



**DEPARTMENT OF THE AIR FORCE  
8TH FIGHTER WING (PACAF)  
KUNSAN AIR BASE, REPUBLIC OF KOREA**

14 October 2020

MEMORANDUM FOR KUNSAN AIR BASE (AB) PERSONNEL

FROM: 8 FW/CC

SUBJECT: Installation Public Affairs Employment Plan

1. Public Affairs (PA) resources are critical to global influence and deterrence, public trust and support, and Airmen morale and readiness. These finite resources must be allocated to activities which most directly support the priorities of the 8th Fighter Wing (8 FW), 7th Air Force, Pacific Air Forces, and the U.S. Air Force. Misuse of PA resources detracts from the ability to support these priorities.
2. This memorandum and associated attachment detail the 8 FW/PA employment plan as required in AFI 35-101, *Public Affairs Responsibilities and Management*. The products and services detailed in the enclosed guidance are provided for official purposes consistent with AFIs governing PA activities. Unofficial functions that are not related to military missions or activities will not be supported.
3. This memorandum and attachment supersede all previous guidance on the same subject and will be reviewed annually by the 8 FW/PA chief. Please contact the PA staff with questions at DSN 782-4705.

CHRISTOPHER B. HAMMOND, Colonel, USAF  
Commander

Attachments:

1. 8 FW/PA Employment Guidelines and Policies
2. 8 FW/PA Prioritization Matrix

## Attachment 1

### 8 FW/PA Employment Guidelines and Policies

1. **Scope.** The following procedures govern the 8 FW/PA office as the lead for installation PA activities and resources in support of units assigned to Kunsan Air Base. Individuals in units with organic PA capabilities should first coordinate requests through their unit PA office prior to contacting 8 FW/PA.
2. **PA Mission.** PA advances Air Force priorities and achieves mission objectives through integrated planning, execution, and assessment of communication capabilities. Through the strategic and responsive release of accurate and useful information and imagery to Air Force, domestic, and international audiences, PA puts operational actions into context; facilitates the development of informed perceptions about Air Force operations; helps undermine adversarial propaganda efforts; and contributes to the achievement of national, strategic, and operational objectives.
3. **8 FW/PA Services.** Services available from the 8 FW/PA office are grouped into four categories consistent with Air Force Common Output Level Standards:
  - a. **Communication Planning.** Forecasts potential threats, takes advantage of outside opportunities, critically analyzes the best method of communication to advocate for the command's priorities, and coordinates and synchronizes higher-headquarter messaging to best support the command at tactical, operational, and strategic levels.
  - b. **PA Engagement.** Strategically engages with appropriate audiences to increase public awareness and understanding of the mission, policies, operations and programs of the Air Force. Specifically, when engaging with the local community, 8 FW/PA's primary focus is to maintain a reputation as a good neighbor and partner to our Republic of Korea counterparts. The 8 FW/PA team will provide support to the community outreach program at the discretion of the PA chief.
  - c. **PA Operations.** Provides programs that communicate the 8 FW's strategic relevance to national defense, combat readiness, global influence and deterrence, and public trust and support through the release of timely and accurate information to Airmen, their families, the public, and the media.
    - (1) **Command Information (CI).** Provides effective and efficient communication tools to link Airmen with their leaders. Command Information helps Airmen and their families understand their purpose, role, and value to the Air Force. A free flow of information to Airmen and their families creates awareness of, and support for the mission, increases their effectiveness as Air Force ambassadors, reduces the spread of rumors and misinformation, and provides avenues for feedback.
    - (2) **Media Operations.** Facilitates engagement and two-way communication with the media, which is often one of the most rapid and credible means of delivering the commander's message. Remaining open, honest, and accessible to the maximum extent possible normally results in greater accuracy, context, and timeliness in communicating with internal and external audiences. Personnel assigned to the 8 FW will coordinate all official media requests and queries through the 8 FW/PA office.

(3) **Environmental.** Supports environmental program objectives and needs by facilitating public notification and involvement while communicating the Air Force's commitment to environmental excellence.

