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SECRETARY OF THE AIR FORCE**

AIR FORCE INSTRUCTION 35-103

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Public Affairs

PUBLIC AFFAIRS TRAVEL



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This instruction implements Air Force Policy Directive (AFPD) 35-1, *Public Affairs Management*. It provides guidance for Public Affairs civilian/community leader and media travel or transportation. It also implements Department of Defense (DOD) 4515.13-R, *Air Transportation Eligibility (November 1994)*; DOD Instruction (DODI) 5435.2, *Delegation of Authority to Approve Travel In and Use Military Carriers for Public Affairs Purposes (April 1975)*, DODI 5410.15, *DOD Public Affairs Assistance to Non-Government, Non-Entertainment-Oriented Print and Electronic Media (March 1989)*, and DOD Directive (DODD) 5122.8, *Use of Military Carriers for Public Affairs Purposes (December 1963)*. Read this instruction with Joint Publication 3-61, *Public Affairs Operations*; Air Force Instruction (AFI) 11-401, *Aviation Management*; and AFI 24-101, *Passenger Movement*. This Instruction requires the collection and maintenance of personal information including the following systems notices: F035 AF SAFPA B (Hometown News Release Background Data File), F035 AF SAFPA C (Official Biographies), and F035 SAFPA A Mobilization Augmentee Training Folders. Records Disposition. Ensure that all records created as a result of processes prescribed in this publication are maintained in accordance with Air Force Manual (AFMAN) 33-363, *Management of Records*, and disposed of in accordance with Air Force Records Information Management System (AFRIMS) Records Disposition Schedule (RDS) located at <https://www.my.af.mil/gcss-af61a/afirms/afirms/>. Refer recommended changes and questions about this publication to the Office of Primary Responsibility (OPR) using the AF Form 847, *Recommendation for Change of Publication*, and route AF Form 847s from the field through the appropriate functional chain of command. This instruction applies to the Air Force Reserve Command (AFRC), Air National Guard (ANG), and Civil Air Patrol (CAP) while performing Air Force assigned missions, unless otherwise noted.

1. Purpose of Public Affairs (PA) Travel. In accordance with (IAW) DOD 4515.13-R, Air Transportation Eligibility, Chapter 3, and DODI 5435.02, Delegation of Authority to Approve Travel In and Use of Military Carriers for Public Affairs Purpose, PA travel is defined as any travel or transportation of individuals, groups, or materiel undertaken as a result of a request to or an invitation from, and authorized by, an approving authority in the interest of adding to the public understanding of Department of Defense activities. It includes travel or transportation involving individuals or things, military or civilian, government or non-government, U.S. or foreign requests. Military carriers may be used to support travel of bona fide representatives of the media individually or in groups in connection with assignments to cover military events, press tours, visits to military installations, military exercises, or military operations; invitational or other authorized travel or transportation in support of approved PA programs, including community relations (COMREL) programs, tours, or conferences in which a DOD component is either a sponsor or a participant; and tours or other PA programs arranged jointly with another Federal department or agency or with a foreign government. Travel authorized for PA purposes must reflect the following considerations:

1.1. It shall not compete with U.S. flag commercial sea, land, or air transportation when that capability exists, is adequate, and when PA objectives may be achieved through use of commercial transportation.

1.2. Travel or transportation for PA purposes must be determined to be primarily in the interest of the DOD.

1.3. Travel designed solely to improve relations, increase goodwill, or serve humanitarian purposes does not meet the criteria for PA travel.

2. Eligibility.

2.1. Individuals traveling on invitational or authorized travel in support of approved PA activities, including guests of the Secretary of Defense participating in the Joint Civilian Orientation Conference (JCOC), Air Force tours, or tours and activities arranged jointly with other Federal government departments or agencies or with a foreign government.

2.2. Individuals who, because of their position and contacts with various public organizations, can make positive contributions to public understanding of the roles and missions of the DOD.

3. Terms Defined.

3.1. Military Carriers. Any form or type of transportation provided by a military department whether land, sea, or air.

3.2. Operational Approval Authority. Official representative authorized to approve operational use of a military carrier. See Table 1.

