

MEMORANDUM FOR ALMAJCOM/CC

SUBJECT: Air Force Total Force 2015 Community and Public Outreach Criteria (*Supersedes 31 Jan 2014 Memorandum, 2014 Community and Public Outreach/Engagement United States Air Force Total Force Criteria*)

- References: (a) "Department of Defense Fiscal Year 2015 Strategic Public Affairs Outreach Activities," dated Dec. 11, 2014
- (b) "Department of Defense Community Outreach in Local Areas for Fiscal Year 2015," dated Oct. 8, 2014
- (c) "2014 Community and Public Outreach/Engagement United States Air Force Total Force Criteria," dated Jan. 31, 2014

The past two years were difficult for the Department of Defense (DoD) and the United States Air Force (USAF) due to fiscal constraints. However, 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 connection, the Secretary of Defense has again authorized execution of a reduced plan for outreach activities for calendar year 2015. The following guidelines meet DoD and USAF Total Force 2015 outreach guidance and budget priorities. 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 and/or agency accounts.

Local Area Support and Equipment Display Support to Non-Federal Entities

The DoD's community outreach goal is to optimize the number of community events across a wide geographical radius and maximize impact. Therefore, DoD encourages support for local events that remain at low cost to the Government.

- Commanders are authorized to support local community outreach efforts at a cost up to \$5,000 per single event without seeking an exception to policy for events not included in the FY15 Air Force Outreach Plan. Costs may include, but are not limited to, fuel, mileage, temporary duty (TDY) personnel costs, government vehicles transporting static displays, and other ground support equipment.

- Subject to applicable regulations and policies, commanders may authorize local area use of government vehicles to transport individuals (such as community leaders or service members) who are part of an approved local community engagement program, supporting a military public affairs objective.
- All other support for community outreach events that require the expenditure of unit funds, excluding non-TDY personnel costs, should be executed within the below guidelines.
- The precise definition of a local area is determined by the commander and is dependent on the geographic layout of the installation. But, as a general guideline for the purpose of FY15 community outreach, a local area may be considered to be within 150 miles of an installation or any travel that can be completed to and from in a single business day.
- A request for an exception-to-policy should be submitted through SAF/PA for community outreach activities beyond this mileage radius that are not otherwise captured in the FY15 Air Force Strategic Public Affairs Outreach Plan but would require the expenditure of unit funds. Pre-identified installations that are participating in the Commitment to Service initiative are exempt from this mileage restriction for activities in direct support of this collaboration.

Beyond the above guidelines, installations and units that plan to support any event that may garner national or international media attention, to include events within a local area, must notify SAF/PAY through public affairs command channels for awareness and approval.

Flyovers

The United States Air Force will perform a limited number of flyovers in support of Patriotic Holidays and national level sporting and civic events during 2015. Aviation support will be consistent with guidance provided by the Office of the Assistant Secretary of Defense Office for Public Affairs and Secretary of the Air Force Office of Public Affairs and will follow the strict guidelines for support outlined below so that the greatest number of events may be supported. Active duty, Reserve and Air National Guard (ANG) flyovers will be approved by SAF/PAY in accordance with (IAW) established flyover program policy found in AFI 35-105, AFI 11-209, and the FY15 Outreach Activities plan.

- Flyovers for five approved Patriotic Holidays (Armed Forces Day, Memorial Day, Independence Day, POW/MIA Day and Veterans Day) must meet criteria outlined in AFI 35-105 and the annual Aerial Events Message.
- Events must have Air Force support and messaging throughout the event and only one event will be considered per geographic location per calendar year. For example, if a location hosts an event during Armed Forces Day it will not be eligible for a flyover for the remainder of the year. If an event is deemed eligible for flyover support and the flyover is not accomplished, the geographic location may be considered for support at a later date.

- Single scope civilian events receiving national media coverage like the Tournament of Roses Parade will be considered on a case-by-case basis.
- Flyovers for sporting events must meet all criteria outlined in AFI 35-105. Priority will be given to events with national media coverage. The flyover and unit performing the event must be announced during the broadcast.
- Considerations will be made for National Football League (NFL), Major League Baseball (MLB) and Major League Soccer (MLS) to receive one flyover per team during their regular season. Support for playoff games will be considered on a case-by-case basis.
- Support will be considered for National Association for Stock Car Auto Racing (NASCAR), U.S. Open Tennis and Professional Golf Association events on a case-by-case basis.
- All flyover requests for sporting events must be part of a military/Air Force appreciation game with ample military/Air Force participation. Space for recruiting and military ground static display equipment must be provided at no cost and messaging opportunities must at least have a regional impact.
- Single scope events including but not limited to the Super Bowl, Pro Bowl, World Series, MLB All-Star Game, MLS Cup and the College Football Playoff National Championship will be considered on a case-by-case basis.
- Flyover formations will consist of no more than 2 fighter/rotary aircraft or 1 heavy/bomber aircraft. All flyovers must be completed prior to the end of civil twilight.
- All events will be in the continental United States, Hawaii or Alaska.

