



DEPARTMENT OF THE ARMY
ARMY NATIONAL MILITARY CEMETERIES
ARLINGTON NATIONAL CEMETERY
ARLINGTON, VA 22211-5003

SAAC-PAO

18 April 2022

MEMORANDUM FOR RECORD

SUBJECT: Media Policy for Army National Military Cemeteries

1. References:

- a. 10 USC 7724, Executive Director.
- b. Code of Federal Regulations, Title 32 Part 553, 29 August 2019.
- c. Army General Order 2020-01, Assignment of Functions and Responsibilities within Headquarters, Department of the Army.
- d. AR 290-5, Army National Cemeteries, 21 October 2020.
- e. AR 360-1, The Army Public Affairs Program, 8 October 2020.
- f. FM 3-61, Public Affairs Operations, 1 April 2014.
- g. DA Pam 290-5, Administration, Operation, and Maintenance of Army Cemeteries, 20 October 2020.

2. Purpose: The policy governs traditional, non-traditional and digital/social media rules and procedures on Army National Military Cemeteries (ANMC) properties. This policy supersedes the Media Policy for Arlington National Cemetery (ANC) and the Soldiers' and Airmen's Home National Cemetery (SAHNC), 18 June 2020. ANC and the SAHNC are military installations and media procedures in the cemeteries are governed by 32 CFR Part 553 and AR 360-1.

3. Responsibilities.

a. The Executive Director (ED), Army National Military Cemeteries: By law, in accordance with reference 1a, the ED is responsible to establish and administer policies for media and digital media procedures at ANC and the SAHNC. The ED may approve changes or exceptions to this policy and is the final authority on granting access for media representatives.

b. The ANMC Chief of Public Affairs is the proponent for overseeing administration of this policy on behalf of the ED.

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4. Background.

a. ANMC's mission is to represent the American people for past, present and future generations by laying to rest those few who served our nation with dignity and honor while immersing guests in the cemetery's living history. Ensuring full operational capability in support of burials and grounds keeping is fundamental to accomplishing this mission.

b. The ANMC Public Affairs Office's (PAO) mission is to tell the Department of Defense (DoD), Department of the Army (DA) and ANMC story to internal and external audiences and to fulfill the Army's obligation to keep the American people and the Army informed.

c. The PAO is responsible for accurately and effectively communicating the cemetery's rich history and its ceremonies, programs, and policies through internal communication, media relations, community outreach, and digital media engagement tailored to external and internal key audiences with interests in DoD, DA, and ANMC.

d. The PAO routinely engages with traditional media, non-traditional media, and social media. All general media references in this policy encompass all three of these elements.

(1) Traditional media is any form of mass communication prior to the advent of digital media and includes television, radio, newspapers and magazines.

(2) Traditional media requests will be assigned and staffed in accordance with the ANMC Media Tier System (Encl. 1). Tier 1 requests will be coordinated and vetted through the Department of the Army, Office of the Chief of Public Affairs (OCPA). The ANMC ED will be the final approval authority of all Tier 1 media requests.

(3) Non-traditional media, also referred to as "new media," is any media – from newspaper articles and blogs to music and podcasts – that is delivered digitally. Websites, streaming apps, blogs, podcasts or any internet-related form of communication can be considered new media.

(4) Social media are websites and applications that allow people to communicate and share information on the internet using a computer or mobile device (ref 1e).

(5) All traditional media that have social media platforms will follow the same tier system and procedures as a traditional media request.

(6) All internal media organizations are designated as Tier 3 requests (Encl 1) and will follow the same procedures as a traditional media request. Internal media is

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defined as Public Affairs offices or visual information and command information units/personnel assigned to the local, state or federal government.

(7) Requests from non-governmental organizations, non-profit and for-profit organizations will be evaluated on a case-by-case basis and must adhere to Title 32 Code of Federal Regulation Part 553.33-35, which prohibits display or distribution of commercial advertising or the solicitation of business within the cemeteries.

