

DeCA Manual 100-01.01

Corporate Communications Program

Originating Component: Corporate Communications Division (CCSP)

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**Establishes** DeCA Manual 100-1.01, “Corporate Communications Program,”

March 29, 2019

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Purpose: This manual, in accordance with (IAW) the authority in Department of Defense Directive (DoDD) 5122.5, 5230.9, 5410.18, DoD Manual (DoDM) 5200.01, and DoD Instruction (DoDI) 5120.4:

* Describes policy and provides procedures for implementing Defense Commissary Agency’s (DeCA) Corporate Communications Program.
* Defines DeCA’s corporate communication structure, how it is to be implemented throughout all Agency levels, and how corporate communications resources are to be efficiently managed to reach Agency goals.
* Provides guidance for corporate communications staff to assist Agency personnel with daily communication tasks and responsibilities.

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section 1: general issuance information

1.1. Applicability. This manual applies to all DeCA activities and all DeCA personnel IAW with DoDD 5105.55, DeCAD 70-2 and serves as policy for all DeCA military and civilian personnel.

1.2. POLICY. This manual implements and describes DeCA’s corporate communications program, explains how it is organized, how it will be conducted at all levels of the Agency, and how public affairs resources are to be managed effectively to reach its goals. It implements DoDD 5122.5, 5230.9, 5410.18, DoDI 5120.4, IAW DoDI 5025.01.

section 2: responsibilities

2.1. CORPORATE COMMUNICATIONS DIVISION (CCSP). DeCA hq ccsp directly supports Command Group communication objectives. Serves as a consultant to staff offices, directorates, area directors, zone managers, and stores on communication and public affairs policy issues.

2.2. chief, CORPORATE COMMUNICATIONS (ccsp).

 a. Supports the Agency Director and senior staff members at all levels of the Agency by determining the appropriate communication strategy to deliver messaging that will further the intent of the Agency’s leadership.

 b. Advises the Agency Director and senior staff members on public affairs issues affecting mission accomplishment.

 c. Distributes the DeCA 2020 and VISION magazine and encourages employees to make contributions and constructive suggestions to the editor.

2.3. headquarters functional process owners (HQ FPO).

 a. Coordinates all information coming out of the directorate and intended for public consumption with CCSP.

 b. Engages CCSP early in operational communication planning.

 c. Distributes the DeCA 2020 and VISION magazine and encourages employees to make contributions and constructive suggestions to the editor.

2.4. AREA DIRECTORS AND SENIOR STAFF.

 a. Involve the Chief of CCSP early in operational planning to allow for proper resource allocation in communicating a program, initiative or the director’s intent.

 b. Execute community relations activities by delegating appropriate levels of resources to agency command and control functions, through CCSP assets.

 c. Distribute the DeCA 2020 and VISION magazine and encourages employees to submit material and constructive suggestions to the editor.

2.5. COMMISSARY and central distribution center (cdc) MANAGErs.

 a. Communicate and disseminate Agency messages and CCSP produced newsletters, magazines, news releases, posters, and video information products to local patron groups.

 b. Ensure employees promptly receive copies of DeCA internal information products such as: VISION, DeCA 2020 newsletters, and other specially designed communications.

 c. Keep abreast of the local public affairs office (PAO) deadlines for newspapers, newsletters, social media sites, magazines, videos, radio, or television programs produced for the installation community. This will ensure the DeCA field operating location has the best advantage in getting its messages to customers and employees.

 d. Forward DeCA’s consumer news releases to the installation PAO and other developed communication channels.

 e. Develop a working relationship with the installation PAO, retiree affairs office, ombudsman, and other organizations that distribute news to the military community.

 f. Distribute installation PAO information about store or area activities, achievements, sales, special events, or any material that may be of interest to the installation community.

 g. Provide information routinely to area PAOs or CCSP that may be of interest to other employees for use in VISION, DeCA 2020, and other print products.

2.6. DeCA Employees.

 a. Show the highest standards of moral, social and professional ethics in all contact with patrons.

 b. Obtain the necessary review and clearance, through their chain of command, before releasing any proposed written or spoken statement, or taking any communication action that involves a substantive DeCA issue.

 c. Ensure the information, whether official or unofficial, is appropriate for release according to classification requirements in DoDM 5200.01. Information of a strictly local slant, such as sales events in a store or routine human-interest material about a local store employee, aimed at a local audience, is not subject to stringent review requirements.

 d. Demonstrate knowledge about DeCA policies and programs.

 e. Cannot make any commitment to provide official information to any non-DoD member or agency, including news media, before obtaining approval through CCSP.

 f. Cannot make any promise of “exclusive” access to information that should be made available to all media representatives.

 g. Safeguard classified information by conforming to local directives on classified matters.

 h. Avoid public discussion of political, diplomatic, or legislative matters and subjects that can prejudice discipline.

 i. Request assistance from CCSP to help deal with any question of doubt concerning spoken or written information.

2.7. HISTORIan. The historian coordinates with CCSP on all historical information proposed for dissemination to the public.