3.3. PA Participation Approval Authority. Official representative authorized to confirm eligibility of passengers participating in PA travel.

3.4. Public Affairs Orientation Flight. Travel that begins and ends at the same location and is completed in a single day for civic leaders or media representatives.

4. Public Affairs Travel General Approval Authority.

4.1. OSD/PA is the principal staff assistant to the Secretary of Defense for approving the use of military carriers for PA purposes with such delegations of authority as may be announced.

4.2. Commanders at all echelons are authorized to grant participation approval for local travel or transportation for PA purposes wholly within the scope of the mission and responsibilities of their respective command subject to the following conditions:

4.2.1. The subject matter is not properly the responsibility of a higher command.

4.2.2. The public interest in the PA purpose involved is confined primarily to the mission and vicinity of that command.

4.2.3. The travel is provided for the benefit of local media or individuals other than local media who are a part of an approved local PA activity, including community relations programs that meet a military PA objective.

5. Civilian Public Affairs Travel.

5.1. Objectives. The purpose of civilian PA travel is to further public understanding of Air Force missions, people, and weapons systems and to develop Air Force advocates who will carry the Air Force story to non-traditional as well as traditional audiences. Authority for Public Affairs travel is contained in DOD 4515.13R, *Air Transportation Eligibility*, Chapter 3, and DODI 5435.02, *Delegation of Authority to Approve Travel In and Use of Military Carriers for Public Affairs Purposes*. PA travel on a flight during a record attempt, a first flight of an aircraft just accepted into the inventory, a first flight over an isolated geographical area, or any other flight of a similar or special nature where abnormal conditions may exist is not authorized. Air National Guard units should note that OCONUS Civic Leader Travel and OCONUS Employer Support to the Guard and Reserve (ESGR) “bosslifts” are prohibited, according to existing ANG travel regulations.

5.2. Specific Approval Authority for Civilian PA Travel. See Table 1 below.

Table 1. Specific Approval Authority for Civilian PA travel.

Event	Participant	Approval Level	
		Participation	Operational
Civilian Orientation Flights(2)	Individuals, who because of position and contacts with various publics, can have a positive impact on public understanding of the roles and missions of the DOD and Air Force. This includes National/Regional Civic Leaders, Celebrities and National Sports Figures.(1,2)	MAJCOM/PA*	MAJCOM/CC*
Local Travel – Civilian with stops	Group of individuals participating in approved PA activities (e.g. Air Force	MAJCOM/PA	MAJCOM/CC

Event	Participant	Approval Level	
		Participation	Operational
	Tour Program, community relations tours)(3)		
	Individuals traveling on invitational travel orders	MAJCOM/PA	MAJCOM/CC
Non-local Travel - Civilian	Group of individuals participating in approved PA activities (e.g. Air Force Tour Program) ⁽³⁾	MAJCOM/PA ⁽⁵⁾	MAJCOM/CC
CONUS traveling to OCONUS PA Travel ⁽⁶⁾	Individual traveling on invitational travel orders ⁽⁴⁾	MAJCOM/PA ⁽⁵⁾	MAJCOM/CC
	Invitational and other authorized PA travel ^(3,4)	SAF/PA	MAJCOM/CC
Local and Non-local Travel for OCONUS Installations	Invitational and other authorized PA travel for U.S. Citizens	MAJCOM/PA*	MAJCOM/CC*
	Foreign civilians participating in approved PA activities (e.g. civic leaders) ^(1,3)	AF/CV	MAJCOM/CC

* May be delegated to wing-level

Notes:

1. MAJCOM/PA will inform higher headquarters as appropriate.
2. May include an intermediate stop at a locally owned and operated but geographically separated training area. Flight must be accomplished within allocated flying hour funding (e.g. training flights authorized).
3. Must be flown as a funded special assignment airlift mission (SAAM) IAW AFI 24-101.
4. Transportation in support of approved PA activities, see paragraph 1.1.
5. If non-local travel involves stopping at a different major command, MAJCOM/PA of requesting MAJCOM will inform MAJCOM/CC and SAF/PA.
6. Requesting organization will obtain owning wing and NAF/CC operational approval through appropriate channels prior to submitting request to MAJCOM.