5. Policies.

a. Media Requests.

(1) Requests for media support must fall into two categories: the cemetery is the subject matter or a decedent at the cemetery is the subject matter. Requests must have a direct tie to the cemetery.

(2) ANMC PAO requires 72 hours' notice from media organizations requesting to cover a service, ceremony or other filming/photography project within the cemetery. Breaking news requests will be considered on a case-by-case basis.

(3) ANMC will assess media requests based on the following criteria: will it increase awareness and understanding of the cemetery; serve to correct an inaccuracy; bring context or clarity to a complex issue; or bring public attention to ANC's mission and top priorities. ANMC PAO will also consider whether the coverage will disrupt operations, jeopardize the sanctity of the cemetery, or disturb mourners or visitors.

(4) Film, television and multimedia entertainment-oriented projects must be reviewed by the Department of the Army's Office of the Chief of Public Affairs, Western Region (OCPA-West). Entertainment industry representatives or documentary filmmakers seeking to film in the cemetery must send requests to OCPA-West for review. OCPA-West, in collaboration with OSD Public Affairs, will coordinate with ANC. The ED will determine if supporting the request is in the best interest of the cemetery and has final approval authority. If approved, OCPA-West will create a Department of Defense Production Agreement if required.

(5) Book authors and associated photographers seeking access and support from the Army must send requests to the Office of the Chief of Public Affairs, Northeast Region, (OCPA-NE) for review. OCPA-NE, in collaboration with OSD Public Affairs, will coordinate with ANMC. The ED will determine if supporting the request is in the best interests of the cemetery and will have final approval authority. If approved, OCPA-NE will draft a memorandum of agreement with the publishing company or author.

(6) Media requesting to film or photograph the Arlington House must coordinate directly with the National Park Service (NPS) to obtain a filming permit. ANMC PAO will

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notify NPS and coordinate the media request and logistics required. Media requests tied to the Women in Military Service for America (WIMSA) Memorial must be coordinated with the WIMSA PAO. Requests to film or photograph the exterior of the Memorial must be made through ANMC PAO.

(7) Media requesting to film the headstone or niche of an individual (including the Kennedy family gravesite) interred or inurned at the cemetery must provide the ANMC PAO with written authorization from the Primary Next of Kin (PNOK) or if applicable, Person Authorized to Direct Disposition (PADD). If family of the deceased are involved in the filming, the ANMC PAO will not permit any audio or microphones placed on family members or near the gravesite during the entirety of the media escort. Additionally, these escorts will be coordinated so as not to impede cemetery operations or funeral services.

(8) Filming or photographing will not be permitted if it conveys the impression that cemetery officials or any visitor or family member is endorsing any product, service or organization. Additionally, ANC will not authorize any filming for partisan, political or fundraising purposes, in accordance with the Hatch Act, 32 CFR 553, and AR 360-1.

b. Media Conduct.

(1) ANC is a Department of the Army facility and all media must comply with all references listed above when on the property of either cemetery.

(2) All media must follow the directions of the ANC PAO at all times while on cemetery property.

(3) Media must show proper identification/organizational credentials upon request.

(4) Media are required to have a PAO escort for the entirety of their time in the cemetery and will be escorted into and out of the cemetery.

c. Media Interviews and Stand-Ups.

(1) Media representatives may not perform stand-ups or walk-and-talks on the grounds of ANC or SAHNC, to include outside the Women in Military Service for America (WIMSA) Memorial or the Arlington House front lawn near the flagpole. The designated location for stand-ups is Memorial Avenue, outside the cemetery's main entrance.

(2) Media representatives may not, without prior approval of ANMC PAO, request interviews with ANMC employees, official ANMC volunteers (e.g. Arlington Ladies) or official event participants (e.g. military honor guards, funeral home directors) in

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conjunction with a private memorial service, private funeral service or any other public ceremony or event on cemetery grounds. All interviews will be conducted outside the ANMC main entrance. Only the Executive Director may authorize an exception to this policy.

