S. Marine Band, U.S. Air Force Band, and their components) will be limited to those sponsored by or held for the benefit of the campaigns and appeals specified above. Exceptions may be made when the ASD(PA) determines that benefits are otherwise sufficiently widespread throughout a community as a whole.
 6. At the purely local level, within the immediate area of social or economic impact of a base or other facility, authorization may be granted to support local community fund-raising events of community wide interest and benefit, under criteria promulgated by the ASD(PA) in instructions implementing this Directive. ~~Such support will be provided out of resources locally available.~~
 7. Commanders of Unified Commands are authorized to make exceptions to this policy in overseas areas, except Hawaii and Alaska, to permit participation in athletic or sports competition within their commands in support of local or indigenous fund-raising efforts.
- D. Private Association: Participation by DoD Components and personnel in activities of private associations and National Non-Governmental Organizations is governed by provisions of this Directive and of DoD Directive 5500.2 (reference (k)) and DoD Instruction 5410.20 (reference (j)).
- E. Armed Forces Day: The third Saturday in May will be observed as Armed Forces Day and will be used as an occasion to report to the nation on the status of the Armed Forces and to demonstrate the unity and common purpose of the Armed Forces in the fulfillment of our national security requirements. In keeping with the spirit of unification as set forth in the National Security Act of 1947, as amended, participation by military units in the observance of the birthdays of individual Military Departments or any other day or days of

significance to a single Military Department, its components or auxiliaries, will not be undertaken in the civilian domain without the specific authorization of the Secretary of Defense. ~~DoD Directive 5400.5 (reference (i)), provides for the observance of Armed Forces Day.~~

- F. Speaking Engagements: DoD personnel are encouraged to accept invitations to speak at appropriate public events as an effective means of informing the public and achieving community relations objectives.
1. Military and civilian personnel of the DoD may be authorized to speak at public events (except for those specified in 3., below) when: (a) such participation does not interfere with their assigned duties, (b) they address their remarks to subjects within their official cognizance, (c) the views expressed reflect national policy, (d) their participation does not lend an air of sponsorship or endorsement to the statements of others which may be partisan in nature and contrary to national policy; and (e) their subject matter and text have been reviewed and cleared for security and policy by proper authority (as prescribed in DoD Directive 5230.9 (reference (m))). This policy does not preclude military or civilian personnel from speaking on matters unrelated to the official concerns of the Government, when such activities do not conflict with official duties or responsibilities.
 2. DoD Components may fill requests for qualified speakers for certain events in which other forms of DoD support would not be appropriate, such as religious or fraternal gatherings or those sponsored by business and professional organizations (see V.B.3.).
 3. Speakers may not be provided for partisan political gatherings, or fund-raising events which do not meet basic DoD criteria.
 4. The ASD(PA) will be consulted before speakers are provided for events in which public confrontation or public debate of national policy matters is planned or likely. Situations where the real or apparent purpose is to stage controversy will be avoided.
 5. Speakers, civilian and military, representing DoD will

not accept fees or honoraria. Reimbursement for necessary travel and living costs may be accepted from the sponsor in lieu of reimbursement by the Government in accordance with Joint Travel Regulations (reference (o)). See also V, B, 11. and VI.

- G. Visits and Tours: Maximum practical effort will be made to satisfy public interest in the Defense Establishment through the conduct of orientation visits and tours, through the periodic holding of "Open House," and through the arranging of briefing and discussion programs, either on civilian request or by DoD invitation. Policies governing the use of military transportation in conjunction with visits and tours are contained in DoD Directive 5122.8 (reference 1)).
- H. Recruiting and Personnel Procurement: Direct recruiting activities are carried on in the civilian domain, but for purposes of this Directive are not considered to be community relations activities. Policy direction for discharge of the recruiting function and the use of organic equipment, materials and exhibits is the responsibility of ASD(M&RA). However, the provisions of this Directive do apply to DoD support of or participation in all community relations activities and events undertaken in direct or indirect support of recruiting and personnel procurement, whether such activities are initiated or sponsored by recruiters or by other elements of DoD or by elements of the civilian community. The ASD(PA) and the ASD(M&RA) will coordinate the efforts of components of DoD to assure that the twin objectives of effective recruiting/personnel procurement and sound community relations are both achieved.

