



Texas Military Department

DIRECTIVE

Number 5400.01
8 November 2017

NGTX-RMP

SUBJECT: Release of Information and Coordination Requirements with TMD Public Affairs Office (PAO)

Reference: See enclosure

1. PURPOSE. To assist in furthering the public trust and confidence in the agency by utilizing the State PAO to ensure timely and synchronized release of public information while ensuring that agency-related information is released to the public in a unified and coordinated manner. This policy replaces JFTX P14-03, Texas Military Department (TMD) Policy for Release of Information and Coordination Requirement with State Public Affairs Office, dated 29 January 2014.

2. APPLICABILITY AND SCOPE. This issuance applies to all TMD personnel.

3. POLICY.

a. All personnel will coordinate with the TMD PAO prior to the release of non-routine information intended to communicate directly with media outlets. The purpose is to ensure the information released is credible, consistent and is in coordination with state and federal civilian leadership and partner agencies. This does not include routine releases such as recognition of unit or individual achievements, i.e., "hometown news releases." However, this does include highly-visible public initiatives or activities by individuals representing the TMD that could be considered official. Likewise, personnel will pre-coordinate the release of any information having the potential to become a state or national issue, or become controversial in nature, regardless of the message's intended audience. Examples include responses to crisis or emergency situations, official investigations involving TMD personnel, and inquiries concerning TMD or state policy. For crises requiring a time-sensitive media response, personnel will attempt to contact the TMD PAO, and if unsuccessful, a commander no lower than the O-6 level may coordinate the release of information and follow up with the TMD PAO as soon as practicable.

b. Release authority for routine events, low-visibility events or activities that do not involve a contentious nature lie with the commander of the operation. Examples are as follows:

(1) TMD Best Warrior Competition. This is a state-level event so release authority lies with the TMD PAO. For lower-echelon Best Warrior Competitions, i.e., a Brigade-level Best Warrior Competition, the release authority is the Brigade Commander.

(2) OCONUS operations. The release authority for all OCONUS operations is dictated by that command. i.e., guidance on release authority for operations in Iraq will be issued by CENTCOM.

(3) Company-level Field Exercise. The release authority would be the company commander overseeing the field exercise.

c. Staffing actions requiring endorsement or concurrence from TMD PAO will first be routed by TMD PAO to the requesting organization's Deputy Adjutant General, Chief of Staff or Director, and any other senior leader who should be informed, for review. Components within the TMD may not delegate review authority below the Chief of Staff level.

4. DEFINITIONS. NA

5. RESPONSIBILITIES. NA

6. INFORMATION REQUIREMENTS. NA

7. RELEASABILITY. Unlimited.

8. EFFECTIVE DATE. This directive is effective immediately and will expire two years from the date of publication unless sooner rescinded or superseded.

9. POINT OF CONTACT. State PAO at (512)-782-5620.

Encl


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DISTRIBUTION:

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TMD
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Enclosure

References:

1. State of Texas Emergency Management Plan, Annex I – Public Information, dated Sep 2006.
2. Department of Defense Directive (DoDD) 5122.05, Subject: Assistant Secretary of Defense for Public Affairs, dated 5 Sep 08.
3. Communications Synchronization Memorandum, Office of the Assistant Secretary of Defense, dated 28 Nov 12.
4. Joint Publication 3-61, Public Affairs, dated 9 May 2005.