

BY ORDER OF
THE COMMANDER

HEADQUARTERS, UNITED STATES FORCES, JAPAN
USFJ INSTRUCTION 35-100

31 March 2003

Public Affairs

PUBLIC AFFAIRS GUIDANCE



COMPLIANCE WITH THIS PUBLICATION IS MANDATORY

OPR: HQ USFJ/J021 (Major P. Johnson) Certified by: HQ USFJ/J021 (Col. V.L. Warzinski)
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PURPOSE: To provide guidance for the conduct of peacetime public affairs programs.

SUMMARY OF CHANGES: Updated to new format and references.

1. Scope. This instruction is applicable to all organizations, agencies and/or activities and personnel in Japan under the jurisdiction of, or accountable to, the Commander, U.S. Forces, Japan (COMUSJAPAN).

2. General. The service component commanders in Japan will conduct their public affairs programs in consonance with the policies of the Department of Defense, the respective military departments, U.S. Pacific Command (USPACOM), and U.S. Forces, Japan. U.S. laws and international treaties may also impact Public Affairs policy.

3. Definitions. For the purposes of this instruction, the following terms are defined as indicated:

3.1. The News Media: Reporters, free lancers, or representatives of newspapers, news services, magazines, periodicals, radio and television outlets, and photographers of still, video, and motion picture agencies. These representatives include U.S., Japan, and third country media agencies.

3.2. Sensitive Public Affairs Issues: Public affairs issues involving United States forces in Japan which might be expected to evoke public criticism or adverse reaction.

4. Responsibilities. Service component commanders in Japan will conduct their public affairs programs in accordance applicable policy.

4.1. Commanders at every level will inform COMUSJAPAN's Public Affairs Office (USFJ/J021) of any issues, events or situations that may be politically sensitive or be the focus of the national or international press.

4.2. It is the responsibility of the service component commanders to keep USFJ/J021 informed about all pertinent public affairs matters. USFJ/J021, in turn, will keep the US Ambassador to Japan advised and coordinate concerning sensitive public affairs issues stemming from actions of the US forces in Japan and visits to Japan by officials of the Department of Defense or distinguished visitors sponsored by the Department of Defense.

5. Procedures. Officials of other government agencies and prominent U.S. citizens not directly connected with DOD may be frequent visitors to Japan. In such cases where public affairs guidance or expertise is requested by visiting officials, contact USFJ/J021.

5.1. In public affairs matters of multi-service concern or of a sensitive nature, USFJ/J021 will coordinate and direct the action of the service component commanders and, when appropriate, will serve as their representative with:

5.1.1. The Government of Japan (GOJ) at the national level

5.1.2. The American Embassy Tokyo

5.1.3. The public

5.1.4. The news media

5.1.5. Other civilian organizations and special interest groups

5.2. In public affairs issues involving only local and/or single service concerns, service component commanders will direct actions of their respective commands in relations with:

5.2.1. Local Government authorities

5.2.2. The local public

5.2.3. The news media

5.2.4. Civic or special interest organizations

5.3. Coordination of news release and public affairs guidance. As much in advance as possible, the text, proposed questions and answers (when applicable), and proposed time of release of information intended for public dissemination will be submitted to USFJ/J021 for review, coordination, or approval prior to release if it contains sensitive public affairs issues including, but not limited to, any of the following:

5.3.1. Proposed movement, relocation or withdrawal of US military troops, organizations, or elements within, into, or out of Japan except for those elements of a specific deployment already announced.

5.3.2. The planned introduction into Japan of new types, or significant increases or decreases in existing types, of US armament, aircraft or other major types of equipment.

5.3.3. The movement of US units, armament, aircraft or other major equipment through Japan to or from a third country.

5.3.4. Reduction-in-force (RIF) announcements provide considerable latitude for speculation and liberal reporting in the Japanese press. COMUSJAPAN has re-emphasized that the Master Labor Contract requires a minimum of 45 days advance notice to the GOJ and that we will attempt to provide 90 days advance notice "whenever possible." Local media and GOJ agencies have often dropped the words "whenever possible" in their release and as a result the 90-day figure appears to be the expectation for all RIF actions. Proposed press releases should reflect that a RIF action will provide "X number of days advance notice which is more than 45 days required by the MLC" or words to that effect. Detailed guidance regarding clearance of RIF actions is contained in USFJ Policy Letter 40-1 [to be replaced by USFJ Instruction 36-502 (Chapter 16)].

5.3.5. Release of all or part of a facility furnished to US Forces, Japan (USFJ) by the Government of Japan.

5.3.6. Matters related to the defense of Japan.

5.3.7. Transfer of military functions or responsibilities from USFJ to the Japan Self Defense Forces.

5.3.8. The evacuation of US noncombatants.

5.3.9. The establishment of bilateral or joint military operations.

5.3.10. Matters which could adversely affect relations between the US and Japan or the mission and responsibilities of COMUSJAPAN.

5.3.11. Matters concerning the overflight of the territory or territorial waters of Japan by hostile or unidentified aircraft or the unauthorized intrusion of hostile or unidentified naval vessels into the territorial waters of Japan.

5.3.12. All intelligence matters.

5.3.13. Statements concerning hostile actions against the US or Japan.

5.3.14. All statements referring directly or indirectly to nuclear or chemical weapons.

5.3.15. Matters concerning the use of US facilities or forces in Japan for major maneuvers or other major operations.

5.3.16. Counter drug/anti-drug operations.

5.3.17. Counter terrorist/anti-terrorist and force protection operations.

5.3.18. Matters of environmental importance that significantly impact, or have the potential to significantly impact, public health and welfare on or off the installation. Any known, or suspected, POL or hazardous substance spill, or pollution incident, which meets or exceeds reportable quantities.

