

DeCA Directive 100-1

Corporate Communications Program

Originating Component: Corporate Communications Division

Effective: March 29, 2019

Releasability: Unlimited. This directive is approved for public release and is located on DeCA's internet website at www.commissaries.com.

**Reissues and Cancels:** DeCA Directive 100-1, “Defense Commissary Agency (DeCA)

Public Affairs Program,” February 26, 1993

Approved by: Timothy C. Ford, Chief, Administration Division

Purpose: This directive defines the Agency’s public affairs policy, identifies its authority, and outlines all of its responsibilities.

Table of Contents

[**Section 1: General Issuance Information** 3](#_Toc461457433)

[1.1. Applicability. 3](#_Toc461457434)

[1.2. Policy. 3](#_Toc461457435)

[**Section 2: Responsibilities** 4](#_Toc461457436)

[2.1. Chief of Corporate Communications Program (CCSP) 4](#_Toc461457437)

[2.2. Headquarters Public Affairs Specialist (Media Relations). 4](#_Toc461457438)

[2.3. Area Public Affairs Officer (PAO) 5](#_Toc461457439)

[2.4. Public Affairs Specialist. 5](#_Toc461457440)

[2.5. Visual Information Specialist (Audio Visual (AV)/Print Media (PM)). 6](#_Toc461457441)

[2.6. Visual Information Specialist (Print Media (PM)). 6](#_Toc461457442)

[2.7. Video Producer. 6](#_Toc461457443)

[2.8. Audio Visual Production Specialist (Director). 7](#_Toc461457444)

[2.9. Executive Communication and Web Content Manager. 7](#_Toc461457447)

[**Glossary** 8](#_Toc461457448)

[G.1. Acronyms. 8](#_Toc461457449)

[**References** 9](#_Toc461457451)

Section 1: General Issuance Information

1.1. Applicability. This directive applies to all DeCA activities and all DeCA personnel in accordance with (IAW) Department of Defense Directive (DoDD) 5105.55, DoD Instruction (DoDI) 5025.01 and DeCAD 70-2.

1.2. Policy. It is DeCA’s policy that:

 a. Corporate Communications coordinates and reviews of all information proposed for dissemination to the public. (i.e., news releases, graphics, command speeches, and etc.)

 b. Corporate Communications provides the public and Congress with the maximum amount of information about operations and activities. The prime objective is to clear and release, without delay, the maximum amount of information at the lowest competent review level.

 c. Corporate Communications’ primary goal is to support DeCA’s mission and keep the public informed.

 d. Corporate Communications is a command responsibility and supports directors and senior staff at all levels throughout the Agency. Corporate Communications advises and counsels the Agency Director and senior staff on public affairs factors affecting mission accomplishment.

 e. Corporate Communications advises and assists the Agency Director and senior staff with communicating Agency messages to employees, customers, industry partners, Congress, and the American public and identifies and manages communications issues that impact the capability of the Agency to conduct its missions.

Section 2: Responsibilities

2.1. Chief of Corporate Communications Division (CCSP).

 a. Advises the Agency Director, Chief of Staff, and senior leadership on all media relations activities.

 b. Coordinates with Agency leadership before releasing sensitive information.

 c. Oversees all CCSP media relations activities.

 d. Evaluates media requests for Agency engagement and determines applicable levels of Agency participation.

 e. Ensures an accurate, prompt, free flow of Agency news and information to the media, patrons, stakeholders, and the general public IAW policies outlined in the Freedom of Information and Privacy Acts, DoDM 5200.01, DoDI 5220.22, and DoDI 5410.15.

 f. Assists the Agency Director to delegate authority, assign responsibilities, and delineate command relationships for community relations activities and procedures.

2.2. HEADQUARTERS PUBLIC AFFAIRS SPECIALIST (MEDIA RELATIONS).

 a. Manages the external communications program for CCSP, serves as the focal point for public information within the division, and provides information to news media and the general public primarily through response to queries and news releases.

 b. Coordinates with the chief and Agency leadership before releasing sensitive information.

 c. Serves as the liaison to the Assistant Secretary of Defense for Public Affairs, notifying them of requests from significant mainstream media contacts to interview DeCA’s Senior Executives or address high level issues.

 d. Develops talking points and conduct media training as needed to prepare Agency personnel for interviews.

 e. Establishes and maintains contacts with military and civilian media.

 f. Writes, edits, and distributes news and feature articles on DeCA activities.

 g. Reviews all public affairs products communicating Agency activities prior to public release to ensure conformance with all DeCA and DoD directives, departmental policy, and Agency Director’s intent.

 h. Monitors and analyzes all applicable media for coverage of DeCA, to include emerging trends or breaking news that affect agency activities and report that coverage to command staff.

