



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

MAY 08 2014

MEMORANDUM FOR Fort Gordon Military and Civilian Personnel

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

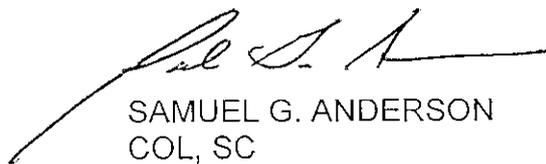
1. The addition of electronic marquees to Fort Gordon has provided the installation the ability to further reach the customer base that it supports. The operation of the marquees is the sole responsibility of the Support Services Division (SSD) within the Directorate of Family and Morale, Welfare and 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.
  - c. Other periodic messages as designated by the Garrison Commander (GC) including community announcements such as the Combined Federal Campaign, "Tell the GC", other Garrison initiatives, Town Halls, etc .
  - d. The Exchange will be allotted 1 continuous message that can be changed at their discretion to announce community interest items. Messages will not be 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. CoC and Change of Responsibility announcements for Brigade level and higher.
  - i. Farewell/welcome messages for those listed above when a CoC/ COR occurs (if requested).
  - j. Announcements of speaking engagements of dignitaries.

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- k. No messages for Family Readiness Groups or their events will be posted.
  - l. No messages for Private Organizations or their events will be posted (minor exceptions can be made by the GC).
  - m. No messages for specific groups or classes arriving or departing the installation other than those exceptions listed above.
  - n. No messages regarding fundraisers other than CFC and AER.
  - o. No messages depicting a specific religious affiliation 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](mailto:katherine.i.scott.naf@mail.mil) with a cc to [heather.w.addis.naf@mail.mil](mailto: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. Non DFMWR messages will be displayed no longer than 7 days. Requested messages will run for 8 seconds, be displayed on the standard template and not include graphics or video components. There should not be any more than 15 messages on the marquees at any given time with DFMWR retaining 8 of those slots.

Locations of the DFMWR electronic marquees: Gate 1 - Chamberlain Ave; Gate 2 - 19<sup>th</sup> Street; Gate 5 - Avenue of the States

- 4. Any exception to this policy will be staffed through the Marketing Office of the DFMWR for the GC's approval or through an MOI signed by the GC.
- 5. SSD of the DFMWR is the proponent of this Policy Memorandum.



SAMUEL G. ANDERSON  
COL, SC  
Commanding

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