



OATSD(PA)

Virtual Ethics Counselor Course

Ethics: Public Affairs Community Engagement With Non-Federal Entities

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Agenda Items of Discussion

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Agenda:

- DoD Community Engagement Policy
 - Evaluation and Determination
 - DoD Support to NFE for Public Affairs Activities

DISCUSSION

- Examples of Permissible Support
 - NASCAR Coca-Cola 600
- Examples of Inappropriate Support / Non-permissible



Why Community Outreach Is Important

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OSD Community Outreach Regulations

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DoDD 5122.05, “Assistant to the Secretary of Defense For Public Affairs”

- **DoD Instruction 5410.19, Volume 1, “DoD Community Outreach Activities: Policy Overview and Evaluation Procedures,”**
- **DoD Instruction 5410.19, Volume 2, “DoD Community Outreach Activities: OSD Outreach Programs, Speaking Engagement Programs, and Support to Non-DoD Organizations,”**
- DoD Instruction 5410.19, Volume 3, “DoD Community Outreach: Honors to National Symbols; Annual Patriotic and Military Observances,”
- DoD Instruction 5410.19, Volume 4, “DoD Community Outreach: Ceremonial and Aerial Demonstration Support,”

Helpful References:

- Guidelines about the use of DoD seals, logos, insignia, and service medals
www.defense.gov/Resources/trademarks
- Public Use Notice of Limitations
www.dimoc.mil/resources/limitations.html



Policy Overview and Evaluation Procedures

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DoDI 5410.19-V1:

Community outreach activities implemented by DoD Components will:

1. Increase public awareness, trust, and understanding of the DoD and the Military Departments, including their missions, activities, policies, and requirements.
2. Inspire patriotism through observance of the traditions of the Military Departments and the examples set by Service personnel.
3. Preserve new and enduring overseas relationships with allies, coalition, and multi-national partners.
4. Maintain a reputation as a good neighbor within communities at home and abroad, as well as a respected and professional organization charged with the responsibility of national security.
5. Support the personnel recruiting and retention programs of the Military Departments.
6. Engage, educate, and empower the public, at home and abroad, to support the DoD and Service members worldwide.

