

**BY ORDER OF THE COMMANDER
AIR FORCE RESEARCH LABORATORY**

**AFRL I 35-102
1 JANUARY 1999**

Public Affairs

ELECTRONIC NEWSLETTER

COMPLIANCE WITH THIS PUBLICATION IS MANDATORY

OPR: AFRL/PA (Maj. Ginger Jabour)

Certified by: AFRL/XPT (Lt. Col. Larry Kosiba)
Pages: 3/Distribution: F

This instruction implements AFPD 35-3, Internal Communication Programs. It explains the procedures and responsibilities for the Air Force Research Laboratory's electronic newsletter. It applies to all AFRL members and units involved in the process of contributing to and/or posting the quarterly editions of the AFRL electronic newsletter.

- 1. General.** The quarterly electronic newsletter is posted on the AFRL web site, www.afrl.af.mil. It is a key tool for the commander to communicate to all AFRL employees and is therefore directed toward the internal audience.
 - 1.1. The newsletter will follow a standardized layout. Certain "anchor" features will appear in each edition, with new information provided quarterly. Other features will vary as needed. Topics are selected by the AFRL Corporate Communications Branch, AFRL/XPTC. The preparation and signing of tasking letters assigning responsibility to write features is delegated by the commander to AFRL/XPTC-PA, and all technology directorates and headquarters staff offices are expected to comply with the tasking letters. Taskings will generally allow 3 to 4 weeks for completion.
 - 1.2. Draft articles are created by a member of the tasked office and submitted to AFRL/XPTC-PA by the initial suspense, usually 2 to 3 weeks prior to the posting date. All items must be cleared for public release before submission. Consult with your public affairs focal point or host public affairs office for more information on when security and policy review is required.
 - 1.3. The draft articles are put in final format by the AFRL HQ Public Affairs Office (to conform with public affairs guidelines for public communication products). Those that deal with potentially sensitive topics and/or command interest items will be forwarded to CC for approval. AFRL/XPTC-PA sends the final version of the newsletter to the AFRL HQ web team, who then post the article by the publication date.
- 2. Responsibilities:**
 - 2.1. The AFRL HQ Public Affairs Office (AFRL/XPTC-PA) manages the electronic newsletter. It:
 - 2.1.1. Ensures the topics covered are relevant to the laboratory mission and of sufficient interest to the internal AFRL audience to warrant inclusion.
 - 2.1.2. Encourages input from AFRL members on topics they'd like to see covered in future editions.
 - 2.1.3. Establishes the editorial calendar 6 to 9 months in advance.
 - 2.1.4. Determines appropriate OPRs and suspenses for creating initial drafts.

- 2.1.5. Prepares, signs and transmits tasking letters to appropriate OPRs.
- 2.1.6. After OPRs submit drafts, edits drafts for conformity to official Air Force public affairs style guidelines.
- 2.1.7. Makes final editorial changes, if any. In some cases, may return draft to OPR for amendments.
- 2.1.8. Forwards final version of newsletter to the AFRL web team for posting to the AFRL web site on the electronic newsletter web page.
- 2.2. The OPRs are tasked with creating draft articles for the newsletter. They:
 - 2.2.1. Prepare draft articles when tasked by AFRI/XPTC-PA and when members of their units receive noteworthy awards. Draft articles will be submitted in a Microsoft Word document of about 2.5 pages in length, double-spaced, in 12-point Times New Roman font.
 - 2.2.2. Accomplish all appropriate coordination within their two-letter organization or functional chain prior to submitting the draft article to AFRL/XPTC-PA. OPRs do not coordinate their drafts with AFRL/CC in advance of the AFRL Public affairs process, as established in para. 2.1. However, with the exception of AFRL/CC, they may coordinate with appropriate senior AFRL personnel having special oversight over particular topics; i.e., AFRL/CD may have special oversight over HR matters, etc. Only AFRL/XPTC-PA will coordinate the final draft article with AFRL/CC (through the appropriate reporting chain, which includes AFRL/XP) when appropriate.
 - 2.2.3. Submit their draft articles to AFRL/XPTC-PA by e-mail by the suspense date, along with any illustrations, photos or other graphic material.
 - 2.2.4. Amend their draft articles as requested by AFRL/CC or AFRL/XPTC-PA and re-submit amended drafts quickly to AFRL/XPTC-PA.
- 2.3. The AFRL HQ web team is responsible for maintaining the electronic newsletter. Its members:
 - 2.3.1. Format the Word documents submitted by AFRL/XPTC-PA into html (hypertext mark-up language) documents, to include linking any attachments or graphics as needed.
 - 2.3.2. Ensure the formatting and style of each edition is consistent with the established design of past editions and that all links are in working order.
 - 2.3.3. Ensure the latest edition is posted by the established publication date. In the event the documents are received from AFRL/XPTC-PA after the suspense date due to unforeseen circumstances, ensure the edition is posted within two working days of receipt by the web team.
- 3. Regular and recurring features.** The following features will appear in most or all editions of the newsletter, as appropriate:
 - 3.1. Commander's Corner. This will consist of a link directly with the latest Commander's Corner article.
 - 3.2. CIO Topics. Members of the AFRL headquarters Corporate Information Office will be tasked to submit articles of interest to the AFRL. Examples of such topics include progress on Y2K compliance, the importance of deleting old e-mail from servers.
 - 3.3. CDO Briefs. Members of the AFRL, headquarters Corporate Development Office will have the opportunity to submit articles relevant to the members of AFRL.
 - 3.4. PA Pointers. The AFRL headquarters public affairs office will periodically include important information and reminders.
 - 3.5. Breaking News. This will link to the news releases posted on the AFRL web site.

- 3.6. Headquarters Highlight. Other headquarters division will be tasked to provide features on what they do, how they can help the field units, and other relevant information.
- 3.7. Upcoming Events. This will be a link to the AFRL electronic corporate calendar.
- 3.8. Laboratory Laurels. All units will submit electronic photos and brief stories about AFRL people who have won awards or were honored in some way.
- 3.9. HR Corner. This feature will give members of HR an opportunity to publish important information, particularly data on lab demo.
- 3.10. Spotlight on (directorate). One or two technology directorates will be tasked each quarter to provide photos and a feature on its activities. Assignment of TDs will be made in alphabetical order, as follows:
 - 3.10.1 Air Force Office of Scientific Research.
 - 3.10.2 Air Vehicles.
 - 3.10.3 Directed Energy
 - 3.10.4 Human Effectiveness.
 - 3.10.5 Information.
 - 3.10.6 Materials and Manufacturing.
 - 3.10.7 Munitions.
 - 3.10.8 Propulsion.
 - 3.10.9 Sensors.
 - 3.10.10 Space Vehicles.
 - 3.10.11 Sector Focus. Sectors will be tasked to provide a short article, with photos if possible, when one of their “client” technology directorates is spotlighted, explaining how they support that directorate.

JAMES R. HEALD
Colonel, USAF
Vice Commander