



**PUERTO RICO AIR NATIONAL GUARD
156TH WING
MUÑIZ AIR NATIONAL GUARD BASE
200 JOSE A SANTANA AVE, CAROLINA, PR 00979-1502**

14 September 2023

MEMORANDUM FOR ALL PERSONNEL

FROM: 156 WG/CC

SUBJECT: 156th Wing Public Affairs (PA) - Customer Service Guide

1. I take considerable pride in introducing you to the 156th Wing's Public Affairs office, a team of highly skilled, energized, and creative professionals.
2. This guide will help you obtain optimum support from PA and will inform you of the expert capabilities and official limitations of the team's Visual Information (VI) services. Their goal is to provide the best possible PA support for our wing, the Puerto Rico Air National Guard, and the U.S. Air Force. You can expect outstanding customer service and superior VI products delivered in a consistently efficient manner.
3. The members of our PA team apply their talents and time only to official projects. Though the nature of their various resources, products and services makes them highly desirable for unofficial projects, such purposes lead easily to Fraud, Waste and Abuse. Every effort is made to ensure such misuse does not occur, and I expect your cooperation. I expect supervisors and managers to share in the responsibility to prevent the unauthorized usage of our PA resources in accordance with AFH 35-115, 3.2. *Resource Protection*. Each request for service is reviewed to ensure the work to be accomplished is legal, is for official purposes, and whether the request can be supported. Work is not accomplished if it violates Air Force policy, or it may infringe on copyright laws. It is everyone's responsibility to protect VI resources and prevent fraud, waste, and abuse. The Wing Commander has the ultimate authority to approve any work in question.
4. Take a few moments to review the information contained in this guide. If you have questions, contact any member of the PA team at DSN 740-9180, COMM 787-253-5180 or via e-mail at 156WG.PA.PublicAffairs@us.af.mil.

EVARISTO M. ORENCO, Colonel, PRANG
Commander



CUSTOMER SERVICE GUIDE

156th Wing / Public Affairs

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PUBLIC AFFAIRS

PURPOSE AND OFFICIAL USE

The purpose of this *Customer Service Guide* is to provide readers with a full understanding of the role and responsibilities the 156th Wing Public Affairs (PA) section and what we offer the Puerto Rico Air National Guard and U.S. Air Force. Every aspect of the 156th Wing mission requires some form of support from our PA office. This guidebook provides guidance on PA operating policy and an overview of services and products available to help in the accomplishment of the mission. The products, services and policies described have been developed to fit the mission requirements of 156th Wing and comply with current Air Force directives. Air Force PA resources are government property for official mission support only. The *Customer Service Guide* is available digitally by request. A copy is also kept in the Studio for review.

The Public Affairs team strives to meet or exceed the expectations of our customers. The purpose of this handbook is to provide information to potential customers about the products and services available from the 156th PA section. A list of services by category with expected turnaround time is included in this guide along with directions on how to request products and services, the priority system, and limitations.

Air Force PA resources are government property for official Air Force mission support and historical documentation. Unofficial use of PA resources, or their products and services, is illegal and violators are subject to prosecution. Unofficial use by military personnel violates Article 92 of the UCMJ and may result in punitive action under the UCMJ. Unofficial use by civilian personnel may result in administrative or other disciplinary action under applicable civilian personnel regulations or instructions. The customer must certify an official need for products requested.



PUERTO RICO AIR NATIONAL GUARD PUBLIC AFFAIRS MISSION

The mission of the 156th Wing Public Affairs office is to support the wing commander and his subordinates to meet informational needs of the organization's internal and external audiences without detriment to the Puerto Rico Air National Guard's military operations. A major goal of the PA staff is to provide accurate, timely and balanced information to the public through news articles, quality imagery and broadcast video. The staff works in conjunction with the Puerto Rico National Guard PA office to help local and national media provide an understanding of the Guard's unclassified operations, capabilities, and intent. The PA staff also coordinates community-related functions including, military participation at community events and military speakers. Customer satisfaction is an important mission element.