VI. PROGRAMMING, BUDGETING, AND FINANCING

- A. Congressional limitations have been established on the amounts which may be obligated annually for public affairs (including community relations) purposes. Therefore:
1. No funds shall be programmed, budgeted or expended solely for community relations programs or activities unless included in the budget estimates for public affairs presented to Congress.

2. No funds shall be obligated solely for community relations programs or activities in excess of the amounts authorized by congressional committees without their prior approval in accordance with reprogramming procedures established by DoD Instruction 7250.5 (reference (p)).
- B. Incremental costs resulting from DoD support of community relations programs will be obligated only with due regard to congressional funding limitations. The foregoing applies to such incremental costs even though funds budgeted for the acquisition, operation or maintenance of DoD support appear adequate, without regard to any congressional limitation. Costs incurred by an organization incident to its participation in a community relations program or activity, as described in section III. , which would not need to be incurred but for their public affairs aspects, shall, to the extent practicable, be programmed, budgeted and reported as public affairs costs subject to such limitation.
- C. None of the above shall preclude:
1. The scheduling or use of DoD personnel, material and facilities in such a way as to support community relations policy at no additional cost to DoD over that required for other authorized purposes. (See also paragraphs I. and J., enclosure 1.)
 2. The financing of out-of-pocket costs of authorized DoD participation in a public event on the basis of reimbursement from the sponsors of the event, in accordance with Joint Travel Regulations (reference (o)).

VII. RESPONSIBILITIES, AUTHORITIES AND RELATIONSHIPS

- A. General: Secretaries, Commanders and Directors of DoD Components are responsible to the Secretary of Defense for all community relations matters. Commanders at all levels will give positive emphasis to the importance of good community relations and of compliance with the policy guidance contained in this Directive and in implementing instructions issued by the ASD(PA). They will evaluate community attitudes, problems, and opportunities and will plan and execute community relations activities within their command areas to achieve stated objectives.
- B. The ASD(PA) has been designated in reference (a) by the Secretary of Defense as the principal staff assistant for

public information and community relations. It is the responsibility of the ASD(PA) to provide the American people with maximum information about the DoD consistent with national security, and to initiate and support activities contributing to good relations between the DoD and all segments of the public at home and abroad. Active community relations programs at all levels of command are essential to the successful discharge of these responsibilities.

- C. The ASD(PA) is designated (see DoD Directive 5122.5, reference (a)) to act for and in behalf of the Secretary of Defense in implementing the provisions of this Directive, including:
1. Granting any exception thereto.
 2. Issuing instructions implementing this Directive and one-time Directive-type memoranda in writing.
 3. Acting as the sole DoD point of contact at the seat of government with other agencies of Government in community relations matters.
 4. Approving all requests for DoD participation in support of or cooperation with:
 - a. International and national events, except those taking place in overseas areas which are primarily of internal concern to the commander of a Unified Command as outlined in VII.D.
 - b. Community relations programs and public events in areas outside the United States which have an interest and impact extending beyond a Unified Command area, or which require assistance from outside the command area.
 - c. Public events in the National Capital Area (except speaking engagements, which are governed by subsection V. F.).
 - d. Sports events of international, national or regional interest such as post-season bowl games, sports contests held off base with professional opposition, or formal international competitions, except as

noted in VII. D. 3. below.

- e. Civilian commercial activities including advertising, publicity and promotional undertakings.
 - f. Other special or one-time events as determined by ASD(PA).
5. Acting as the sole point of official contact within the DoD for liaison between the Department and the Headquarters and Washington offices of national organizations and other national non-government groups, except for single-Service affiliated organizations (e.g., Association of U.S. Army, Air Force Association, Navy League and Marine Corps League).
 6. Providing information to national organizations, including business and industry groups, and approving support of the activities of such organizations and groups (see DoD Instruction 5410.20 (reference (j))).
 7. Working in coordination with other Assistant Secretaries of Defense who have responsibility for programs with significant impact in the civilian domain (e.g., Recruiting, Base closures) to develop policies and procedures which insure that the objectives of those programs are properly served, consistent with sound Public Affairs practices and community relations policies.
 8. Designating a DoD Public Affairs Coordinator, Representative or Executive Agent for support of Community Relations events or activities in which more than one Military Service is involved or as other circumstances may warrant or require.
 9. Approving the movement of bands, exhibits or other resources to overseas areas for community relations purposes.
 10. Providing for Armed Forces Day observances, as covered in DoD Directive 5400.5 (reference (i)).
 11. Scheduling appearances of official air demonstration teams and units and approving (a) plans for use of other air demonstration teams and units, (b) plans for static