2.8. general counsel (GC).

 a. Coordinates responses to Freedom of Information Act (FOIA) requests.

 b. Performs legal reviews on CCSP products intended for release or distribution to internal or external audiences.

 c. Advises on any invitations or speaking requests extended to DeCA employees to attend or participate in any community events or external activities.

section 3: corporate communications mission and objectives

3.1. SUPPORTING DeCA’S MISSION. The mission of CCSP is to advise and assist the Agency Director and other senior staff in communicating DeCA messages to DeCA personnel, customers, industry, and the American public, and to identify and manage communication issues that impact on the capability of DeCA to conduct its peacetime and wartime resale missions. Carrying out this role is discussed in the following paragraphs.

 a. DeCA's primary mission is to deliver a top quality non-pay compensation benefit to America's military men and women and their families. Through the commissary resale system, military shoppers are provided significant savings on their grocery purchases.

 b. The public and groups with an interest in the commissary benefit must understand DeCA’s basic mission and requirements in order to make sound decisions about granting or withholding support. Decisions based on wrong information or misunderstanding could lead to serious consequences and result in a decreased benefit for America's military men and women and their families.

 c. Corporate communications is a command responsibility and supports senior staff, directors, and FPOs at all levels throughout the Agency. The Chief, CCSP, advises and counsels the Agency Director and staff on public affairs factors affecting mission accomplishment. Corporate communications counsel is most effective when it is active, not reactive; preventive, not remedial; and considered early in the planning and decision process.

 d. Successful corporate communications programs capture attention and inform about complex issues in a quick and understandable way. Further, successful programs observe communications discipline. The Agency cannot communicate all information on all issues to all people. Rather, DeCA must communicate for effect. Understanding of and support for DeCA's missions is the goal.

 e. Because communication channels to our target audiences, especially DeCA customers, are saturated, and because the Agency has very limited public affairs resources, DeCA must budget its communications judiciously for best effect. DeCA should not seek publicity for publicity’s sake.

3.2. CORPORATE COMMUNICATIONS PROGRAM OBJECTIVES. To attain primary corporate communications objectives, the DeCA corporate communications program is subdivided into the major functions of internal information and public information, a primary element of which is media relations.

 a. The internal information program is designed to:

 (1) Keep DeCA’s stakeholders informed about DeCA’s mission, and about any DeCA and DoD issues and policies that relate to them either directly or indirectly.

 (2) Stress the importance of individuals as the primary instruments of the Agency’s ability to successfully deliver a top quality benefit and to emphasize their responsibilities as DeCA team members.

 b. The media relations program involves collecting, analyzing, and disseminating to the public and news media unclassified, releasable information about DeCA and its activities. Public information/media relations should:

 (1) Make the complete DeCA record available within the restrictions of security.

 (2) Report the Agency’s use of its people, material, and money to the American people.

section 4: basic print guidelines

4.1. printing with Paid advertising. CCSP and stores will not produce flyers, newsletters, or any other print communication with paid advertising or promotional messages sponsored by a vendor.

4.2. printing with pricing. Flyers, newsletters, or any other print communication produced by the Agency that can be removed from DeCA Headquarters, stores, or CDCs (including email) will not include pricing information, but may indicate the percentage of savings.

section 5: submitting material for publication

5.1. submission guidelines. Any employee may submit articles, photographs, video, and other materials for publication in order to publicize DeCA personnel, facilities, activities, or events IAW the following procedures:

a. Articles, letters, and photographs should be cleared through the store director and coordinated with the editor.

 b. News and feature articles originating in either the headquarters or any of the five areas must be checked for accuracy by a subject matter expert before being submitted to CCSP.

 c. All deadlines established by CCSP, must be met to effect timely publication. Materials received late will be considered for subsequent issues of the VISION Magazine or other communication product, as appropriate.

 d. Use email, Microsoft Word, or .pdf format for all submissions.

 e. Photography must not violate any local installation restrictions.

 f. Writing Style:

 (1) Avoid clichés, technical jargon, acronyms, and abbreviations. However, include the main elements of any story: who, what, when, where, why, and how.

 (2) Write to express, not to impress. Follow the ABCs of good journalism which are: accuracy, brevity, and clarity.

 (3) The Agency complies with the Plain Writing Act of 2010, which requires all publicly distributed documents to be written in a “clear, concise, and well-organized” manner (See Figure 1).

Figure 1. Public Law 111-274



5.2. photographs. Any employee may submit photographs for publication in order to publicize DeCA personnel, facilities, activities, or events IAW the following procedures:

 a. Electronic files are preferred, in either .jpg or .tif format.

 b. Minimum size is one megabyte or larger. Higher quality and larger file size photos produce the best results in print format.

 c. Cover or full-page photos should be vertical and at least five megabytes or larger, leaving approximately the top one-third of the photo empty of important elements (i.e., subject faces) in order to leave room for the publication flag.

 d. Photo captions require information such as: names, job titles of people in the photo (from left), where they are, when the photo was taken, what is going on, and who took the photo. Identify non-DeCA employees, including contract workers and baggers by name whenever possible.

 e. If children are in the photo, parental consent forms must be signed and maintained at the store level. Forms are not needed if children are not identifiable, or if the responsible organization has permission forms on file. A sample format is attached (see Figure 2). The form is available in the store tools folder on the CCSP SharePoint page.

 f. Photography must not violate any local installation restrictions.

Figure 2. Consent to Photograph, Video or Interview a Commissary Customer



5.3. video. The following video guidelines apply when submitting video for use in CCSP products:

 a. Use a video camera, still camera with video capabilities, or a mobile device for video submissions to CCSP.

 b. Ensure that the recording device is set to capture high definition video (1280 x 720; recommended) and the finished product is saved as an .MP4 file.

 c. If filming a group, stagger each row so that every face is clearly visible. In order to achieve proper composition, stand back far enough to get a full body shot of everyone in the photo.

 d. Pay attention to the background and ensure that there are no distracting objects in the photo.

 e. Place subjects in a well-lit environment to prevent harsh shadows on their faces.

 f. Hold the digital recording device steady and just above the subject’s eye level throughout the video.

 g. Ensure video does not violate any local installation restrictions.

 h. Submit the video content to CCSP via the Public Affairs Dropbox, which is not authorized for PII/PHI data.