(4) **Security and Policy Review.** Ensures information intended for public release will neither adversely affect national security nor threaten the safety, security, or privacy of Air Force personnel, while adhering to the policy of "maximum disclosure, minimum delay." Personnel must go through a security and policy review before releasing official imagery, documents, information, or proposed statements outside the Air Force.

- d. **Visual Information (VI).** Provides programs that collect, preserve and accession VI products to meet operational, informational, training, research, legal, and historical needs. Visual products, such as photo, video, and graphics, are catalysts for effective communication and document the Air Force's visual history through the accessioning process for future generations.

5. **Availability.** The PA office will be manned during normal duty hours: 0800 - 1700. A PA representative will be on-call 24 hours a day, 7 days a week (including holidays), and will accomplish emergency services as required by security forces, the Air Force Office of Special Investigations, the safety office and/or wing leadership. During non-duty hours, the on-call PA representative can be contacted through the command post.

6. **Requesting Support.** Submit PA support requests to the 8 FW/PA email account at 8fw.pa@us.af.mil at least 10 duty days in advance of the event. Requests for VI support should be submitted with a completed Air Force Form 833 attached. Advance notice provides PA the ability to ensure the necessary equipment and personnel are available. Failure to coordinate in advance will reduce the likelihood that PA can support the event. Consumer-grade still and video equipment is available for self-help use on a first-come, first-served basis when the PA staff is already scheduled to support higher or equal priority tasks.

7. **Prioritized Employment Plan.** The 8 FW/PA office provides support according to the following system focused on the commander's priorities, operational core tasks, urgency, mission impact, agencies supported, and resources available. This system helps control the flow of work and ensures all mission-critical needs are met.

**Priority I:** Emergency incidents requiring immediate documentation and preservation (P1)

**Priority II:** Mission-essential or urgent conditions (P2)

**Priority III:** Normal day-to-day mission requirements (P3)

**Priority IV:** Necessary, routine requirements (P4)

**Priority V:** Self-help services (P5)

8. **Restrictions.** Air Force VI resources (personnel, equipment, facilities, funding, etc.) are government property to be used solely for support of official Air Force organizations and their missions, DoD or other government agencies, per current host-tenant support agreement, or memorandum of agreement.

- a. IAW AFI 35-109, government-funded PA and VI resources will not be used to:

- (1) Provide souvenirs, personal gifts, mementos, or farewell gifts.
- (2) Provide décor for office walls. This includes physical print products intended to be used for morale, decoration, or posterity. PA can provide digital products for organizational areas depicting relevant missions, sourced from already-existing media.
- (3) Support or document booster club events, farewell parties or social events unless certified as newsworthy or having historical significance by the Chief of PA. When an event is determined to be historically significant by the Chief of PA or historian, PA resources may be provided to meet official news and historical documentation requirements only.
- (4) Create products used primarily for entertainment purposes during farewell parties, retirements, or social events.
- (5) Support Morale, Welfare, and Recreation (MWR), non-appropriated funded (NAF) missions or services-sponsored recognition programs. Exceptions are described in AFI 35-109, para. 4.3.1.5.
- (6) Support Unauthorized requests. If it is unclear whether it is authorized, consult the Chief of PA and base legal office for clarification.
- (7) Set up Audio/Visual Systems for briefings or presentations such as commanders calls, opening ceremonies, observances, etc.

b. **Alteration of Official Air Force Imagery.** Air Force PA offices are trusted agents. Because PA professionals create products that can be used in legal proceedings and for critical decision-making, absolute trust and confidence in the truthfulness of products they create is essential. Official imagery may not be altered, unless it is specifically exempted by Department of Defense Instruction (DODI) 5040.02, *Visual Information*.

c. **Use of Copyrighted Materials.** Using copyrighted media requires a separate license or explicit permission by the owner. Generally, both music and programs recorded from broadcasts are copyrighted. Having a source recording or music score does not confer any right to reproduce, transfer, or otherwise use or perform the recorded material, either as a whole or in part. Refer to AFI 51-303, *Intellectual Property--Patents, Patent Related Matters, Trademarks and Copyrights*, or consult the base legal office for guidance.