5.3. Civilian Travel Procedures and Guidelines.

5.3.1. Selecting invitees.

5.3.1.1. Participants should be selected and invited as part of an overall PA strategy to increase public understanding and support of the roles and missions of the DOD, Department of the Air Force, or a local installation.

5.3.1.2. Installation PAs are responsible for providing a comprehensive list of proposed invitees and submitting it to the wing commander for final approval prior to sending invitations.

5.3.2. Invitational Travel Orders and Passenger Manifests.

5.3.2.1. There is no requirement for invitational travel orders if the flight is part of a PA civilian orientation flight; however, installation PAs are responsible for providing required information for the manifest.

5.3.2.2. When the travel is local (with stops) or non-local, participants must travel on invitational travel orders but at no cost to the government (no Line of Authorization required on the orders).

5.3.3. Reporting Requirements. Submit an after-action report to owning MAJCOM/PA to include date, type of aircraft, itinerary, and names of participants.

5.4. Air Force Tour Program General Guidelines. The Air Force Tour Program increases community leaders' awareness and understanding of the Air Force's role in national security by inviting groups of civilian opinion leaders to witness the Air Force mission by visiting Air Force installations. Air Force units carefully select candidates who are capable of disseminating information to various publics about the Air Force's programs. Participants may travel on Air Force aircraft to view the Air Force in action in accordance with information provided in DOD Regulation 4515.13-R, DODI 5435.2, and DODI 5410.19, Public Affairs Community Relations Policy Implementation.

5.4.1. Funding. MAJCOM and other authorized sponsors are responsible for budgeting and funding Air Force Tour Program airlift support. Fiscal year funds should be requested through the appropriate MAJCOM budgeting process.

5.4.2. In accordance with AFI 24-101, PA travel is supported as a special assignment airlift mission (SAAM). Commands are charged according to current hourly rates and type of aircraft.

5.4.3. Air Force Tour Program airlift mission requests must include a fund cite prior to submitting to MAJCOM for validation. Each sponsor will request validation through their MAJCOM/PA. MAJCOM/PA will staff as appropriate within their command. Air National Guard units will process tour requests IAW with National Guard Bureau Public Affairs Manual (PAM) 360-5.

5.4.4. SAF/PA will request and monitor funds through the headquarters of Air Mobility Command (HQ AMC) PA for DOD, Air Staff, Secretariat, and Air Force District of Washington (AFDW)-sponsored tours.

5.4.5. In accordance with AFI 24-101, AMC will budget funds for SAF/PA Air Force Tour Program via the Program Objective Memorandum (POM) process.

5.5. Airlift Requirements.

5.5.1. MAJCOM validators must submit requests to U.S. Transportation Command (USTRANSCOM) no later than 60 days prior to the event, 30 days if request includes contact information for a unit willing to volunteer to support, including owning wing support.

5.5.2. Requests must identify any special requirements such as airline style seating, comfort pallets, etc. Note: Not all aircraft can accommodate comfort pallets, and not all units can provide sufficient airline-style seating for all passengers.

5.5.3. Although sponsors may request passenger-configured aircraft, the participants will experience a more meaningful view of Air Force crewmember travel if they fly on cargo-configured aircraft.

5.5.4. Sponsors are encouraged to request a refueling mission on one leg of the trip. Air refueling is a unique Air Force operation demonstrating the capabilities of our systems and the professionalism of our people.

6. Media Public Affairs Travel. Refer to AFI 35-104, *Media Operations*, for media travel guidelines.

7. Non-Public Affairs Orientation Flights. Although non-PA orientation flights outlined in DOD 4515.13-R, Chapter 4, are not directly related to PA, PA offices are often tasked to coordinate such flights. Installation PAs should be familiar with categories of eligible passengers as well as specific requirements (see AFI 11-401, Table 1.1 for all other orientation flights).

