



UNDER SECRETARY OF THE AIR FORCE
WASHINGTON

JAN 31 2014

MEMORANDUM FOR ALMAJCOM/CC

SUBJECT: 2014 Community and Public Outreach/Engagement United States Air Force Total Force Criteria (*Supersedes the Engagement Portions of the 25 Sep 13 VCSAF Memorandum Fiscal Year 2014 [FY14] Spending Control Actions to Mitigate Budget Reduction Impacts*)

FY13 was a difficult year for the Department of Defense (DoD) and the United States Air Force (USAF) due to sequestration, a six month continuing resolution, and limited flexibility in managing our budget portfolio. Despite these fiscal challenges, it is critical that we remain connected with the American public and reinforce their trust and confidence in the Air Force and its most important asset -- people.

To facilitate this, the Secretary of Defense has authorized execution of a reduced plan for outreach activities for FY14; it is not a return to pre-sequester outreach. The following guidelines meet DoD and USAF Total Force 2014 outreach guidance and budget priorities. This plan represents a 45 percent reduction from FY12 outreach expenses, while continuing to ensure engagement opportunities with the most effective return on DoD's investment. The appropriated fund (APF) totals listed below will serve as the spending caps for each outreach asset. Major commands (MAJCOM) are authorized to invest in these outreach activities up to the maximum amount specified. Resources to support these activities will come from within MAJCOM/agency accounts.

Operational Priorities for All Outreach Assets as Applicable

- Maximize public outreach within allotted budget
- Optimize the number of community events across widest geographical radius
- DoD intent is for local events to remain at no-cost to the government and authorized expenditures are primarily focused on reaching areas not normally reached
- Any at-cost outreach activities not covered above will be reviewed by MAJCOM and SAF/PA on a case-by-case basis and may require OSD(PA) approval
- Events that will have national exposure (NFL, MLB, NCAA, NASCAR, etc) must be coordinated through SAF/PA to OSD(PA) before units commit to participate; all modifications to this plan require OSD(PA) approval; a justification package must be submitted through MAJCOM channels to SAF/PA prior to submission to OSD

Flyovers

There will be no public flyover program (aerial events) unless otherwise specified in the DoD 2014 Community and Public Outreach Plan, or directed and approved by OSD(PA)

- Aircraft static displays are not authorized except in support of Air Force Open Houses
- Support for funeral flyovers will revert to standard AFI 11-209 procedures

Thunderbirds Demonstration Team

In order to preserve safe and viable operations, the Thunderbirds Demonstration Team will perform a full 2014 season IAW the following:

- The Thunderbirds 2014 schedule has been approved by SAF/PA and OASD/PA
- The Thunderbirds will provide a limited number of flyovers for high-visibility events including the Tournament of Roses Parade, Daytona 500, the Las Vegas NASCAR race and the MLB All-Star game
- All requested air shows/open house support for calendar year 2014 must be received and approved on the Aerial Events Website
- The supporting unit (i.e. C-17) should stay at the airshow to serve as a static display as often as able and appropriate

Wings of Blue

Wings of Blue (WOB) demonstrations are authorized and encouraged to resume a 2014 season IAW with the following:

- The team may participate in up to 23 events (including home USAFA football games)
- All events must be submitted through Aerial Events website for SAF/PA approval as outlined in AFI 35-105
- All approved events should target large/major events as WOB is one of only two Air Force aerial demonstration assets planned to operate in 2014
- WOB should limit participation in events with the Thunderbirds or other service jump teams

F-22 Single Ship Demonstration Team

The F-22 Single Ship demonstration team will perform at 20 events in 2014. To ensure the most effective use of resources, all F-22 demos will support military open houses and civilian airshows. Standalone flyovers are not approved. Guidelines for scheduling the F-22 single ship demos are as follows:

- F-22 demos may be scheduled concurrently with the Blue Angels or the Thunderbirds
- The F-22 demos will perform at eight military open houses
- Priority will be given to the six military open houses which do not currently have Thunderbirds support:
 1. May 10, 11: Holloman AFB, NM
 2. Jun 27: Wright-Patterson AFB, OH
 3. Jul 19, 20: Offutt AFB, NE
 4. Sep 27-28: JB Pearl Harbor-Hickam, HI
 5. Oct 18-19: Little Rock, AFB, AR
 6. Jun 28-29: Rhode Island ANGB, RI
- The remaining two open houses will be doubled up with the Thunderbirds
- The additional 12 events will be civilian airshows which do not currently have Thunderbirds support (F-22 demos may be scheduled at Blue Angels shows)

- All events will be CONUS, including Hawaii and Alaska (OCONUS demonstrations must be specifically approved by OSD through the COCOM); all approved events can be found on the Aerial Events website: www.airshows.pa.hq.af.mil

Open Houses

NOTE: MAJCOMs will not receive reimbursement/additional funding from the Air Staff for expenses associated with open houses (or other outreach activities). Flying hours associated with an approved open house must come from the respective MAJCOM's flying hour program and any other O&M expenses associated with the open house /airshows will come out of the MAJCOM bogeys. Target dollars do not include military personnel costs. MAJCOMs are authorized and encouraged to plan open house events, but due to funding limitations not every installation will be able to host in 2014. Locations will be selected by the MAJCOM and organized for maximum effect IAW with the following:

