

Army Public Affairs Hall of Fame

Letter of Instruction

Implementation date: 1 September 2006

1. **PURPOSE.** This Letter of Instruction establishes the award guidelines and procedures for the nomination and selection of members of the U.S. Army Public Affairs Career Field into the U.S. Army Public Affairs Hall of Fame.
2. **APPLICABILITY.** This policy applies to all current and former military and civilian members of the U.S. Army Public Affairs Career Field.
3. **GENERAL.** The U.S. Army Public Affairs Hall of Fame was established to provide a prestigious and visible means of recognizing and honoring members of the U.S. Army Public Affairs Career Field who distinguished themselves through outstanding achievement in the field of public affairs – to their community, to the Army and to the Nation.
4. **ELIGIBILITY.**
 - a. To be eligible, military or civilian public affairs professionals must be retired from active Federal Service for at least three years prior to 31 December of the nomination year. However, exceptions to policy will be considered for departure from the Career Field for reasons other than retirement. Nominations of deceased public affairs professionals will not be bound by the three-year rule.
 - b. Nominees must have served in a superior manner in the profession while on active duty, in a Reserve status, or as a civilian for a minimum of seven years; or have made significant and lasting contributions to the community or Public Affairs field. Examples include: "Father of, First of, Changed course of Public Affairs, Influence beyond Public Affairs."
5. **NOMINATION AND SELECTION PROCEDURES.**
 - a. Any member of the public affairs profession can nominate any living or deceased public affairs professional who meets the eligibility criteria for the Hall of Fame. Normally, nominations should be submitted electronically, but they will also be accepted by fax or by mail. Send the three-part nomination packet to armypublicaffairscenter@emh1.ftmeade.army.mil, put "HOF Coordinator" in the subject line; or by Fax (301) 677-7280, ATTN: HOF Coordinator. If mailing via US Post, send to: Director, U.S. Army Public Affairs Center, ATTN: SAPA-PA (HOF Coordinator), 8607 6th Armored Cavalry Regiment Road, Fort Meade, MD 20755-5650. (See Encl 1 for nomination form).
 - b. Nominations for 2006 will be submitted between 1 September and 1 December.

- c. The Chief of Public Affairs (CPA) empowers the Deputy Chief of Public Affairs (DCPA) to conduct a review board for Hall of fame nominees. The panel will convene at the discretion of the DCPA.
- d. The DCPA will chair the nomination review board. The board will consist of one President (the DCPA), seven panel members, and a recorder. The panel members will include one retired member of the public affairs career field. The designation of the retired panel member – officer, enlisted or civilian – will rotate. In addition to the retiree, the panel will consist of two O-6s, two GS-14s or above, and two Sergeants Major. The DCPA will be a voting member of the board. The recorder will be a non-voting member. The DCPA will approve the composition of the board each year. The board will not be limited to members residing in the Washington, DC area. Membership will be rotated among the major commands from year to year to the extent possible. A two-thirds majority vote of the board (5 of 8 members) will be necessary for a nominee to be recommended to the CPA. The board may recommend a maximum of five nominees to the CPA for approval.
- e. The key criterion for selection is to have made significant and lasting contribution to the enhancement of the Army Public Affairs Career Field. Contributions must be documented and properly attributed through public record, awards and honors, textbooks, etc.
- f. The U.S. Army Public Affairs Center (APAC) will submit the board's recommended nominations for the Hall of Fame to the CPA. The CPA will approve or disapprove the recommendations of the board.
- g. As an example, a nomination packet from a previous year is included in this LOI (Enc 2). This is an example of a packet outlining the nominee's significant and lasting contribution. The review board praised this packet for its clarity and brevity.

6. NOTIFICATION

- a. Persons or organizations that make nominations will be notified by the Hall of Fame Coordinator on the status of their nomination after the board results are approved by the Chief of Public Affairs. Individuals approved for induction into the Public Affairs Hall of Fame will be first notified of their selection by telephone from the CPA or his designated representative. Names of the inductees will be treated as close hold until the induction ceremony.

- b. Each person selected for induction, or the next of kin or designated representative, will also be notified of the selection in writing and formally invited to attend an appropriate induction ceremony as a guest of the CPA. In most cases this will be at the Army Public Affairs Worldwide Symposium and annual Alumni Banquet. APAC will coordinate with the OCPA executive staff to ensure this action is accomplished. Following CPA notification, the HoF coordinator will make suitable coordination for awards presentation at the induction ceremony.
- c. Official announcement of the individuals selected will be made at the induction ceremony.

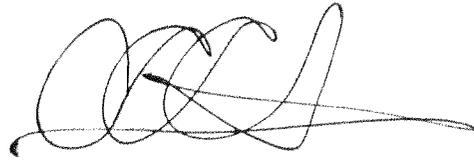
7. INDUCTION.

- a. Hall of Fame inductees will be presented with their award and recognition of their accomplishments at a suitable ceremony, normally the Worldwide Public Affairs Symposium and Alumni Banquet. OCPA Resource Management will make every effort to secure funds for invitations travel orders for travel and per diem of the inductee, and travel and cost of banquet (if part of ceremony) only for the inductee's spouse or one family member. Inductees and spouse/family member will be responsible for their own travel and attendance expenses if funds are not available. If the individual cannot attend, OCPA will arrange a suitable presentation to honor the Hall of Fame Inductee.
- b. Each inductee will normally receive a three-dimensional Lucite plaque commemorating their induction into the Hall of Fame. Inductees will also be honored by placement in the permanent Army Public Affairs Hall of Fame display.

8. COORDINATING INSTRUCTIONS.

- a. This program does not have a one-time nomination option. Those individuals not selected one year can be resubmitted in succeeding years.
- b. Administration of this program will be the responsibility of APAC. Responsibilities include: preparing LOI; soliciting nominations; organizing and conducting selection board; and forwarding board selections to CPA. APAC will solicit estimates for the awards and forward to resource management for purchase. APAC will assist inductees with official travel arrangements and coordinate their attendance at the dinner.
- c. OCPA RM will include HoF operating and travel expenses in each year's budget planning, preparation, and submission. Budget planning assumption will be based on probability of the maximum of five inductees, and a ceremony to be conducted in conjunction with the Worldwide PA Symposium.

- d. OCPA Admin will prepare Invitational Travel Orders and official correspondence from the CPA.

A handwritten signature in black ink, consisting of several loops and a long horizontal stroke extending to the right.

ANTHONY A. CUCOLO III
Brigadier General, USA
Chief of Public Affairs

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