



DoD DIRECTIVE 5122.05

ASSISTANT TO THE SECRETARY OF DEFENSE FOR PUBLIC AFFAIRS (ATSD(PA))

Originating Component: Office of the Deputy Chief Management Officer of the Department of Defense

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Incorporates and cancels: Secretary of Defense Memorandum "Assistant to the Secretary of Defense," October 5, 2012

Approved by: Patrick M. Shanahan, Deputy Secretary of Defense

Purpose: This issuance updates the responsibilities and functions, relationships, and authorities of the ATSD(PA) under the authority vested in the Secretary of Defense by Section 113 of Title 10, United States Code (U.S.C.).

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SECTION 1: GENERAL ISSUANCE INFORMATION

1.1. APPLICABILITY.

a. This issuance applies to OSD, the Military Departments, the Office of the Chairman of the Joint Chiefs of Staff and the Joint Staff, the Combatant Commands, the Office of the Inspector General of the Department of Defense, the Defense Agencies, the DoD Field Activities, and all other organizational entities within the DoD (referred to collectively in this issuance as the “DoD Components”).

b. Nothing in this issuance should be construed as preventing the Inspector General of the Department of Defense from fulfilling his or her duties pursuant to the Inspector General Act of 1978, as amended, Title 5, U.S.C., Appendix.

SECTION 2: RESPONSIBILITIES AND FUNCTIONS

2.1. ATSD(PA). The ATSD(PA) is the Principal Staff Assistant and advisor to the Secretary of Defense and the Deputy Secretary of Defense for DoD news media relations, internal communications, community outreach, public affairs, and audio visual information. In this capacity, the ATSD(PA):

a. Acts as the sole authority for releasing to news media representatives official DoD information, as defined by DoD Directive (DoDD) 5230.09, and visual information materials, including but not limited to, press releases. Evaluates news media requests for DoD support and cooperation, and determines the applicable levels of DoD participation.

b. Acts as the principal spokesperson for the DoD. The ATSD(PA) may designate additional spokespersons, as required.

c. Develops communications policies, plans, and programs in support of DoD objectives and operations.

d. Establishes policy, plans, and programs for:

(1) Conducting installation open houses, DoD aerial demonstrations, official public speaking engagements, presidential wreath laying ceremonies, official musical or ceremonial unit and troop formation activities in the public domain, engagements and public affairs relations with non-DoD organizations, and participation in and support of events organized by non-DoD organizations.

(2) DoD trademark licensing programs that operate in accordance with Section 2260 of Title 10, U.S.C.

(3) Military musical units in accordance with Section 974 of Title 10, U.S.C.

(4) Collaborating with non-DoD entities to develop community and civic events.

(5) DoD assistance to non-government and entertainment-oriented and documentary motion picture, television, and video productions, in accordance with DoD Instruction (DoDI) 5410.16.

(6) Logistical support to non-DoD organizations for community outreach purposes, consistent with DoDI 1000.15. This includes logistical support provided to the national conferences of national military associations in accordance with Section 2558 of Title 10, U.S.C.

e. Ensures a free flow of news and information to the news media, the general public, the internal audiences of the DoD, and other applicable forums, limited only by the security restraints in DoDI 5200.01 and any other applicable statutory and regulatory requirements or exemptions. Public affairs actions involving personally identifiable information must comply with the requirements of DoDD 5400.11 and DoDD 5400.07, as applicable. Sections 5 and 6 of

this issuance guide the DoD regarding principles of and public access to information and media coverage of DoD activities.

f. Ensures comparable access to public information and information technology is provided in compliance with Section 794d of Title 29, U.S.C.

g. Coordinates public affairs activities and plans in support of public diplomacy.

h. Conducts communication, integration, and planning focused on mid- to long-range synchronized communication plans, issues, trends, and objectives of broad scope and importance to DoD Components.

i. Maintains portfolio management expertise for public affairs, communication integration, and visual information to ensure community management and oversight to organize, train, and equip missions across the joint force.

j. Coordinates on deployment orders and advises on the impact of proposed plans and operations.

k. Ensures a consolidated DoD Public Web Program is operated and maintained as the official primary point of access to DoD information on the Internet in accordance with DoDI 8550.01 and other website administration policies and procedures established by the Chief Information Officer of the Department of Defense.

l. Serves as the approval authority for public affairs interactive Internet activities conducted by DoD, consistent with DoDI 8550.01.

