

169TH FIGHTER WING  
**PUBLIC AFFAIRS**  
CUSTOMER SERVICE GUIDE



RIGHT BASE, RIGHT EXPERIENCE, READY NOW.

RIGHT BASE, RIGHT EXPERIENCE, READY NOW.





**SOUTH CAROLINA AIR NATIONAL GUARD  
169TH FIGHTER WING  
MCENTIRE JOINT NATIONAL GUARD BASE**



11 August, 2023

MEMORANDUM FOR ALL PERSONNEL

FROM: 169 FW/CC

SUBJECT: Welcome to the 169<sup>th</sup> Fighter Wing Public Affairs Office

1. I take considerable pride in introducing you to the 169<sup>th</sup> Fighter Wing's Public Affairs office and its team of highly skilled, energized, and creative professionals.
2. This guide will help you obtain optimum support from PA and will inform you of the expert capabilities and official limitations of the team's Visual Information services. Obviously, their goal is to provide the best possible PA support for our wing, the South Carolina National Guard, and the U.S. Air Force. You can expect outstanding customer service and superior VI products delivered in a consistently effective and efficient manner.
3. The members of our PA team apply their talents and time only to official projects. Though the nature of their various resources, products and services makes them highly desirable for unofficial projects, such purposes lead easily to Fraud, Waste and Abuse. Every effort is made to ensure such misuse does not occur, and I expect your cooperation. I expect supervisors and managers to share in the responsibility to prevent the unauthorized usage of our PA resources.

Take a few moments to review the information contained in this guide. If you have questions, contact any member of this outstanding team at 803-647-8316.

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**MICHAEL A. FERRARIO, Colonel, SCANG  
Commander, 169 FW**

# TABLE OF CONTENTS



Welcome	4
Release Authority	4
Hours of Operation	4
Public Affairs Resources	5
Contact	5
Official Websites	5
Official Social Media Sites	5
How to Request PA Support	5
Governing Publications	5
Work Prioritization	6
Community Engagement	7
Participation in Community Events	7
Air Force Band Requests	7
Orientation Flights	7
Flyover and Static Requests	7
Community Engagement Support	8
Base Tours	8
Speakers Bureau	8
Media Operations	9
Media Flights	9
Interview Tips	9
SAPP	9
Document Management	10
Security and Policy Review	10
Freedom of Information Act	10
Visual Information (VI)	11
Photography	11
Videography	11
How to Request VI Services	11
Photography Services	12
Studio Photography	12
Alert Photography	12
Location Photography	12
Promotion and Retirement Photography	12
Video Production and Documentation	13
Studio Productions	13
Alert Videography	13
Ceremonies and Promotions	13
Location Videography	13
Websites & Social Media	14
169 FW Website	14
Social Media Etiquette	14





# WELCOME

This *Customer Service Guide* provides customers with a full understanding of the role and responsibilities of the 169th Fighter Wing Public Affairs (PA) section and what we offer the South Carolina Air National Guard and Air Force. This guidebook provides guidance on PA operating policy and an overview of services and products available to help in the accomplishment of the mission.

The products, services and policies described have been developed to fit the mission requirements of the 169th Fighter Wing and comply with current Air Force directives. Air Force PA resources are government property for official mission support only. The *Customer Service Guide* is available digitally by request. A copy is also kept in the Studio for review.

The Public Affairs team strives to meet or exceed the expectations of our customers. The purpose of this handbook is to provide information to potential customers about the products and services available from the 169th PA section. A list of services by category with expected turnaround time is included in this guide along with directions on how to request products and services.

## Release Authority

PA is the primary release authority (with commander concurrence) for information about specific operational subjects, including alert status, deployments, troop movements, training exercises, casualties, activations, mobilizations, aircraft and equipment.

## Hours of Operation

Office Hours: Monday - By appointment only  
Tuesday - Friday 0900-1500  
RSD Weekends 0900-1500

For after hours PA support requiring immediate action contact Command Post at 803-647-8238 or DSN 583-8238 and/or the 169th FW Security Forces Dispatcher at 803-647-8284.

## Governing Publications

AFI 35-101 *Public Affairs Operations*  
AFMAN 35-101 *Public Affairs Procedures*  
AFI 35-114 *Department of the Air Force Branding and Trademark Licensing*  
AFI 35-110 *U.S. Air Force Bands*  
AFH 35-115 *Visual Information*



## DISCLAIMER

Air Force PA resources are government property for official Air Force mission support and historical documentation. Unofficial use of PA resources, or their products and services, is illegal and violators are subject to prosecution. Unofficial use by military personnel violates Article 92 of the UCMJ and may result in punitive action under the UCMJ. Unofficial use by civilian personnel may result in administrative or other disciplinary action under applicable civilian personnel regulations or instructions. The customer must certify an official need for products requested.