1. Download the video content onto a personal computer.
2. Put the Dropbox address in the browser of your DeCA computer:

\\172.16.205.54\Public\_Affairs.

1. Find the folder with your store name.
2. Copy and paste or drag and drop the files you want to share to your store’s folder.

 (5) Once your upload is complete, send an email to decasubmissions@deca.mil and include as much information as possible, i.e., name of the event, date, names of people featured, location, and name of the shooter.

5.4. copyrights and publication. Follow the guidelines below to use reprinted articles:

 a. Generally, articles published in government newspapers and publications are considered to be in the public domain and may be reprinted without permission.

 b. Articles reprinted from government publications should include a credit line such as, “Reprinted from The VISION Magazine, Defense Commissary Agency.”

 c. Upon publication of the reprinted item, a copy of the reprint should be sent to the source publication.

 d. Articles from publications outside the Federal domain are generally copyrighted and require reprint permission from the copyright holder before being reprinted.

section 6: community relations

6.1. PURPOSE and OBJECTIVES. Fostering and furthering good relations with communities at home and abroad is in the best interest of DeCA and DoD. Well-planned community relations programs help earn public support and understanding of the commissary benefit and DeCA’s mission as the provider of the commissary benefit. All echelons of DeCA from store through HQ levels have a role in maintaining good relations with the military and civilian communities where commissaries and Agency assets operate.

6.2. GUIDELINES FOR PLANNING, EXECUTION, and PARTICIPATION.

Planning, executing, and participating in community relations activities shall be consistent with the following:

 a. The common interests of the Agency’s mission and of the military community as a whole are supported.

 b. The event or activity is not politically motivated, neither associated with nor sponsored by any political party, movement, or organization.

 c. It is in the best interest of the Agency and DoD to be affiliated with the event.

 d. The event fosters and sustains good relations on mutually acceptable terms with the many elements of the public.

 e. It supports the equal opportunity goals of DoD with emphasis on dignity and worth of each individual.

 f. It enhances the Agency’s reputation as a good neighbor and respected public organization.

 g. It increases public awareness and understanding of DeCA, including its mission, activities, policies, and requirements.

 h. It supports the personnel recruiting and retention programs of the Military Services.

i. Support for the event does not interfere with the performance of official duties and does not impair normal Agency operations.

 j. The support provided is funded through annual budget appropriations or other authorized sources and is IAW applicable statutes, executive orders, and other pertinent guidance.

 k. Employees shall consult with GC before participating in any community event or activity, including teaching, speaking, or writing.

6.3. community relations events and activities. DeCA’s participation in community relations events and activities includes, but is not limited to the following:

 a. Public speaking engagements and presentations of Agency information.

 b. Public displays of Agency information.

 c. Commissary grand opening and ground breaking ceremonies.

 d. Military and retiree open house events, Armed Forces Day and Veterans’ Day events, and DeCA community events that are not sales or promotional events such as historical celebrations or celebrity visits.

section 7: security and policy review

7.1. Purpose and objectives. The security and policy review program is designed to protect the U.S. Government, DoD, and individual employees. The program provides for review of information proposed for public release to ensure it does not contain classified material and does not conflict with established DoD or national policy.

 a. DeCA’s guiding principal is to provide its audiences the maximum amount of information about operations and activities. The prime objective is to coordinate and approve, without delay, the maximum amount of information at the lowest competent review level.

 b. All information proposed for dissemination to the public is subject to security and policy review and coordination.

 c. All FOIA requests must be sent to GC.

7.2. DELEGATION OF CLEARANCE AUTHORITY. Clearance authority should be delegated to the lowest echelon qualified to evaluate the contents and implications of the subject at both HQ and area levels.

 a. Area directors or a representative (usually the PAO) are the clearing authority for unclassified information of area interest. This includes speeches, interviews, releases, and pictorial coverage.

 b. News or photos of national interest may be cleared by area leadership or a designated representative, if the information does not fall within requirements of Section 8.

 c. No DeCA official or representative may clear classified information for release without proper review by an appropriate authority.

7.3. releasing information. DeCA stakeholders must be provided maximum information concerning Agency activities, consistent with national security and established DoD and U.S. Government policies.

 a. Information submitted by employees or organizations according to this manual may be cleared for release after it is reviewed for security and policy consistency by an appropriate authority. Copies of the material may not be released outside official channels until the review process is complete and all necessary alterations are made.

 b. Information will not be withheld because its public disclosure might reveal administrative error or inefficiency.

 c. DeCA directorates and functional elements that receive information for security and policy review must provide response, guidance, and assistance by the deadline provided.

 d. The FOIA and Privacy Act requirements will be considered in making final review decisions. Guidance on complying with FOIA and the Privacy Act can be found in DeCAM 80-21.1.

 e. Although Agency leadership and CCSP are responsible for releasing information, they seldom are the source of the material. Directorates and employees that hold the information must provide a rapid and accurate flow of information to CCSP. This material may be verbal, written, or visual. It may consist of reports or briefings.

 f. All information intended for release outside the agency must be reviewed by GC prior to release.

 g. Subject to current Federal Ethics Regulations and consultation with GC, employees are encouraged to help CCSP efforts in other ways such as:

 (1) Permit interviews by news media.

 (2) Accept speaking engagements.

 (3) Publish professional writings (See Section 7).