## 9. Additional Considerations.

- a. **VI Equipment Purchase Review.** IAW AFI 35-109, *Visual Information*, para 5.2., the Base Visual Information Manager (BVIM) must review and approve all procurement requests for digital photographic cameras, video cameras, editing equipment, and photographic/specialty printers to ensure compatibility with existing imagery infrastructure. Units wanting to purchase these items must receive approval from the 8 FW/PA BVIM who verifies there is no duplication of imagery services available in the PA office.

- b. **Self-Help Services.** The PA office has a limited number of consumer-grade video and still photo cameras available to check out on a first-come, first-served basis for official use for events or services PA cannot support. It is highly recommended customers reserve the equipment for check-out at least two weeks prior to their event. Indefinite equipment checkout is not authorized. All PA equipment is inspected and must be in operating order prior to issue and upon return. Customers must complete an AF Form 1297 in order to sign out equipment. The requestor is responsible for removing, processing and storing the digital media captured. The PA office may transfer the digital imagery to the requestor upon equipment turn-in.

10. **Delegation of Editorial Review.** The 8 FW/CC exercises editorial control over official print, web, and social media communication for Kunsan AB. Day-to-day oversight and responsibility for these activities is delegated to the Chief of Public Affairs. The determination of an event's news value is at the discretion of the Chief of Public Affairs and installation historian based on an assessment of how well the proposed coverage supports the 8 FW/CC's communication priorities.

11. **Base Newspaper.** 8 FW/PA does not produce, distribute, or develop content specifically for a base paper. The Crimson Sky newspaper is produced by an off-base civilian publisher at no cost to the government. While the publisher pulls coverage from the Kunsan AB website as well as other Air Force and DoD sources, the 8 FW does not have authority over the publication, its layout, or advertising content.

12. **Base Website.** The official website for Kunsan AB ([www.kunsan.af.mil](http://www.kunsan.af.mil)) is managed and operated by the 8 FW/PA staff. Only information cleared for public release in accordance with AFI 35-107, *Public Web and Social Communication*, and other associated policies and instructions can be published on the site.

- a. **Section 508 Compliance.** In 1998, Congress amended the U.S. Rehabilitation Act of 1973 to require that federal agencies make their electronic and information technology accessible to people with disabilities. Section 508, 1194.22, *Web-based Intranet and Internet Information and Applications*, is of particular importance with regard to website management. This section outlines the requirements for federal websites, both internet and intranet. It states that federal websites must meet the needs of disabled employees and members of the public and allow them access to internet technology in a format understood by software readers/viewers. For an entire list of requirements, go to <http://www.section508.gov>. There are a range of online automatic 508 Compliance checking websites available that recommend corrections to improve accessibility.

13. **Content.** News, feature, and editorial material will conform to policies of the Air Force and the 8 FW/CC's priorities. Coverage will be factual and avoid sensational details not essential to reporting. Accuracy is paramount. Individuals to be interviewed and photographed must meet all requirements of AFI 36-2903, *Dress and Personal Appearance of Air Force Personnel*, and must comply with current safety, security, and technical order requirements.

- a. **News Content.** News content is based on local articles developed by the PA staff, as well as press releases by SAF/PA, Defense Media Activity, Major Command news services, and other DoD and federal government agencies.

- b. **Editorial and Opinion.** Locally-originated editorials (command position) and commentaries (personal opinions) will reflect the policies of the 8 FW/CC and will be in the best interest of the Air Force. Editorials should help readers understand Air Force policies and programs. They must not imply criticism of other governmental agencies, nor advocate or dispute specific political, diplomatic, or legislative matters. 8 FW/PA should make any edits to ensure the published piece adheres to AP Style guidelines prior to publishing.
- c. **Outside Agency Content.** Articles of local interest to base people produced outside official channels (e.g. stringers, local organizations) may be used provided permission has been obtained, the source is credited, and they do not otherwise violate this instruction. Articles for off-base, non-profit organizations, including non-profit military-affiliated organizations (e.g., Air Force Association, Air Force Sergeants Association, NCO Association, etc.) must be consistent in length and placement to avoid the appearance of favoritism or implied endorsement.

