



DEPARTMENT OF THE AIR FORCE
HEADQUARTERS 316TH WING (AFDW)
JOINT BASE ANDREWS, MARYLAND 20762

25 November 2020

MEMORANDUM FOR ALL JOINT BASE ANDREWS MARQUEE REQUESTORS

FROM: 316 WG/PA

SUBJECT: Guidance Memorandum for Base Marquee Requests

1. This memorandum provides guidance for posting messages to the Base Marquees. It applies to all activities supported by the 316th Wing Public Affairs, including Air Force Reserve and Air National Guard Units.

2. **RESPONSIBILITY.** The 316th Wing Public Affairs Office is the manager and point of contact for the electronic marquee signs at the Bond (main) and Pearl Harbor gates at Joint Base Andrews (JBA).

3. **PURPOSE.** The base marquee serves as an official avenue of disseminating mission-essential information from JBA leaders to the base population. Requests must be made in accordance with the following priority system:

Priority 1: FPCON, INFOCON and weather warning messages

Priority 2: Messages for DVs and special ceremonies for group commanders and above

Priority 3: Organizational messages

Priority 4: Retirement messages as listed in 6.b

4. **SCHEDULING THE ELECTRONIC MARQUEE.** Units/organizations wishing to have information posted on the marquee will submit a request form (attachment 1 and available on jba.af.mil). Information will not be taken over the phone and all requests forms must be sent to 316wg.pa.commandinformation@us.af.mil. Routine requests must be received seven (7) duty days prior to the desired posting date, but no more than four weeks in advance. Priority messages are exempt from this requirement.

5. **MESSAGE LIMITATIONS.**

a. The computer is maintained in the 316th Wing Public Affairs office. During non-duty hours, 316WG/PA personnel have unrestricted access to update the signs for time-sensitive updates, such as FPCON, INFOCON and weather warning messages.

b. An official message displayed on the marquee is limited to one screen in order for it to be viewed in its entirety by passengers in passing cars and to allow more messages displayed and

read on the same day. Exceptions to this policy will be determined by the marquee manager, who will assess if two message boards are required to understand the message.

c. Priority 1 messages will be given top priority and will replace regularly scheduled messages. Priority 1 messages will be ordered and displayed based on operational priorities.

6. MARQUEE PROHIBITIONS.

a. Commercial advertisements for events not sponsored by a JBA agency will not be accepted.

b. Political messages will not be accepted.

c. Welcome messages will not be accepted for positions below Command Chief, Wing Commander, and civilian equivalent.

d. Personal congratulatory messages for promotions, etc., will not be accepted.

e. The marquee will not be used for items or services for sale, except for base-sanctioned fundraisers, such as the Air Force Assistance Fund and Combined Federal Campaign.

f. Retirement messages will not be accepted for personnel in the grades below general officers, except for Wing Commanders, senior executive for civilians, and the position of Command Chief Master Sergeant for enlisted and their equivalents at the wing level.

f. Only national month-long observance messages will be posted (i.e. February is Black History Month).

g. Messages for base service events (i.e. Club, Golf Course, etc.) will be accepted on space available basis and programmed at the marquee manager's discretion.

7. If there are questions regarding this memorandum please reach out to the 316th Public Affairs on-call at (240) 988-9234 or via e-mail at 316wg.pa.commandinformation@us.af.mil.

JESSICA L. TAIT, Maj, USAF
Chief, Public Affairs

Attachments:

1. JBA Marquee Request Form