 (4) Take part in installation/community activities (See Section 5).

 h. Employees will coordinate the above actions with their area PAO, who will further ensure approval by the leadership chain of the respective employee, to include GC.

 i. Information or photography regarding host nation employees must be coordinated with unions and/or work councils.

7.4. submitting information for review. Personnel who prepare manuscripts for publication in a private and unofficial capacity must submit their material through their chain of command for clearance prior to release to any publisher. Originators must ensure that appropriate disclaimers accompany all publications they authorize in a private capacity. An appropriate disclaimer is: The views expressed in this article are those of the author and do not reflect the official policy or position of DeCA, DoD, or the U.S. Government.

7.5. material that must be submitted for review. Information relating to the plans, policies, programs, or operations of DoD or the U.S. Government proposed for public release must be sent to the Assistant Secretary of Defense Public Affairs (ASD/PA). Whether such information is prepared as an official release or a personal project, it must be reviewed and cleared before release.

7.6. material not requiring review. The following information does not normally require review:

 a. Data that does not involve DoD, foreign policy, or military operations.

 b. Letters to the editor, book or theatrical reviews that express a personal opinion, and works of fiction. This information must not imply DeCA or DoD endorsement.

7.7. prohibited topics. Personnel may write signed articles (a letter to the editor or an article under their byline) for open publication, unless such activity:

 a. Is contrary to law.

 b. Is inconsistent with ethical standards or otherwise incompatible with the responsibilities of Government personnel.

7.8. LIMITS ON RELEASE OF CLASSIFIED INFORMATION. Classified information cannot be released. Its disclosure damages U.S. security. All CCSP staff must be familiar with DoDM 5200.01, Volumes one through four to avoid unauthorized disclosure. Consult with DeCA’s Security Division for specific questions not addressed in DoDM 5200.01. Unfavorable information cannot be deemed classified or withheld simply to shield it from the public or to avoid criticism of the Agency. To confirm the security classification of information, consult DoDM 5200.01 and DeCA’s Security Division. Activities away from HQ may wish to consult their local security manager regarding classification issues.

**7.9.** LIMITS ON INFORMATION RELEASED DUE TO POLICY.

 a. Often special policies govern the release of information. These policies may come from DoD or from higher or lateral levels within the U.S. Government. When circumstances dictate, coordinate accordingly with GC, Human Resources (HR), and CCSP before releasing information that may violate policy restrictions. The CCSP staff will further contact its counterparts at OSD to resolve any DoD level requirements concerning the release of potentially sensitive information that pertains to military matters, national security issues, or subjects of significant concern.

 b. Special procedures govern the release of information regarding food products that may be tainted, suspect, or otherwise unwholesome. Within DoD, All Food and Drug ACT (ALFOODACT) messages are released to DoD food retail outlets from the Defense Personnel Support Center in Philadelphia. These messages may require stores to check inventory stock, remove specific lot numbers, mark stocks for medical hold and, in some cases, recall the products from customers. Veterinary and health personnel are often required to inspect items and make rulings or recommendations. The decision to notify commissary customers of any need to return products will be determined by the Agency’s Health and Safety Directorate. CCSP will create a food safety notice based on the information in the ALFOODACT. The food safety notice will be posted to commissaries.com and also emailed to the social media team.

7.10. RELEASE OF PREVIOUSLY PUBLISHED, RELEASED, OR CLEARED INFORMATION**.**

 a. Do not assume that information about the Agency has been officially released because it appears in the media or that classified information is unclassified and can be used or referred to by spokespersons.

 b. Operational information, such as Agency wartime requirements, combined for re-release must meet the same release standards as the original information.

 c. Portions of previously cleared and published articles or speeches that cover information discussed in Section 7 must not be republished in another context without approval from CCSP.

**7.11.** RELEASABLE INFORMATION ABOUT EMPLOYEES. In the course of the PAO’s normal duties, decisions must be made concerning releasable information about individuals under certain conditions. In these instances, PAOs should coordinate with the DeCA Privacy Officer in GC, prior to release. Note that coordination with unions and/or work councils is required for host nation employees. Releasable and non-releasable information that applies to the most common situations are listed below:

 a. NOT RELEASABLE. Address, home of record, home address, age, date of birth, and home telephone number.

 b. RELEASABLE. Attendance at technical, scientific, or professional meetings.

 c. RELEASABLE. Biographies and photographs of key employees may be released by any CCSP office.

 d. Information about employees charged with certain violations of laws is typically newsworthy. In all instances, coordination with the host installation PAO and DeCA GC is appropriate, prior to release.

 (1) Releasable material, after coordination with GC or installation Staff Judge Advocate (SJA) may include:

 (a) Name(s) of persons charged with crimes.

 (b) The name of the commissary where the employee works or worked.

 (c) How long the employee has worked for DeCA.

 (d) The date and nature of the alleged offense, as shown in official court documents.

 (e) The sentence, if approved.

 (f) Date of release from confinement.

 (g) Previous convictions or absence of them, provided the court finds the accused guilty in the present case.

 (h) Acquittal, mentioned in conjunction with accusations.

 (2) In releasing the above material, avoid using:

(a) Sensationalism and exaggeration.

 (b) Slang, unless in a direct quote.

 (c) The term criminal.

 (d) Editorial words prejudicial to the accused before trial, such as hit-and-run driver, thief, or murderer. Before conviction, releases may say the accused is charged with the crime or alleged to have committed it.

 (e) Military terms, jargon, or clichés.

 (3) Requests for interviews with the accused must be referred to the Defense Counsel.