14. **Editing for Publication.** All materials submitted to the 8 FW/PA office for publication will be reviewed and edited to conform to DoD news-writing guidelines. This includes conforming to the guidelines in both the *Associated Press Stylebook and Briefing on Media Law* and *Air Force Journalistic Style Guide*.

15. **Awards Recognition.** Due to limited resources, PA coverage of award winners is generally limited to wing and higher-level echelons. However, customers are highly encouraged to use the Hometown News Release Program to obtain civilian coverage of any significant personal accomplishments such as awards, graduations and promotions. PA will help customers issue a hometown release upon request.

#### 16. Social Media.

- a. **Official Use.** The official social media sites for Kunsan AB are [www.facebook.com/KunsanAirBase](http://www.facebook.com/KunsanAirBase), [www.twitter.com/KunsanAirBase](http://www.twitter.com/KunsanAirBase), [www.youtube.com/kunsanairbase](http://www.youtube.com/kunsanairbase), and [www.instagram.com/kunsanairbase](http://www.instagram.com/kunsanairbase). These sites are operated by the 8 FW/PA office using the same guidelines as the official website and print publications. Subordinate and tenant organizations, with the exception of units with their own PA office, are not authorized to operate official social media pages without the approval of the Chief of Public Affairs. Unofficial pages (e.g. booster club pages, alumni pages, etc.) are not official Air Force social media sites and are encouraged to display a disclaimer that the page is not an official representation of the Air Force.
- b. **Personal Use.** In general, the Air Force views personal websites, blogs, and social media sites positively, and it respects the right of Airmen to use them as a medium of self-expression. However, as members of the Air Force, Airmen must abide by certain restrictions to maintain good order and discipline. All Airmen are on duty 24 hours a day, 365 days a year, and their actions on and off duty are subject to the Uniform Code of Military Justice (UCMJ). See AFI 1-1, Air Force Standards, and AFI 35-113, Internal Information, and AFI 35-107, Public Web and Social Communication, for more guidelines regarding personal social media use.

17. **Base-wide Email.** 8 FW/PA is authorized to send base-wide emails; however, email is not always the best communication tool to employ. Frequent mass emails from the PA office dilutes the

effectiveness of the tool. PA will evaluate base-wide email requests and determine if email or another communication medium is the best means to disseminate the message. Customers are encouraged to examine a variety of communication channels, depending on the desired announcement. For example, private organizations, the chain-of-command, base SharePoint, the 8th Force Support Squadron Marketing, or even word of mouth, may be more effective.

**18. Graphics.** 8 FW/PA will support Wing-level or mission-essential graphics requirements for managerial, operational, training, educational, historical archiving, investigative and administrative purposes. Services include general and technical artwork such as posters, charts, graphs, brochures, publication prints in full color and black-and-white, large- and small-scale color prints, and heat infusion laminating support. Only those products that serve an official purpose and are necessary to accomplish an assigned mission are authorized. Reproduction is limited to 20 tabloid size (11x17) or smaller copies of products and no more than five copies of products larger than tabloid size. For support not falling into one of the approved categories, individuals can request support or duplication services via the Defense Logistics Agency's document services; all costs will be at requester's expense.

**19. Flightline Photography Requests.** 8 FW/PA will review and approve all flightline documentation requests. All media (photos/video) must be reviewed by 8 FW/CVN prior to use.

## **20. Mass Communication Support.**

### **A. Products**

#### **1. Photo and Video Imagery**

- a. All imagery will be provided via electronic format – link to images or files provided to customer signing AF Form 833, unless otherwise required by services prioritization.
- b. Images can be burned to CD/DVD upon request and if deemed appropriate.
- c. Standard turnaround time is project-dependent, as deemed by the PA Chief
- d. Media will be captioned/accessioned IAW AFI 35-109, *Visual Information*
- e. Print production will be limited to one copy per request
  - i. Personal copies or extra prints are not authorized
- f. Releasable accessioned imagery is transmitted to the Defense Video & Imagery Distribution System (DVIDS), <http://www.dvidshub.net>
- g. Video production requests should be sent to the 8 FW/PA office. All requests will be reviewed and routed to Pacific Air Forces PA for approval.