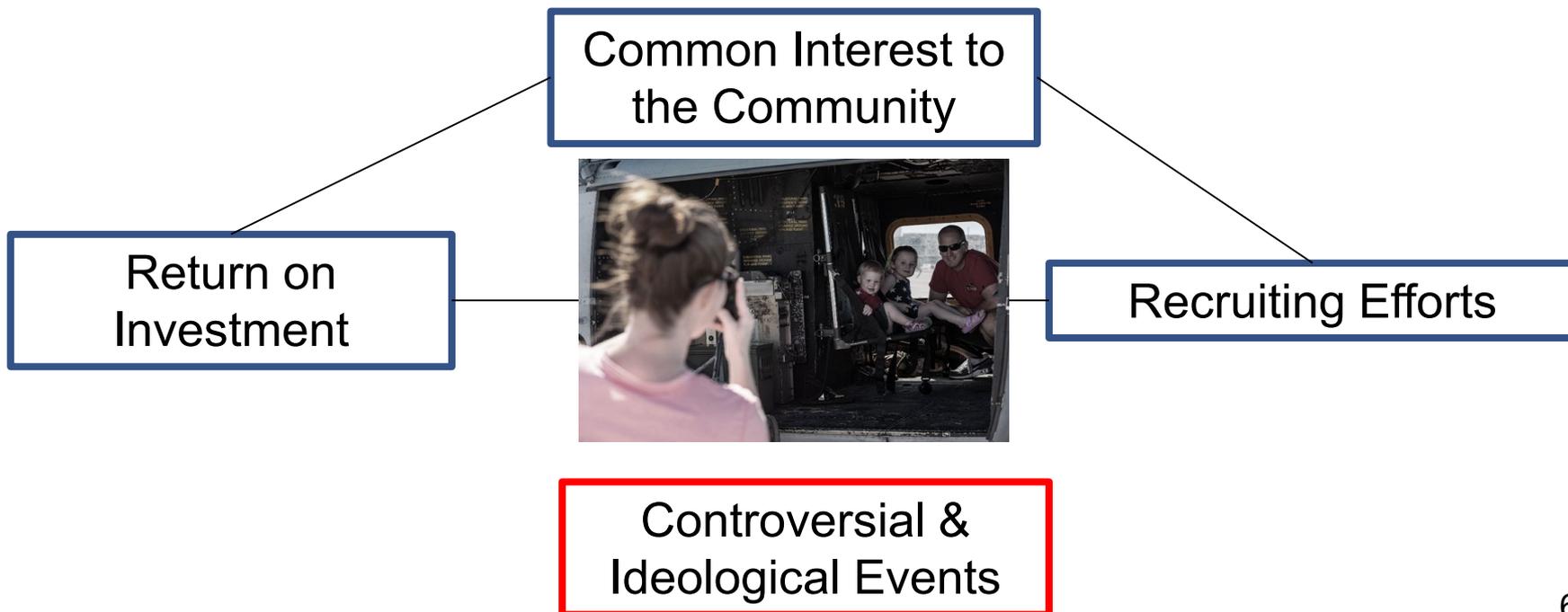


Policy Overview and Evaluation Procedures

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DELIVERABLE

2.1.j. Oversees the development of the **annual DoD Public Affairs Community Engagement Plan** that *consolidates the goals of the Military Departments and CCMDs*, identifies key events and observances that support a broad DoD outreach mission, and establishes overall outreach measurements for the DoD Components to determine their return on investment on community outreach efforts





Policy Overview and Evaluation Procedures

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RESTRICTIONS, REQUIREMENTS, AND ETHICAL CONSIDERATIONS

1. **Restricted Admission**
2. **Restricted Membership**
3. **Restricted Access to Organizational Data**

Community outreach support of events sponsored by organizations whose constitution, bylaws, membership qualifications, or ritual are withheld from the public are not authorized.

4. **Civilian Visitors Interaction with Military Equipment**
5. **Surprise Welcome Homecomings and Similar Events**
6. **Demeaning or Menial Use of DoD Personnel**
7. **Voluntary Support: Official versus Unofficial Capacity**
8. **Incidental Participation**
9. **Participation in Partisan Political Activities**
10. **Fundraising Events**





Policy Overview and Evaluation Procedures

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5.1. FUNDING SOURCES.

DoD and Military Services do not have separate operations and maintenance (O&M) accounts dedicated to all community outreach activities. Community outreach requirements funded in Military Department O&M appropriation accounts are budgeted for in-line items that also support numerous non-community outreach activities. PAOs are always subject to applicable financial management policy concerning funding sources. **When in doubt, PAOs should consult with supporting legal counsel and financial managers** to obtain required approval before obligating funds.

Gifts

...When an event sponsor offers and the appropriate authority **accepts a gift for a ceremonial unit to perform,** DoD Components may spend O&M funds to support a community outreach activity. However, DoD Components must first consult their ethics counselor to ensure the gift and gift source is appropriate for DoD acceptance. The gift will be used to reimburse the DoD Component for the expenditure of O&M funds to support the authorized community outreach activity....

Bookmark:

5.2. O&M FUNDS.

5.3. UNSOLICITED GIFTS TO FUND MUSICAL UNITS.

5.4. GIFTS TO FUND NON-MUSICAL OUTREACH RESOURCES.



OSD OUTREACH PROGRAMS, SPEAKING ENGAGEMENTS, AND SUPPORT TO NON-DOD ORGANIZATIONS

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DoDI 5410.19-V2, SECTION 3: SUPPORT FOR NFES

Support by the DoD

- a) Logistical Support
- b) Musical Support

Authorized Statutory NFE Support

- a) Veteran Associations
- b) National Military Associations



Key Authority/Reference	Description
DoDD 1000.26E	Establishes policy for support to NFEs that are authorized to operate on DoD installations.
DoDI 1000.15	Provides procedures and assigns responsibilities for support of NFEs that are authorized to operate on DoD installations.
	Authorizes the Secretaries of the Military Departments to provide support and services incidental to military training and authorized
Section 2012 of Title 10	Authorizes the Secretary of Defense to loan the Boy Scouts of America (for the use and accommodation of Scouts, Scouters, and officials who attend any national or world Boy Scout Jamboree) equipment and, without reimbursement, to furnish services and expendable medical supplies, to the extent that items are in stock and items or services are available. (Section 2554)
Sections 2554, 2555, and 2606 of Title 10, U.S.C.; Executive Order 12715; DoDI 1015.09; DoDI 3025.20	Authorizes DoD to provide transportation to Girl Scouts to support international Girl Scout events. (Section 2555)
Section 2551 of Title 10	Authorizes the Secretaries of the Military Departments to cooperate with and assist qualified scouting organizations in establishing and providing support, facilities, and services, within available resources, at locations outside the United States to support DoD personnel and their families. (Section 2606 and Executive Order 12715)
Section 2558 of Title 10, U.S.C.	Authorizes the Secretaries of the Military Departments to provide support to designated NMAs for their annual national conferences and conventions.
Section 508 of Title 32, U.S.C.	Authorizes the National Guard to provide certain services for certain youth and charitable organizations.
Section 1082 of Public Law 102-484, as amended	Prohibits the Military Departments from participating directly in any air show or trade exhibition outside the United States unless the Secretary of Defense determines that it is in the national security interests of the United States for the Military Department to do so.
Chapter 2201 of Title 36, U.S.C.	Addresses the Federally chartered United Service Organizations, Incorporated.
¹ Chapter 3 of DoD 5500.07-R establishes the criteria for determining permissible support to NFEs that is not otherwise authorized by statute or regulation.	