# PUBLIC AFFAIRS RESOURCES



## Contact

169th Fighter Wing Public Affairs Office  
1325 South Carolina Road, Suite 34  
McEntire JNGB, SC 29044-5034  
[169.FW.Public.Affairs.Org@us.af.mil](mailto:169.FW.Public.Affairs.Org@us.af.mil)

Commercial: 803-647-8316, DSN 583-8316

Public Affairs Officer  
Capt. Lisa Allen / [lisa.allen.15@us.af.mil](mailto:lisa.allen.15@us.af.mil)

Public Affairs Superintendent  
MSgt. Caycee Watson / [caycee.watson@us.af.mil](mailto:caycee.watson@us.af.mil)



## Official Websites

**169th FW Website** – [www.169fw.ang.af.mil](http://www.169fw.ang.af.mil)

**SC National Guard Public Website** – <https://www.scguard.ng.mil/>

## Official Social Media Sites

**Facebook:** <https://www.facebook.com/scang.swampfox>

**Instagram:** <http://www.instagram.com/SCairnationalguard/>

**Flickr:** <https://www.flickr.com/photos/thescang/albums>

**YouTube:** <https://www.youtube.com/user/SwampFoxVideos>

**DVIDS:** is an official DOD site that holds released SCANG written, photo and video products downloadable by any user. <https://www.dvidshub.net/unit/169FWPA>

## How to Request PA Support

Media products and services are requested via AF Form 833, Multimedia Work Order (available at [www.e-publishing.af.mil](http://www.e-publishing.af.mil)). Also, the Public Affairs Office has printed copies available at the Customer Service Desk.

Members can e-mail or drop off work orders for products and services.

Requests must be for official use only. Describe who, what, where, when, why and how.

Remember to write down what the desired end product is on the AF 833. There is a maximum of 30 prints of 8x10 or smaller and five prints of larger sizes (excluding posters) per work request. For needs beyond these quantities, contract with an outside agency for assistance (ie. [www.gpo.gov](http://www.gpo.gov)).





# WORK PRIORITIZATION

## Priority 1

Highest level of priority based upon the emergency or mission critical nature. (e.g. aircraft accidents, natural disasters, state emergencies).

## Priority 2

Important, but not mission critical assignments that require special attention due to immediacy of need due to time factors, security, or special handling. (e.g. deployments, newsworthy and historical events, ceremonies, safety issues).

## Priority 3

Routine work. Accomplishment of routine work will be in order of the date received. (e.g. training, command presentations, award photos).

## Priority 4

Requests include all other production services not outlined above. It is possible requests in this priority level may need to be fulfilled through self-help services.

## Priority 5

Requests are items that have been specifically designated as self-help services only.

The completion times stated above may be affected by several factors such as job complexity, availability of personnel and resources. If for any reason a work order cannot be finished on time, it is the responsibility of the PA member working the order to inform the customer of the delay. In addition, if at all possible, a new estimated completion time will be given. While these priorities set an estimated maximum time for completion, it is the policy of PA to complete projects as soon as possible.

The wing commander may elevate priority based on mission requirements.



# COMMUNITY ENGAGEMENT



PA helps establish personal contact with local civic leaders to increase public awareness and understanding of the SCANG mission. This also helps build relationships with local community members and shares the SCANG story. A solid community relations program helps:

- Increase public awareness and understanding of our mission
- Support recruiting and inspire patriotism
- Maintain a reputation as a good neighbor and a respected organization

## Participation in Community Events

National Guard members can provide limited support to outreach programs when in the best interest of the Guard and not in violation of the DoD Joint Ethics Regulation. Participation in community relations must be conducted in good taste and in keeping with the dignity of the Air Force. Payment or honoraria cannot be accepted for official on- or off-duty public appearances or speeches.

Wear of uniform. Military members can appear in uniform at local community and civic-sponsored events when the base commander approves participation as appropriate and in good taste. Individuals can volunteer for such events when there is no interference with military duties and participation is at no additional cost to the government.

## Air Force Band Requests

Air Guard bands are organized as named AF squadrons. The South Carolina Army National Guard 246th Army Band can be requested by completing a DD 2536. South Carolina Army National Guard band support requests should be made to JFHQ-PA, 803-806-4486.

## Orientation Flights

Individuals who, because of their position and contacts with various public organizations, make positive contributions to public understanding of the roles and missions of the SCANG. Criteria must be weighed carefully when considering civilians or news media for F-16 orientation flights.