(3) Media representatives may not conduct “man on the street” interviews with the general public. Requests for b-roll footage will be considered on a case-by-case basis. If granted, b-roll footage shot in the cemetery will be with natural sound only.

(4) Approved media events must not exceed the agreed-upon appointment time unless an exception is granted by the ED.

d. Funeral Services.

(1) ANMC PAO will not publicize any funeral service to solicit media attendance/coverage. All media requests for funeral coverage will be processed in collaboration with Interment Services. Coordination will include PNOK approval, family preference for scope of coverage (via the family media authorization form) and final placement of media.

(2) Media representatives may not attend and cover private funeral services and/or private memorial services unless written media authorization (Encl. 2) is given by the Person Authorized to Direct Disposition (PADD) or Primary Next of Kin (PNOK), as coordinated by Arlington National Cemetery.

(3) DoD casualty affairs officers and other DoD PAO offices must use the ANC family media authorization form. Other means of authorization will not be accepted by ANMC Interment Services or ANMC PAO.

(4) When media are present, family-hired photographers and/or videographers must be respectful to the Public Affairs staff providing them with guidance and direction on site. Public Affairs will work to balance the interests of the family-hired photographer and videographer with external and internal media outlets who may be in attendance capturing the service at the request of the family.

(5) Family-hired photographers and/or videographers may live stream a funeral service only with explicit permission from the PADD or PNOK and with the intent to broadcast the service to family/friends unable to attend the service.

e. Disinterment. Due to the sensitivities surrounding a disinterment and potential safety hazards posed, media will not be permitted to cover a funeral disinterment at ANC.

f. Public Commemoration Ceremonies and Special Events.

(1) All ceremonies conducted on ANC grounds must be coordinated with ANMC G-3 Operations. ANMC PAO does not have authority to coordinate or approve any events or ceremonies at ANMC. This includes official and public wreath ceremonies at the Tomb of the Unknown Soldier and ceremonies at individual graves or memorials.

(2) Any organization interested in bringing media (internal or external) to an approved ceremony, honor flight or event must request approval for the media separately through ANMC PAO. ANMC PAO reserves the right to deny the request if it gives the appearance of ANMC endorsing a particular organization, cause, movement or political campaign.

(3) **Armed Forces Full Honors Wreath Ceremonies.** Media requesting to cover an Armed Forces Full Honors Wreath Ceremony must coordinate with the U.S. Army Military District of Washington Public Affairs Office. The host organization PAO is responsible for escorting the media and must provide the ANMC PAO a copy of the media outreach plan and media advisory prior to dissemination. The host will also provide a final media attendance roster to ANMC PAO no later than (NLT) 24 hours prior to the event.

(4) **Service Full Honor Wreath Ceremonies.** Individual service branch public affairs offices that wish to film or photograph their wreath ceremony must coordinate through ANMC PAO. The host organization PAO is responsible for escorting the media with ANMC PAO support and must provide the ANMC PAO a copy of the media outreach plan and media advisory prior to dissemination. The host will also provide a final media attendance roster to ANMC PAO NLT 24 hours prior to the event.

(5) **Public Wreath Ceremonies and Special Events.** Any media representative requesting to cover a public commemoration ceremony or special event must coordinate with and receive written permission from ANMC PAO 72 hours before the event. The host will also provide a final media attendance roster to ANMC PAO NLT 24 hours prior to the event.

(6) **Honor Flights.** External media arriving with an approved Honor Flight (embedded or arriving separately) must pre-coordinate with ANMC's PAO for a media escort to cover their visit. Media representatives will not be permitted to access the ANMC grounds freely. PAO will coordinate with G2 for any approved external media escorts. For Honor Flights that bring an internal or organizational photographer or videographer, PAO will provide specific guidance to the internal organization covering an Honor Flight and coordinate with ANMC's G3 and the 3rd U.S. Infantry Regiment ("The Old Guard") Public Affairs Office. Internal organizations will be advised to check in at the Tomb Quarters to obtain access to the press pit.

