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May 7, 1965
NUMBER 5105. 35

ASD(PA)

Department of Defense Directive

SUBJECT Responsibilities of Unified and Specified Commands
in Public Affairs Matters

- Refs.: (a) DoD Directive 5122.5, "Assistant Secretary of Defense (Public Affairs)," July 10, 1961
 (b) DoD Directive 5200.1, "Safeguarding Official Information in the Interests of the Defense of the United States," July 8, 1957
 (c) DoD Directive 5230.7, "Censorship Planning," May 29, 1959

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I. PURPOSE

The purpose of this directive is to establish public affairs responsibilities for the Commanders of Unified and Specified Commands as outlined in Department of Defense Directive 5122.5.

II. APPLICABILITY

This directive applies to all agencies of the Department of Defense, the Departments of the Army, Navy and Air Force, and Unified and Specified Commands (and the service components of these commands).

III. RESPONSIBILITIES

The Commanders of Unified and Specified Commands are responsible to the Secretary of Defense for public information and community relations. Unified and Specified Commands will be responsible for public affairs matters pertaining to assigned forces within their geographic areas of responsibility. Command programs will be carried out within the resources available and will include but not be limited to:

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1. Providing the American people with maximum information about the command consistent with the provisions of reference b.
2. Initiating and supporting activities contributing to good relations with all segments of the public, foreign and domestic. In overseas areas these activities will be conducted in collaboration with the U. S. Ambassadors and the United States Information Service Posts.
3. Planning for command censorship activities during a declared National Emergency in accordance with reference c.

IV. RELATIONSHIPS

- A. Commanders of Unified and Specified Commands shall cooperate with the Assistant Secretary of Defense (Public Affairs) to insure that command public affairs activities throughout all echelons of their commands properly reflect efficient and economical administration of public affairs activities as directed by the Secretary of Defense. The channel of communication for direction and guidance in public affairs matters shall be directly between the Commanders of the Unified or Specified Commands and the Assistant Secretary of Defense (Public Affairs). Implementation of Public Affairs plans, programs, policies or actions which have operational implications or which may effect operational aspects of the command will be coordinated with the Joint Chiefs of Staff.
- B. The Commanders of Unified and Specified Commands shall coordinate public affairs aspects of actions not covered by existing policy, and which have significant public affairs implications, with the Assistant Secretary of Defense (Public Affairs) prior to implementation.
- C. The Commanders of Unified and Specified Commands shall provide pertinent information to the Office of the Assistant Secretary of Defense (Public Affairs) to insure that current planning provides that maximum information within the limits of national security can be made available to the public (see reference c).

- D. Military Departments will maintain direct communication with appropriate Service Component commands as required to discharge their responsibility for the administrative and logistical support of the Public Affairs effort within the Service Component.

V. AUTHORITIES

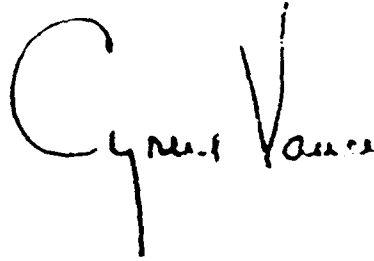
Commanders of Unified and Specified Commands in order to properly fulfill their assigned responsibilities in the field of public affairs are hereby specifically delegated authority to:

1. Issue instructions appropriate to carrying out public affairs policies approved by the Secretary of Defense.
2. Provide policy guidance for all public affairs activities including the release of official information for publication through any form of information media, and the conduct of any informational programs directed, in whole or part, to the general public.
3. Obtain such reports and information as may be necessary to perform their assigned functions.
4. Assure the implementation of all public affairs policies and procedures of the Department of Defense, and the integration of all Department of Defense Public Affairs plans, programs and related activities.
5. Coordinate and/or approve military participation in public exhibitions, demonstrations, and ceremonies of national or international significance.

6. Act as the sole representative of the Department of Defense for the coordination of all matters covered by this directive with field representatives of departments and agencies of the Government, as appropriate, in his geographic area of responsibility.

VI. EFFECTIVE DATE

This directive is effective immediately.



Deputy Secretary of Defense

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DEPARTMENT OF DEFENSE

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ATTACHMENTS

None

INSTRUCTIONS FOR RECIPIENTS

The following pen changes to DoD Directive 5105.35, "Responsibilities of Unified and Specified Commands in Public Affairs Matters," dated May 7, 1965 have been authorized:

PEN CHANGES

Page 1 - Reference (b) - Delete "July 8, 1957"
Insert "July 10, 1968"

Page 1 - Reference (c) - Delete "May 29, 1959"
Insert "June 25, 1965"

Maurice W. Roche

MAURICE W. ROCHE

Director, Correspondence and Directives Division
OASD(Administration)

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

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