Orientation flights begin and end at the same location and are completed in a single day for civic leaders and media representatives.

## Flyover and Static Requests

Flyover and Static requests are submitted through the Aerial Events website.

When PA receives a request for flyover/static support it is forwarded to the 169th OG for approval.

If the request has not yet been approved through Aerial Events, PA will direct the requestor to obtain that approval before moving forward.



## PURPOSE

Community engagement programs enhance morale and public trust and help identify the SCANG as a community partner and responsible steward of government resources.





## Community Engagement Support

### Base Tours

Tours of SCANG facilities and equipment increase awareness and understanding of the Guard's role in national security and enhances recruiting and the base's overall community image. SCANG tours are conducted in accordance with Air Force regulations.

Unit commanders can sponsor visitors and tours. Such commanders are responsible for the safety and security of visitors. Responsibilities include the escort and supervision of all guests, a risk assessment of activities, coordinating activities that fall outside that commander's span of control and adherence to 169FW procedures.

McEntire JNGB reserves the right to cancel tours at anytime due to mission requirements.

**Tour Requests:** Tour requests must be submitted no later than 60 days prior to the date of the tour and requested through the 169th Fighter Wing Public Affairs Office. Approved tours will be coordinated one month in advance.

All tours must be scheduled through the Public Affairs Office using the Tour Request Worksheet found on [SharePoint](#). The completed worksheet can be emailed to 169.FW.Public.Affairs.Org@us.af.mil.

**Schedule:** Tours are given twice a month on Thursdays not preceding a drill weekend and are scheduled on a first-requested, first-served basis. No tours will be given on drill weekends or federal holidays.

**Guests:** Tours are limited to individuals over the age of 10 and to 40 people max. Guests are not permitted to operate any item of military equipment when operation might cause an increased safety risk. They will observe all safety regulations and follow flight crew directions.

**Tour Itinerary:** Tours start at 9 a.m. and are scheduled for a maximum of 4 hours. These guided tours end no later than 2 p.m. and are subject to limited availability. Tours of McEntire may include various organizations on base however, no particular activities can be guaranteed.

**Transportation:** Groups are responsible for providing their own transportation. All buses/vans must arrive at the Main Gate for security processing. Groups will be met at the Main Gate by the tour host who will escort the group and remain with them for the duration of the tour. If a group is more than 10 minutes late, tour itinerary is subject to change.

**Cameras:** Cameras are allowed on the tour; however, there are some restrictions. Your tour guide will inform you of these restrictions.

**Attire:** Closed-toe shoes are required on all tours. Additionally, tour guests cannot wear tank tops, cut off t-shirts or attire that contains offensive material.

### Speakers Bureau

PA maintains a speaker's bureau registry of unit members who are prepared to speak. The listing includes each individual's areas



# MEDIA OPERATIONS



Media operations are essential to Airman morale and readiness, public trust and support, and global influence and deterrence. Because the media requires timely and accurate information, it is 169th FW policy to release information as rapidly and openly as possible, safeguarding operational and personal security. Every Airman is a potential spokesperson.

Military members are encouraged to write for civilian publications provided they do not receive payment or honoraria for works created as part of their official duties. Military members are prohibited from using the Air Force name to endorse (or appear to endorse) any product, company or commercial concern.

## Media Flights

Media flights and travel are intended to cover the Air Force mission, and media outlets are authorized to perform aerial photography when possible. Media must observe all safety regulations and follow flight crew directions at all times.

## Interview Tips

- Remember you represent the National Guard, the Air Force and the SCANG
- Establish ground rules before the interview begins
- Pause, breathe and think before answering
- Remember, you always are “on the record”
- Avoid technical jargon
- Keep answers short and precise
- Don’t repeat reporter errors (just correct them)
- Stop talking once you’ve answered the question
- Don’t answer hypothetical questions
- It is okay to say “I don’t know”
- Never say “No comment”
- Be professional, you are the expert
- Keep your cool under “verbal fire”
- Have talking points ready
- Rehearse

### Contact PA if:

- You are contacted by the media
- For approval to support non-government entertainment productions. The JFHQ PA staff includes a primary POC for SCNG support for TV, motion picture and/or entertainment requests.

## SAPP

- **Security:** Remember OPSEC. Use general terms. Don’t give specifics about security-related issues. Never disclose classified material.
- **Accuracy:** Be truthful. Know what you are talking about. Talk facts, not opinions. Correct your mistakes. Never speculate.
- **Privacy:** Protect Guard members’ personal data. Include a 24-hour next-of-kin notification period for deaths and/or injuries. Article 15 actions generally are not releasable.
- **Propriety:** Discuss only what is appropriate. Don’t go into gruesome details about an incident/accident.