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g. Non-Governmental Organizations.

(1) Organizations that are not part of the federal government (e.g. Wreaths Across America, Audie Murphy Club, USAA, etc.) conducting an ANMC G3-approved ceremony or event at ANC must request media approval through ANMC PAO. This may require a legal review. Media must coordinate with and receive written permission from ANMC PAO 72 hours before the event. Any media materials the organization wishes to disseminate must be reviewed and approved by the ANMC PAO prior to dissemination. The organization must also provide a final media attendance roster to ANMC PAO NLT 24 hours prior to the event. All media covering these events must be escorted by ANMC PAO.

(2) NGOs that have an approved event must also coordinate with ANMC PAO for media logistics to include: reviewing and approving media products, issuing media credentials, managing news agency RSVPs and providing media ground rules for the event.

(3) A legal review may be conducted to assess any paid or unpaid marketing, advertising or fundraising associated with the event. The legal review may result in the organization removing language, the Army and ANC logo or other content/imagery which gives the impression of Army or ANMC endorsing the event/product.

g. Live Streaming of Public Commemoration Ceremonies and Special Events.

(1) Live streaming of remarks at a public commemoration ceremony or special event by media (internal or external) or representatives of the participating organization is not permitted. Live streaming may only be permitted at the Tomb of the Unknown Soldier during an official wreath ceremony.

(2) Silent filming or taped remarks of the ceremony recorded by media (internal or external) or by representatives of the participating organization will be permitted on a case-by-case basis. ANMC PAO and ANC G3 reserve the right to pre-approve any remarks for an event which may appear to give the appearance of ANMC or the event sponsor endorsing a particular organization, cause, movement, non-profit organization, commercial entity, or political campaign.

h. Specialty Cameras.

(1) ANMC does not allow any 360 cameras, GoPros or drone cameras inside the cemetery, attached to buildings or the landscape (trees, shrubs, etc.) or at funerals due to security and environmental concerns. Non-compliance may result in removal from cemetery grounds. An exception is made for ANMC internal staff and family-hired

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private photographers/videographers who may use this equipment for the family's personal use during a funeral service.

6. Procedures.

a. 1 Memorial Ave, Arlington, Virginia, is the primary media entry point for all approved escorts unless pre-coordinated with G2.

b. Unescorted media will be reported to G2 and PAO for awareness and action as appropriate.

c. When arriving without an appointment, media must self-identify to the security staff and wait for an ANMC PAO to provide guidance or escort.

d. Media who have not pre-coordinated with ANMC PAO will be asked to leave the cemetery and directed to submit an official media request. The ANMC PAO cannot accommodate walk-up requests.

e. Media representatives will be escorted to and from the service by an ANMC PAO representative.

f. For funerals, media representatives will remain in an area designated by the ANMC PAO that is located a respectful distance from the service or gravesite and provides an unobstructed view of the service. Media representatives who do not follow the guidance of the ANMC PAO escort may be asked to leave the service and could be denied future media access. This applies to both internal and external media.

g. From their designated area, media will be allowed to take notes, film, photograph and record audio of natural, ambient sound (such as rifle volleys and "Taps"), once PADD or PNOK permission is granted. Wireless microphones will not be permitted to be placed on or near the gravesite for the purpose of recording services or comments, unless specifically authorized in writing by the PADD or PNOK on the media authorization form. Newspaper reporters without camera/video/audio recording equipment may be permitted to take notes in the last row of mourners if ANMC PAO receives explicit written permission from the PADD or PNOK on the media authorization form.

h. Family-hired media have the first right of position when commercial or internal media are present. All efforts will be made to ensure that media have unobstructed views of the entire service.

i. Media will be escorted from a private memorial or funeral service at the conclusion of the "official" portion of the service, allowing families private time at the gravesite.

