



**DEPARTMENT OF THE AIR FORCE
4TH FIGHTER WING (ACC)
SEYMOUR JOHNSON AIR FORCE BASE NC**

19 Mar 2026

MEMORANDUM FOR SEYMOUR JOHNSON AFB UNITS

FROM: 4 FW/CC

SUBJECT: Installation Public Affairs (PA) Employment Plan

1. This memorandum and associated attachments detail the 4th Fighter Wing Public Affairs Office employment plan as required in AFI 35-101, *Public Affairs*. The products and services detailed in the enclosed guidance are provided for official purposes consistent with AFIs governing PA activities; unofficial functions that are not related to military missions or activities will not be supported. Requesting units may be required to supplement supply costs for Adobe software, licensing, TDYs or event support and printing services beyond those specified in this memorandum.

2. The following priority system is used when determining availability of services provided:

Priority I: Time-critical official investigations, crisis response (i.e., aircraft mishaps, active shooter incidents, unexpected loss of life, natural disasters); support for combat readiness, wing-level or higher commander priorities and objectives, operational test and evaluation missions, and major command-directed support; and the integration, synchronization, and deconfliction of various information capabilities' and maneuver units' operations, activities, and investments affecting the installation's ability to perform its operational mission.

Priority II: Media engagements, command information coverage, or community relations engagements such as tours, speakers, statics, flyovers and base participation in off-base events on an as-available basis.

Priority III: All other installation support functions in accordance with executive orders and DAF directives.

3. Wing PA resources are critical to enhancing Airman morale and readiness, developing public trust and support, and supporting global influence and deterrence. Per AFI 35-101, para. 7.7.2, government funded **VI resources cannot be used to:** provide souvenirs, personal gifts, mementos, or farewell gifts; support or document farewell parties or social events unless certified as newsworthy or have historical significance by the base historian or Chief of Public Affairs.

4. This memorandum and attachments supersede all previous guidance on the same subject and will be reviewed annually by the 4 FW/PA chief. Please contact the PA staff with questions at DSN 722-0027.



MORGAN P. Lohse, Colonel, USAF
Commander

Attachment:

1. 4 FW/PA Prioritization Matrix

ATTACHMENT 1: 4 FW/PA PRIORITIZATION MATRIX

Scope. 4th Fighter Wing Public Affairs (4 FW/PA) is the installation PA office for Seymour Johnson Air Force Base and is the lead organization for all PA activities for the installation, including tenant wings. This plan governs the employment of 4 FW/PA resources in support of all assigned units. Individuals assigned to the 916th Air Refueling Wing should coordinate requests through their unit's PA office prior to contacting 4 FW/PA. All requests for 4 FW/PA support will be processed through the Public Affairs production Portal (P3).

P3 link: <https://safpa.appianportalsgov.com/request/group/public-affairs/page/new-request-paa>.

Strategic Employment. 4 FW/PA provides support per DoD and DAF [Air Force Doctrine Publication 3-61, Public Affairs](#), information is not withheld from release merely to protect the service from criticism or embarrassment. Additionally, as the command spokesperson, PA is responsible for translating the commander's intent with sufficient context to ensure it can be accurately understood by various audiences. The PA tenets serve as guideposts for the effective use of the PA as part of a comprehensive military and government approach to achieving service, joint, and national strategies. Through these tenets, PA operations focus on the following synergistic activities to achieve the desired effects of its core competencies:

Public Affairs Services.

A. **Command Information.** Command information is the primary conduit through which 4 FW/PA informs the base community and American taxpayers. Command information manages official Seymour Johnson AFB web and social media platforms and is responsible for print and digital visual information (VI) support.

- a. Photo Studio. 4 FW/PA operates a photo studio to support assigned units and sister service units in the local area. Studio photos are for official purposes only and available for the following:
 - i. Wing-level and above Commanders, Deputy Commanders, and Command Chiefs.
 - ii. Squadron-level and above Commanders, Superintendents and First Sergeants.
 - iii. Quarterly and annual awards winners at the wing-level and above

- iv. Other portrait requirements as specified by AFI, special duty assignment applications, applicable official awards packages, or other validated requirements by wing-level and above commanders.

