



**ARKANSAS DEPARTMENT OF THE MILITARY**  
**OFFICE OF THE ADJUTANT GENERAL**  
**CAMP JOSEPH T. ROBINSON**  
**NORTH LITTLE ROCK, ARKANSAS 72199-9600**



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GOVERNOR

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MAJOR GENERAL  
THE ADJUTANT GENERAL

NGAR-PA

25 August 2020

**MEMORANDUM FOR All Service Members and Employees of the Arkansas National Guard**

**SUBJECT: The Adjutant General's Policy 2020-25, News Media Contact and Public Affairs Guidance**

1. This supersedes The Adjutant General's Policy Memorandum 2008-05, News Media Contact and Public Affairs Guidance dated 23 January 2008.
2. News media and public interest are important aspect of the Arkansas Department of the Military / Arkansas National Guard (ARNG). News media should have appropriate access to authorized aspects of ARNG activities and operations. Consistent with applicable laws and procedures, the ARNG is obligated to ensure that information provided to the media is timely, accurate, credible, and consistent. We must work with the media in a manner that safeguards information protected by law and that ensures protection of classified, sensitive, pre-decisional, or otherwise restricted information.
3. To provide the most accurate and timely information, a single point of contact is established for the news media. The Public Affairs Officer is the release authority for official ARNG information to the news media. This policy outlines official Arkansas National Guard statements and media relations.
4. The following policy applies to members, commanders, units, directorates and all employees of the Department of the Military / Arkansas National Guard.
  - a. All news media inquiries concerning units, programs, activities, events, plans or policies of the National Guard will be referred to the State Public Affairs Office (PAO), Camp Joseph T. Robinson, North Little Rock, Arkansas. This includes telephone calls, invitations, personal visits, interviews, letters or emails.
  - b. All employees and/or members will be cordial, polite and pleasant to the media, while at the same time, referring the interested party to the Public Affairs Office. All communications with the media, whether face-to-face, over the phone, or via email, must be considered "On the Record" and subject to publication.

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c. Direct media contact or solicitation of coverage of official National Guard programs, activities or events will be made only through the Public Affairs Office. Media attempting to make direct contact with any member, commander, unit, directorate or employee of the Department of the Military / Arkansas National Guard must be referred to the Public Affairs Office.

5. The Public Affairs Office will coordinate all media interviews with the appropriate individuals or subject matter experts in order to best represent the Department of the Military / Arkansas National Guard. All members, commanders, units, directorates and all employees of the Department of the Military / Arkansas National Guard must be aware of their rights and responsibilities when talking to the civilian media. Public Affairs Guidance on those rights and responsibilities is as follows:

a. All of the above referenced individuals have the right NOT to interview with the media with the exception of commanders and subject matter experts who may be expected to interview in their field of expertise in order to provide the media with the most accurate and timely information.

b. Individuals speaking to the press should limit their comments to matters of personal experience, expertise, and level of authority and responsibility. Do not speculate on matters beyond the scope of experience, expertise, and area of authority and responsibility. Personal opinion must be stated as such.

c. Do not discuss casualties until that information has been released by the Department of Defense, and even then, do not identify Guardsmen with injuries.

d. Do not discuss matters of politics or policies. Refer media to the appropriate level such as the Department of Defense or Governor's office.

e. Do not use the media as a method or stage to air your complaints. Use your chain of command. The media cannot correct or resolve your issue. Your chain of command can.

f. Protect classified information. Do not discuss future operations (including planned deployments), specific number of personnel, weapons, vehicles, and major end items of equipment, alert status or rules of engagement (ROE).

g. Members and employees of the Department of the Military / Arkansas National Guard are NOT authorized to confiscate cameras, film, audio/videotape, or reporters' notebooks.

h. Inform the Public Affairs Office immediately of media contact or any of the

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following:

- (1) Casualties
- (2) "Bad news" / potentially damaging or embarrassing incidents.
- (3) Training accidents / incidents.
- (4) Significant incidents that have an environmental impact or concern.
- (5) Unescorted media on RMTC, FCJMTC, Ebbing Air National Guard Base, or at Armories / Readiness Centers across the state.
- (6) Media, blogs, stories, social media posts, and rumors, which are might be damaging to the reputation of the organization or damaging to morale.
- (7) "Good News" stories for possible publication.

6. This policy is not intended to be restrictive. It is established to ensure authorized, proper, and current information is provided to the news media. Request the widest dissemination of this information.

7. Point of contact for this policy and guidance is the State Public Affairs Officer, Building 5301, Camp Joseph T. Robinson, North Little Rock, AR 72199-9600. Office: (501) 212-5020, fax: (501) 212-5019, email: ng.ar.ararng.mbx.daily-guard@mail.mil.



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