 (4) The advice of GC and host installation SJA must be sought on matters not clearly addressed here or in the referenced regulations.

 f. RELEASABLE. Information about dissident and protest activities after coordinating with installation or Military Service PAO in developing responses to queries.

 g. RELEASABLE. Current, past, and future assignments, except assignment to overseas, sensitive, or readily deployable units.

 h. RELEASABLE. Information about duty status such as Military grade/rank, civilian grade, military base pay, civilian gross salary, and all allowances except basic allowance for quarters, duty telephone number, date of rank, extended active duty date, pay date, source of commission, and promotion sequence number.

 i. RELEASABLE. Military or civilian awards, decorations, and citations.

 j. RELEASABLE. Official photographs of key employees maintained IAW official biography requirements. Official photos of non-key employees are not releasable without the person’s consent.

 k. RELEASABLE. Gender information.

 l. A violation of public trust information should be referred to GC for releasability.

 m. NOT RELEASABLE (without individual’s permission). Civilian education, degree, and year of graduation. However, professional military education is releasable.

 n. NOT RELEASABLE (without Service Member’s consent). Employers of National Guard or Reserve members.

 o. NOT RELEASABLE. Investigations or reports by criminal investigation agencies such as the Defense Criminal Investigative Service, the Air Force Office of Special Investigations, Army Criminal Investigation Division, or Naval Investigative Service. Queries about such investigations must be referred to the appropriate investigating agency. DeCA officials may acknowledge the existence of an investigation only after coordination and concurrence of the investigating agency.

 p. NOT RELEASABLE. Marital Status (single, divorced, married, etc.), family members, or other authorized dependents.

 q. NOT RELEASABLE. Race or national origin.

 r. NOT RELEASABLE (without Service Member’s consent). Military personnel records. (See DeCA personnel directives and Military Service regulations, as appropriate.)

**7.12.** RELEASABLE INFORMATION ON OPERATIONAL SUBJECTS. The following operational situations must be coordinated as follows:

 a. Any release of information about DeCA’s involvement in disaster relief efforts must be coordinated with CCSP.

 b. Any release of information regarding unit activations, deactivations, phase-downs, or movements should first be released by DoD. A significant change in unit level of operations may be newsworthy. However, CCSP staff should not discuss these subjects until they have specific instructions.

 c. Release of information regarding commissary closures overseas must be coordinated with appropriate theater PAOs in overseas operating locations.

**7.13.** COPYRIGHT MATERIAL. Do not use copyright material without permission of the copyright holder. The only exception is that short passages of copyright works may be used for purposes specifically approved by the copyright holder in advance, such as book reviews.

 a. Discuss copyright issues with GC.

 b. When permission is received, credit the source of copyright material when using it in DeCA publications or documents.

7.14. WRITING FOR PUBLICATION. Employees who write for publication not in connection with official duties must make sure that such activity is IAW current Federal Ethics Regulations and is not done while on duty. Employees may not use DoD facilities, property, personnel, or information from official sources that are not available to the public.

7.15. CLEAR BEFORE COMMITTING. Employees should not make commitments, including date of delivery, to furnish abstracts or manuscripts on subjects listed in Section 7.6 to non-DoD publications until cleared through channels by ASD/PA.

7.16. PUBLIC STATEMENTS POLICY. Senior military and civilian officials should, with rare exceptions, use prepared text or briefing charts when speaking in public. Strict adherence to established DoD procedures for reviewing and clearing statements and writings before public release is mandatory.

section 8: media relations

8.1. **DIRECTOR’S APPROVAL.** The DeCA Director is ultimately accountable for releasing information to the public. Even though material is unclassified or has been cleared through security and policy review channels, it may not be given to the public unless the Director (or the Director’s authorized representative) approves it for that purpose (see Section 7). This avoids releases out of context that could mislead the public. It also filters out inaccurate material or information which must be protected for legal or policy reasons.

8.2. MEDIA ACCESS TO DECA FACILITIES AND COMMISSARIES. With area and local installation PAO coordination, bona fide media trade writers and photographers may visit DeCA activities, especially when such visits further the free flow of accurate information to commissary customers and industry. If the installation on which the DeCA activity is located has closed access, the senior DeCA representative at the activity or Area PAO must coordinate entrance to the installation with the host PAO. For open installations, arrange a convenient place to meet, and escort the media representatives from that point.

 a. In the interests of safety, security, and to ensure media representatives get the most accurate information, escort or arrange an escort for them at all times when on an installation IAW installation procedures.

 b. Coordinate the following in advance with CCSP:

 (1) Stories that may be controversial, embarrassing, or of national interest.

 (2) Visits or contacts by representatives of national news or entertainment media (radio or television networks, major print media, and television or movie studios). This does not include local media representatives. Area PAO coordination is sufficient in this case. If the story is of national interest, CCSP will alert ASD/PA and coordinate the Agency’s response through OSD if necessary.

 (3) Media requests for declassification of classified material.

 (4) Visits or contacts by foreign news media representatives.

 c. Do not allow media representatives to come in contact with classified or sensitive information. Remember the legal and policy restrictions on release of DeCA information (see Section 7.8 through 7.14 and 8.1).

 d. There are few restrictions on media photography or filming in a commissary, with the exception of photos and film which are designed to highlight specific brands and/or prices or imply an endorsement of a particular brand. Commissary employees should be briefed when media photography or filming will be conducted and of course, employees should always follow established safety procedures when performing their jobs. When it comes to photographing commissary patrons, keep the following rules in mind:

 (1) Ask the permission of adult commissary patrons before making them the individual focus of a photograph or video. If they decline to be photographed, honor that decision. If they choose to be photographed or filmed, have them fill out a DeCA photo consent form (see Figure 2).

