



TEXAS MILITARY FORCES
JOINT FORCE HEADQUARTERS
TEXAS MILITARY DEPARTMENT
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NGTX-PA

29 January 2014

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: (JFTX P14-03) Policy for Release of Information and Coordination Requirements with State Public Affairs Office (PAO)

1. **References.**

a. State of Texas Emergency Management Plan, Annex I – Public Information, dated Sep 2006.

b. Department of Defense Directive (DoDD) 5122.05, Subject: Assistant Secretary of Defense for Public Affairs, dated 5 Sep 08.

c. Communications Synchronization Memorandum, Office of the Assistant Secretary of Defense, dated 28 Nov 12.

d. Joint Publication 3-61, Public Affairs, dated 9 May 2005.

2. **Applicability.** This policy applies to all Texas Military Forces (TXMF) and Texas Military Department (TXMD) personnel regardless of component or department.

3. **Purpose.** To assist in furthering the public trust and confidence in the agency by utilizing the State Public Affairs Office (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.

4. **Policy.**

a. All personnel will coordinate with the state 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 and 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. However, this does include highly-visible public initiatives or activities by individuals representing the TXMF or TXMD 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.

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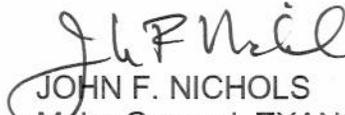
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Examples include responses to crisis or emergency situations, official investigations involving TXMF personnel, and inquiries concerning TXMF or state policy. For crises requiring a time-sensitive media response, personnel will attempt to contact the state PAO, and if unsuccessful, a commander no lower than the O-6 level may coordinate the release of information and follow up with the state PAO as soon as practicable.

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

5. This memorandum is effective immediately and will expire 2 years from the date of publication unless sooner rescinded or superseded.

6. Point of contact for this policy is the state Public Affairs Office at (512) 782-5620.


JOHN F. NICHOLS
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