~~display of aircraft, and (c) simulated tactical operations/
demonstrations conducted outside the bounds of military
installations, except those held in areas of overseas
Unified Commands.~~

D. Overseas Unified and Specified Commanders are delegated authority to:

1. Carry out community relations programs in accordance with the provisions of this Directive in overseas areas for which they have command responsibility. Support of events held in the States of Alaska and Hawaii will be governed by the same principles and policies applicable to other states. Plans for community relations programs in foreign countries shall be coordinated with the appropriate U.S. Embassies and USIS Posts prior to execution.
2. Except for events held within the States of Alaska and Hawaii, Commanders of Overseas Unified Commands are designated to act for and in behalf of the Secretary of Defense in implementing the provisions of this Directive within their geographic areas of responsibility.
3. Policy direction and guidance for overseas community relations programs, consistent with the overall policy guidance in this Directive, will be provided by the overseas Commanders of Unified Commands rather than by the Military Departments or Defense Agencies.
4. Commanders of Unified and Specified Commands, in coordination with their component commanders, will provide, through established channels, for the inclusion of necessary programming, budget estimates and financing programs in the plans of the appropriate Military Department, as provided for in VI. A.

E. Secretaries of Military Departments and Directors of Defense Agencies within their respective areas of responsibility, and consistent with the provisions of this Directive, are authorized to plan and execute community relations programs and approve Armed Forces participation in public events not otherwise reserved or assigned in VII. C. and D. This authority may be delegated. Except where use of official insignia is prohibited by law, Secretaries of Military Departments may exercise their discretion in

authorizing unofficial use of such insignia.

F. Coordination:

1. Armed Forces Community Relations programs and activities shall be coordinated in accordance with the provisions of paragraph IV. of reference (a).
2. In communities where two or more DoD Components are stationed, commanders shall coordinate their response to requests for Armed Forces participation when it is apparent that more than one of them may be involved and a DoD Coordinator has not been designated.

VIII. RECORDS AND REPORTS

- A. Secretaries, Commanders, and Directors of DoD Components will keep the ASD(PA) advised on a timely basis of significant community relations programs, problems, or needs.
- B. Although this Directive levies no specific requirement for periodic recurring reports, records of community relations programs and activities will be maintained by commanders at levels as determined by the Secretaries, Commanders and Directors of DoD components. Records will be in sufficient detail to provide a basis for:
 1. Ensuring proper national level planning and coordination of programs which involve other activities of the U.S. Government and foreign governments;
 2. Answering inquiries from the Congress, the press and the general public;
 3. Providing recognition of outstanding command or individual accomplishments; and
 4. Evaluating program effectiveness.
- C. Records will include, as a minimum: date, place and nature of the event; sponsoring organization, names and titles of sponsoring officials; names and titles of principal military officials participating; speakers, troop units, bands, exhibits, demonstrations, equipment, and administrative support provided; estimated size of civilian audience; and total additional

cost to the Government, if incurred.

- D. The exchange of information among DoD Components and their field agencies concerning effective programs is encouraged.
- E. The recordkeeping and related reporting requirements prescribed herein are assigned Report Control Symbol DD-PA(AR)1348.

IX. EFFECTIVE DATE AND IMPLEMENTATION

This Directive is effective immediately. Five copies of revised proposed implementing regulations shall be forwarded to the ASD(PA) for review and approval within 60 days.


Deputy Secretary of Defense

Enclosures - 2

- 1. Glossary of Terms
- 2. References (Continued)

GLOSSARY OF TERMS

The following terms, which apply for purposes of this Directive, are furnished as an aid in determining the suitability, appropriate degree, and type of financing of DoD participation in public events, official civil ceremonies, and other community relations programs.

A. INTERNATIONAL, NATIONAL, REGIONAL, STATE AND LOCAL EVENTS.

1. An international event is one which the audience and/or participation is drawn from the United States and at least one other nation, and is of international interest. One criteria is extent of anticipated or actual news media interest and coverage.
2. A national event is one in which the audience and/or participation is drawn from the United States as a whole, and is of national interest. One criteria is extent of anticipated or actual news media interest and coverage.
3. A regional event is one in which the audience and/or participation is drawn from two or more states of the United States, and is of regional interest. One criteria is extent of anticipated or actual news media interest and coverage.
4. A state event is one in which the audience and/or participation is drawn from that state as a whole, and is of state-wide interest. One criteria is extent of anticipated or actual news media interest and coverage.
5. A local event is one within a state which centers on and is of primary interest to a single community. One criteria is extent of anticipated or actual news media interest and coverage.