# DOCUMENT MANAGEMENT

To help inform and increase public understanding of the mission, operations and programs of the SCANG, PA ensures material proposed for public release is accurate, does not contain classified material and does not conflict with established policies. Our overarching objective is the maximum clearance of information in the minimum amount of time.

## Security and Policy Review

Security and Policy (S&P) reviews determine the suitability of release. Any document that is going to be published for public consumption (e.g. academic papers, journal articles, speeches) requires a S&P review prior to release.

S&P reviews can take several months to complete and release authority is not guaranteed. Contact the PA office early to ensure your document is reviewed before the due date.

Clearance and Release. Clearance does not grant approval to release. Clearance is delegated to PA, which evaluates the contents and implications of each subject. Release is determined by the PA officer or superintendent.

PA is not available to assist students with research papers but can provide materials in support of their research.

## Freedom of Information Act

The Freedom of Information Act (FOIA) and Privacy Act are federal laws and policies requiring the prompt and accurate disclosure of information to the public.

Submit all FOIA and Privacy Act requests for information to PA (to be forwarded to the base FOIA and Privacy Act representatives). The JFHQ PA office also includes a trained FOIA and Privacy Act representative.

Submit congressional requests and inquiries and other government requests for information to the NGSC-PA Government Relations officer.



# VISUAL INFORMATION (VI)



Visual information is the representation of persons, places and/or things using still photography, motion video, audio, computer-based products and graphics.

PA Specialists are trained and equipped to provide the following VI Services:

## Photography

Photojournalists are trained and equipped to expose, scan, and print digital images and hard copy documents/photos using digital imaging workstations. They perform studio photography for official portraits, awards and special duty assignments, and provide alert photography services.

## Videography

Broadcasters are trained and equipped to acquire images using digital video cameras, provide production-documentation services and support to edit local video and audio productions for official use only. Productions will be delivered digitally.

Media products and services are requested via SharePoint at [169 FW Public Affairs - Work Order Request - All Items \(dps.mil\)](#).

## How to Request VI Services

Requests can be made in person or by email. Requests should include detailed needs, number, type and size of products and services. A description of the product's planned use, certification that the work is for official business and signature (electronic or physical). Any need for self-help should be annotated in the description.

There is a maximum of 30 prints of 8x10 or smaller and five prints of larger sizes (excluding posters) per work request.

\*Questionable WOs will be reviewed/approved by the Public Affairs Superintendent and escalated to the wing commander as necessary.



## DISCLAIMER

Government funded PA resources will not be used to:

- Support or document farewell parties or social events unless certified as newsworthy or having historical significance by the wing commander or by Public Affairs
- Create products used for entertainment during farewell parties or social events (slideshow, jokes, etc.)
- Provide souvenirs, personal gifts, mementos, or farewell gifts
- Produce materials for sale, such as fundraising during special events





## Photography Services

Members of the PA staff are professionally trained PA specialists equipped to capture digital imagery. They provide studio photography for official portraits, special duty assignments (IAW AFI 36-2110, Assignments), official passports, and citizenship applications. Public Affairs provides official photos for commanders, chiefs and first sergeants. Portraits required for awards, boards and special packages are accomplished as needed.

### Studio Photography

Photographic prints are available to support the 169th Fighter Wing missions. Prints are not available for personal use IAW AFI 35-109. Digital files are available for customers to print at their own expense on the command Flickr account.

**Official Portraits:** Digital official portraits are available in 5x7" and 8x10" format with a gray backdrop and the US flag positioned over the members right shoulder, IAW AFI 36-2632, *Official Photographs of Air Force General Officers*. The photographer is not responsible for erroneously placed or missing accoutrements.

To schedule an official photo call the studio at 803-647-8208. Arrive at the studio at your scheduled time with the required uniform that conforms to AFI 36-2903, *Dress and Appearance*.

The alteration of a photograph or video image by any means for any purpose other than to establish the image as the most accurate reproduction of an event is strictly prohibited.

AFI 35-109, Para, 2.3, DODI 5040.5

**Passport Photography (official travel only):** Two 2x2" printed color passport photos meeting US Department of State guidelines are available. Photos require a collared single colored shirt (no undershirts can be visible), the PA office has some shirts available for use.

To schedule a passport photo the member, or UDM, can contact the studio to schedule an appointment.

**ISOPREP Photography:** One front-facing and one side-facing 2x2" ISOPREP photos will be delivered digitally to the members UDM.

To schedule an ISOPREP photograph please have your UDM contact PA for an appointment.