- b. Event Documentation. 4 FW/PA may document newsworthy, legislative delegates, distinguished visitor visits or historical events. Documentation of changes of command are limited to group-level and higher; documentation of promotions, appointments and retirements are limited to wing-level or higher commanders and command chief master sergeants. Self-help camera systems are available for squadron level ceremonies, small-scale DV visits, re-enlistments, retirements or promotions.
- c. Awards/Recognition Coverage. Coverage of awards is limited to award winners at wing-level and above.
- d. VI Productions. Production services are available. Productions require extensive reviews and coordination and may need several months and funding from the requestor to be completed. Mission video production is limited to units at the group-level, or higher, and will not include unit senior leadership, temporary missions, or other items which would render the video obsolete after a short period of time.
- e. Self-Help Equipment. If 4 FW/PA support is unavailable due to pre-scheduled engagements, personnel limitations, or because the request falls outside of PA's supported activities, self-help photography and video equipment will be provided for fulfilling requests. Equipment is limited and available on a first-come, first-served basis. Customers will be responsible for the storage and approved distribution of media using self-help equipment.
- f. Submitting Content for Publication. 4 FW/PA accepts photo, video and written content for publication. Content must be copyrighted, indorsement-free, supportive of Air Force interests, supportive of commander objectives and be of a quality worthy of public release. 4 FW/PA will edit the content to conform to established style guides. 4 FW/PA will not accept or publish photos containing or appearing to contain alcoholic beverages, tobacco products, retirement photos, promotion photos, or reenlistment photos.
- g. Product review. PA is the subject matter expert for products created for release/publication. Any review requests prior to publication are approved at the sole discretion of the chief of Public Affairs. 4 FW/PA is not required to incorporate feedback unless doing so would misrepresent information.
- h. Visual Information Equipment Purchase Review. To prevent duplication of effort, units wishing to purchase video cameras, still-photography cameras or photographic printers must receive advance approval from 4 FW/PA.

- i. The alert photographer will support incidents such as major vehicle accidents to include: GOV-GOV, GOV-POV with significant or major damage, and POV to POV that results in severe bodily injuries or deaths; assault and abuse cases to include sexual, child and spousal (physical injury and damage to government property); criminal investigations to include theft, burglary, arson, and breaking and entering; deaths; major damage to government property, defined as buildings,

vehicles and personnel; any aircraft mishap; and natural disasters with significant damage to government property.

B. Media Operations. Media Operations is responsible for engaging with external media to exercise the Department of the Air Force's responsibility of "maximum disclosure, minimum delay." External media includes, but is not limited to, coverage in news media outlets, podcasts, books, newspapers and magazines. Personnel, aside from those assigned to 916/ARW, will coordinate all media requests and queries through 4 FW/PA. Personnel interacting with the media in a private capacity are encouraged to coordinate with PA to receive media training.

a. **Media Liaison and Escort.** 4 FW/PA is the only authorized office to release information about the installation and its missions or escort media representatives.

i. Units and individuals intending to host media on the installation will coordinate with 4 FW/PA prior to inviting media.

ii. 4 FW/PA is responsible for the creation and management of all media itineraries, including the coordination of spokespersons. Media engagements will not be extended, shortened or otherwise altered without approval from the chief of Public Affairs or delegated representative.

b. **Media Training.** 4 FW/PA is responsible for media training and will provide such training to senior leaders and spokespersons prior to media engagements.

c. **Security and Policy Reviews.** Media Operations is responsible for reviewing all written publications and public speeches about Air Force topics before they are broadcast to the public to ensure security, accuracy, propriety and policy regulations are followed.