Corresponding classifications may be made in overseas areas by the Unified and Specified Commanders.

- ### B. AERIAL DEMONSTRATIONS - military flight demonstrations, parachute jumps, and personnel or equipment drops from military aircraft, on or off base.

C. PERSONNEL, FACILITIES AND MATERIEL UTILIZATION - the use or appearance of individuals or groups or units of military personnel, performing units and marching units, drill teams, drum and bugle (or drum and fife) corps; single-Service or joint-Service color details, honor and security cordons, military bands and choral groups or their components; use of Armed Forces facilities, to include aircraft, ships and installations; and the use of Armed Forces materiel and equipment to include exhibits and lendable or donable items for community relations purposes.

D. ARMED FORCES EXHIBITS - any display for public affairs purposes of Armed Forces materiel. Specifically included are items of equipment, models, devices and information and orientation materiel placed for public information purposes before audiences at conventions, conferences, seminars, demonstrations, exhibits, fairs or similar events. Also included are general purpose displays in public buildings or public locations. Excluded are operable aircraft.

E. PUBLIC EVENTS - events occurring outside the boundaries of military installations, to include all ceremonies, demonstrations, exhibitions, expositions, athletic contests, fairs, trade or air shows, conventions, meetings, symposia or similar programs not connected with the military functioning of the DoD and intended primarily for non-military audiences. Exercises, movements, maneuvers, or operations even though incidentally observed by the general public, are not considered public events.

F. FRATERNAL GROUPS - organizations whose members are banded together, by their own definition, for mutual benefit or for work towards a common goal. They include, but are not limited to, such organizations as the Fraternal Order of the Eagles, Benevolent and Protective Order of the Elks, Loyal Order of the Moose, Free and Accepted Masons (Scottish Rite, York Rite and Shrine), Knights of Columbus, Knights Templar, Independent Order of Odd Fellows, and Order of the Eastern Star. Service or luncheon clubs, such as Rotary International, Kiwanis International, Optimists, Toastmasters International or Junior Chambers of Commerce, are not considered fraternal groups.

G. OFFICIAL CIVIL CEREMONIES - those public events sponsored and conducted by Federal, State, county and municipal governments, to include, in overseas areas, corresponding authorities of the host nation. Official civil ceremonies include inaugurals, dedications of public buildings and projects, ceremonies for officially invited governmental visitors, and the convening of legislative bodies. Community

or civic celebrations such as banquets, dinners, receptions, carnivals, festivals, opening of sports seasons, and anniversaries are not considered official civil ceremonies even though sponsored or attended by civic or governmental dignitaries.

H. HOLIDAYS

1. National holidays are those prescribed by Federal Law; i. e., New Year Years Day (January 1); Washington's Birthday (3rd Monday in February); Memorial Day (last Monday in May); Independence Day (July 4); Labor Day (1st Monday in September; Columbus Day (2nd Monday in October); Veterans Day (4th Monday in October); Thanksgiving Day (4th Thursday in November); Christmas Day (December 25).
2. Armed Forces Day (3rd Saturday in May) will be treated as as a national holiday for purposes of this Directive.
3. State holidays are those officially proclaimed by an individual state as holidays to be observed within that state.
4. Primary, general and special election days are not considered holidays.
5. A corresponding classification of "host nation" holidays may be made in overseas areas by Unified and Specified Commanders.

I. ADDITIONAL COST TO THE GOVERNMENT - that cost financed from the operation and maintenance type appropriation available to the DoD component furnishing the government resources for a public event of mutual benefit to the DoD and the sponsor of the event. Additional costs normally include but are not necessarily limited to the following items: travel and transportation of military personnel, meals and lodging, or per diem allowances payable under the provisions of the Joint Travel Regulations.

J. DOD SHARE OF COSTS - The DoD share of costs for events of mutual benefit will normally include those continuing-type costs to the government which would exist if the DoD component did not participate in the event, such as: regular pay and allowances of the Armed Forces, small incidental expenses of an installation (e. g. local transportation, telephone calls, etc.), and other minor expenses as may be determined by the DoD component participating in the event. The use of routine training flights or military aircraft for the transport of

military personnel, if requested by a component, approved, and determined to be available, is also considered to be a DoD share of costs for an event of mutual benefit.

