



DEPARTMENT OF THE ARMY
U.S. ARMY SECURITY ASSISTANCE COMMAND
7613 CARDINAL ROAD
REDSTONE ARSENAL, AL 35898-5000

REPLY TO
ATTENTION OF

20 May 2010

AMSAC-S

MEMORANDUM FOR ALL U.S. ARMY SECURITY ASSISTANCE COMMAND
EMPLOYEES

SUBJECT: U.S. Army Security Assistance Command (USASAC) Policy Memorandum 107.3 –
Public Affairs

1. The USASAC Public Affairs Officer (PAO) is the primary communication channel between the Command and its external publics. The PAO is responsible, with the concurrence of the Command Group, for maintaining programs for public information, media relations, command information and community relations, policy and guidance for which are contained in AMC CPL 05-08-AMCPC, AR 360-1 and DOD Directive 5400.13.
2. Command employees who require guidance, advice or assistance in public affairs matters that pertain to USASAC, including media contacts, television/video/radio production/programming, public website, interviews, news articles, press releases, speech writing, community relations, congressional/elected official relations and any other items released to the public, will first coordinate with the PAO.
3. In the Department of Defense, Public Affairs is a responsibility of the Command. Public Affairs is "special staff" to the Command Group. Commanders are responsible for informing military and civilian personnel and the public(s) about their mission, how it supports the war fighter, the security enterprise, actions that accomplish that mission and for maintaining friendly relations with the general public. These responsibilities are generally delegated by the Commander to the PAO of the command/organization.
4. This Policy Memorandum supersedes USASAC Policy Statement 107.3, 1 April 1990.

A handwritten signature in black ink, appearing to read "Chris Tucker", written over the printed name "CHRISTOPHER TUCKER".

CHRISTOPHER TUCKER
Brigadier General, USA
Commanding