



Texas State Guard

INSTRUCTION

Number 2440.10

11 JANUARY 2023

NGTX-TPA

SUBJECT: Texas State Guard (TXSG) Unit Public Affairs Representative (UPAR)

Reference. Army Regulation 360-1 Army Public Affairs Program

1. PURPOSE. This instruction augments existing guidance contained in the Army Public Affairs Program, Army Regulation 360-1
2. APPLICABILITY AND SCOPE. This instruction applies to all TXSG personnel.
3. DEFINITIONS. Unit Public Affairs Representatives (UPARs) are non-PA Soldiers identified to increase PA capability across a command. Commanders at the battalion level and below will appoint and resource UPARs to assist higher PA elements achieve the commander's requirement to communicate. PAOs are responsible for cultivating, coordinating, and training UPARs within their subordinate units. UPARs are assigned through additional duty appointment orders to represent their units for PA functions. UPAR products are subject to normal PA editing and release procedures.
4. POLICY.
 - a. Battalion and equivalent commanders will:
 - (1) Provide a UPAR to Brigade Public Affairs Officer (BDE PAO) for approval. UPARs should be officers if possible.
 - (2) Ensure UPARs operate under the oversight of the higher echelon PAO.
 - (3) Ensure all Battalion and below public affairs matters are coordinated and approved by the BDE PAO.
 - b. Public Affairs Officers.
 - (1) BDE PAOs will be the approval authority for all appointed UPARs within their Brigade.
 - (2) HQ PAO will be the approval authority for all Brigades.
 - (3) Maintain an accurate accountability roster of all UPARs.
 - (4) Provide training and support to command approved UPARs.
 - (5) Provide annual review of all BDE UPARs to document UPAR performance for respective BN commanders, public affairs, and BDE leadership.
 - c. Unit Public Affairs Representative (UPAR)
 - (1) Cover Battalion and below events of your unit by taking photos and B-roll

video with smart phone or personal camera.

- (2) Submit five photos and two B-roll videos to Brigade PAO per month.
- (3) Submit one story or article ideas to Brigade PAO per quarter.
- (4) Complete training or certifications assigned by Brigade PAO.

d. Request UPAR Approval.

(1) Commanders at the battalion level and below will submit an email for UPAR approval to Brigade PAO with the following information:

- (a) Subject Line: UPAR RECOMMENDATION
- (b) Service member's name and rank
- (c) Service member's Brigade/Battalion/Company
- (d) Service member's primary duty
- (e) Service member's supervisor's name
- (f) Service member's contact information to include address, phone number, and email.
- (g) Service member's Public Affairs background, if any. This will determine what training is required.

5. RESPONSIBILITIES. Commanders and subordinate leaders at all levels will adhere to prescribed guidance.

6. INFORMATION REQUIREMENTS. NA

7. RELEASABILITY. Unlimited.

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

9. POINT OF CONTACT. LTC Dale Laine, Public Affairs Officer, TXSG at 512-922-4430. CW2 Kevin Farley, Deputy PAO at 605-354-1312.



ANTHONY WOODS
Major General, TXSG
Commanding