K. COMMUNITY RELATIONS AREA - that geographical area wherein DoD facilities and/or personnel have a social or economic impact on the populace.

L. NATIONAL CAPITAL AREA - the District of Columbia, the City of Alexandria, Virginia, the Counties of Arlington and Fairfax, Virginia, and the Counties of Montgomery and Prince Georges in Maryland, together with incorporated municipalities lying within these borders.

M. INDUSTRY - Any and all commercial enterprises and firms, whose function is that of producing or providing goods, services, or construction for public or private consumption or use.

N. DEPARTMENT OF DEFENSE INSIGNIA - Includes all military medals, decorations, badges, cap devices, ribbons, buttons, rosettes, emblems, patches, flags, seals, coats of arms, shoulder, lapel, and sleeve insignia, and any devices used to indicate grade, rank, rating, branch, service, or duty assignment.

O. STATIC DISPLAY OF AIRCRAFT - the ground display of any aircraft and its related equipment, not involving flight, taxiing or starting engines.

P. RECRUITING ACTIVITY - An activity in which persons qualified and authorized to do so are directly engaged in recruitment of personnel, making use of materials, equipment and exhibits organic to that function.

REFERENCES (Con't)

- (d) DoD Directive 1100.15, "Equal Opportunity Within the Department of Defense," December 14, 1970
- (e) DoD Directive 5500.11, "Nondiscrimination in Federally Assisted Programs," May 27, 1971
- (f) DoD Directive 5525.2, "Processing of Requests by Military Personnel for Action by Attorney General Under Civil Rights Act," July 24, 1964
- (g) DoD Directive 1330.4, "Participation in Interservice National and International Sports Activities," November 14, 1968
- (h) DoD Directive 5035.1, "Fund-Raising Within the Department of Defense," September 22, 1964
- * - (i) - ~~DoD Directive 5400.5, "Armed Forces Day," December 3, 1965~~ - - *
- (j) DoD Instruction 5410.20, "Public Affairs Relations with Business and Non-governmental Organizations Representing Business," January 16, 1974
- (k) DoD Directive 5500.2, "Policies Governing Participation of DoD Components and Personnel in Activities of Private Associations," August 4, 1972
- (l) DoD Directive 5122.8, "Use of Military Carriers for Public Affairs Purposes," December 13, 1963
- (m) DoD Directive 5230.9, "Clearance of DoD Public Information," December 24, 1966
- (n) DoD Directive 5500.7, "Standards of Conduct," August 8, 1967
- (o) DoD Joint Travel Regulations
- * (p) DoD Instruction 7250.5, "Reprogramming of Appropriated Funds," May 21, 1970 *

DEPARTMENT OF DEFENSE

DIRECTIVES SYSTEM TRANSMITTAL

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ATTACHMENTS

Pages 5&6, 7&8, 13&14 of basic DoD Directive 5410.18, 7/3/74; pages 3&4 of enclosure 1; & enclosure 2.

INSTRUCTIONS FOR RECIPIENTS

The following pen and page changes to DoD Directive 5410.18, "Community Relations," dated July 3, 1974, have been authorized:

PEN CHANGES

1. Page 1, paragraph I. A. 3., line 1 - change the word "authority" to read "authorities."
2. Page 2, paragraph III. B. 3. - delete and renumber remaining paragraphs.
3. Page 9, paragraph V. C. 6. - delete the last sentence.
4. Page 10, subsection V. E. - delete the last sentence.
5. Page 11, subsection V. H., line 4 - delete comma between the words "for" and "discharge."
6. Page 15, paragraph VII. C. 11. - delete the last four lines at the top of the page.

PAGE CHANGES

Remove: Pages 5&6, 7&8, 13&14 of basic Directive; 3&4 of enclosure 1 & enclosure 2.
Insert: Attached replacement pages.

Changes appear on pages 5&6, 7&8, 14 of basic Directive; page 4 of enclosure 1 & enclosure 2, and are indicated by marginal asterisks.

EFFECTIVE DATE AND IMPLEMENTATION

The above Changes are effective immediately. Five copies of revised proposed implementing regulations shall be forwarded to the Assistant Secretary of Defense (Public Affairs) for review and approval within 60 days.

