



Military and Naval Affairs

ANDREW M. CUOMO
Governor
Commander-in-Chief

RAYMOND F. SHIELDS, JR.
Major General
The Adjutant General

NOV 6 2018

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MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: New York Division of Military and Naval Affairs Media Guidance and Procedures

1. References:

- a. AR 360-1, The Army Public Affairs Program, 5 September 2014
- b. AFI 35-101, Public Affairs Responsibilities and Management, 12 January 2016
- c. Joint Publication 3-61, Public Affairs, 19 August 2016
- d. NGB Pam 360-5/ ANG Pam 35-1, National Guard Public Affairs Guidelines, 6 June 2008

2. This memorandum serves as public affairs guidance for news media engagement and contacts for all members of the New York Army and Air National Guard, the New York Naval Militia, New York Guard and Division of Military and Naval Affairs (DMNA) federal and state employees and contract personnel.

3. The DMNA Public Affairs Office (MNPA) is responsible for coordinating and encouraging internal and external media coverage of New York National Guard, New York Military Forces, and DMNA events and activities. MNPA produces the Guard Times magazine, manages the DMNA website (www.dmna.ny.gov), maintains the DMNA YouTube channel (www.youtube.com/user/nynationalguard), FLICKR social media photo sharing site (www.flickr.com/photos/nyng), and oversees the New York Army National Guard Recruiting and Retention Command management of the New York Army National Guard Facebook page (www.facebook.com/nationalguardny).

- a. MNPA must approve the public or news media distribution of press releases, photographs, and video from all New York Military Force elements.

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b. Units contacted by the media must coordinate with MNPA when responding to media inquiries. Units without full-time public affairs personnel should forward reporters to MNPA.

c. New York Air National Guard Wing and New York Army National Guard general officer command public affairs personnel can comment to reporters on federal status issues and inform MNPA about the conversation as soon as possible.

4. Commanders are encouraged to seek opportunities to inform the public and the media about the activities of their unit through photographs, press releases, and media engagements in order to develop community support, assist in recruiting, and inform the citizens of New York about the state and federal missions of their Citizen Soldiers and Airmen, which are supported by their tax dollars. News media coverage provides an opportunity to tell the New York National Guard/DMNA story to New Yorkers.

5. In some circumstances, unit leaders or service members may need to engage the media without prior MNPA approval. These circumstances may range from a reporter showing up at an armory or air base to a member of the press approaching Soldiers or Airmen while on a mission or training event. It is better to engage the media briefly in these circumstances and then refer them to MNPA for more information than to simply say "no comment" or refuse to speak. MNPA must be notified as soon as possible about the contact. Information should include the reporter's name, media outlet, and subject of the conversation.

6. Commanders at all levels are encouraged to coordinate with MNPA to invite media to unit activities, events, and training. MNPA will assist commanders or their designated points of contact (POC) in identifying newsworthy activities and issue media advisories or press releases as required. MNPA will assist units' POCs in preparing media releases.

7. Commanders at all levels are encouraged to use the MNPA hometown news release capability to highlight significant individual and group accomplishments. These include promotions, awards, attendance at Annual Training, participation in a deployment or in a named operation or training exercise, graduation from military schools, and/or retirements.

a. Units can coordinate for hometown media release by contacting Ms. Jean Marie Kratzer, the command information officer at 518-786-4581 or e-mail at jean.m.kratzer.mil@mail.mil.

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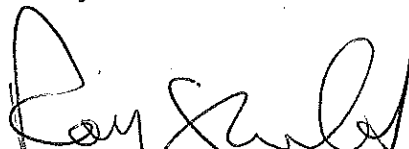
b. Required information varies depending on the type of hometown news release, but at a minimum MNPA requires: name, hometown and state, home zip code, Soldier/Airman rank, unit, and background information on the award, operation or accomplishments. For single person press releases, such as a retirement announcement or significant award: military biographical information, information on civilian employment and Family, and a photograph is also necessary.

8. Commanders are encouraged to submit photographs from unit members on activities, events, and training for use on the DMNA website, in Guard Times Magazine, on the New York National Guard FLICKR site, and on the NYARNG Facebook page to MNPA along with information about the event. Articles from unit members are also encouraged. Photographs and information on training events may be sent to Ms. Jean Marie Kratzer (jean.m.kratzer.mil@mail.mil) COL Richard Goldenberg (richard.1.goldenberg.mil@mail.mil) or Mr. Eric Durr (eric.d.durr.nfg@mail.mil).

9. Commanders and leaders are highly encouraged to provide suggestions for media engagement. MNPA will assist and support local unit media activity with press release distribution, advice, and public affairs guidance (PAG) as required. My objective is to actively advance command messages across New York in a responsible and coordinated manner. I urge and support the incorporation of a media plan into all training and exercise operations.

10. Commanders are directed to ensure that all public affairs personnel and base community manager officers adhere to these directives in both letter and spirit.

11. POC for planning and coordination at DMNA/Joint Force Headquarters Public Affairs Office is Mr. Eric Durr, Director, eric.d.durr.nfg@mail.mil, 518-786-4581, or Blackberry 518-429-5186; or COL Richard Goldenberg, Public Affairs Officer, richard.l.goldenberg.mil@mail.mil, Blackberry 518-727- 7314.



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