

DEPARTMENT OF THE AIR FORCE
OFFICE OF THE SECRETARY

MEMORANDUM

BULLETIN

SECRETARY OF THE AIR FORCE OFFICE OF INFORMATION, WASHINGTON, D. C. 20330

VOL. XVI, No. 10
15 May 1968

OFFICE OF THE DIRECTOR (SAFOI)

MAJOR GENERAL WILLIAM C. GARLAND

28 May 68

mailyn,
Here's the bulletin I
promised. The info item
is on pgs 6-7.

Becky

Director of Information, is now as co-chairman of a special operational study. During his absence, Col. Mark H. Gilman is handling the duties and can be reached at OXford 7-3329. IO personnel matters should be referred to the SAFOI Executive Officer, Lt. Col. Donald L.

CLASS on "The Role of the Commander in Public Affairs." I stressed points which are listed below. These points are so important that I again stressed them while speaking to the 58 recently nominated Air Force Generals during their three-day Pentagon orientation program.

1. Information is a function of command which requires the commander's personal attention and participation.
2. Information considerations are a vital factor in each commander's decision-making process.
3. A close relationship between the commander and his IO -- with direct access guaranteed for the latter -- is a necessary ingredient before an active, positive information program can be established.
4. The annual Air Force Information Objectives, endorsed by the Air Staff and signed by General J. P. McConnell, Chief of Staff, are the flight-plan for all Air Force units in designing programs which will help obtain support for Air Force requirements, not just those of one command.

5. The Air Force wants our people to seek and accept public speaking engagements in order to do a better job of telling the story of the accomplishments of Air Force personnel. SEA returnees, particularly, should be encouraged as speakers.

6. The "area of expertise" which Air Force personnel should concentrate on in their public speeches is the Air Force, its roles, missions, capabilities, weapon systems, our people and their accomplishments etc., -- not foreign policy, diplomatic matters or partisan domestic affairs.

7. Every commander and staff officer should know that the guiding principle in release of information to the public is to tell the truth as

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THE ORIENTATION GROUP, USAF, IS OPENING SEMI-PERMANENT EXHIBITS this month at the Chicago Museum of Science and Industry and the Smithsonian Institution. The exhibit at Chicago presents the Air Force combat support story, depicting activities involved in research and development, education and training, communications, airlift, materiel, medicine and management. A highlight of the exhibit is an X-23 lifting body vehicle which has been fired into space and recovered. The display at the Smithsonian presents missions of Air Force strategic offensive, defensive and airlift forces, and tactical airpower. Both exhibits feature movies, still photography, dioramas, scale models, taped narrations, animation and creative design techniques.

SONIC BOOM INFORMATION MATERIALS - 12" LP records dealing with this problem are available in limited numbers from the Command Services Unit (SAFOIIC), Bolling AFB, D.C. 20332. Printed materials on the same subject include the Sonic Boom Background Information Sheet 68-1, recently distributed, and the Sonic Boom pamphlet (listed under short title "Sonic Boom" in AFR 0-4 stocked by the Publications Distribution Center.

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PUBLIC INFORMATION DIVISION (SAFOIP)

COLONEL HERBERT L. WURTH

A NEW BRANCH HAS BEEN FORMED IN SAFOIP - The Audio-Visual News Branch - with Maj. Francis J. Brown as its chief. Maj. Charles D. Pellow, as deputy chief, handles TV News Film and In-Service Films for public exhibition. Maj. Jack F. Tolbert, staff officer in this branch, manages the audio and still picture functions. Branch symbol is SAFOIPA. Telephone numbers are OX 7-7817 and OX 7-5147.

RECENTLY, AN IO WAS CALLED TO TASK BY THE IG for taking a team TDY with the orders reading to the town outside the air base rather than to the air base. There may be occasions when use of off-base accommodations may be used -- to keep the team together (mixed group of officers, airmen, and/or civilians, to secure accommodations for high-value equipment, etc.). In these instances, the orders should still read to the base being visited, but include the phrase, "Use of available government quarters and/or mess would adversely affect the mission." Follow the procedures listed in Air Force Manual 10-3. It's just as easy to do it the right way.

UFO'S AND U! UFO's have been causing consternation for Information officers ever since Kenneth Arnold spotted what appeared to be a chain of nine saucer-like objects near Mt. Rainier, Wash., in June 1947. There are definite "do's and don'ts" regarding what actions a base Information officer may follow when he is confronted with "flying saucer" reports.

First of all, you, as a base IO, may release information concerning a reported UFO sighting in the vicinity of your base only after the sighting has been positively identified and is no longer a mystery. If the sighting has not been identified, do not speculate but simply tell reporters that the sighting is under investigation (conclusions initially will be released by SAFOI and provided to you for response to queries).

How should you handle requests for interviews? Let us first take the case of an officer or airman on your base who reports an unidentified flying object and the press wants to talk to him about what he saw. There is no objection to this, providing the individual is willing to be interviewed and that he is reminded to refrain from any action or comment which may be construed as official Air Force findings.

Suppose a reporter requests an interview with the base UFO investigating officer on a specific sighting. Again, if the sighting has been identified, you may set up the interview. But, be sure the interviewee stays on the track and confines his remarks to the sighting in question.

What about interviews on unidentified sightings or UFO's in general? Or requests for general UFO briefings, lectures, private discussions, and participation in radio-TV programs? These types of requests should not be accommodated without SAFOI's approval.

Finally, forward to SAFOI all correspondence from individuals or news media requesting information on the UFO program and evaluations of sightings. SAFOIPC is the action office for news media UFO inquiries. SAFOICC handles requests from private citizens.

THERE IS A MARKET FOR AIR FORCE FILM CLIPS AND TAPES! Discussions with radio and television representatives at the National Association of Broadcasters Convention in Chicago in April revealed that the electronic media have a continuing need for quality tapes and film clips about Air Force people and activities.

Local and regional markets should not be ignored when planning audio-visual coverage of Air Force events. The major networks and media services are provided materials through the DoD pool in Washington. This arrangement has worked well in the past and will be continued. However, the Air Force has many good stories to tell that are not of NATIONAL importance. In television, expanded news formats on local stations require more news film than most small stations can afford to produce. The Air Force can help fill this need if it can provide quality film clips to the stations on a continuing basis.

SAFOI will soon begin servicing local stations with film featurettes of 1-1½ minutes on a continuing basis. The clips will cover all aspects of Air Force life. You can help by alerting SAFOIPA to interesting activities in your area that have film potential.

The Home Town News Center television clip program is another important outlet for film. Stations are particularly interested in film with strong local ties as evidenced by a letter from the News Director of WFRV-TV, Green Bay, Wis.:

"I have just received a home town news release which was undoubtedly the best I have seen for TV purposes. The release concerned the 100th mission of Major Revers at the Korat Royal Thai AFB...In most instances we are flooded with releases about basic training, good conduct awards, company clerks at their desks, etc. General, run-of-the-mill stuff which seldom finds its way