m. Conducts formal media analysis to build greater awareness in developing news trends, alert leadership to breaking news, analyze media coverage of DoD policies and views, and compile data on coverage of DoD policies and views.

n. Provides oversight and ensures compliance with DoD visual information policies and procedures.

o. Monitors, evaluates, and develops public affairs systems, standards, and procedures for the administration and management of DoD-approved policies, plans, and programs.

p. Issues public affairs guidance to the DoD Components.

q. Participates with the Under Secretary of Defense for Policy, the Under Secretary of Defense (Comptroller)/Chief Financial Officer, Department of Defense, and the Director of Cost Assessment and Program Evaluation, in Planning, Programming, Budgeting, and Execution activities, as required.

r. Promotes public affairs coordination, cooperation, and mutual understanding between DoD and other government organizations, in areas of assigned responsibility.

- s. Serves as liaison to boards, committees, and other groups, and represents the Secretary of Defense outside of the DoD.
- t. Prepares speeches, public statements, congressional testimony, articles for publication, and other materials for public release by the Office of the Secretary of Defense.
- u. In coordination with the Chief Information Officer of the Department of Defense:
 - (1) Oversees implementation of policies that ensure the quality of information disseminated to the public by DoD in accordance with Office of Management and Budget Guidelines, pages 8452-8460 of Volume 67, Federal Register, the guidance in the February 10, 2003 Deputy Secretary of Defense Memorandum “Ensuring Quality of Information Disseminated to the Public by the Department of Defense,” and DoD’s Information Quality Guidelines website.
 - (2) Receives and resolves complaints concerning information disseminated by the Secretary and Deputy Secretary of Defense.
 - (3) Compiles the DoD annual Information Quality Report to the Office of Management and Budget.
- v. Receives, analyzes, and replies to inquiries on DoD policies, programs, and activities, from the general public. Prepares, and provides to the referring office, replies to inquiries from the general public that are forwarded from Congress and other Executive Branch agencies.
- w. Serves as the final policy authority for all public activities of military musical and ceremonial units, troop formations, official speakers and DoD representatives, equipment demonstrations and displays, and aerial and jump team demonstrations for community outreach purposes. This includes support for recruiting operations when support is part of a larger community outreach event. It does not apply to recruiting efforts that are restricted to events such as school assemblies and clinics.
- x. Evaluates, coordinates, approves, and provides policy guidance on:
 - (1) Requests for DoD support and cooperation in programs involving relations with the public, national associations, and non-governmental organizations, consistent with DoDI 5410.19. Such programs include, but are not limited to, those involving DoD participation in national and international events in the United States and U.S. territories, such as Presidential Inaugurations, International Olympics, and other events receiving national media coverage.
 - (2) Requests for using visual information depicting DoD material, equipment, personnel, and official military-specific uniforms and insignia for non-federal commercial purposes, including, but not limited to, advertising, marketing and promotions.
 - (3) Requests by news media representatives or other non-DoD personnel for travel in military carriers for public affairs purposes, in accordance with DoDI 5122.08.
 - (4) All proposed DoD public affairs guidance, plans, and annexes.

y. Provides DoD assistance to non-government and entertainment-oriented and documentary motion picture, television, and video productions, consistent with DoDI 5410.16.

z. Plans and carries out the Secretary of Defense's Joint Civilian Orientation Conference and outreach roundtables and meetings with business and industry organizations, veterans' service organizations, military service organizations, and other organizations that support the mission, goals, and priorities of the DoD.

aa. Reviews major policy speeches before all public engagements by senior Defense officials.

ab. Develops, coordinates, and oversees the implementation of public affairs policy and plans for DoD participation in activities supporting U.S. international public affairs programs, in coordination with appropriate DoD officials.

ac. Ensures that public affairs policies and programs are designed and managed to improve performance standards, economy, and efficiency, and that the Defense Media Activity is attentive and responsive to the requirements of their organizational customers, inside and outside the DoD.

ad. Performs other duties the Secretary or Deputy Secretary of Defense may prescribe.

SECTION 3: RELATIONSHIPS

3.1. ATSD(PA). In performing his or her assigned responsibilities and functions, the ATSD(PA):

- a. Reports directly to the Secretary of Defense.
- b. Exercises authority, direction, and control over the Director, Defense Media Activity, consistent with DoDD 5105.74.
- c. Coordinates and exchanges information with other OSD officials, DoD Component heads, and federal agencies having collateral or related responsibilities and functions.
- d. Uses existing systems, facilities, and services of the DoD and other federal agencies, when possible, to avoid duplication of effort and to achieve maximum efficiency and economy.
- e. Liaises with and assists representatives of the news media, non-government and entertainment-oriented industry, and members of the public seeking information on the responsibilities and functions assigned in this issuance.