- MAJCOMs with nine or more CONUS bases are authorized to host events subject to an upper limit on the total APF cost for all such events of \$850K per MAJCOM (ACC, AFMC, AETC, AMC)
- MAJCOMs with eight or fewer CONUS bases are authorized to host events subject to an upper limit on the total APF cost for all such events of \$450K per MAJCOM (AFSPC, AFRC, AFGSC)
- PACAF, USAFE, and AFSOC are authorized to host events subject to an upper limit on the total APF cost for all such events of \$225K per MAJCOM
- ANG bases are authorized to host events subject to an upper limit on the total APF cost for all such events of \$850K
- Transient static displays may participate in base open houses, but all units must volunteer via the Aerial Events website and be MAJCOM approved
- Installation assets may provide demonstration/flyover/static displays during the event but must also be approved by MAJCOMs and be submitted via the Aerial Events website
- Cost accounting (calculation of expenses subject to the limits outlined above and imposed by MAJCOMs during target distribution) for each open house event MUST include:
 - All APF costs, excluding civilian pay, associated with the open house
 - TDY cost for all transient aircrew participating in the event
 - Flying hour cost of organic assets flown during the event
- Cost accounting should not include NAF or commercial sponsorships
- Total costs should be submitted to SAF/PA 30 days after the event

Public Affairs Travel (as defined in AFI 35-103)

Media flights may be approved per AFI; civic leader flights, as defined in AFI 35-103, paragraph 5, may be approved on a case-by-case basis by SAF/PA.

Air Force Tour Program (Civic Leader Tours)

MAJCOM and base civic leader tours (CLTs) are encouraged and authorized IAW AFI 35-105, Section H, and the following:

- Each MAJCOM may spend \$250K on civic leader outreach for 2014
- Each MAJCOM must submit a plan (using the tour template) to SAF/PA in accordance with AFI 35-105; focus on civic leaders who are unfamiliar with AF and local bases
- The \$250K target must include all associated costs including the funded special assignment airlift mission [SAAM] (or training hours), TDY costs, logistics, etc.
- MAJCOMs will determine how funds are allocated across their installations
- Actual costs must be submitted to SAF/PA within 30 days following the CLT

Equipment Display Support to Non-Federal Entities

Military support to outreach activities in the local area is permitted as long as the support is provided using only local assets and personnel, and is at no cost to the Department. This includes, but is not limited to, military equipment displays at civilian air shows, military open houses and in parades and civic events.

USAF Bands and the USAF Honor Guard

Military musical and ceremonial units may continue to perform locally both on and off military installations, including for the purpose of producing and distributing audio and video recordings, as long as those performances, productions and distributions are at no cost to the Department. Units are permitted to travel beyond their respective local area only IAW with the guidance below. *Presidential Wreath-Laying Ceremonies and Military Funeral Honors Details are exempt from this restriction and will continue to be executed in accordance with Service Department policies.*

- Authorized expenditures are intended to facilitate public outreach, not military support. Requests for funds to be spent on support for highly significant military events (e.g., historical milestones) must be submitted to SAF/PA for approval and will be counted toward the overall travel spending caps
- Authorized expenditures for at-cost events include travel, minimal associated costs (such as hall rental and advertising), and/or any other miscellaneous costs to the Department incurred for both local and non-local events
 - The USAF Band and Honor Guard are authorized and encouraged to tour throughout The USAF Band's assigned touring area (Area 5) within the targeted budget of \$1.43M APF for all at-cost events (based on a maximum 75-day touring model for The USAF Concert Band, Singing Sergeants, and Honor Guard)
 - Each 60-piece regional band is authorized to support outreach activities outside the local area within the targeted budget of \$300K APF for all at-cost events
 - Each 15-piece regional band is authorized to support outreach activities outside the local area within the targeted budget of \$37.5K APF for all at-cost events

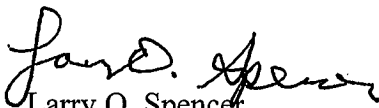
- The USAFE Band is authorized to support outreach activities outside the local area within the targeted budget of \$310K APF for all at-cost events
- The PACAF Band (as a whole) is authorized to support outreach activities outside the local area within the targeted budget of \$192K APF for all at-cost events
- ANG Bands are authorized to support outreach activities in their assigned AOR within the targeted budget of \$200K APF for all at-costs events across the five bands
- Recordings: The USAF Band recording expenditures for FY14 are targeted at \$150K APF. No other bands are authorized to expend DoD funds on recording
- Requests for authorization to support non-local events outside unit's assigned area must be approved by SAF/PA; if approved, support must then be coordinated IAW AFI 35-110 and DoDD 5410.18
- Optimize private sector co-sponsor support to limit O&M expenses for events inside and outside the local area (co-sponsorship authorized IAW the Joint Ethics Regulation, par 306.A and DoDI 5410.20, par. 6.5.); organizers must exercise caution to ensure compliance with restrictions on soliciting from non-federal sources

Miscellaneous

- Air Force personnel may resume participation in official speeches
- OSD guidance 'Approval for Department of Defense Participation in FY14 and First Quarter FY15 International Trade Shows' dated 3 Nov 2013, provides guidance on authorized participation in specific international trade shows

As we implement these controls, it will be critical to communicate the impacts and ensure consistency of application across the force. This will enable us to inform leadership of significant issues driven by the reduced funding levels and assist in effectively responding to media and Congressional inquiries.

We will continue working closely with you and your staffs to manage through this time of continued budget uncertainty. Our collective fiscal leadership is paramount to ensuring we continue to fund the Air Force's highest priorities. If you have questions regarding this guidance, please call Ms. Wendy Varhegyi, SAF/PAY, at (703) 692-9738.



Larry O. Spencer
General, USAF
Vice Chief of Staff



Eric K. Fanning
Under Secretary of the Air Force

cc:
SAF/FM