### **B. Services**

#### **1. Alert Photo, Video or Investigation Support (P1)**

- a. Directed by WG/CC, SFS, OSI, CEF, SE, or CP
- b. Mishaps, accidents or forced entry on government property, including a Government Vehicle resulting in \$5,000 or more worth of damages, may be supported
- c. 24-hour immediate support
  - i. One-hour response time upon notification
- c. Imagery provided on CD and prints provided as requested to original requesting office only

- e. Turnaround time: Immediate – 1 day
2. Historical Events (P2)
    - a. Events deemed historical by WG/CC, WG/CV, WG/HO or WG/PA
    - b. Imagery provided electronically
    - c. Turnaround time: 1-2 days; is also dependent on clearance by release authority
  3. Commander's Calls (P2)
    - a. Wing-level and above
    - b. Imagery provided electronically
    - c. Turnaround time: <24 hours for photos and video
  4. Distinguished Visitors (DV) (P2)
    - a. Individuals deemed DV status by 8 FW/CCP or HHQ CCP offices
    - b. Imagery provided electronically once cleared by release authority
    - c. Turnaround time: <48 hours; dependent on clearance by release authority
  5. Change/Assumption-of-Command Ceremonies (P3)
    - a. Squadron-level or higher
    - b. Imagery provided electronically
    - c. Turnaround time: 24-48 hours for photos and project-dependent for video
    - d. Self-help cameras available for all other organizations
  6. Quarterly/Annual Awards Ceremony or Banquet (P4)
    - a. Wing-level or higher
    - b. Imagery provided electronically
    - c. Turnaround time is <24 hours
  7. Promotion Ceremonies (P4)
    - a. E-9, O-6 and above, civilian equivalents
    - b. Imagery provided electronically
    - c. Turnaround time is 5-7 days for photos and project-dependent for video
  8. Retirement Ceremonies (P4)
    - a. E-9, O-6 and above, Civilian equivalents
    - b. Imagery provided electronically and/or on CD/DVD to requestor
    - c. Turnaround time is 5-7 days for photos and project dependent for video
  9. Group Photos (P4)
    - a. Squadron-level or equivalent and above
    - b. Authorized once per year or after a Change of Command or for official award package
    - c. Imagery provided electronically
    - d. One print limited to 8x10 size
    - f. Turnaround time: 1-2 days
    - g. PA will coordinate with 8 FW front office to offer two days per year for Squadron, Group, and/or Wing photos on the flightline.



10. Community College of the Air Force and Airmen Leadership School Graduations (P4)
  - a. Document graduates during certificate presentation
  - b. Imagery provided electronically
  - c. Turnaround time: 3-4 days
  
11. Memorial Ceremonies (P4)
  - a. Provided upon request for family or WG/CC
  - b. Limited to personnel assigned to Kunsan AB
  - c. Official portrait of deceased will be provided if available and requested
  - e. Turnaround time is project-dependent
  
12. Final Flights (P4)
  - a. E-9, O-6 and above
  - b. Imagery provided electronically
  - c. Turnaround time: <24 hours for photos and project-dependent for video
  
13. Dining-In/Out (P4)
  - a. Wing-level and above
  - b. Imagery provided electronically
  - c. Combat Dining-In/Outs or any informal variation will not be documented
  - d. Turnaround time: 5-7 days for photo and project dependent for video
  
14. Studio Photography (P4)
  - a. By appointment only during designated days & hours
  - b. Appointments are 30-minute blocks
  - c. Missed appointments will have low priority for rescheduling
  - d. Official portraits available Mondays & Wednesdays only
  - e. Full lengths are available Thursdays only
  - f. Studio Hours:
    - i. Monday: 0900-1100 & 1300-1600
    - ii. Wednesday: 0900-1100 & 1300-1600
    - iii. Thursday: 1300-1600
  - g. Customers must have size requirements for requested product
    - i. Official portrait standard sizes are 5x7 or 8x10
    - ii. Full length standard size is 5x7
  - h. Official portraits will be in service dress; exceptions: 8 FW/CC-directed or package requirements
  - i. Full-length will be in short sleeve blues; exceptions: package requirements
  - j. Provide 1 print and digital copy to customer
    - i. Wg/CC, CV, and CCC – no more than 10 prints of each command portrait for each Group for self-distribution, except for MSG, 20 prints of each
    - ii. Group CCs and CCC – no more than 10 prints of each individual for their corresponding Group with the exception of MSG, 20 prints
    - iii. Squadron CCs and CCCs – no more than 10 prints of each individual for their corresponding Squadron with the exception of FSS, 20 prints
  - k. Official portraits are limited to:

- i. Commanders – Squadron, Group, Wing-level and above
  - ii. Colonels, Chief Master Sergeants, Chief Enlisted Managers – Squadron, Group, Wing-level and above
  - iii. Bios – only for individuals mandated to have one per AFI
  - iv. NAF, MAJCOM, AF, and DoD-level awards/packages
  - v.. Special Duty Packages
  - vi. Quarterly/Annual Award Winners - Group-level and above
15. Full-lengths are limited to:
- i. Special Duty Packages
  - ii. Navy Officer Information Files
  - iii. Marine Promotion Boards
  - iv. Department of the Army Photos

## Attachment 2

### 8 FW/PA Prioritization Matrix

#### 1. Communication Planning

<i>Activity</i>	<i>35-series AFI Reference</i>	<i>Priority</i>
1.1. Communication Planning	AFI 35-101 Chapter 6	II
1.2. PAG/Talking Point Development	AFI 35-101 Chapter 6	II
1.3. Operational/Wing Plan Coordination	AFI 35-101 Chapter 2, AFI 35-104 Chapter 2	III

#### 2. Public Affairs Engagement

<i>Activity</i>	<i>35-series AFI Reference</i>	<i>Priority</i>
2.1. Air Force Tour Program / Base Tours	AFI 35-105 Section H & I	IV
2.2. Aviation Support (flyovers, statics)	AFI 35-105 Sections C & E	IV
2.3. Civic Leader Activity	AFI 35-105 Section K	III
2.4. Community Complaint Response	AFI 35-105 Section J, AFI 35-108	III
2.5. Honorary Commander Program	AFI 35-105 Section K	III
2.6. Legislative Liaison Support	AFI 35-101 Chapter 2	II
2.7. Military Participation in Off-base Events	AFI 35-105 Sections C & K	III
2.8. PA Representation (off-base)	AFI 35-105 Section K	IV
2.9. Request for Information (non-media)	AFI 35-105 Section J	III
2.10. Speeches / Speaker's Bureau	AFI 35-105 Section G	IV
2.11. Unit Public Affairs Representative Program	AFI 35-113	IV

#### 3. Public Affairs Operations

<i>Activity</i>	<i>35-series AFI Reference</i>	<i>Priority</i>
3.1. Crisis Communication	AFI 35-104 Chapter 2	I
3.2. Command Information	AFI 35-113	-
3.3.1. Base Marquee	No specific reference	IV
3.3.2. Commander's Access Channel	AFI 35-113	IV
3.2.3. Official Web	AFI 35-107	II
3.2.3.1. Content Generation/Posting	AFI 35-113	II
3.2.3.2. Official Bios and Factsheets	AFI 35-107, AFI 35-113	III
3.2.3.3. Social Media Posting/Engagement	AFI 35-113, AFI 1-1	III
3.2.3.4. Web/Social Media Analysis	No specific reference	IV
3.3. Environmental PA	AFI 35-108	III
3.4. Joint Hometown News Service	AFI 35-113	IV
3.5. Media Operations	AFI 35-104	-
3.5.1. Media Analysis (news clips)	AFI 35-101 Chapter 1, 2	II
3.5.2. Media Engagement (pro-active)	AFI 35-104 Chapter 1	II
3.5.3. Media Escort (non-crisis)	AFI 35-104 Chapter 1	II
3.5.4. Media Training (non-crisis)	AFI 35-101 Chapter 1, AFI 35-104 Chapter 1	III
3.5.5. News Conference (non-crisis)	AFI 35-104 Chapter 1	III
3.5.6. News Release (non-crisis)	AFI 35-104 Chapter 1	III
3.5.7. Response-to-Query (non-crisis)	AFI 35-104 Chapter 1	II
3.6. PA Travel	AFI 35-103 Chapter 1, AFI 35-104 Chapter 1	III
3.7. Security and Policy Review	AFI 35-102	III