Maurice W. Roche
MAURICE W. ROCHE, Director
Correspondence and Directives
OASD(Comptroller)

WHEN PRESCRIBED ACTION HAS BEEN TAKEN, THIS TRANSMITTAL SHOULD BE FILED WITH THE BASIC DOCUMENT

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PREVIOUS EDITIONS ARE OBSOLETE

c. Such support is specifically authorized or directed by public law or executive order.

2. Department of Defense support and participation must not directly or indirectly (a) endorse or selectively benefit or favor, or appear to endorse or selectively benefit or favor any private individual, group, corporation (whether profit or nonprofit), religion, sect, religious or sectarian group, quasi-religious or ideological movement, fraternal organization, political organization, or commercial venture, or (b) be associated with the solicitation of votes in a political election.

a. Armed Forces support of nationally recognized veterans' organizations is authorized when the participation is in support of programs oriented to the veteran rather than to the sectarian, fraternal or national origin aspects or objectives of the organization itself. Similarly, DoD support of nonpublic school activities is authorized when the participation is clearly educational or in support of DoD personnel or recruiting programs.

b. Recognizing the broadening social role of many churches and the fact that church facilities in many instances have become nonsectarian centers for many community events and activities of common interest and benefit, DoD support of such nonsectarian community activities in church facilities may be authorized under criteria set forth by the ASD(PA) in instructions implementing this Directive. Participation in such activities will be voluntary for individuals and for individual members of bands, color guards, or other units.

c. Paragraph V. B. 2. should not be interpreted as barring any group which offers to provide entertainment on base to military personnel, civilian employees, or their dependents. However, promotion of the group's objectives through written or printed material, speeches, program content, or other forms of promotion in connection with the entertainment, including the period before and after the entertainment, is prohibited.

* 3. Equal Opportunity *

* a. Admission, Seating, Accommodations and Facilities. Department *
* of Defense support of or participation in any public program *
* within the purview of this Directive is authorized only if ad- *
* mission, seating, and all other accommodations and facilities *
* connected with the program are available to all without regard *
* to race, creed, color, national origin, or sex. The provisions *
* of DoD Directives 1100.15, 5500.11, and 5525.2 (references (d), *
* (e), and (f)) also pertain. *

* b. Inclusive Membership. Armed Forces support is authorized under *
* the conditions set forth in subparagraph a., above, for pro- *
* grams sponsored by organizations whose qualifications for mem- *
* bership are based on sex or national origin but only when the *
* primary beneficiary of the program is broad community interest, *
* as contrasted to primary benefit to the well-being of the *
* organization itself. *

4. Department of Defense participation in a public event shall be inci-
dental to the event except for programs of a patriotic nature, cele-
brations of national holidays, or appropriate events which are open
to the general public at no charge for admission.

a. A general admission charge need not of itself preclude Depart-
ment of Defense participation when such participation is in fact
incidental to the event and other criteria are met. A determina-
tion in each case will be made by the appropriate commander or,
as required, by ASD(Public Affairs).

b. Department of Defense participation in a public event for which
there is an admission or other type of charge will not be au-
thorized when military participation itself is the primary at-
traction, except for athletic events of the service academies,
for performances by aerial demonstration teams and for band con-
certs as hereinafter provided for (see B., below and section VI.).

c. No specific or additional charge may be made at an event to
observe authorized DoD participation.

5. Resources of the Department of Defense, including personnel, mate-
riel, and facilities exist for essential military purposes and are
justified and funded on that basis (see section VI.). These
resources will be considered available for community relations pur-
poses only after all military needs have been satisfied. Commitment
of resources for community relations purposes will always be subject
to operational requirements.