 (2) Do not photograph or film unaccompanied children without the signed permission of their parents. Again, use the DeCA photo consent form for documenting parental permission. Prior planning to secure parental permission may be necessary if children are visiting a commissary as part of a scheduled school or daycare field trip.

 (3) If the commissary is located on an installation with Special Operations military members assigned – Navy SEALs, Army Green Beret, Rangers, Delta Force, Marine or Air Force – there may be restrictions on photographing them in uniform. The local PAO will have policies that clarify photography of these Service Members. Similar restrictions may be in effect for commissaries located on installations with significant populations of Wounded Warriors or other troops recovering from injuries.

**8.3.** EMPLOYEE PARTICIPATION IN RADIO AND TELEVISION PROGRAMS.

 a. Employees may appear on radio or television programs when such appearance does not detract from the dignity and prestige of DeCA.

 b. Appearance of personnel on entertainment programs may be authorized when:

 (1) Endorsement of commercial products or services by employees is neither given nor implied.

 (2) The program is devoted entirely to observing a national holiday, or is dedicated to the Armed Forces or a particular Service.

 (3) The program is local and originates entirely from a military installation.

 (4) The appearance of personnel is for a purpose that has no commercial counterpart or that contributes to a specific Service interest.

 (5) The program supports national interests.

 c. Employees may appear when they are newsworthy in their own right or when appearing as a DeCA official to provide information on Agency subjects to the listening or viewing audience.

 d. Employees may appear on an audience participation program without prior clearance of their remarks.

 e. Before military personnel appear on a radio or television entertainment program or represent their views, their work area or DeCA CCSP will determine whether it is appropriate to wear the uniform. Each case must be considered individually.

 f. In all cases the appearance must be coordinated with CCSP and GC.

section 9: audiovisual (av) products

9.1. corporate communications functionS.

 a. Has primary accountability for public release of AV materials.

 b. Approves or disapproves AV production requests based on value to DeCA mission and all associated content.

 c. Creates, coordinates, and distributes AV products to meet agency communication goals. CCSP must make timely, accurate information and materials available to electronic media. This includes releasing AV material, arranging interviews, and responding to queries.

 d. Coordinates with ASD PA before releasing products with sensitive issues.

 e. Receives recommendations for a course of action from Area PAOs after they review requests from the field.

9.2. field-level Function.

 a. If contacted by CCSP concerning projects already under review, commissaries should advise of their ability to support.

 b. Pending final approval of DeCA cooperation, PAOs at all levels may provide producers with information, suggestions, and access for unclassified technical research. PAOs must make it clear that interim help does not commit DeCA to final cooperation or approval of the project.

9.3. Video support for employee information or training.

 a. CCSP can create employee information and training videos. Requests for employee and training videos must be approved by the requesting division’s senior executive officer before a DeCA Form (DeCAF) 100-15 is submitted (see Figure 3).

 b. Prior to submitting a request for a video product, the division should determine its audience, purpose, desired outcome, proposed distribution, and deadline. The AV team will produce a creative video product based on the division’s ideas and purpose.

 c. When a project is approved for production, CCSP will schedule a planning meeting with the requesting division’s subject matter experts and AV team members.

Figure 3. Visual Information Support Request



section 10: photography

10.1. CCSP capabilities.

 a. Photographers on the AV team are available to take high quality photos of specific activities in and around the HQ building.

 b. Submit DeCAF 100-15 two weeks prior to the event for official events requiring AV support. This will allow CCSP adequate time to assign an AV team member to support the event.

 c. The requesting office should submit a DeCAF 100-15 to reserve a digital camera from CCSP for routine events, not involving senior staff, such as social committee functions, promotions, award ceremonies, and retirements.

 d. CCSP does not produce print copies of photos taken for any routine event. If required, it will create a CD or DVD of photos taken by the photographer.

 e. The CCSP AV team will shoot government passport photos of senior HQ staff.

10.2. GENERAL guidelines.

 a. Show Service Members and employees properly clothed and equipped. Military members’ personal appearance must conform to their services’ grooming and uniform standards.

 b. Official or stock news photographs of deceased or injured employees may be released after next of kin have been notified. Clearance by injured personnel is a courtesy but not a requirement. Do not release photographs showing dead, suffering, or mutilated persons.

 c. Do not photograph employees with products or merchandise with trade names appearing in a deliberate manner that implies Agency endorsement.

 d. Do not photograph signs and posters unless they are in good taste.

 e. Do not take or release obscene or suggestive photographs.

 f. Maintaining official photographs to fulfill bona fide requests from media and local civic organizations is authorized. These photographs should include key Agency officials that are most likely to have frequent contact with the public.

 g. Official photographs of military and civilian DoD employees generally are releasable under FOIA (5 U.S.C. 552a (b) (2)). However, a photograph is not releasable if it depicts matters that, if disclosed to public view, would constitute a clearly unwarranted invasion of personal privacy. Generally, photographs of DeCA activities, employees, and chain of command are releasable. They are not a collection of information as contemplated by the Privacy Act.

 h. Do not include classified weapons, maps, or charts in the background when taking photographs in operational areas.