C. Community Engagement. 4 FW/PA leads base interaction with the community, including public inquiries, base tours and speakers, organizing interactions with community leaders, and facilitating participation of personnel and assets in public events.

a. **Community Donations.** 4 FW/PA works with the 4 FW/JA office to accept donations such as complimentary admission to events or meals, which are after participation in off-base functions. Units must coordinate donation requests with PA before committing or accepting resources to avoid perception of federal endorsement.

b. **Base Tour Requirements.** 4 FW/PA supports tours when the chief of PA determines operational, manning requirements allow or at the direction of senior base leadership and the requesting organization aligns with installation communication objectives. Tour participants must be at least 13 years old and no older than 60 years old. 4 FW/PA will not host tours between 1 June and 31 Aug due to the possibility of heat injuries with visitors.

- i. Tours. Tours are not offered to individuals or small, private groups; however, we do support requests from organizations whose visit directly contributes to furthering base advocacy and community relations. This includes special groups such as NCMACC, Goldsboro City Tours, the Chamber of Commerce, Honorary Commanders, and Key Support Liaisons. These specialized organizational tours are available once per quarter, subject to mission availability. Most tours do not exceed four hours and may include visits to the public areas of the base.
- ii. Civic Leader Tours. Civic leaders are limited to one tour per year for no more than two days. SAFOR/PAY is the approval authority authorizing a tour longer than two days. Approval from MAJCOM PA and the 4 FW/CC is required before 4 FW/PA accepts the request.
- iii. JROTC Days. 4 FW/PA will host one JROTC day in the spring and one in the fall on a first come, first served basis, not to exceed 200 cadets.
- iv. Restrictions. IAW AFI 35-109, government-funded PA and VI resources will not be used to:
 - a. Provide souvenirs, personal gifts, mementos or farewell gifts. Examples include “hero” shots in front of aircraft (unless provided as part of a Distinguished Visitor orientation flight), booster club promotional items, group photos intended to commemorate events such as golf tournaments or recreational gatherings and sports team photos.
 - b. Support or document farewell parties or social events unless certified by the ACC/PA as newsworthy or having historical significance by the base historian or chief of PA. When an event is determined to be historically significant, PA resources may be provided to meet official news and documentation requirements only. (Note: IAW AFI 35-101, para. 7.7.2.3. The PA office may support historical events when the wing historian, or a designated equivalent, certifies the event on an AF Form 833, Multimedia Work order, as historically significant.)
 - c. Create products used primarily for entertainment during farewell parties or social events.
 - d. Support MWR- or services-sponsored recognition programs. (Note: the only exception to this rule is supporting essential military missions or community support programs per AFI 35-101, para. 7.7.2.6. as long as neither the MWR activity nor the requested product generate revenue.)
 - e. Alter imagery. Air Force PA personnel are trusted agents in advising on the public image of Seymour Johnson AFB personnel and assets. Because PA professionals create products that can be used in legal proceedings and for critical decision-making, absolute trust and confidence in the truthfulness of products they create is essential. Official imagery may not be altered, unless it is specifically exempted by Department of Defense Instruction (DODI) 5040.02, *Visual Information*. Unsupported requests include altering personal appearance in official portraits or digitally misrepresenting event photos.

f. Use of Copyrighted Materials. Using copyright media requires a separate license or explicit permission from the original producer. Generally, both music and programs recorded from broadcasts are copyrighted. Having the source recording or music score does not confer any right to reproduce, transfer or otherwise use or perform the recorded material, either as a whole or in part. Refer to AFI 51-303, *Intellectual Property-Patents, Patent Related Matters, Trademarks and Copyrights*, for guidance.

g. Morale, Welfare and Recreation (MWR) Support. MWR and Services activities are authorized support for Category I (Mission Sustaining) and Category II (Basic Community Support Activities). Category I programs are essential to the military mission and are authorized all support. Category II activities are closely related to Category I activities and are essentially community support programs. The PA office can furnish support to these activities if the MWR activity or the requested product **does not** generate revenue. For additional clarification of MWR activities, refer to AFI 65-106, *Appropriated Fund Support of Morale, Welfare, and Recreation and Non-appropriated Fund Instrumentalities*.