2.3. AREA PUBLIC AFFAIRS OFFICER (pao).

 a. Manages the external communications program for their respective area, serves as the focal point for public information within the area, and provides information primarily to news media and the general public through response to media queries and news releases.

 b. Coordinates with area leadership, Chief CCSP, and Hadquarters PAO pecialist (Media Relations) before releasing sensitive information.

 c. Serves as the liaison to area leadership, notifying them and the Chief CCSP of requests from significant mainstream media contacts for queries on area activities, especially those concerning high level issues.

 d. Develops talking points and conducts media training as needed to prepare area personnel for interviews.

 e. Establishes and maintains contacts with military and civilian media in their respective areas.

 f. Monitors and analyzes all applicable media in their area for coverage of DeCA, to include emerging trends or breaking news that affect Agency activities and reports that coverage to area leadership and the Chief CCSP.

 g. Writes, edits, and distributes news and feature articles on DeCA activities in their area to include speeches, news releases, media advisories, fact sheets, and programs to support store grand openings and reviews all public affairs products on area activities prior to release of information.

 h. Ensures union coordination in overseas locations when using local nationals as subjects for photography or articles.

2.4. PUBLIC AFFAIRS SPECIALIST.

 a. Provides policy, direction, and management of the VISION Magazine; DeCA’s employee publication to include using the Government Printing Office contract for the publication, associated mailing lists, the annual publication plan, and the internal style guide based on the latest Associated Press Stylebook.

 b. Provides policy, direction, and management of DeCA 2020; the Agency’s electronic biweekly newsletter for employees.

 c. Manages web content for commissaries.com and OneNet.

 d. Prepares and manages DeCA’s internal products to include Agency and store leadership biographies, DINTV (headquarters closed-circuit TV system), newcomers’ command briefings, graphics products, leadership scripts, and video support.

 e. Provides photography and video support for command level requirements for internal use.

 f. Prepares, updates, and distributes information about policies, decisions, and actions to internal audiences.

 g. Provides approved guidance to senior leadership, functional process owners, and store management on subjects of interest to DeCA employees and related audiences.

 h. Determines the need for new internal information media and products.

 i. Assesses the effectiveness of internal print, video, or electronic products.

2.5. VISUAL INFORMATION SPECIALIST (AUDIO VISUAL (AV)/PRINT MEDIA (PM)).

 a. Oversees of all AV/PM productions.

 b. Manages the resources, purchases, and maintenance of all AV/PM equipment.

 c. Serves as the Agency’s liaison for AV external requirements.

2.6. VISUAL INFORMATION SPECIALIST (PRINT MEDIA (PM)).

 a. Manages all DeCA internal graphics and PM requests.

 b. Provides guidance on the internal file management system.

 c. Serves as the agency’s PM liaison for print campaigns and vendors.

 d. Ensures accuracy and quality of all PM products.

 e. Acts as a Subject Matter Expert (SME) to other directorates.

2.7. VIDEO PRODUCER.

 a. Manages and maintains the production calendar for the AV Division.

 b. Writes and edits scripts provided by SMEs within the Agency.

 c. Establishes and maintains contacts with military and civilian AV agencies.

 d. Ensures accuracy and quality of all AV productions.

2.8. AUDIO VISUAL (av) PRODUCTION SPECIALIST (DIRECTOR).

 a. Operates and maintains all video cameras, equipment, and related supplies.

 b. Oversees the editing of raw video footage to meet established production requirements.

 c. Creates motion-graphics as required to supplement video productions.

 d. Provides SME guidance during production meetings.

2.9. EXECUTIVE COMMUNICATIONS AND WEB CONTENT MANAGER.

 a. Advises the DeCA Director, Deputy Director, and senior executives on all forms of executive communication; to include Agency briefings, speeches, etc.

 b. Serves as the liaison between Command and Public Affairs to ensure the Agency Director and Deputy Director’s messages are conveyed correctly to patrons and employees.

 c. Oversees all updates and content intended for use on DeCA’s internal website; OneNet and external website; www.commissaries.com.

 d. Serves as the liaison between the web team and Public Affairs.

Glossary

G.1. Acronyms.

|  |  |
| --- | --- |
| **AV****CCSP****DeCA****DINTV****DoD****DoDD****DoDI** | audio visualCorporate Communications DivisionDefense Commissary Agencydigital signage systemDepartment of DefenseDoD DirectiveDoD Instruction  |
| **IAW****PAO****PM** | In accordance withpublic affairs office/public affairs officerprint media |
|  |  |
| **SME** | subject matter expert |

References

DeCA Directive 70-2, “Internal Control Program,” December 17, 2007

DoD Directive 5105.55, “Defense Commissary Agency (DeCA),” March 12, 2008

DoD Directive 5410.18, “Community Relations,” current May 30, 2007

DoD Instruction 5025.01, “DoD Issuances Program,” current February 5, 2019

DoD Manual 5200.01, “DoD Information Security Program,” C/2 March 19, 2013