All aerial event requests require individuals to fill out a support request DD Form 2535 on the US Air Force Aerial Events website <https://www.airshows.pa.hq.af.mil/>. Once the form is completed and submitted through the site, it must then be printed and proper signatures obtained from the event host and Federal Aviation Administration. Completed forms should be sent to SAF/PAY (usaf.pentagon.saf-pa.mbx.saf-pa-rss-aerial@mail.mil or fax to (703)693-9601). Events will not be considered until both of these required actions are completed. Approved events can be found on the Aerial Events website <https://www.airshows.pa.hq.af.mil/>.

Civilian Air Show Support

Civilian air show support will be limited to two (2) static display aircraft per air show. Priority will be given to aircraft in the closest geographic location to minimize cost. These events must meet all requirements set forth in AFI 35-105 and AFI 10-1004. ANG and Air Force Reserve units that are collocated with a civilian air show may taxi aircraft to the show and it will not count against the two aircraft limit, however, they cannot perform at these events.

- Space for recruiting and military ground static displays must be provided at no cost.
- Aerial demonstrations, to include the USAF Thunderbirds, the F-16 Demo Team, the F-22 Raptor Demo Team and the USAFA Wings of Blue (WOB) Parachute Demo Team will be the only USAF assets authorized to perform at civilian air shows.
- Military bases are highly encouraged to provide arresting gear, ground support equipment and security support (as applicable) to civilian air shows supporting DoD jet or single-ship demonstration teams to ensure the operational safety and security of teams. Equipment should be provided at no additional cost to the government.

Air Force Thunderbirds and Single-Ship Demonstration Teams

The USAF Thunderbirds Demonstration Team will perform a full 2015 season. The approved 2015 schedule may be found here: <http://afthunderbirds.com/site/2014/12/09/usaf-thunderbirds-release-2015-show-schedule/>. New in 2015, the Thunderbirds will begin scheduling on a two-year cycle similar to the Navy's Blue Angels. Therefore, all requests for 2016 and 2017 must be submitted no later than 1 August 2015.

Air Combat Command will schedule and perform up to 20 shows each with the F-22 and F-16 demonstration teams. To ensure the most effective use of resources, all F-22 and F-16 demos will support military open houses and civilian air shows, as opposed to flyovers. In addition, the USAF Heritage Flight program will perform during the majority of these shows. The final schedules are expected to be released in February 2015.

Wings of Blue (WOB)

WOB demonstrations are authorized and encouraged to perform a 2015 season IAW with the following:

- All events must be submitted through the aerial events website for SAF/PA approval as outlined in AFI 35-105, and should target large and/or major events.
- WOB should limit participation in events with the other approved demo teams or other service jump teams.

U.S. Air Force and Military Open Houses

U.S. Air Force aircraft are authorized to support approved Military Open House events with transient and organic flying assets and static aircraft. While there is no specific limit to number of aircraft to perform or act as static displays, costs must be tracked as outlined below. All aircraft are required to annotate support on the aerial events website and obtain MAJCOM Operations approval to participate in an event.

MAJCOMs/bases will not receive reimbursement or 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 operations and maintenance (O&M) expenses associated with the open house/air show will come out of the unit bogeys. Target dollars do not include military personnel costs or Reserve mandays.

The following locations will host an Open House in 2015 and will adhere to the listed monetary target unless a request is submitted, via MAJCOM channels, to SAF/PAY. All budgets were provided through the MAJCOMs, and are well within the overall Air Force target.

28-29 Mar	Keesler AFB, MS	\$250,000
11-12 Apr	Tyndall AFB, FL	\$270,000
2-3 May	Dyess AFB, TX	\$180,000
2-3 May	Barksdale AFB, LA	\$150,000
16-17 May	Seymour-Johnson AFB, NC	\$207,000
16-17 May	Westover ARB, MA	\$250,000
30-31 May	Rhode Island ANGB, RI	\$10,000
13-14 Jun	Whiteman AFB, MO	\$275,000
26 Jun	Wright-Patterson AFB, OH	\$47,000
18-19 Jul	Niagara ARS, NY	\$250,000
15-16 Aug	Ellsworth, SD	\$140,000
19 Sep	JB Andrews, MD	\$500,000
31 Oct-1 Nov	JB San Antonio, TX	\$513,000
7-8 Nov	Moody AFB, GA	\$217,000

Cost accounting (calculation of expenses subject to the limits outlined above) for each Air Force open house event MUST include all APF costs. Cost targets do NOT include flying hours associated with static displays that come to an open house but they DO include flying hours associated, in essence, with TOT during the air show portion of the open house (i.e. a 15-20 minute C-17 demonstration would equate to 1/4 of a flying hour). The approach is consistent with OSD's intent. Costs include:

- Actual flying time over target (TOT) for Air Force aircraft performing (excludes demo teams, Joint assets)
- All APF costs, excluding pay, associated with the open house (safety, security, required services, etc.)
- TDY costs for all AF static display/transient aircrew participating in the event (regardless of which unit actually pays)
- NAF, Commercial Sponsorship and "gifts to the AF" are in addition to approved APF target and are not tracked

Total costs must be submitted to SAF/PAY no later than 30 days after the event.

