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FM SECDEF WASHINGTON DC//OASD-PA/DPO//
TO AIG 8777
INFO RHEHNSC/NSC WASHINGTON DC//SCP//
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RUEKJCS/SECDEF WASHINGTON DC //OASD-PA/DPO//

UNCLAS

SUBJECT: PUBLIC AFFAIRS GUIDANCE (PAG) -- CESSATION OF BROADCAST NETWORK "STANDUP" ENDORSEMENTS.

REFERENCES: REF. A., DEPARTMENT OF DEFENSE DIRECTIVE 5410.18, PUBLIC AFFAIRS COMMUNITY RELATIONS POLICY, DTD 20 NOV 2001.

1. BACKGROUND. REPORTERS/PRODUCERS FOR THE BROADCAST NETWORKS EMBEDDED WITH OPERATION IRAQI FREEDOM UNITS HAVE BEEN OFFERING TROOPS THE OPPORTUNITY TO DO "STANDUP" GREETINGS TO FAMILY MEMBERS, ETC. ON CAMERA. THE PROBLEM LIES IN THE USE OF TERMS LIKE "HI TO MY FAMILY WATCHING THIS ON [INSERT NETWORK NAME HERE]." USING TERMS SUCH AS "WATCHING THIS ON [NETWORK NAME]" OR OTHER MENTION OF THE BROADCAST NETWORKS CONSTITUTES ENDORSEMENT OF A COMMERCIAL ENTITY AND IS NOT PERMITTED UNDER THE LONGSTANDING DOD POLICY IN REF.A., PARA 4.2.7.

2. THE STANDUP GREETINGS MAY CONTINUE; HOWEVER, USING WORDS ENDORSING ANY BROADCAST NETWORK MAY NOT. ACCORDINGLY, GREETINGS WILL EITHER NOT ENDORSE A NETWORK, OR SERVICEMEMBERS MAY NOT DO THESE GREETINGS. REFER QUESTIONS ON THIS GUIDANCE TO THE OASD(PA) NEWSDESK, DSN 225-5131, CMCL 703-697-5131.