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ANMC PAO may ask media to turn off their equipment or to position cameras away from the gravesite to ensure privacy is granted.

j. Media covering private memorial or funeral services are requested to adhere to a dress code appropriate to the solemnity of the occasion.

k. ANMC PAO reserves the right to coordinate with the PNOK/PADD if it becomes necessary to pool media resources given a high volume of requests for coverage. This is in an effort to limit the media footprint at the gravesite.

l. Forty-five minutes prior to a funeral or ceremony, ANMC PAO will place media in their designated positions, reiterate filming/photography ground rules, and describe the ceremonial sequence of events and terminology to use in reporting.

m. All media must stay in the designated media area during the course of the ceremony. This includes ceremonies at the Tomb of the Unknown Soldier, the John F. Kennedy gravesite and private or public funerals.

n. All in-house imagery will be provided to the public and commercial media on both the ANC Flickr page and the Defense Information Visual Directorate (DVIDS) website as public domain.

o. All media requests will be tracked in the ANMC PAO media tracker located on the cemetery shared drive.

7. The point of contact is the ANMC Chief of Public Affairs at (703) 614-0062 or e-mail: usarmy.pentagon.hqda-anc-osa.list.anc-pao@mail.mil.

2 Encls

1. Tiered System

2. PADD/PNOK Media Release Form

KAREN DURHAM-AGUILERA

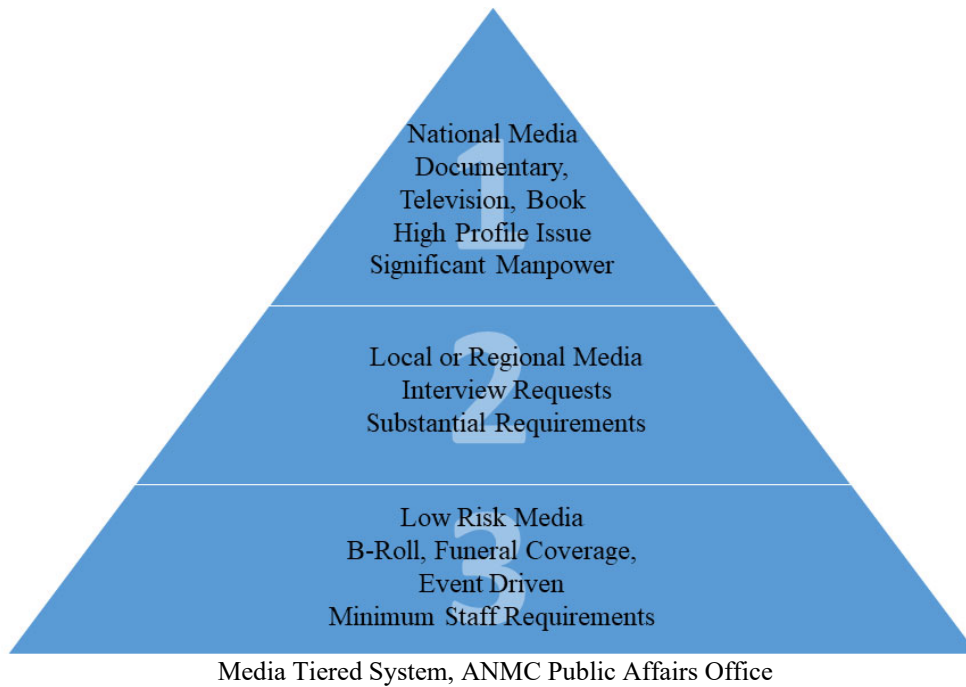
Executive Director

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Encl 1: Tiered System

Media Tiered System for ANMC Public Affairs Office



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