3.2. OTHER OSD OFFICIALS AND DOD COMPONENT HEADS. The other OSD officials and DoD Component heads will coordinate with the ATSD(PA) on all matters under their purview related to the authorities, responsibilities, and functions assigned in this issuance.

SECTION 4: AUTHORITIES

4.1. ATSD(PA). Under the authority vested in the Secretary of Defense, and subject to his or her authority, direction, and control, and in accordance with DoD policies and issuances, the ATSD(PA) is hereby delegated authority to exercise, within his or her assigned responsibilities and functions, all authority of the Secretary of Defense derived from statute, Executive order, or interagency agreement, except where specifically limited by statute or Executive order to the Secretary of Defense, and is delegated authority to:

a. Establish DoD policy in DoDIs within the scope of the authorities and responsibilities assigned in this issuance, including authority to identify collateral responsibilities of OSD officials and DoD Component heads. Such instructions will be fully coordinated in accordance with DoDI 5025.01. In areas of assigned responsibilities and functions, the ATSD(PA) has authority to issue other DoDIs, DoD manuals, and one-time directive-type memorandums, consistent with DoDI 5025.01, that implement policies approved by the Secretary of Defense. Instructions to the Military Departments will be issued through the Secretary of the Military Department concerned. Instructions to the Combatant Commands on public affairs matters will be issued directly to the Combatant Commanders. DoDIs that have operational implications must be coordinated with the Chairman of the Joint Chiefs of Staff.

b. Obtain reports and information, consistent with DoDI 8910.01, to carry out assigned responsibilities and functions, as necessary.

c. Communicate directly with the DoD Component heads to perform assigned responsibilities and functions, including requests for advice and assistance, as necessary. Communications to the Military Departments are transmitted through the Secretaries of the Military Departments, as otherwise provided in law, or as the Secretary of Defense directs in other DoD issuances. Communications to the Combatant Commanders will be in accordance with Paragraph 4.b.(3) above the signature of DoDD 5100.01.

d. Communicate with other U.S. Government officials, members of the public, and representatives of foreign governments, as appropriate, in carrying out assigned responsibilities and functions. Communications with representatives of the Legislative Branch must be conducted through the Office of the Assistant Secretary of Defense for Legislative Affairs, except for communications with the Defense Appropriations Committees, which will be coordinated with the Office of the Under Secretary of Defense (Comptroller)/Chief Financial Officer, Department of Defense and be consistent with the DoD Legislative Program.

e. Establish arrangements for DoD participation in non DoD governmental programs for which the ATSD(PA) is assigned primary DoD oversight.

f. Be the focal point to foster and further good relations with national-level sports leagues and organizations with oversight authority of individual teams for official DoD outreach activities. Provides oversight of joint service representation and DoD messaging during participation at sporting events that may garner national or international media interest.

g. Act as the DoD's sole agent for the release of official DoD information, as defined by DoDD 5230.09, including, but not limited to press releases, for dissemination through any form of public information media.

h. Serve as the focal point at the seat of government for organizing formal communications with the headquarters offices of the veterans associations, national military organizations, and other associations and entities as defined in DoDI 5410.19.

i. Establish criteria for accrediting media members and serve as the approving and issuing authority for credentials for news gathering media representatives traveling with and providing coverage of official DoD activities.

j. Approve DoD, including the military, participation in community outreach efforts, public exhibitions, demonstrations, and ceremonies of national or international significance.

k. Redelegate these authorities, as appropriate, and in writing, except as otherwise indicated in this issuance or prohibited by law.

SECTION 5: PRINCIPLES OF INFORMATION

5.1. It is the policy of the Department of Defense to make available timely and accurate information so that the public, Congress, and the news media may assess and understand the facts about national security and defense strategy. Requests for information from organizations and private citizens will be answered in a timely manner. In carrying out the policy, the following principles of information will apply:

- a. Information will be made fully and readily available, consistent with the statutory requirements, unless its release is precluded by current and valid security classification. The provisions of Section 552 of Title 5, U.S.C., also known as the “Freedom of Information Act,” will be supported in both letter and spirit.
- b. A free flow of general and military information will be made available, without censorship or propaganda, to the Service members and their dependents.
- c. Information will not be classified or otherwise withheld to protect the U.S. Government from criticism or embarrassment.
- d. Information will be withheld only when disclosure would adversely affect national security, threaten the safety or privacy of Service members, or if otherwise authorized by statute or regulation.
- e. The DoD’s obligation to provide the public with information on its major programs may require detailed public affairs planning and coordination within the DoD and with other government agencies. The sole purpose of such activity is to expedite the flow of information to the public; propaganda has no place in DoD public affairs programs.