The most common authorities and references that determine permissible support from or to various NFEs.



OSD OUTREACH PROGRAMS, SPEAKING ENGAGEMENTS, AND SUPPORT TO NON-DOD ORGANIZATIONS

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DoDI 5410.19-V2, SECTION 3: SUPPORT FOR NFES

Support for Other NFES.

- a) For-Profit Businesses and Business Industry Organizations.
- b) Sports Entities, Hybrid Special Event Sponsors, and Entertainment Media.
- c) Centers of Influence



Hybrid Special Events.

Local PA and MWR officers will coordinate with each other before approving sporting events that are sponsored by an NFE and held on a military installation for the benefit of Service member morale when the event is broadcast nationally...

Centers of Influence

DoD will engage with influential entities or individuals to the extent they will serve as a means to reaching the DoD's desired audience(s) or if there is a mutual benefit...



APPENDIX 6A: STANDARDIZED DECISION WORKSHEET FOR MILITARY SUPPORT REQUESTS

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13 Page Worksheet, can be a required document in the staffing packet, to determine eligibility for support.

PART I: SPONSOR CRITERIA

Has a DD Form 2535 (aviation) or DD Form 2536 (bands, color guards, and other support) been completed?

- If no, **stop** and have requester complete the appropriate form.
- If yes, proceed to next question.

Is the requesting organization a U.S. Federal agency or official entity of a State or local government?

- If yes, continue to Part I of Section 1.
- If no, continue to Part I of Section 2.

Part I, Section 1: Location of Federal, State, or Local Government Event

Is the Federal, State, or local government event within the NCR?

- If yes, continue to Part I of Section 1a.
- If no, continue to Part I of Section 1b.

Part I, Section 1a: Federal/State/Local Government Events in the NCR

Note: Requests for military participation in official Federal/State/local government events in the NCR are submitted to the U.S. Army Military District of Washington (MDW) Ceremonial and Special Events Office via fax at 202-685-3379 for coordination.

Was the request received by MDW at least 10 working days before the event?

- If no, **stop**. Generally, such a request is not supportable according to MDW processing timelines.
- If yes, obtain a copy of the event agenda to confirm details of Federal/State/local government sponsorship and eligibility for support as an official Federal/State/local government event. Continue to next question.

Is this an official Federal, State, or local government event? (Must answer yes to questions 1-4 below to receive consideration for support as an official Federal/State/local government event.)

- 1. Is it sponsored in whole or predominately by an element of Federal/State/local government?
- 2. Is the event paid in whole or in part with U.S. Government funds?

Was the request received at least 30 days before the event (or whatever the local installation's request policy states)?

- If no, further review is not required, and the event does not have to be considered. However, further review is subject to Military Department's standard operating procedures.
- If yes, obtain a copy of the event agenda to confirm Federal/State/local government event date.

Would military programs

- If yes
- If no

Would support requirements

- If yes
- If no

Is the event

- If yes
- If no

Would military programs, or

- If yes
- If no

Would support requirements

- If yes
- If no

Is this an official Federal, State, or local government event?

- 1.
- 2.
- 3.
- 4.

Is the event

- If yes
- If no

Would military programs, or

- If yes
- If no

Would support requirements

- If yes
- If no

Is the event

- If no (e.g., event is internal for employees or invited guests only) this event may typically be supported. Proceed to Part IV.
- If yes, this event may typically be supported; however, reviewer should proceed to Part II to ensure program complies with other DoD community outreach policy restrictions.

PART I, Section 2: Non-Federal/State/Local Government Agency Requests

Is this request for a DoD aerial demonstration?

- If yes,
 - Was the request received at least 30 days before the event?
 - If no, this event is not supportable due to insufficient time to properly process the request. **Stop**.
 - If yes, proceed to the next question about the sponsoring organization.
 - If no, proceed to next question.

Is this request for a band, color guard, or other ceremonial unit?

- If yes,
 - Was the request received at least 30 days before the event?
 - If no, further review is not required due to the lack of coordination time. The event does not have to be considered. However further review is subject to Military Department's standard operating procedures; requester's expectations must be managed if support is considered.
 - If yes, proceed to the next question.
 - If no, proceed to the next question.

