



DEPARTMENT OF THE ARMY
US ARMY GARRISON PARKS RESERVE FORCES TRAINING AREA
BUILDING 620 6TH STREET
PARKS RFTA, CA 94568-5201

IMPR-ZA

30 September 2016

MEMORANDUM FOR ALL Parks Reserve Forces Training Area (PRFTA) Personnel

SUBJECT: PRFTA Policy 5, Media Relations Activities at Parks Reserve Forces Training Area

1. REFERENCE. AR 360-1, The Army Public Affairs Program, 25 May 2011.
2. PURPOSE. To provide guidance to Soldiers and Civilians in reference to Media Relations Activities on the installation.
3. APPLICABILITY. These procedures are applicable to all Soldiers and Civilian personnel assigned to and or under the operational control of Parks Reserve Forces Training Area.
4. POLICY.
 - a. The PRFTA Command Information program through the PAO encompasses the Garrison's quarterly newsletter, social media sites and various digital and print media. The PAO main function is three-fold: Community relations; Media relations and Social Media.
 - b. The PRFTA Public Affairs Office (PAO) is the PRFTA Commander's tool for keeping the community and mission partners informed about issues, events, policies and garrison-related announcements. It also provides an avenue of communication among community members, mission partners and housing residents to the garrison command group.
 - c. All media and external inquiries involving PRFTA, its employees, and residents must be directed to the PAO for response. The PRFTA Garrison Commander is the official information release authority for PRFTA. Mission partners are authorized to conduct media-related activities through coordination with the PRFTA PAO.
 - d. Media related activities must be in compliance with the Army Public Affairs mission. Individuals are prohibited from coordinating with or providing comments to the media in any official capacity unless Command approved or coordinated with an exception to policy. "Off the record" and or "unnamed source" media activity is prohibited."

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e. The PAO is the point of contract for requesting any media-related activity on Camp Parks and is coordinated through the PAO at least 5 days prior to the event, when possible. Media access to certain military areas, information release, and utilization of installation facilities are at the Garrison Commander's discretion.

f. The PAO will evaluate events that require immediate action on a case by case basis. The PAO will inform the garrison law enforcement office of any media visits to facilitate access. Media arriving at the installation gate without prior notice will be held at the gate until cleared by the PAO and escorted by an authorized individual.

g. The PAO will forward media and external inquiries on tenant organizations to the appropriate tenant organizations and will assist on the proper response and release of information.

h. Media representatives may visit areas of the installation normally open to the public however, access must be related to the stated story that is being researched. Media must be escorted by the PAO, tenant organization staff member (with media training), or individual(s) designated by the PAO as a media escort.

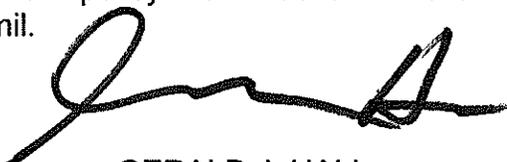
i. Media training for units can be requested by tenant units through the PRFTA Directorate of Plans, Training, Mobilizations, and Security via a memorandum for the PAO. Individual training can be coordinated directly from the PAO but individuals must be on orders or designated as the unit media representative.

j. Media representatives must wear a PRESS badge for the duration of their installation visit. Media representatives will ask for permission to record conversations or take photographs and video of individual(s).

k. Organizations requesting to conduct media activities at PRFTA must provide the names, media organization, and contact number of all media representatives and will be held responsible for ensuring the compliance with this policy.

l. Military journalists will be afforded the same rights and privileges as civilian media representatives and follow the guidelines as listed above, but are not required to have an escort.

5. PROPONENT. The proponent for this policy is the Public Affairs Office at (925) 875-4298/4636 or pao.parks@us.army.mil.



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Commanding