



DEPARTMENT OF THE ARMY
US ARMY INSTALLATION MANAGEMENT COMMAND
HEADQUARTERS, UNITED STATES ARMY GARRISON, FORT GORDON
307 CHAMBERLAIN AVENUE
FORT GORDON, GEORGIA 30905-5730

REPLY TO
ATTENTION OF:

IMGO-ZA

JUL 23 2013

MEMORANDUM FOR Fort Gordon Military and Civilian Personnel

SUBJECT: Garrison Commander's Policy Memorandum No. ⁷⁷~~76~~ - Operation of
Electronic Marquees

1. The addition of electronic marquees to Fort Gordon has provided the installation the ability to further reach the customer base that it supports. With this ability comes the responsibility of operation and the determination of authorized messages to appear on the marquees. The operation of the marquees is the sole responsibility of the Support Services Division within the Directorate of Family and Morale, Welfare and Recreation (DFMWR). Authorized messages are defined below.
2. Use of the electronic marquees is authorized in the following situations:
 - a. DFMWR programs, services, and activities.
 - b. Command emergency notification alerts during or immediately preceding an emergency situation (e.g. earthquake warning). Housing safety messages or school closings are not emergencies unless posted as part of instructions in the event of an emergency situation.
 - c. Other periodic messages as designated by the Garrison Commander including community announcements such as the Combined Federal Campaign.
 - d. The Exchange will be allotted 4 messages per calendar year for up to 5 days to announce community interest items. Messages will not be for advertisement or to announce sales.
 - e. Major job fairs (through the Directorate of Human Resources).
 - f. Programs or events with special emphasis from the Equal Opportunity Office.
 - g. Welcome Home and Farewell messages for redeploying/deploying units.
 - h. Change of Command announcements for Brigade level and higher.
 - i. Farewell and Welcome message for those entities listed above when a Change of Command occurs (if requested).

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- j. No messages for Family Readiness Groups or their events will be posted.
 - k. No messages for Private Organizations or their events will be posted.
3. Every request for posting of electronic marquee messages/advertisements must be submitted via a marketing request at least two weeks prior to the requested display date. The request should include the event/message specifics and be emailed to katherine.i.scott.naf@mail.mil with a cc to heather.w.addis.naf@mail.mil. The marketing request should include the location of the electronic marquee(s) being requested along with the timeline the message is to be displayed. Messages will be displayed no longer than 5 days and will be automatically removed upon expiration.

Locations of the DFMWR electronic marquees:

- 1) Gate 1- Chamberlain Ave
- 2) Gate 2- 19th Street
- 3) Gate 5- Avenue of the States

4. Any exception to this policy will be staffed through the Marketing Office of the Directorate of Family and Morale, Welfare and Recreation for the Garrison Commander's approval.

5. Support Services Division of the Directorate of Family and Morale, Welfare and Recreation is the proponent of this Policy Memorandum.


ROBERT A. BARKER
COL, SC
Commanding

DISTRIBUTION:

HQ, USASC&FG: A
Major Commands: A
Field Operating Activities/Agencies: A
FOSCOM Units: A
ISSB, DOIM: A