5.3.19. Any matters currently under discussions/negotiations with the GOJ.

5.4. Negotiations, deliberations, and actions within the Joint Committee or any of its subcommittees, panels, or working groups are privileged matters between the two governments. No public releases thereon will be made without prior mutual agreement of the United States and Japanese representatives of the Joint Committee.

5.5. Component and local PA offices must comply with USFJ Instruction 13-3 (to be replaced by USFJ Instruction 90-3) when issuing news releases or making notification to GOJ officials. The goal is coordination to ensure a unified U.S. voice when dealing with the GOJ.

6. Miscellaneous.

6.1. Community Relations. Community relations programs of joint concern or national importance will be coordinated with USFJ/J021. Service component commanders in Japan will support appropriate community relations activities. Within the limitations imposed by security requirements, the community relations programs should include such actions as:

6.1.1. Designating at each appropriate command level a military or civilian member of the staff to be responsible for developing and maintaining a positive command-wide community relations program.

6.1.2. Encouraging individual military and civilian members of the Armed Forces and their dependents to become involved in activities related to schools, business, social and civic clubs, youth and scout organizations, sports, recreation programs, and other aspects of community life.

6.1.3. Increasing opportunities for Japanese students/visitors to visit the local base to gain understanding of our role and mission.

6.1.4. Seeking opportunities for U.S. military members to speak at Japanese schools.

6.1.5. Using Armed Forces Day, Memorial Day, Independence Day, and Veterans Day as suitable occasions for major community relations projects. Examples include planning "open houses" programs to attract visitors, arranging for organized groups to visit and/or receive information, either on post or in the civilian community. Also, using Earth Day to plan a clean-up program in the local communities.

6.1.6. Conducting vigorous, constructive community relations programs consistent with objectives and policies for Department of State, and the United States Ambassador to Japan.

6.2. Participation in Public Events. Concerts by military bands, display of military equipment to foreign audiences, open houses on military installations, and participation by American personnel in international events are encouraged as additional techniques in support of Community Relations programs. Additional guidance on rules of participation are outlined in USCINCPAC Instruction 5726.2D. Procedures for scheduling air shows and open houses in Japan and arranging static/flying aircraft support are governed by USFJ Policy Letter 55-12 (to be replaced by USFJ Instruction 35-101).

6.3. Registration of Correspondents. The Media Liaison Office (MLO) is operated by USFJ/J021 and is located at the New Sanno Hotel in Tokyo. The MLO provides for the registration of and face-to-face contact with Japanese and international media representatives (MRs) who regularly cover US forces and their activities in Japan. MRs must complete USFJ Form O-13 at USFJ's MLO in order to receive MLO credentials. If approved, MLO credentials will be issued to the MRs identifying them to all Public Affairs Offices as bonafide correspondents from a credible media organization. MLO credentials do not entitle MRs to unescorted access onto USFJ facilities, nor access to classified documents/materials/information. Any incident of a MR trying to use his/her MLO credential in an unauthorized manner should be reported to the USFJ Public Affairs Office immediately.

6.4 Travel of News Media Representatives. Requests received by USFJ/J021 from news media representatives for travel under military sponsorship to or from countries within Pacific Command (USPACOM) and Japan will be coordinated by USFJ/J021 for coordination with DOS, USCINCPAC and DOD, IAW USCINCPAC Instruction 5720.8F.

6.5. Cooperation with Motion Picture/TV Agencies. Service component commanders will refer all requests for military assistance in motion picture or television productions to USFJ/J021 for coordination with DOS, USCINCPAC and DOD, IAW USCINCPAC Instruction 5726.2D.

6.6. Press Conferences. Press conferences will be conducted under the following procedures:

6.6.1. Make no commitments for press conferences without first referring the proposal to USFJ/J021 for coordination with appropriate USFJ agencies, American Embassy, Tokyo, and Government of Japan agencies.

6.6.2. When a proposal to hold a press conference is submitted to USFJ/J021, it will include the following (if applicable):

6.6.2.1. Primary reason for the press conference.

6.6.2.2. Proposed opening statement.

6.6.2.3. A list of questions anticipated of the news media after the opening statement.

6.6.3. In all cases of doubt, refer the matter to USFJ/J021 for resolution.

6.7. Freedom of Information Requests. Public Affairs Officers shall coordinate with the division within their command that is responsible for processing requests made under the provisions of the Freedom of Information Act to ensure that the PAO is informed of any request for information that may generate negative or sensitive news reports. All such requests must then be immediately brought to the attention of US Forces, Japan, J021.

7. References.

7.1. DOD Directive 5410.18, Public Affairs Community Relations Policy, 20 Nov 2001

7.2. USCINCPAC INST. 5726.2D, Community Relations, 29 May 1993

7.3. USFJPL 11-17, Distinguished Visitors (DV) Coordination Responsibilities, 10 May 1996

7.4. USFJPL 37-10, Visits of Japanese to United States Japan (USFJ) Facilities and Areas, 19 Jun 1997 (to be replaced by USFJI 90-101)

7.5. USFJI 36-1001, Commercial Activities and Private Employment in Japan, 15 Jun 2002

7.6. USFJI 90-3, United States Forces, Japan Notification Procedures, 15 Nov 2002

7.7. USFJPL 55-12, United States Forces Participation in air Shows Conducted in Japan, 30 May 1985 (to be replaced by USFJI 35-101)

7.8. DOD Japan Environmental Governing Standards (JEGS), June 2002, Version 1.1

7.9 USFJPL 40-1, Utilization of Japanese National Personnel, 01 Mar 1985 (to be replaced by USFJI 36-502)

//////////SIGNED//////////

ROBERT M. SHEA
Major General, U.S. Marine Corps
Deputy Commander