

TEXAS A&M TASK FORCE STANDARD OPERATING GUIDELINES

PUBLIC RELATIONS AND TASK FORCE REPRESENTATION

VOLUME NO. 1 REFERENCE NO. 1-08

1.00 PURPOSE

- 1.01 To provide guidelines for members in representing the Task Force during media interviews or correspondence.

2.00 OBJECTIVE

- 2.01 To provide guidance for the responsibilities and duties of Task Force personnel during media interviews and correspondence.

3.00 DEFINITIONS

- 3.01 **Media:** the means of communication to the public through communications streams such as radio, television, newspapers, magazines, social media or news outlets.

4.00 GENERAL GUIDELINES

- 4.01 No member of the Task Force other than the team Program Manager, Task Force Leader at a deployment, or the Public Information Officer shall release information, give an interview relating to the Task Force or a Task Force deployment, without obtaining clearance from the Public Information Officer. No member shall express opinion on an official position of the Task Force except the Program Manager or Public Information Officer.
- 4.02 No member of the Task Force other than the team Program Manager or Public Information Officer shall represent the Task Force in a correspondence or article without official clearance or approval. Members should not make statements or sign Texas A&M Task Force (TX-TF1 & TX-TF2) and their team position on any correspondence without approval. Approval can be obtained through the Program Managers Office or through the Public Information Officer.
- 4.03 No member shall make a statement or write a correspondence concerning any political view or position concerning the Task Force. Members should refer inquiries up the chain of command to the Program Manager, Public Information Officer or Task Force Leaders.

- 4.04 Members may release information concerning the date, time and general location of a Task Force event or deployment. They may release their name and team position. All other information requests must be forwarded up the chain of command.
- 4.05 Task Force uniforms and Task Force branded clothing or other apparel should not be worn when not involved in operations or activities directly related to Task Force deployments, Task Force trainings, US&R classes, or events in which a member is officially representing the Task Force
- 4.06 Uniforms or branded apparel will not be worn while participating in events that could discredit the Task Force, political activities, private employment, or at establishments that primarily operate to serve alcohol.
- 4.07 The Task Force brand and name is a protected trade mark and a well-recognized symbol of the Team and its decades of service to the nation and State of Texas. All uses of the logo, brand, or name require prior written approval. Any member or organization wanting to put the task force logo(s) on an item or create a likeness requires prior written approval from the Sponsoring Agency Chief or delegee, requests should be made via the Public Information Officer.