### Alert Photography

Alert photography services are provided to support the emergency needs of the security forces squadron, Air Force Office of Special Investigations, disaster preparedness, flying and ground safety offices, and other emergency response agencies. In addition, the PA staff provides other photographic support such as press releases and newsworthy activities.

### Location Photography

PA Specialists are available to photograph subjects on location, outside of the studio. Locations can include interiors or exteriors, in-garrison or deployed. It is the responsibility of the requesting office to provide or arrange for transportation of PA staff to and from remote locations. Common examples of locations include deployments, exercises, unit or group photos, workplace photos and event documentation.

### Promotion and Retirement Photography

PA documents promotions and retirements for O-6 and above and E-9. PA resources may be provided to meet official news and documentation requirements only.





## Video Production and Documentation

PA Specialists support base level documentation for retirement, promotions and change of command ceremonies honoring General Officers, wing leadership, official functions and events of historical significance. Other documentation requests are handled on a case-by-case basis.

PA oversees the production, scripting, shooting, editing and delivery of the final video product in a format compatible with customer needs.

Local productions are for installation use and have a limited life span.

Air Force productions are created for multi-base, command-wide requirements.

A DD Form 2830, General Talent Release, is required from persons who appear or speak in a production. A release is not needed from people involved in newsworthy and/or public events or people appearing as members of a crowd.

### Studio Productions

Videos are produced to be released on the internet, CD-ROM or DVD.

Procedures: Complete an AF Form 833 and DD Form 1995 (located on the PA SharePoint site). Schedule an appointment with PA to draft a storyboard, script and shooting schedule.

Note: All videos are assigned a Production Approval Number and placed on a PAN log for annual review. The requester or designated alternate is required to complete a currency review IAW DODI 5040-06, *Life-Cycle Management of DOD Visual Information (VI)*.

### Alert Videography

Alert videography supports security forces, flying and ground safety and emergency response.

### Ceremonies and Promotions

Administrative video support is limited to documenting ceremonies honoring MAJCOM, Numbered Air Force, Wing and Vice/Deputy Wing Commanders, General Officers and civilian equivalents, important historical figures such as Medal of Honor winners, Order of the Sword recipients, or aerial aces for accessioning or for media dissemination.

### Location Videography

All on location video requests for official activities, excluding ceremonies and promotions, will be requested at least one week prior to the event. If transportation is unavailable from vehicle operations, the requester will provide transportation for the PA specialist and equipment.





# WEBSITES & SOCIAL MEDIA

The Air Force views personal websites and social media positively. It respects the rights of Airmen to use them as a medium of self-expression. However, Airmen must abide by certain restrictions to ensure good order and discipline. Airmen always are "on the record".

## 169 FW Website

The 169 FW public website must comply with the Air Force Public Web Program.

PA evaluates the site for security and policy review before launching and continues to review substantial updates and new material.

In accordance with AFI 35-107, Public Web Communications, the following appointments have been made:

**Site Managers:** The 169th Fighter Wing PA staff are site managers.

**Content Manager:** PA is the Content Manager

## Social Media Etiquette

- Do not post classified or sensitive information (troop movements, force size, weapons details, etc.).
- Do not discuss specifics regarding future training or drill weekends. If in doubt, ask PA or the OPSEC Manager for guidance.
- Do not violate privacy.
- Do not post information that might infringe upon the proprietary, privacy or personal rights of others.
- Do not post defamatory, libelous, vulgar, obscene, abusive, profane, threatening, hateful, racially, ethnically or otherwise offensive or illegal information or material.

Photography and videos are unique in that they have the ability to tell a story through a single image or clip. They can be a useful tool for telling the Air Force story. Visual Information materials generated or acquired by Air Force members, employees or contractors in conducting official duties are the property of the Air Force. This includes materials acquired through the use of personally owned equipment. Sale of VI materials is prohibited.

- Use your best judgment: You have sole responsibility for what you post.
- Replace errors with facts: A blog and most other forms of social media can be used to point out incorrect information. Do so with respect for others and for the facts of the matter.
- Stay in your lane: Discuss issues related to your job and/or experiences. Stay clear of areas in which you have no background or knowledge.
- Use disclaimers: "The postings on this site are my own and don't necessarily represent the Air Force, positions, strategies and opinions."
- Avoid Copyrights and Trademarks: Do not post logos or other material protected by copyright or trademark without permission of the owner.
- Avoid Endorsements: Do not use the Air Force or SCANG name as an endorsement.
- Privacy Settings: Remember, adversaries might search popular social media sites. Establish privacy settings that only allow "friends" to see your profile and postings.