LOCATIONS

The 156th Wing / Public Affairs office is located in the Headquarters building 22, room 111.

HOURS OF OPERATION

Daily Monday-Friday 0900 - 1530

Regularly Scheduled Drill weekends 0900 - 1530

Non-Duty Hours Requests - One-week advanced notice and approval from 156 WG commander.

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VISUAL INFORMATION SERVICES PROVIDED

Professional PA Specialists are trained and equipped to provide official photographic and video services.

PHOTOGRAPHY (OVERVIEW)

PA Specialists are trained and equipped to expose, scan, and print digital images and hard copy documents/photos using digital imaging workstations. They perform studio photography for official portraits, awards, and special duty assignments, as well as provide alert photographic services.

VIDEOGRAPHY (OVERVIEW)

PA Specialists are trained and equipped to acquire video imagery using digital cameras, provide production-documentation services and support to edit video and audio local productions for official use only. Productions will be delivered digitally.

The alteration of a photograph or video image by any means for any purpose other than to establish the image as the most accurate reproduction of an event is prohibited.

AFI 35-101, Para 7.12. and DODI 5040.02

DVIDS

A state-of-the-art, 24/7 operation owned by DMA (Defense Media Activity) that provides a timely, accurate and reliable connection between the media around the world and the military serving at home and abroad. 156th Wing DVIDS page: <https://www.dvidshub.net/unit/156W>

REQUESTING SERVICES

All requests for services or support will be accomplished on an Air Force Form 833, *Multimedia Work Order* IAW AFI 35-101, Para 7.4. Requests can be submitted to **156wg.pa.publicaffairs@us.af.mil**. Requests should include detailed needs, number, type, and size of products and services.

A description of the product's planned use, certification that the work is for official business and signature (electronic or physical). Any need for self-help should be annotated in the description.

The Air Force Form 833 is located on the 156th Wing official website, under the contact us tab, <https://www.156wg.af.mil/Portals/83/af833.pdf>

WORK PRIORITIES

The 156th Wing commander has established the following work priorities:

Priority 1 - Highest level of priority based upon the emergency or mission critical nature.
(e.g. aircraft accidents, natural disasters, state emergencies).

Priority 2 - Important but not mission critical assignments that require special attention due to immediacy of need due to time factors, security, or special handling.
(e.g. deployments, newsworthy and historical events, safety issues).

Priority 3 - Routine work. Accomplishment of routine work will be in order of date received.
(e.g. training, command presentations, wing level recognition).

Priority 4 - Requests include all other production services not outlined above. It is possible requests in this priority level may need to be fulfilled through self-help services.

Priority 5 - Requests are items that have been specifically designated as self-help services only. The completion times stated above maybe affected by several factors such as job complexity, availability of personnel and resources. If for any reason a work order can't be finished on time, it is the responsibility the PA member working on that work order to inform the customer of the delay. In addition, if at all possible, a new estimated completion time will be given. While these priorities set an estimated maximum time for completion, it is the policy of PA to complete projects as soon as possible.

The PA Employment/Prioritization Plan outlines 156 WG/PA Work Order priorities.

The wing commander may elevate priority based upon mission requirements.

QUESTIONABLE WORK ORDERS

All questionable work orders will be reviewed and either approved or disapproved by the PA Superintendent or the Public Affairs Officer. If higher authority is needed, the wing commander will be the final approving authority. At no time shall personal work be performed with PA resources.

Do not use government funded PA resources to:

1. Provide souvenirs, personal gifts, mementos, or farewell gifts.
2. Support or document farewell parties or social events unless certified as newsworthy or having historical significance by the wing commander or chief of PA.
3. Create products used primarily for entertainment during farewell parties or social events.

