



Department of Defense INSTRUCTION

NUMBER 5430.1

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Administrative Reissuance Incorporating Change 1, June 30, 1961

ASD(L&PA)

SUBJECT: Participation of Military Personnel in Commercially Sponsored
Radio-Television Broadcasts not of a Public Service Nature

1. PURPOSE

The purpose of this Instruction is to clarify and unify existing Department of Defense policies and procedures governing the participation of military personnel in commercially sponsored radio or television broadcasts, and sustaining broadcasts which are not of a public service nature.

2. APPLICABILITY

This Instruction is applicable to all components of the Department of Defense. Hereinafter, the term Department of Defense shall be interpreted to include the military departments. It is not applicable to military bands and orchestras whose participation in radio or television broadcasts is covered by separate regulations.

3. DEFINITIONS

3.1. LOCAL PROGRAM: A local program is defined as one broadcast or rebroadcast only by the station over which it originates, or rebroadcast at a later time by another station within the same general broadcast area as the original station.

3.2. REGIONAL PROGRAM: A regional program is one broadcast over the facilities of two or more inter-connected stations in the same geographical area, but not

in the same broadcast area. Filmed, taped, kinescoped or transcribed programs which are broadcast over one station at a time, but which are later broadcast from one or more other stations in the same geographical area but not in the same broadcast area are considered regional programs.

3.3. NATIONAL PROGRAM: A national program is one broadcast over the facilities of two or more inter-connected stations not in the same geographical or broadcast areas. Any filmed, taped, kinescoped or transcribed program originating simultaneously or successively from stations not in the same geographical or broadcast areas shall be considered a national program.

3.4. REGIONAL COMMAND: A Regional Command is defined as a numbered Army Headquarters, a Naval District Headquarters, or a major Air Command Headquarters.

4. POLICY

The participation of military personnel in commercially sponsored or sustaining radio or television programs may be permitted when deemed by appropriate authority to be in the best interests of the Department of Defense, is in keeping with the dignity and prestige of the military services, and is not interfering with the customary employment and regular engagement of performers. To provide guidance and to regulate and control such participation, the following standards are herewith established:

4.1. Members of the military establishment may take part in local or regional commercially sponsored or sustaining radio or television programs only with the approval of the Service Secretary concerned, who is authorized to redelegate the approval authority to the appropriate officers at the various command levels.

4.2. Authority for participation in national programs is reserved to the Secretary of Defense.

4.3. Appearances for entertainment purposes may be approved when:

4.3.1. the program concerned is devoted entirely to the observance of a national holiday or is dedicated to the Armed Forces or to a particular Service, or

4.3.2. the program is local and originates entirely from a military installation,
or

4.3.3. the military participation sought is unique in character, has no commercial counterpart, and contributes to a specific Service interest, or

4.3.4. the Secretary of Defense deems it to be in the national interest.

4.4. Requests for Secretary of Defense approvals shall be submitted through the Office of the Assistant Secretary of *Defense (Public Affairs)*.

4.5. Military participation will be permitted for information purposes when the person appearing is newsworthy in his own right, or when appearing as an official representative of his Service or command for the sole purpose of informing the viewing or listening audience of the operation or functioning of such Service or command.

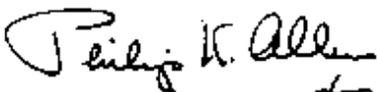
4.6. Military personnel may take part in audience participation programs without prior clearance, but are responsible for conducting themselves so as to reflect credit upon themselves and the military profession.

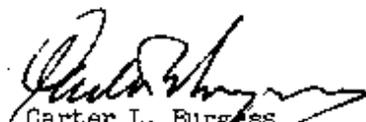
5. IMPLEMENTATION

The Services will provide copies of implementing instructions within 60 days to *OASD(PA)*.

6. EFFECTIVE DATE

This Instruction is effective immediately.


Robert Tripp Ross *for*
Assistant Secretary of Defense
(Legislative and Public Affairs)


Carter L. Burgess
Assistant Secretary of Defense
(Manpower, Personnel and Reserve)