- *
* 6. Participation in public events will be authorized only when it can be reasonably expected to bring credit to the individuals involved and to the Armed Forces and their recruiting objectives. ~~Standards of good taste and dignity will be observed.~~ Military personnel will not be used in such capacities as ushers, guards, parking lot attendants, runners or messengers, baggage handlers, or for crowd control, or in any menial capacity in support of public events conducted off military installations. *
7. Maximum advantage of personnel procurement and recruiting potential will be taken at appropriate events for which Armed Forces participation has been authorized.
8. In compliance with public law, military musicians will not be placed, nor will they place themselves, in competition with civilian musicians. DoD musical support of events in the civilian domain, except for specifically authorized band concerts and tours and authorized musical support of official functions, will be limited to patriotic or military music as distinguished from pure entertainment, such as background, dinner, dance or other social music.
9. DoD support shall not be authorized for commercially oriented events such as Christmas parades, commercial motion picture premieres, shopping center promotions, fashion shows and such other events clearly sponsored by, or conducted for the benefit of, commercial interests.
- a. This policy does not preclude participation of recruiting personnel and their organic equipment, materials and exhibits. Military musical or other units shall not be used in connection with any event designed to stimulate sales or increase the flow of business traffic, or in any way or place which would give that appearance.
- b. Recognizing that in many areas shopping centers and malls take on the character of a community center, community relations resources may be authorized to support direct recruiting activities in such centers and malls under criteria set forth by the ASD(PA) in instructions implementing this Directive.
10. In compliance with public law, DoD support of civilian-sponsored programs, activities, and public events will not be offered or provided in competition with resources and services commercially available in the civilian domain, such as, communications equipment, transportation, photography, ambulances, public address systems, food handling equipment, and earth-moving or other construction equipment.

11. No person or unit, civilian or military, in a DoD Component will realize a monetary profit or accept gratuities or remuneration in any form not provided for by public law or DoD directive, for services performed or assistance rendered in carrying out activities or programs under the purview of this Directive.

C. Fund Raising. DoD support of fund-raising efforts will be limited to the federated and joint campaigns authorized by DoD Directive 5035.1 (reference (h)) and its attachment, the Manual on Fund-Raising within the Federal Service, to such appeals as the President or the Chairman of the Civil Service Commission may authorize, and to the Military Service aid societies. In view of the national interest, the Armed Forces may also support sports or other public events held for the sole purpose of raising funds for United States teams competing in the Pan American Games and Olympic Games (see DoD Directive 1330.4, reference (g)). Armed Forces support to fund-raising events or projects for a single cause, even though the prospective recipient is a member of one of the federated, joint, or authorized campaigns, or if the proceeds are to be donated wholly or in part to one or several of the recognized campaigns, is inconsistent with this basic policy.

1. This policy, which is Government-wide, simply reflects the practical limitations on the Government's ability to extend official support to every extremely worthwhile local, regional, national, and international charity and carries no direct or indirect judgment on any charity not included in the joint or federated campaigns.
2. This policy does not preclude volunteer efforts by individuals on behalf of any charities of their choice; such individual volunteer efforts are, in fact, encouraged.
3. Support of fund-raising activities will be at no additional cost to the Government (see paragraphs I. and J., enclosure 1).

*

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public information and community relations. It is the responsibility of the ASD(PA) to provide the American people with maximum information about the DoD consistent with national security, and to initiate and support activities contributing to good relations between the DoD and all segments of the public at home and abroad. Active community relations programs at all levels of command are essential to the successful discharge of these responsibilities.

C. The ASD(PA) is designated (see DoD Directive 5122.5, reference (a)) to act for and in behalf of the Secretary of Defense in implementing the provisions of this Directive, including:

1. Granting any exception thereto.
2. Issuing instructions implementing this Directive and one-time Directive-type memoranda in writing.
3. Acting as the sole DoD point of contact at the seat of government with other agencies of Government in community relations matters.
4. Approving all requests for DoD participation in support of or cooperation with:
 - a. International and national events, except those taking place in overseas areas which are primarily of internal concern to the commander of a Unified Command as outlined in VII.D.
 - b. Community relations programs and public events in areas outside the United States which have an interest and impact extending beyond a Unified Command area, or which require assistance from outside the command area.
 - c. Public events in the National Capital Area (see L., enclosure 1) (except speaking engagements, which are governed by subsection V.F.).
 - d. Sports events of international, national or regional interest such as post-season bowl games, sports contests held off base with professional opposition, or formal international competitions, except as noted in VII.D.3., below.