8. Information Collection, Records, and Forms.

8.1. Information Collections. No information collections are created by this publication.

8.2. Records. The program records created as a result of the processes prescribed in this publication are maintained in accordance with AFMAN 33-363 and disposed of in accordance with the Air Force Records Information Management System (AFRIMS) Records Disposition Schedule (RDS) located at https://afrims.amc.af.mil/rds_series.cfm.

8.3. Forms (Adopted and Prescribed).

8.3.1. Adopted Forms. AF Form 847, *Recommendation for Change of Publication*.

8.3.2. Prescribed Forms. No forms are prescribed by this publication.

LES A. KODLICK, Colonel, USAF
Director of Public Affairs

Attachment 1**GLOSSARY OF REFERENCES AND SUPPORTING INFORMATION*****References***

DOD 4500.54-G, *DOD Foreign Clearance Guide*, 21 Nov 2003

DOD 4515.13-R, *Air Transportation Eligibility*, 9 Apr 1998

DODD 5122.8, *Use of Military Carriers for Public Affairs Purposes*, 13 Dec 1963

DODI 5410.15, *DOD Public Affairs Assistance to Non-Government, Non-Entertainment-Oriented Print and Electronic Media*, 28 Mar 1989

DODI 5410.19, *Public Affairs Community Relations Policy Implementation*, 13 Nov 2001

DODI 5435.2, *Delegation of Authority to Approve Travel In and Use of Military Carriers for Public Affairs Purposes*, 25 Apr 1975

Joint Publication 1-02, *Department of Defense Dictionary of Military and Associated Terms*, 12 Apr 2001, as amended through 17 Oct 2008

Joint Publication 3-61, *Public Affairs Operations*, 14 May 1997

AFDD 1-2, *Air Force Glossary*, 11 Jan 2007

AFPD 35-1, *Public Affairs Management*, 17 Sep 1999

AFI 11-401, *Aviation Management*, 7 Mar 2007

AFI 24-101, *Passenger Movement*, 27 Oct 2004

AFI 33-332, *Privacy Act Program*, 29 Jan 2004

AFI 35-104, *Media Operations*, 22 Jan 2010

AFMAN 33-363, *Management of Records*, 1 Mar 2008

AMCI 11-208, *Tanker/Airlift Operations*, 1 Jun 2000

NGB PAM 360-5, *National Guard Public Affairs Guidelines*, 6 Jun 2008

Abbreviations and Acronyms

AF— Air Force

AFCENT— United States Air Forces Central

AFD— Air Force District of Washington

AFI— Air Force instruction

AFMAN— Air Force Manual

AFPD— Air Force Policy Directive

AFR— Air Force Reserve

AFRC— Air Force Reserve Command

AMC— Air Mobility Command

ANG— Air National Guard
AOR— area of responsibility
APACS— Aircraft and Personnel Automated Clearance System
CAP— Civil Air Patrol
CC— Commander
CENTCOM— United States Central Command
CLT— civic leader travel
COMREL— Community Relations
CONUS— continental United States
CoP— Community of Practice
CV— Vice Commander
DOD— Department of Defense
DODD— Department of Defense directive
DODI— Department of Defense instruction
DSN— Defense Switched Network
ESGR— Employer Support to the Guard and Reserve
EUCOM— United States European Command
FCG— Foreign Clearance Guide
HQ— Headquarters
IAW— in accordance with
JCOC— Joint Civilian Orientation Conference
J/CFACC— Joint or Combined Forces Air Component Commander
MAJCOM— major command
NAF— numbered air force
NMR—news media representative
OAA— operational approval authority
OSD/PA— Office of the Assistant Secretary of Defense for Public Affairs
OCONUS— outside of the continental United States
OPCON— operational control
PA— Public Affairs
PAA— participation approval authority
PACAF— United States Pacific Air Forces
PACOM— United States Pacific Command

POM— program objective memorandum

SAAM— special assignment airlift mission

SAF— Office of the Secretary of the Air Force

SAF/PA— Secretary of the Air Force Office of Public Affairs

SG/PA— Surgeon General, Public Affairs

USAFE— United States Air Forces Europe

USTRANSCOM— United States Transportation Command