D. 4 FW/PA Prioritization Matrix

Activity	AFI Ref.	Priority	Remarks	Quantity/ Size Auth.	Request Time	Turn Around
Community Engagement						
1.3. Operational Wing Plan/Coord	AFI 35-101 chap. 2,	III	For broader requests involving operational/wing level approval, PA can turn but needs as much time as possible. For higher-level requests, more time needed.	N/A	3-4 weeks notice before event; more for operational requests	1 week
2.1. Air Force Tour Program	AFI 35-101, para. 4.27	III	No more than 1 tour a month as base operations allow. Units may sponsor groups to host public tours in coordination with 4 SFS and owning stops. 4 FW/PA will only host tours for groups deemed as mission-critical by base PAO, ACC, 15 AF and senior leaders.	30 guests min	Request NLT 1 month before tour date	1-2 weeks
2.2. Aviation Support (Flyovers, Statics, 9C)	AFI 35-101, para. 4.7.2	III	Requests must flow through USAF Aerial Events website for flyover and aircraft statics: PA only facilitates. Other static requests (MWD Demo, EOD Display, or Military Vehicle) will be vetted IAW AFI 35-105 and Base JA.	N/A	2-3 months	1-2 weeks
2.4. Honorary Commander	AFI 35-101, para. 4.36 HCP OI		CCs may participate in the SJAFB HCC	N/A	N/A	1 month

Activity	AFI Ref.	Priority	Remarks	Quantity/ Size Auth.	Request Time	Turn Around
(Civic Leader) Program	2022	III	program. HCCs serve a 2-year term and are inducted annually. Any exceptions to this program must be approved by the 4 FW/CC. Base access cards are renewed annually through the VCC.			
2.5. Legislative Liaison Support	AFI 35-101, para.1.14.2.1 2	II	Requests for information and CODEL DBIDS cards will be responded to as promptly as possible.	N/A	N/A	1 business day for initial response. Final within 5 business days
2.6. Military Participation. in Off-base Events	AFI 35-101, para. 4.19	III	Military participation in off-base events will be planned and vetted IAW AFI 35-101 and the 4 FW/JA office when applicable.	N/A	Need 45-day notice for large- scale event and 1-month notice routine support.	1-2 weeks
2.7. Community Donations	AFI 35-101, para. 4.20.1	III	PA works with the 4 FW/JA office to accept donations such as complimentary admission to an event or a meal, which are subsequent to participation in off-base functions. All other donations are coordinated through the 4 FW/CAG. An offer of gift letter must be completed for	N/A	Need offer of gift letter no later than 3 weeks prior to event	1 week

Activity	AFI Ref.	Priority	Remarks	Quantity/ Size Auth.	Request Time	Turn Around
			donations exceeding \$20.			
2.9. Speaker's Bureau	AFI 35-101, para. 6.2.1	III	Each member of the speaker's bureau must apply prior to being added to the program. Speaker requests (to include virtual speaking engagements) will run through PA and passed to those who have expressed interest or may be coordinated through the respective CAGs to find volunteers as needed. No more than 3 speaker requests per month will be accepted.	N/A	Request NLT 1 month before speaking engagement Requests for NV Reading Week will be taken Jan. 15th through Feb. 1st	1 week

Public Affairs Operations						
3.1 New Web Page design	AFI 35-101, para. 5.8.	III	Meet with web manager to discuss modules needed and layout and deliver data. Public Affairs Portal.	Web page	N/A	2 months
3.2. Updates to web pages	AFI 35-101, para. 5.8.	III	Meet with web manager to discuss modules needed and layout and deliver data. Public Affairs Portal. Submitting agency will ensure Section 508 compliance for any documents to be uploaded.	New info updated	2 weeks prior to requested meeting date	Dependent on requested changes
3.3 Commander Official Bios & Base Factsheets	AFI 35-101, para. 5.8.	II	Send document to PA Command Information section for updates, standardization and publication as applicable.	Fact sheets, bio; etc. updated	N/A	1 week
3.4. Page review for OPSEC, standards & policy compliance	AFI 33-129	I	Ensure your page is compliant with web rules & regulations through communication with PA web manager.	Website meets DoD regs	Priority & product dependent	2 weeks (dependent)
3.5. Environmental PA	AFI 35-101, chap. 6	II	Ensure PA attends meetings/communicates regularly with CES & base environmental OPRs.	N/A	At least a 4-week notice for PA review documents exceeding 50 pages	2 Weeks
Media Operations						