Per OSD, open houses in Combatant Command (CCMD) areas of responsibility (AORs) will require collaboration with the appropriate Military Service(s). The respective Combatant Commanders will determine their open house priorities. Services should determine eligibility and supportability prior to the Combatant Commander rendering a final decision on which open houses will occur.

SAF/PAY will retain ability to coordinate support for air shows in the Alaska, Hawaii, Mexico, and Canada since CONUS-based assets are normally used.

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, are to be approved on a case-by-case basis by SAF/PAY.

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, and the ANG, may spend \$350K each on civic leader outreach for 2015.
- Prior to any CLT, a plan must be submitted to SAF/PAY in accordance with AFI 35-105, and must include targeted civic leaders who are unfamiliar with the AF and local installations.
- The \$350K limit 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/PAY within 30 days following the civic leader travel.

USAF Bands and the USAF Honor Guard

Military musical and ceremonial units may continue to perform locally both on and off military installations. Units are permitted to travel beyond their respective local area IAW with the guidance below. *Presidential Wreath-Laying Ceremonies and Military Funeral Honors are exempt from this restriction and will continue to be executed in accordance with Air Force policies.*

Authorized expenditures for at-cost events include travel, 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 areas up to a maximum expenditure for FY15 of \$1.8M APF for all at-cost events (based on a maximum 75-day touring model for The USAF Concert Band, Singing Sergeants, and Honor Guard).
- Additional events/venues approved include: Airmen of Note weekday performance at Midwest Band and Orchestra Clinic; Ceremonial Brass to New York City for July 4th Performance on Today Show; Jazz Heritage Series Concerts; Veterans and Memorial Day Program Broadcasts, Maryland Public Television; Holiday Concerts, Daughters of the American Revolution Constitution Hall; and the Washington Performing Arts (WPA) Partnership.
- Each 60-piece regional band is authorized to support operations up to a maximum expenditure for FY15 of \$331K APF for all at-cost events.
- Each 15-piece regional band is authorized to support operations up to a maximum expenditure for FY15 of \$42.5K APF for all at-cost events.
- ANG bands are authorized to support operations up to a maximum expenditure for FY15 of \$200K APF for all at-costs events across the five bands.
- Recordings: The USAF Band recording expenditures for FY15 are limited to \$150K APF. All regional band recording expenditures for FY15 are limited to \$150K APF (execution authority to be apportioned by SAF/PAB).

Bands based in CCMD AORs are authorized to support non-local events beyond the unit's assigned area with Combatant Commander approval. This will ensure the limited dollars are used to meet CCMD missions.

While OCONUS bands will work through the COCOMs for approval and/or support, the following budgets apply:

- The USAFE Band is authorized to support operations up to a maximum expenditure for FY15 of \$342K APF for all at-cost events.
- The PACAF Band (as a whole) is authorized to support operations up to a maximum expenditure for FY15 of \$218K APF for all at-cost events.

Requests for authorization to support non-local events outside unit's assigned area of responsibility must be approved by SAF/PAB; if approved, support must then be coordinated IAW AFI 35-110 and DoDD 5410.18.

Optimize civilian co-sponsor support to limit O&M expenses for events inside and outside the local area (co-sponsorship authorized IAW the Joint Ethics Regulation, paragraph 306.A and DoDI 5410.20, par. 6.5.). 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.

Miscellaneous


Air Force personnel may continue participation in official speeches.

OSD guidance 'Approval for Department of Defense Participation in FY15 and First Quarter FY16 International Trade Shows' dated September 12, 2014, provides guidance on authorized participation in specific international trade shows. Requests for other OCONUS air shows are part of the approved COCOM plan and should be worked accordingly.

Modifications to the above plan require OSD/PA approval. A justification package must be submitted through MAJCOM channels to SAF/PA for submission to OSD.

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

Our collective fiscal leadership is paramount to ensuring we continue to fund the Air Force's highest priorities while maintaining the critical connection with the public. If you have questions regarding this guidance, please call SAF/PAY at (703)695-9664 (DSN 225).


Eric K. Fanning
Under Secretary of the Air Force

cc:
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