10.3. photography or video inside a commissary. Regardless of who is taking it, photography and videography of certain areas of the commissary presents a management and security risk and is not allowed unless approved by the DeCA Security Division. Prohibited areas include:

 a. Cash room, safe/vault room, cash handling area, and the vicinity adjacent to these areas.

 b. Warehouse areas where retail merchandise is stored.

 c. Ingress and egress areas throughout the store such as emergency exits and receiving doors.

 d. Limited access areas and doorways and hallways leading to limited access areas.

 e. High value or sensitive items security cages.

 f. Closed circuit television monitors and control equipment and the immediate vicinity.

 g. Wide-angle shots with no connection to a specific subject. For example, photographs of the ceiling to include closed circuit television cameras or wide-angle images of the floor plan.

 h. Patrons not in an individual’s party checking out at the register, unless permission has been granted by the patron.

 i. If an individual is observed capturing images of prohibited areas, store management should politely contact the individual and ask, “Can I help you?” with intent to find out why the individual is taking photos or video. If the individual is capturing prohibited areas, explain DeCA’s policy that these areas cannot be photographed for security reasons.

 (1) Check the individual’s identification to confirm shopping and access privileges.

 (2) If using digital equipment, politely ask the individual to show you previously taken images to confirm that nothing of a security risk has been captured.

 (3) If limited access areas are among the images, advise the individual of the security concern and request to have those images deleted by the customer. Store management should not delete images themselves.

 (4) If management has a reasonable belief that prohibited areas were captured and the subject is not cooperative, management should contact installation security or local law enforcement for assistance, as appropriate. DeCA personnel may not seize any equipment or film from an individual.

 (5) If the individual leaves the facility, observe the subjects direction of travel and get make, model, color of vehicle, and license plate number to report to law enforcement. Management should not attempt to detain an individual against their will.

 (6) In the event of unauthorized photography or videotaping, prepare and send a Director’s Incident Report.

 (7) DeCA Area Security Specialists are the points of contact for questions concerning prohibited areas and how to respond to violations. DeCA Area PAOs are the point of contact (POC)s for other questions on photography and videography.

10.4. news and commercial media. Most installation PAOs provide escort to members of the press, including photographers, while on the military installation. Store managers will coordinate with the installation PAO and DeCA CCSP before arranging a visit to the commissary by a member of the press to include reporters and photographers.

10.5. others. DeCA will abide by each installation’s guidance on photography and videography for individuals who are not members of the press.

 a. Barring installation guidance to the contrary, patrons are allowed to take unofficial, noncommercial, or personal photos or videos in the commissary from the sales floor of retail products, displays, and the patron’s immediate shopping party.

 b. Government contractors and vendors may take photos or videos for quality control purposes depicting compliance with contract requirements provided such activity is coordinated with store managers before image gathering begins. If required by local installation policy, Government contractors and vendors must also obtain permission from the installation before proceeding.

 c. Commissary vendors may take photos or videos for business purposes other than advertising. Photos and videos will be limited to the vendor's products, displays, and activities. Taking photos or videos of a competitor’s product is not authorized. If required by local installation policy, commissary vendors must also obtain permission from the installation before proceeding. Taking photos or videos that will be used in advertisements must be requested through the Area PAO.

section 11: audiovisual support for external groups

11.1. Non-government, non-entertainment AV productions. These are productions made by organizations outside the Federal Government, which, are primarily intended to inform. These include commercial and nonprofit industrial, institutional, documentary, educational, and commercial enterprise productions. CCSP will coordinate the request with the applicable offices to include GC, HR, or Command (see DoDI 5410.15).

11.2. Contractor AV Productions. Store managers will coordinate with the installation PAO and CCSP before arranging an AV contractor visit. AV contractors must be escorted while on an installation with closed access.

 a. Contractors are responsible for clearing their produced print and electronic promotional, marketing, and advertising materials before public release. Subjects of material that requires ASD/PA or other high level clearances are listed in DoDD 5330.9. Material not requiring ASD/PA or other high level clearance will be cleared at the lowest level competent to evaluate the information.

 b. Contractors seeking AV material for a production must certify in writing that funding of the production will not be billed to the Government unless the production itself is being done pursuant to a Government contract that authorizes such costs.

11.3. commercial advertising. These are requests by advertising agencies or publication marketing functions for DeCA materials or assistance in campaigns designed to sell a particular product, service, or company. The following items apply:

 a. DoD is prohibited from endorsing or appearing to endorse or selectively benefit from any particular product, company, or commercial concern.

 b. A proposed advertisement, in all cases, must meet the policy guidelines in Section 9.3 and the following:

 (1) Must be factual and in good taste.

 (2) Must be of some benefit to the Agency (e.g. informational value, enhancement of public understanding, and etc.).

 (3) Must not state or imply DeCA endorsement or preference of one product over another. Such terms as “Government Approved” or “DeCA Certified” must not be used.

 (4)  Must not refer to the economic impact of a proposed continuation or cancellation of a defense contract.

 (5) Must not reproduce the DeCA seal or any of its parts, except as authorized by GC.

 c. Active duty military and civilian personnel may not use their title or position to:

 (1) Endorse commercial products, services, or activities.

 (2) Assume responsibility for advertising claims.

 (3) Obtain personal gain.

 d. CCSP evaluates the advertising request based on the policy guidance in this manual. Requests are generally supported when they serve DeCA’s best interest, meet guidelines in DeCA and DoD directives, and are not prohibited by legal or policy restrictions.

 e. CCSP coordinates with ASD/PA and/or the Military Services’ PAO as needed to determine support and secures DoD approval.

 f. CCSP will notify the requester that the project is approved, reiterate the policy restrictions in the section above, and arrange for release of stock footage.

 g. Use of DeCA employees as extras must comply with the following:

 (1) Employees who appear in non-government AV productions (non-news) must do so voluntarily, whether on duty or off duty.