3.6.1. Media Training (non- crisis)	AFI 35-101, para. 2.1	III	As needed, PA provides media training for SQ/CC & above and individual subject matter experts who have been selected to conduct media engagements.	N/A	1 week prior to requested media date	72-Hours after approval
3.7. Security & Policy Review	AFI 35-101, para. 2.4	II	PA performs Security & Policy Review for items that may be published to the public with coordination from SMEs.	Reviewed document & logged	1 month prior to publish/use	Dependent
Visual Information						
4.1.2. Command Support	AFI 35-101, para. 1.6.9	I	Support for CC priorities and projects is only subordinate to time-critical official investigations, crisis response, and other requests directly affecting installation's ability to perform its operational mission.	N/A	Dependent on guidelines given	Dependent on guidelines given.
4.1.3. Illustrations (including photo illustrations)	No AFI ref.	III	Graphic creation takes time and is not part of Airmen's regular career field training. This should be taken into consideration when requesting new graphics products or rework of existing products.	N/A	Dependent on guidelines given	Dependent on guidelines given.

4.1.4. Info-graphic, Flyers, Posters, Banners, etc.	No ref.	III	Graphic creation takes time and is not part of Airmen's regular career field training. This should be taken into consideration when requesting new graphics products or reworking existing products. PA is unable to print - customers must use DAPS or FSS Marketing.	N/A	Dependent on guidelines given	Dependent on guidelines given.
Photography						
4.2.1. Alert Photo	AFI 35-101, para. 7.15	I	Requested by SFS, OSI, Fire Dept, Safety Office, Command Post, or 4 FW/CC & approved by 4 FW/PAO/Sup or NCOIC: damage to government property over \$5,000, injury to individual requiring immediate medical attention, requirement of forensic documentation for evidence. GOV-GOV or GOV-POV, but not to POV-POV unless serious injury or death.	Digital files	Requesting personnel must pick up imagery within 1 business day of incident unless otherwise coordinated	24 Hours weekdays, 72 hours weekends depending on the case.
4.2.2. Awards (Wing Level)	AFI 35-101	III	Digital files may be available to customers for printing at their expense; photos may be used for social media.	Digital files	2 weeks prior	1-3 Business Days
4.2.3. Ceremonies (Wing Commander,	No AFI ref.	III	Digital files will be available on CD for printing at requestor's expense.	Digital files	2 weeks prior	1-3 Business Days

Command Chief and above)						
4.2.4. Ceremonies	No AFI ref.	III	Self-help cameras are available to sign out; digital files may be available to customers via CD/Email/DoD SAFE, or cloud-based system (teams). Customers are responsible for downloading and distribution of self-help media.	Digital files	First come, first served for Self Help	1-3 Business Days
4.2.5. Change of Command (Group-level and above)	No AFI ref.	III	Digital files may be available to customers for printing at their own expense; photos may be available on CD/Email/DoD SAFE, etc. Images may be used for social media.	Digital files	2 weeks prior	2-3 Business Days
4.2.6. Change of Command (Sq)	No AFI ref.	III	Self-help camera is available for use; digital files may be available to customers for printing at their own expense via CD/Email/DoD SAFE, etc. Customers are responsible for downloading and distribution of self-help media.	Digital files	2 weeks prior	2-3 Business Days
4.2.7. Group photo (Sq & up)	No AFI ref.	III	One photo per commander term, POC will be responsible for all logistics; PA will advise on location setup and formation style. Specific requests outside of a standard formation must be stated in initial request	Digital files	Schedule desired time slot during annual Photo Day (March-May). 2 weeks prior to specific request	5-7 business days