SECTION 6: PRINCIPLES FOR NEWS MEDIA COVERAGE OF DOD OPERATIONS

6.1. Open and independent reporting will be the principal means of covering U.S. military operations.

a. Media pools are not the standard means of covering U.S. military operations. Sometimes media pools provide the only means of early access to a military operation. In this case, media pools should be as large as possible and disbanded at the earliest opportunity (within 24 to 36 hours, when possible). The arrival of early-access media pools will not cancel the principle of independent coverage for journalists already in the area.

b. Even under conditions of open coverage, pools may be applicable for specific events, such as those at extremely remote locations or where space is limited.

c. Journalists in a combat zone must be credentialed by the U.S. military and be required to abide by a clear set of military security ground rules that protect U.S. Military Services and their operations. Violation of the ground rules may result in suspension of credentials and expulsion from the combat zone of the journalist involved. News organizations will make their best efforts to assign experienced journalists to combat operations and to make them familiar with U.S. military operations.

d. Journalists will be provided access to all major military units. Special operations restrictions may limit access in some cases.

e. Military public affairs officers should act as liaisons, but should not interfere with the reporting process.

f. Under conditions of open coverage, field commanders should be instructed to permit journalists to ride on military vehicles and aircraft when possible. The military will be responsible for the transportation of media pools.

g. Consistent with its capabilities, the military will supply public affairs officers with facilities to enable timely, secure, compatible transmission of pool material and will make those facilities available, when possible, for filing independent coverage. If U.S. Government facilities are unavailable, journalists must file by any other means available. The military will not ban communications systems operated by news organizations, but electromagnetic operational security in battlefield situations may require limited restrictions on the use of such systems.

GLOSSARY

G.1. ACRONYMS.

ATSD(PA)	Assistant to the Secretary of Defense for Public Affairs
DoDD	DoD directive
DoDI	DoD instruction
U.S.C.	United States Code

G.2. DEFINITIONS.

media pool. For the purposes of this issuance, limited number of news media who represent a larger number of news media organizations for news gatherings and sharing of material during a specified activity.

REFERENCES

- Deputy Secretary of Defense Memorandum, “Ensuring Quality of Information Disseminated to the Public by the Department of Defense,” February 10, 2003
- DoD Directive 5100.01, “Functions of the Department of Defense and Its Major Components,” December 21, 2010
- DoD Directive 5105.74, “Defense Media Activity,” December 18, 2007
- DoD Directive 5230.09, “Clearance of DoD Information for Public Release,” August 22, 2008, as amended
- DoD Directive 5400.07, “DoD Freedom of Information Act (FOIA) Program,” January 2, 2008
- DoD Directive 5400.11, “DoD Privacy Program,” October 29, 2014
- DoD Instruction 1000.15, “Procedures and Support for Non-Federal Entities Authorized to Operate on DoD Installations,” October 24, 2008
- DoD Instruction 5025.01, “DoD Issuances Program,” August 1, 2016, as amended
- DoD Instruction 5122.08, “Use of DoD Transportation Assets for Public Affairs Purposes,” December 17, 2014
- DoD Instruction 5200.01, “DoD Information Security Program and Protection of Sensitive Compartmented Information (SCI),” April 21, 2016
- DoD Instruction 5410.16, “DoD Assistance to Non-Government, Entertainment-Oriented Media,” July 31, 2015
- DoD Instruction 5410.19, “Public Affairs Community Relations Policy Implementation,” November 13, 2001
- DoD Instruction 8550.01, “DoD Internet Services and Internet-Based Capabilities,” September 11, 2012
- DoD Instruction 8910.01, “Information Collection and Reporting,” May 19, 2014
- DoD Information Quality Guidelines, <http://www.defense.gov/Resources/DoD-Information-Quality-Guidelines>
- Federal Register, Volume 67, Pages 8452-8460, February 22, 2002
- United States Code, Title 5
- United States Code, Title 10
- United States Code, Title 29