

Unit Public Affairs Representative (UPAR) Overview

Presented by:

116th Public Affairs Detachment (PAD)
NDNG Public Affairs Office (ND PAO)
NDNG Visual Information (ND VI)



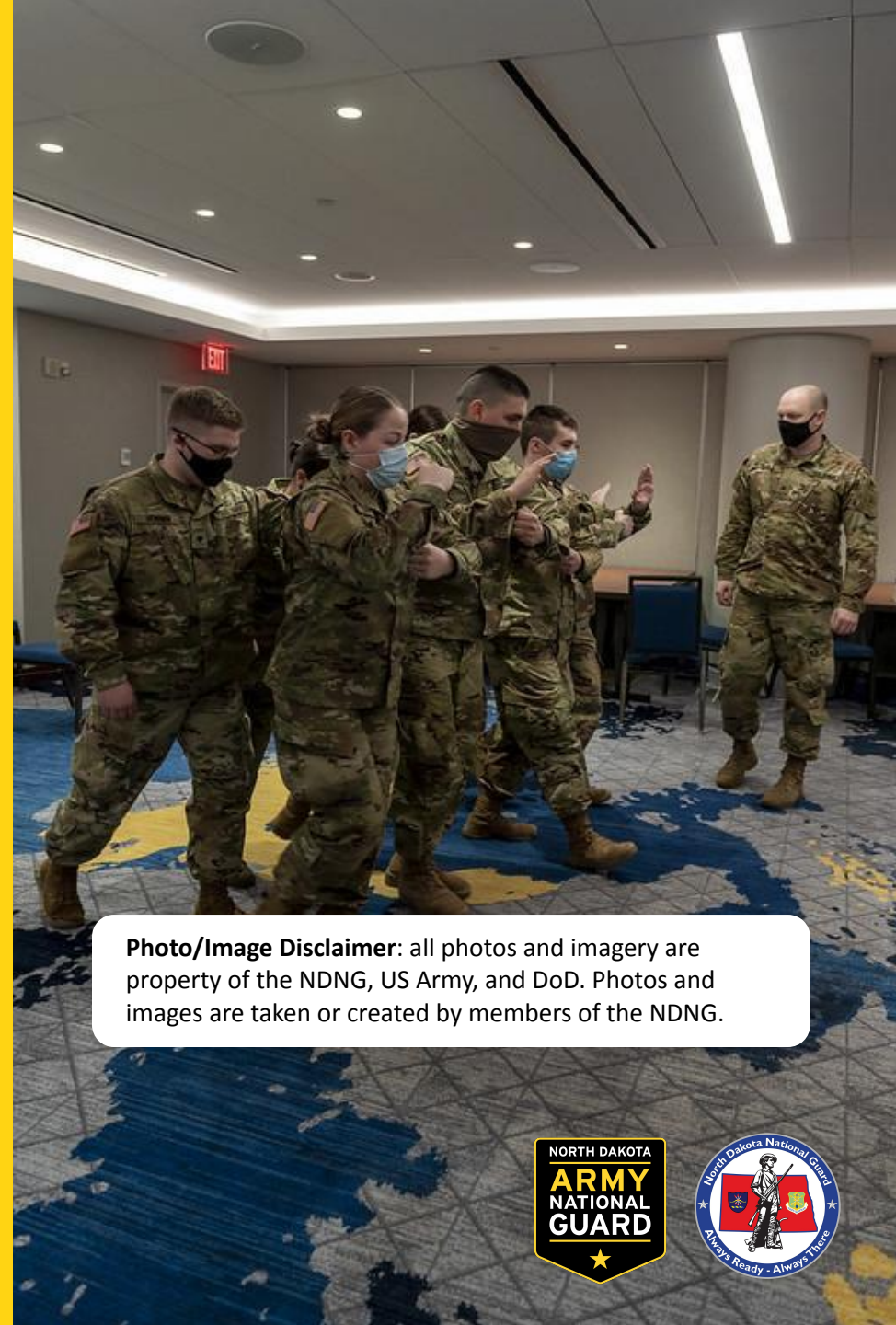
Introductions

Please tell us:

- Name
- Unit
- MOS
- Hometown or where you reside
- How long have you been in the Guard?
- Why do you want to be a UPAR?

Sign-in Roster for PAD information:

Please include the your rank, first and last name, unit, email that you check on the regular, and best phone number to contact. ***Also, please write legibly*** 😊



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What is Public Affairs?