#### 4. Visual Information

<i>Activity</i>	<i>35-series AFI Reference</i>	<i>Priority</i>
4.2. Graphics (if manned)	AFI 35-109 Chapter 4 & attachment 2	-
4.2.1. Animations	AFI 35-109 Chapter 4 & attachment 2	IV
4.2.2. Command Support	AFI 35-109 Chapter 4 & attachment 2	II
4.2.3. Illustrations (incl photo illustration)	AFI 35-109 Chapter 4 & attachment 2	IV
4.2.4. Info Graphics / Pamphlets / Posters	AFI 35-109 Chapter 4 & attachment 2	III
4.3. Equipment Approval Requests	AFI 35-109 Chapter 5	IV
4.4. Photography	AFI 35-109 Chapter 3, 4 & attachment 2	-
4.4.1. Alert Photo (accidents, crises, etc.)	AFI 35-109 Chapter 4 & attachment 2	I
4.4.2. Awards (Wg/up)	AFI 35-109 Chapter 4 & attachment 2	IV
4.4.3. Awards (Gp/down)	AFI 35-109 Chapter 4 & attachment 2	V

4.4.4. Ceremonies (O-6 and up, E-9)	No specific AFI reference	IV
4.4.5. Ceremonies (O-5 and below)	No specific AFI reference	V
4.4.6. Change of Command (Gp/up)	No specific AFI reference	IV
4.4.7. Change of Command (Sq/below)	No specific AFI reference	V
4.4.8. Documentation (mission)	AFI 35-109 Chapter 3, 4 & 7	III
4.4.9. Historical Significance (e.g. VIP visit)	AFI 35-109 Chapter 4 & attachment 2	IV
4.4.10. Official Passport Photos	AFI 35-109 Chapter 4 & attachment 2	II
4.4.11. Studio (bio, award package photos)	AFI 35-109 Chapter 4 & attachment 2	IV
4.5. Self-help facilitation	AFI 35-109 Chapter 4	IV
4.6. Video & Audio Production	AFI 35-109 Chapter 3, 4 & attachment 2	-
4.6.1. Alert Video (accidents, crises, etc.)	AFI 35-109 Chapter 4 & attachment 2	I
4.6.2. Awards (Wg/up)	AFI 35-109 Chapter 4 & attachment 2	IV
4.6.3. Awards (Gp/down)	AFI 35-109 Chapter 4 & attachment 2	V
4.6.4. Ceremonies (O-6 and up, E-9)	AFI 35-109 Chapter 4	IV
4.6.5. Ceremonies (O-5 and below)	AFI 35-109 Chapter 4	V
4.6.6. Change of Command (Wg/CC and up)	AFI 35-109 Chapter 4	IV
4.6.7. Change of Command (Below Wg/CC)	AFI 35-109 Chapter 4	V
4.6.8. Documentation (mission, b-roll)	AFI 35-109 Chapter 3, 4 & 7	III
4.6.9. Historical Significance (e.g. VIP visit)	AFI 35-109 Chapter 4 & attachment 2	IV
4.6.10. Media Duplication	No specific AFI reference	V
4.6.11. Video/Audio Production (training, sr ldr)	AFI 35-109 Chapter 4 & attachment 2	III
4.6.12. Video/Audio Production (pod cast, news)	AFI 35-109 Chapter 4 & attachment 2	IV

**Notes:**

1. This prioritization matrix is based on services delivered at Air Force Common Output Levels (AF COLS) level three, and will be modified as necessary when changes occur to the AF COLS program for Public Affairs.
2. This matrix serves as a guide for 8 FW/PA's day-to-day activities. In some cases, an item that falls into one priority level (for example, priority level three) may receive support at a higher priority level (for example, priority level two) if deemed necessary by the 8 FW/PA chief.
3. Items that fall into a category not listed in this matrix will be prioritized at the discretion of the 8 FW/PA chief.