Does the requesting/sponsoring organization fit into any of the categories below?

- 1. An organization that specifically excludes any person from its membership for reasons based on race, color, national origin, religion, age, disability, sex, gender identity, or sexual orientation.

Exception: Support might be permitted for organizations with membership restrictions in limited circumstances when the event is of community-wide



CRASH COURSE ON SEALS vs. EMBLEMS

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*SERVICE SEALS



“DEPARTMENT OF”
used on any portion of the

****YES**
It is not a “LOGO,” it is an official DoD or service **SEAL**.

Can I use a graphic of the DoD or Military Service Seal?

NO
It is an official seal for use in an official capacity by DoD or DoD components **ONLY**. Any DoD graphic containing the words **“DEPARTMENT OF”** is an official **SEAL** with restricted **internal Departmental use only**.

NO
Therefore, it may be an **EMBLEM, SYMBOL, CREST, or LOGO** (also referred to as insignia).

Can I use a graphic of the emblem, symbol, crest, or logo?

MAYBE
It **MAY** be available for use with prior **written approval** by the respective Military Service.

EMBLEM/CREST



SYMBOL/LOGO



*There is no substitute for the Department of Defense Seal, and there is no optional graphic that represents the Department of Defense.

** The United States Coast Guard Seal is distinguished by the gold rope surrounding the anchors instead of the words “DEPARTMENT OF.”



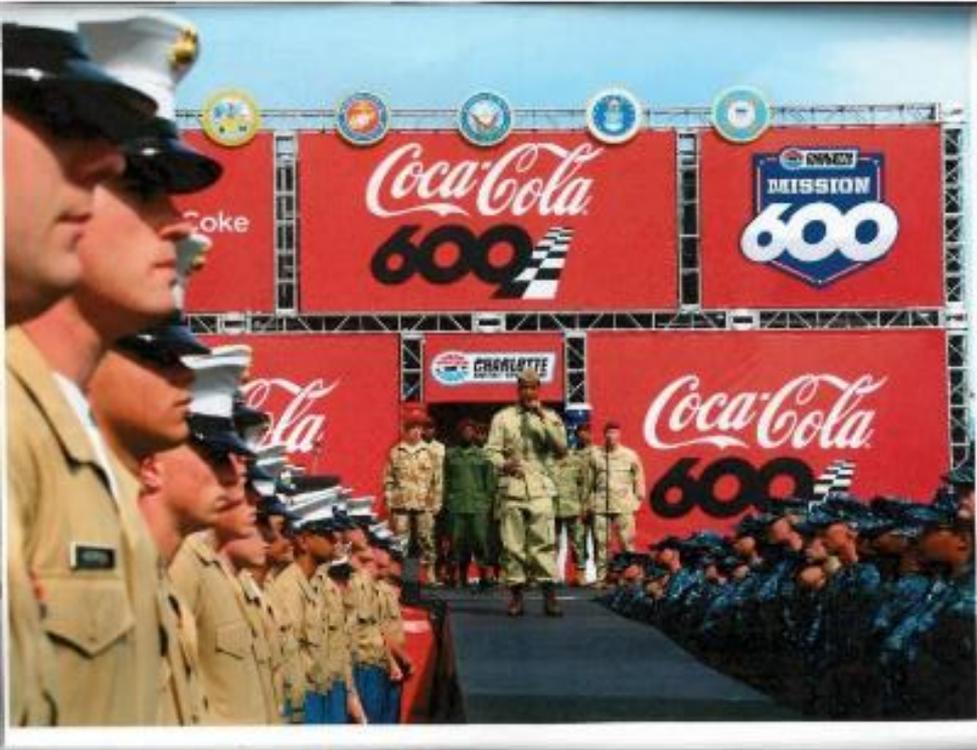
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SCENARIOS

Scenario



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Scenario

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Non-Permissible Support



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The Colonial Pageant & Ball is a debutante ball where “young women make their debut into society.”

The participants and their escorts portray contemporaries that come out to honor the President and his First Lady, based on a story line which changes every year. The theme of this year’s event is *A Tribute to the Patriots of the Revolutionary War*.

The Society charges its members and their escorts for tickets to attend the Colonial Pageant & Ball, which range from \$35 to \$250 for various levels of access. This year, the Colonial Pageant & Ball are expected to have approximately 1000 attendees.



YOU DON'T BACK DOWN. NEITHER DO WE.



**THIS BUD'S
FOR YOU,
CAMP LEJEUNE.**



FOLDS of HONOR



Contact and Reference Information

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Reference Links:

<https://www.defense.gov/Resources/Branding-and-Trademarks/>

<https://www.dimoc.mil/resources/limitations>