- In short, we tell the story of the National Guard
 - We are the voice of the commander
- Our products show the community/stakeholders what we do
- We are a source of information
 - This means members, family, community, etc. are well-informed about our programs, missions, operations, training, etc.
 - Through this, we enhance confidence in the NDNG to conduct missions at local, state, and federal levels



Our Philosophy

Maximum Disclosure,
Minimum Delay



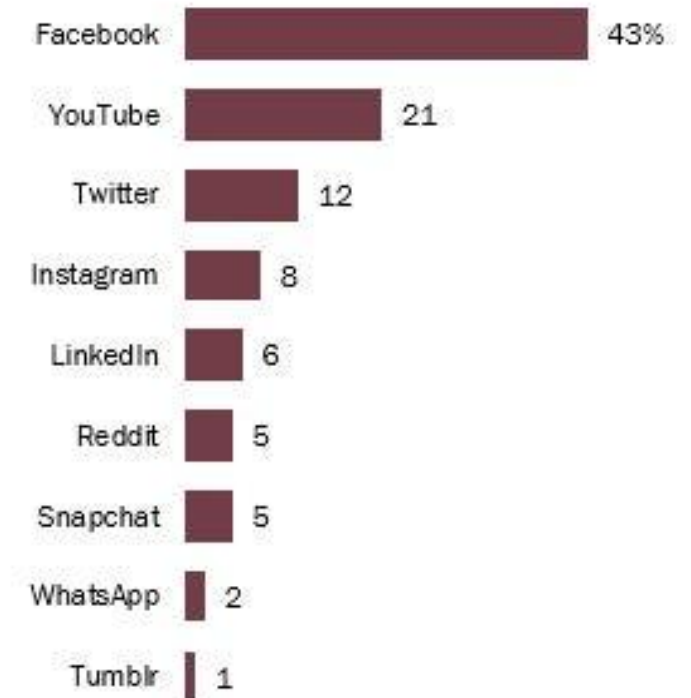
Social Media & The News

- Social media has become the main source of news online
 - We receive breaking news from Facebook, Twitter, YouTube, Snapchat and Instagram instead of traditional media
- Users will hear about latest news via social media by seeing it on their feeds and then go to the news sites to learn more
- Most people will scroll through feed and read headlines or watch a short video clip
 - Average visitor will only read an article for 15 seconds or less and watch a video 10 second or less

Source: Forbes.com

Social media sites as pathways to news

% of U.S. adults who get news on each social media site



Source: Survey conducted July 30-Aug. 12, 2018.
"News Use Across Social Media Platforms 2018"

PEW RESEARCH CENTER



How We Use Your Products



2021 NDARNG Best Warrior Competition

2022 NDNG Year in Review

North Dakota National Guard Facebook

TAG Line - NDNG Weekly Newsletter

Also found on Instagram, Flickr, and YouTube

Thank you for your submissions!



Importance of Public Affairs

- PA is a part of military operations
 - Training, historical, information gathering, etc.
- Effective PA strategy can enhance the ability to operate through mission success or failure
- Positive public perception is important



What is a UPAR?

- Appointed by the commander to handle PA duties within the unit
- Voice of your unit
- Eyes and ears of the PA office

Why are UPARs necessary?

- Critical piece to PA mission is to celebrate Guard service/accomplishment by getting the word out to the media
- It is not feasible for PAO/PAD to send someone to every unit for every award, promotion, training event, etc.
- Not all units have a PA slot; this is where UPAR can step in and help
- UPARs know information first hand; **UPARs are vital if we want the public support**



Actual UPAR photo submitted to the PAO publication



UPAR

Must be:

- Someone that is dependable and familiar with the unit
- Someone who is passionate about the mission
- Someone who is an effective communicator

Duties:

- Work collaboratively with leadership to establish PA strategy
- Serve as the PA contact for your unit
- Promote unit projects/activities
- Keep PAO informed on PA matters



UPAR Opportunities for Coverage



- Annual training events
- Citizen soldier – feature interesting civilian jobs
- Academy graduations, award ceremonies, promotions, retirements
- Soldier participation in events, competitions, etc.
- Involvement in community outreach



Things to consider:

(You may run across these duties as UPAR)

- Media facilitation/escort duties:
 - Assist media entry into the area
 - May provide expertise and transport
 - Familiarize media with ground rules for coverage (safety)
- Maintain operational security
 - Escort through security and within facilities as needed
- Avoid military jargon
- Ensure compliance with procedures



What to Release:

(at a minimum)

What is appropriate:

- Age/DOB
- Residing city
- Marital status & dependents
- Awards, decorations, citations
- Education, schooling, specialty
- Duty status



Do NOT Release:

- Personal inappropriate information about a NDNG member
- Injury/death information
- Opsec information
- Race/religion
- Results of boards
- Investigation results



PA Risks

- Misinformation/disinformation
- Rumors
- Violation of privacy
- Lies/half truths
- Opsec violations
- Complacency
- Ignorance



Come Join Us!

As a Public Affairs Mass Communication Specialist, you'll supervise and assist administration of NDARNG public affairs programs by researching, preparing, and distributing news releases, articles, web-based material, and photographs on NDARNG personnel and activities.

You'll gather information within your unit and around the NDARNG, you'll develop ideas for news articles, arrange and conduct interviews, write news releases, feature articles and editorials, and conduct media training.

Skills you'll learn: writing & research, media & communications, public relations

What you need: 107 GT score with no flags on your record



Evolution of Public Affairs

2004



2021



Questions/Discussion



If you are interested in all things PA:

- Contact one of us in the PAD or PAO
- We can provide training to units, as needed
- We can help with things that are not listed in this course

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