



## Military and Naval Affairs

KATHY HOCHUL  
Governor  
Commander-in-Chief

RAYMOND F. SHIELDS, JR.  
Major General  
The Adjutant General

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↑ 6 FEB 2023

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Division of Military and Naval Affairs (DMNA) Media Guidance and Procedures

1. References:

- a. AR 360-1 (The Army Public Affairs Program)  
([https://armypubs.army.mil/epubs/DR\\_pubs/DR\\_a/ARN30105-AR\\_360-1-000-WEB-1.pdf](https://armypubs.army.mil/epubs/DR_pubs/DR_a/ARN30105-AR_360-1-000-WEB-1.pdf)).
- b. FM 3-61 (Communication Strategy and Public Affairs Operations)  
([https://armypubs.army.mil/epubs/DR\\_pubs/DR\\_a/ARN34864-FM\\_3-61-000-WEB-1.pdf](https://armypubs.army.mil/epubs/DR_pubs/DR_a/ARN34864-FM_3-61-000-WEB-1.pdf)).
- c. AFI 35-101 (Public Affairs Operations)  
([https://static.e-publishing.af.mil/production/1/saf\\_pa/publication/afi35-101/afi35-101.pdf](https://static.e-publishing.af.mil/production/1/saf_pa/publication/afi35-101/afi35-101.pdf)).
- d. AFMAN 35-101 (Public Affairs Procedures) ([https://static.e-publishing.af.mil/production/1/saf\\_pa/publication/afman35-101/afman35-101.pdf](https://static.e-publishing.af.mil/production/1/saf_pa/publication/afman35-101/afman35-101.pdf)).
- e. Joint Publication 3-61 (Public Affairs)  
([https://www.jcs.mil/Portals/36/Documents/Doctrine/pubs/jp3\\_61.pdf](https://www.jcs.mil/Portals/36/Documents/Doctrine/pubs/jp3_61.pdf)).

2. This memorandum serves as public affairs guidance for news media engagement and contacts for all members of the New York Army and Air National Guard, New York Naval Militia, New York Guard and the DMNA federal and state employees and contract personnel.

3. The DMNA Public Affairs Office (MNPA) is responsible for coordinating and encouraging internal and external media coverage of New York Military Forces (which consist of the New York Army National Guard, New York Air National Guard, New York Naval Militia and the New York State Guard) and DMNA events and activities. MNPA produces the Guard Times magazine, manages the DMNA website ([www.dmna.ny.gov](http://www.dmna.ny.gov)), maintains the DMNA YouTube channel ([www.youtube.com/user/nynationalguard](http://www.youtube.com/user/nynationalguard)), FLICKR photo sharing site ([www.flickr.com/photos/nyng](http://www.flickr.com/photos/nyng)), and oversees the New York Army National Guard Recruiting and Retention Command management of the New York Army National Guard Facebook page ([www.facebook.com/nationalguardny](http://www.facebook.com/nationalguardny)) and the New York National Guard page on the Defense Visual Information Distribution System (DVIDS) (<https://www.dvidshub.net/unit/NYNG>).

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a. MNPA must approve the public or news media distribution of press releases, photographs, and video from all New York Military Forces elements.

b. Units contacted by the media must coordinate with MNPA when responding to media inquiries. Units without full-time public affairs personnel should forward all media inquiries to MNPA.

c. New York Air National Guard Wing and New York Army National Guard general officer command public affairs personnel can comment to reporters on federal status issues and inform MNPA about the conversation as soon as possible.

4. Commanders are encouraged to seek opportunities to inform the public and the media about the activities of their unit through photographs, press releases, and media engagements to develop community support, assist in recruiting, and inform the citizens of New York about the State and federal missions of their New York Military Forces' service members, which are supported by their tax dollars. News media coverage provides an opportunity to tell the New York Military Forces' service members / DMNA story to New Yorkers.

5. In some circumstances, unit leaders or service members may need to engage the media without prior MNPA approval. These circumstances may range from a reporter showing up at an armory or air base unannounced, to a member of the press approaching New York Military Forces' service members while on a mission or training event. It is better to engage the media briefly in these circumstances and then refer them to MNPA for more information than to simply say "no comment" or refuse to speak. MNPA must be notified as soon as possible about the contact. Information should include the reporter's name, media outlet, contact information and subject of the conversation.

6. Commanders at all levels are encouraged to coordinate with MNPA to invite media to unit activities, events, and training. MNPA will assist commanders or their designated points of contact (POC) in identifying newsworthy activities and issue media advisories or press releases as required. MNPA will assist unit POCs in preparing media releases.

7. Commanders at all levels are encouraged to use the MNPA hometown news release capability to highlight significant individual and group accomplishments. These include promotions, awards, attendance at Annual Training, participation in a deployment or in a named operation or training exercise, graduation from military schools, and/or retirements.

a. Units can coordinate for hometown media release by contacting Colonel Richard Goldenberg, New York National Guard Public Affairs Officer, at 518-786-4581, or [richard.l.goldenberg.mil@army.mil](mailto:richard.l.goldenberg.mil@army.mil).

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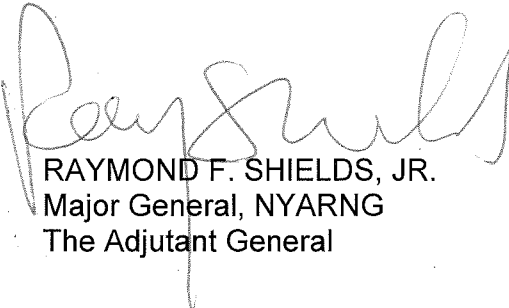
b. Required information varies depending on the type of hometown news release, but at a minimum MNPA requires name, hometown and state, home zip code, New York Military Forces' service members' rank, unit, and background information on the award, operation, or accomplishments. For single person press releases, such as a retirement announcement or significant award, military biographical information, information on civilian employment and family, and a photograph is necessary.

8. Commanders are encouraged to submit photographs from unit members on activities, events, and training for use on the DMNA website, in Guard Times Magazine, on the New York National Guard FLICKR site, DVIDS, and on the NYARNG Facebook page to MNPA along with information about the event. Articles from unit members are also encouraged. Photographs and information on training events may be sent to Colonel Richard Goldenberg (richard.l.goldenberg.mil@army.mil), or Mr. Eric Durr (eric.durr5.nfg@army.mil).

9. Commanders and leaders are highly encouraged to provide suggestions for media engagement. MNPA will assist and support local unit media activity with press release distribution, advice, and public affairs guidance as required. My objective is to actively advance command messages across New York in a responsible and coordinated manner. I urge and support the incorporation of a media plan into all training and exercise operations.

10. Commanders are directed to ensure that all public affairs personnel and base community manager officers adhere to these directives in both letter and spirit.

11. The POCs for planning and coordination at DMNA/Joint Force Headquarters Public Affairs Office is Mr. Eric Durr, Director, eric.durr5.nfg@army.mil, 518-786-4581, or cell 518-429-5186; or Colonel Richard Goldenberg, Public Affairs Officer, richard.l.goldenberg.mil@army.mil, or cell 518-727-7314.



RAYMOND F. SHIELDS, JR.  
Major General, NYARNG  
The Adjutant General

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