			Members in formation photos must comply with uniform standards detailed in AFI 36-2903 and reflect a professional military image.			
4.2.8. Chief & SNCO Induction	No AFI ref.	III	Digital files may be available to customers for printing at their own expense, photos will be available on CD or Microsoft Teams.	Digital files	2 weeks prior	3-4 business days
4.2.9. PME Grad Ceremony	No AFI ref.	III	Official awards and group photos of the class will be taken. Digital files may be available to customers for archival and distribution through DoD SAFE or Microsoft Teams. Printing will be at requestor's expense; photos may be used on social media.	Digital files	2 weeks prior	3-4 business days
4.2.10. Photos for news releases, DVs, JA/ADC proceedings	AFI 35-101, para. 3.5	II	As determined by 4 FW Public Affairs.	Digital files	Same Day	Same Day
4.2.11. Location Photography	AFI 35-101	III	For operational readiness, force protection contingency planning, IG assessments, historical archives, education & training.	Digital files	Dependent on priority	3-4 business days
4.2.12. Historical	AFI 35-101	II	As determined by chief of PA or 4 FW	As determined	Dependent on priority	3-4 business days

Significance			Historian.			
4.2.14. Studio (bio, award package)	AFI 35-101, para. 2.6.4	III	By appointment only, no later than one business day prior. Digital Files is primary transmission method. Leadership/Award boards, up to 2 prints in specified size. Bio photos will be for Commanders, Chiefs, Group Superintendents, First Sergeants and those speaking in public with media or at a public event. Wing-level award recipients will be authorized studio photos. Nomination packages must have AFI requirement for support.	Digital files	Schedule no later than one day prior to photo	Same Day
4.2.15. Observance Month	No AFI ref.	III	Observance months will be echoed through DoW media social and news outlets if provided.	Digital files	NLT 1 month notification prior to event	3-4 business days
Video & Audio Production						
4.3.1. Alert Video	AFI 35-101, para. 7.15.3	I	Specifically requested by SFS, OSI, Fire Dept, Safety Office, Family Advocacy Office, Command Post, or 4 FW/CC: damage to government property exceeding \$5000, or if accident results in injury to individual requiring immediate medical attention,	Digital files	Requesting personnel must pick up imagery within 1 business day of incident unless otherwise coordinated	Same Day/Next Business Day

			requirement of forensic documentation for evidence.			
4.3.2. Awards (Wing-level and above)	AFI 35-101, para. 7.7	III	Coordinate with 4 FW/PA. Digital files may be available to customers for archival and distribution at their own expense.	Digital files	2 weeks prior	3-4 Business Days
4.3.3. Ceremonies (Wing-level and above)	AFI 35-101, para. 7.7	III	Digital files may be available to customers for archival and distribution through DoD Safe.	Digital files	2 weeks prior	1-3 Business Days
4.3.4. Ceremonies (Group-level and below)	No AFI ref.	III	Self-help cameras are available for use; digital files may be available to customers for archival and distribution through DoD Safe.	Digital files	First come first served for Self Help	1-3 Business Days
4.3.5. Change of Command (Group-level & up)	No AFI ref.	II	For historical documentation; news releases.	Digital files	1 month	Same Day/Next Business Day
4.3.6. Change of Command (under Group-level)	No AFI ref.	III	Self Help camera will be made available if a PA specialist is not assigned.	Digital files	First come first served for Self Help	3-5 Business Days
4.3.7. Documentation (msn, b- roll)	AFI 35-101 para. 7.3	III	For operational readiness, force protection contingency planning, IG assessments, historical archives, education & training.	Digital files	Priority & product dependent	Priority & product dependent
4.3.8. Historical Significance.	AFI 35-101 para. 7.4	II	As determined by chief of PA and Base Historian, or Wing leadership or above.	Digital files	2 weeks prior	Within 4 business days
4.3.9. Video/Audio Prod.	AFI 35-101 para. 7.5	II	As determined by 4 FW Public Affairs.	Digital files	Priority & product dependent	Priority & product dependent

4.3.10. Video/Audio Prod. (news)	AFI 35- 101 Para 7.5	II	As determined by 4 FW Public Affairs.	Digital files	1 week prior	Within 5 business days
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