- e. Civilian commercial activities including advertising, publicity and promotional undertakings.
- f. Other special or one-time events as determined by ASD(PA).
- 5. Acting as the sole point of official contact within the DoD for liaison between the Department and the Headquarters and Washington offices of national organizations and other national non-Government groups, except for single-Service affiliated organizations (e.g., Association of U.S. Army, Air Force Association, Navy League and Marine Corps League).
- 6. Providing information to national organizations, including business and industry groups, and approving support of the activities of such organizations and groups (see DoD Instruction 5410.20, reference (j)).
- 7. Working in coordination with other Assistant Secretaries of Defense who have responsibility for programs with significant impact in the civilian domain (e.g., Recruiting, Base Closures) to develop policies and procedures which ensure that the objectives of those programs are properly served, consistent with sound Public Affairs practices and community relations policies.
- 8. Designating a DoD Public Affairs Coordinator, Representative, or Executive Agent for support of community relations events or activities in which more than one Military Service is involved or as other circumstances may warrant or require.
- 9. Approving the movement of bands, exhibits or other resources to overseas areas for community relations purposes.
- * 10. Providing for Armed Forces Day observances. *
- * 11. Scheduling and approving appearances of official air demonstration teams, and providing specific guidance for the approval of (a) *
* other air demonstration teams and units, (b) static display of air- *
* craft, and (c) simulated tactical operations/demonstrations con- *
* ducted outside the boundaries of military installations, except *
* those held in areas of overseas Unified Commands. *

or civic celebrations such as banquets, dinners, receptions, carnivals, festivals, opening of sports seasons, and anniversaries are not considered official civil ceremonies even though sponsored or attended by civic or governmental dignitaries.

H. HOLIDAYS

1. National holidays are those prescribed by Federal Law; i.e., New Years Day (January 1); Washington's Birthday (3rd Monday in February); Memorial Day (last Monday in May); Independence Day (July 4); Labor Day (1st Monday in September); Columbus Day (2nd Monday in October); Veterans Day (4th Monday in October); Thanksgiving Day (4th Thursday in November); Christmas Day (December 25).
 2. Armed Forces Day (3rd Saturday in May) will be treated as a national holiday for purposes of this Directive.
 3. State holidays are those officially proclaimed by an individual State as holidays to be observed within that State.
 4. Primary, general, and special election days are not considered holidays.
 5. A corresponding classification of "host nation" holidays may be made in overseas areas by Unified and Specified Commanders.
- I. ADDITIONAL COST TO THE GOVERNMENT - that cost financed from the operation and maintenance type appropriation available to the DoD Component furnishing Government resources for a public event of mutual benefit to the DoD and the sponsor of the event. Additional costs normally include, but are not necessarily limited to, the following items: travel and transportation of military personnel, meals and lodging, or per diem allowances payable under the provisions of the Joint Travel Regulations.
- J. DoD SHARE OF COSTS - the DoD share of costs for events of mutual benefit will normally include those continuing-type costs to the Government which would exist if the DoD Component did not participate in the event, such as: regular pay and allowances of the Armed Forces, small incidental expenses of an installation (e.g., local transportation, telephone calls, etc.), and other minor expenses as may be determined by the DoD Component participating in the event. The use of routine training flights or military aircraft for the transport of military personnel, if requested by a DoD Component, approved, and determined to be available, is also considered to be a DoD share of costs for an event of mutual benefit.
- K. COMMUNITY RELATIONS AREA - that geographical area wherein DoD facilities and/or personnel have a social or economic impact on the populace.

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- * L. NATIONAL CAPITAL AREA - the District of Columbia, and those por- *
* tions of the States of Maryland and Virginia immediately adjacent *
* to the District of Columbia which lie within Interstate Highway *
* Number 495 (the Capital Beltway), as a boundary. *
- M. INDUSTRY - any and all commercial enterprises and firms, whose func-
tion is that of producing or providing goods, services, or construc-
tion for public or private consumption or use.
- N. DEPARTMENT OF DEFENSE INSIGNIA - includes all military medals,
decorations, badges, cap devices, ribbons, buttons, rosettes, em-
blems, patches, flags, seals, coats of arms, shoulder, lapel and
sleeve insignia, and any devices used to indicate grade, rank,
rating, branch, service, or duty assignment.
- O. STATIC DISPLAY OF AIRCRAFT - the ground display of any aircraft
and its related equipment, not involving flight, taxiing, or start-
ing engines.
- P. RECRUITING ACTIVITY - an activity in which persons qualified and
authorized to do so are directly engaged in recruitment of person-
nel, making use of materials, equipment and exhibits organic to
that function.

REFERENCES (Con't)

- (d) DoD Directive 1100.15, "Equal Opportunity Within the Department of Defense," December 14, 1970
- (e) DoD Directive 5500.11, "Nondiscrimination in Federally Assisted Programs," May 27, 1971
- (f) DoD Directive 5525.2, "Processing of Requests by Military Personnel for Action by Attorney General Under Civil Rights Act," July 24, 1964
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