 (2) Employees may not allow their DeCA or active duty titles or positions to be affixed to the advertisement in any manner, nor imply DeCA endorsement of the product or service being promoted.

 (3) If employees are performing normal duties during the time of the production, they are said to be on duty and cannot be paid by the producer, but they are not required to participate.

 (4) If employees are not performing normal duties while taking part in the production, they must be off duty.

 (5) The producer is responsible for resolving any disputes with unions governing the hiring of non union actors and extras.

section 12: internal electronic information

(digital signage)

**12.1. digital signage system (dintv) slide specifications.** The rules for submitting information to DINTV (HQ closed-circuit tv system) are as follows:

 a. Typical topics covered by DINTV include officially sanctioned functions, Agency sponsored meetings (American Society of Military Comptrollers, Toastmasters, etc.), events affecting employees, contractors, or vendors who work in the HQ building.

 b. Requestors provide the finished PowerPoint slide to CCSP at least five business days before the event.

 c. In PowerPoint, set the page size to 16 inches wide by nine inches high.

 d. Limit the text to one paragraph, four lines, and five or six words per line. Keep the slide as simple as possible. Use photographs and clip art sparingly.

12.2. dintv submissions. Submit a completed DeCAF 100-15, “Visual Information Support Request” to decasubmissions@deca.mil.

Glossary

G.1. Acronyms.

|  |  |
| --- | --- |
| **ALFOODACT** | All Food and Drug Acts |
| **ASD/PA** | Assistant Secretary of Defense Public Affairs |
| **AV** | Audiovisual |
| **CAC****CCG****CCSP****CDC** | common access cardGeneral CounselCorporate Communications DivisionCentral Distribution Center |
| **DeCA****DeCAF****DeCAM****DINTV****DoD****DoDD****DoDI****DoDM****FOIA****FPO****HQ****HR****IAW** | Defense Commissary AgencyDeCA FormDeCA Manualdigital signage systemDepartment of DefenseDoD DirectiveDoD InstructionDoD Manual Freedom of Information ActFunctional Process Owner headquartersHuman Resourcesin accordance with |
|  |  |
| **PAO****POC****U.S.** | public affairs office/public affairs officerpoint of contactUnited States |

G.2. Definitions.

**ALFOODACT.** A message that contains information on recalls or potential recalls of foods, nonprescription drugs, nonprescription medical devices, and health and beauty aids that are known or suspected to be hazardous, or have been tampered with and/or may be in the DoD system.

**Area.** A physical location consisting of individual zones and stores located within a certain geographical location. (i.e., Europe, West, Pacific, East, etc.).

**biographies.** Information about store directors, zone managers, area leadership, and executive directors. It includes prior work experience, education, awards, and information on their current job.

**clearance.** Certification that the information has been reviewed by a competent authority and is appropriate for public dissemination, after approval by the release authority.

**command briefing.** A briefing designed to introduce new employees, community groups, or visitors an overall view of DeCA, its history, and accomplishments in delivering the benefit.

**CCSP.** Physically located at DeCA HQ in Fort Lee, VA. This includes public affairs specialists and area public affairs officers for DeCA’s East, Central, West, Pacific, and Europe areas. Its functions include media relations, public information, internal communication, community relations, graphics and video productions, web communications, and content management.

**DeCA 2020.** A two page biweekly email newsletter for DeCA employees that shares information from the director and other employee related information.

**DeCA News.** It is located on OneNet and provides news and information briefs pertinent to DeCA employees.

**DINTV.** DeCA HQ closed-circuit TV system.

**external audience.** Audiences that are external to DeCA. (i.e., commissary patrons.)

**grand opening.** The opening or establishment of a completely new store.

**graphics.** Images or designs that inform audiences about the commissary benefit (i.e. flyers, banners, and rack cards).

**media.** Any organization whose purpose is to convey news to different audiences and can be local, national, or trade. This can include web and radio based news services as well.

**news media.** Organizations that provide news and information to the public via print, electronic, (radio and TV), or the internet. This is different from public affairs or public relations organizations, which develop and package information to represent a point of view for a client or to motivate behaviors in a general or targeted audience.

**news release.** Any formal communications product whether it is electronic or hard copy, is intended for the news media, and has been coordinated and approved by the issuing organization to assure accuracy and policy correctness.

**ASD/PA.** The principal staff advisor and Assistant to the Secretary of Defense and Deputy Secretary of Defense for public information, internal information, community relations, information training, and AV matters. OSD/PA follows DoD’s Principles of Information in providing defense department information to the public, Congress, and the media. The OSD/PA Officer is DeCA’s higher authority on public affairs matters.

**Plain Writing Act of 2010.** A law that requires executive agencies to use plain writing in every covered document that the Agency issues or substantially revises, trains employees in “plain writing,” establishes a process for overseeing the Agency’s compliance with this act, creates and maintains a plain writing section on the Agency’s website to inform the public of Agency compliance with the requirements of this act, provides a mechanism for the agency to receive and respond to public input on Agency implementation and Agency reports required under this act, and designates one or more Agency points of contact to receive and respond to public input on the implementation of this act.

**policy review.** A review for possible conflicts with established policies or programs of DoD or the U.S. Government.

**publication flag.** The nameplate that contains information about a publication.

**query.** A request for information from the media or the general public.

**recommended.** A change that has been suggested, but is not required.

**stakeholders.** Congress, senior military officials, and commanders with commissaries on their installations.

**VISION Magazine.** An internal publication aimed at DeCA employees, delivering in depth news, features, editorial and commentary on all facets of commissary operations, people, and events.

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