PHOTOGRAPHY (SPECIFICS)

Members of the Public Affairs staff are professionally trained to capture digital imagery and provide support for studio photography for official portraits, special duty assignments, official passports, and on-location photography. Alert photographic services include support to the emergency needs of Security Forces, Air Force Office of Special Investigations, disaster preparedness, flying and ground safety offices, and other emergency response agencies. In addition, the PA staff provides other photographic support such as press releases and newsworthy activities.

STUDIO PHOTOGRAPHY

Photographic prints are available to support the 156th Wing and associated GSU missions. Prints are not available for personal use. Digital files may be made available to customers for printing at their own expense. PA can support official photographs for chain-of-command, quarterly and annual award winners, special duty/school/board packages where an official biography is required.

OFFICIAL PHOTOS

Printed or digital official portraits are available in 5" x 7" and 8" x 10" format with a grey backdrop and the U.S. flag positioned on the member's right shoulder (left side of picture). Portraits meet guidelines set forth in AFH 35-115, *Visual Information*. The photographer is not responsible for erroneously placed or missing accoutrements.

Procedure: Schedule an appointment for an official portrait via the 156th Wing set more page, <https://156thwingpublicaffairs.setmore.com>. Arrive at the studio at the scheduled time with the required uniform that conforms to AFI 36-2903, *Dress and Appearance*.

PASSPORT PHOTOS

Two 2" x 2" printed color passport photos meeting U.S. Department of State guidelines are available for those requiring an official military passport. Studio hours are Tuesdays and Thursdays 1300 - 1530 and during Regularly Scheduled Drills 0900 – 1530.

Procedure: The individual or the Unit Deployment Manager will contact PA for studio coordination. The individual will show up on time with a plain color, collared shirt, and a completed AF 833.

ISO PREP PHOTOS

One front-facing and one side-facing 2" x 2" ISOPREP photos will be delivered digitally to UDM.

The 156th Intel section obtains ISOPREP images digitally. However, when a physical ISOPREP photo is required, the Unit Deployment Manager will contact PA for the request. The individual will remove all patches from his/her flight suit. or, for OCPs, the standard tan undershirt will be worn.

ON-LOCATION PHOTOGRAPHY

Professional photographers are available to shoot subjects on location, outside of the studio. Locations can include interiors or exteriors, in-garrison or deployed. It is the responsibility of the requesting office to provide or arrange for transportation of photographers to and from remote locations. Common examples of location photo shoots include deployments and exercises, unit or group photographs, workplace photos and event documentation.

ALERT PHOTOGRAPHY

Alert photography support includes security forces, Air Force Office of Special Investigations, civil engineering readiness, flying or ground safety offices, and other emergency response agencies are available.

PROMOTION AND RETIREMENT PHOTOGRAPHY

Public Affairs documents promotions and retirements for O-6 and above and E-9, as mission determines available. PA resources may be provided to meet official news and documentation requirements only.

VIDEO PRODUCTION AND DOCUMENTATION SPECIFICS

Public Affairs provides specialists to support base level documentation for managerial, operational, training, educational, historical archiving, investigative and administrative purposes.

STUDIO PRODUCTIONS

Videos produced can be output to Web, CD-ROM, or DVD.

Procedure: Complete an AF Form 833 and DD Form 1995. Schedule an appointment with PA to draft a storyboard, script, and shooting schedule.

Note: All videos are assigned a Production Approval Number and placed on a PAN log for annual review.

CEREMONIES AND PROMOTIONS

Administrative video support is limited to documenting ceremonies honoring MAJCOM, Numbered Air Force, Wing and Deputy Wing Commanders, General Officers and civilian equivalents, important historical figures such as Medal of Honor winners, Order of the Sword recipients, or aerial aces for accessioning or for media dissemination. Live streaming may be requested but is subject to Wing Commander approval.

ON-LOCATION VIDEO SUPPORT

All on-location video requests for official activities, excluding ceremonies and promotions, will be requested at least seven days prior to the event. If transportation is unavailable from vehicle operations, the requester will provide transportation for the PA Specialist and their equipment.