

Rules of Engagement (ROE): Beale AFB Community Calendar

1.0 Website Pre-Submission Notice (Public-Facing Web Copy)

Copy and paste the section below directly onto the Beale Community Calendar submission page for external users.

Submit Your Event to the Beale Community Calendar

Welcome to the Beale AFB Community Calendar! This calendar is designed to keep our Airmen, Guardians, families, and local community connected. To ensure our public website remains secure, professional, and helpful, all event submissions must be reviewed by Public Affairs and comply with strict base guidelines.

Please review the quick checklist below before submitting your event.

Authorized Events (What is Welcome)

- **Free Base-Wide Events:** Any event or activity that is completely free of charge to the Beale population (Active Duty, Reservists, Dependents, Civilians, and Retirees).
- **Volunteer Opportunities:** Authorized base clean-up efforts, community service initiatives, or volunteer drives that directly benefit our local military community.
- **Morale, Welfare, and Recreation (MWR / FSS) Programs:** Official 9th Force Support Squadron morale events, Military & Family Readiness Center support workshops, and recreational activities.
- **Professional Development:** Free educational seminars, transition assistance workshops, or leadership development courses.

Unauthorized Events (What Cannot Be Posted)

- **Fundraisers:** Private organization fundraisers (e.g., booster club sales, non-DoD charity drives) *Note: Only official, federally sanctioned campaigns like the*

Combined Federal Campaign (CFC) or Air Force Assistance Fund (AFAF) may be permitted under command direction.

- **Paid or Fee-Based Events:** Any event requiring ticket purchases, admission fees, or financial transactions, *with the exception of official unit or base-wide events (e.g., the Air Force Ball, Combat Dining Outs).*
- **Commercial Promotions:** Private business advertisements, home-business showcases (e.g., multi-level marketing, private lessons), or corporate sponsorships.
- **Private Gatherings:** Personal events not open to the broader base population (e.g., private birthdays, individual retirement dinners, or internal, unit-only meetings).

Essential Security Check (OPSEC, IA, & IO)

Before submitting, you **must** verify that your event listing does not violate military security rules:

1. **OPSEC (Operations Security):** Do not include troop movement details, deployment schedules, unit strengths, or specific flightline/restricted area facility numbers. Use general location names (e.g., "Harris Fitness Center" rather than a building number).
2. **IA (Information Assurance):** Do not provide personal email addresses or cell phone numbers. Use official organizational box emails (@us.af.mil) and office phone numbers. External links must point to secure, approved domains.
3. **IO (Information Operations):** Keep event descriptions neutral and professional. Listings must not endorse any commercial products, political parties, religious sects, or ideological campaigns.

*All submissions are subject to editing and approval by the 9th Reconnaissance Wing Public Affairs office. Submissions must be received at least **7 business days** prior to the event.*

2.0 Purpose & Scope

The Beale Air Force Base Community Calendar is a public-facing, official digital platform designed to foster community cohesion, enhance morale, and share vital base activities with Airmen, Guardians, their families, and the surrounding local community.

Because this platform is accessible to the general public, all submitted and published events must comply with strict operational, cybersecurity, and public communication standards. This Rules of Engagement (ROE) document establishes the baseline policy, eligibility criteria, and security requirements governing all calendar submissions.

3.0 Core Compliance Framework: SAPP

All submissions must adhere to the standard Public Affairs doctrine of **SAPP**: Security, Accuracy, Policy, and Propriety [AFI 35-107 Public Web and Social Communication](#). Any event listing that fails to meet these four pillars will be rejected.

3.1 Operations Security (OPSEC)

To protect Beale AFB personnel, resources, and missions, event descriptions must not inadvertently disclose critical indicators or sensitive data [AFI 35-102 Security and Policy Review Process](#).

- **Capabilities and Movements:** Do not post event details that indicate specific troop deployment schedules, transit routes, or operational readiness levels.
- **Sensitive Locations:** Do not list exact, restricted-access facility numbers or sensitive unit spaces as event locations. Use general terms (e.g., "Main Fitness Center," "Community Center," "Contrails Dining Facility") rather than secure coordinates or building numbers in flightline-adjacent or high-security areas.
- **Aggregated Details:** Avoid publishing detailed itineraries of distinguished visitors (DVs) or high-ranking military leaders in public event descriptions [AFI 35-102 Security and Policy Review Process](#).
- **Force Protection:** Publicly disclosing unit-strength numbers, specific shift schedules, or muster times is strictly prohibited.

3.2 Information Assurance (IA)

Information Assurance safeguards the integrity of the base's digital network and the personal devices of our community members.

- **Hyperlink Restrictions:** External links embedded within event submissions must point exclusively to official DoD domains (.mil or .gov) or highly verified, pre-approved third-party registration platforms (e.g., official MWR/FSS sites). Non-secure or suspicious URLs will be immediately stripped.

- **QR Codes:** Any promotional graphics containing QR codes must be thoroughly scanned and verified by the site administrator before being approved for public view to prevent malicious URL redirection.
- **System Specifications:** No technical parameters, network configurations, or software requirements related to base IT infrastructure may be shared.

3.3 Information Operations (IO)

Our digital presence must project a consistent, professional, and non-partisan representation of the Department of the Air Force.

- **Neutrality and Policy:** Events must not align with, promote, or endorse any political party, candidate, sectarian organization, or ideological movement.
 - **Command Message Integrity:** All event copy must use professional language that reflects favorably on Beale AFB and the Air Force [DAF Social Media Guide](#). Any wording that could be misconstrued as an official military endorsement of a commercial product or service is prohibited.
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4.0 Event Eligibility & Restrictions

To maintain the community-oriented focus of this calendar, submissions are governed by strict eligibility thresholds.

4.1 Welcome & Permitted Events

The community calendar is designed to elevate the lifestyle and connectivity of Team Beale. The following event categories are highly encouraged:

- **Free Base-Wide Events:** Any event that is entirely free of charge to the Beale AFB population (Active Duty, Reservists, Dependents, Civilians, and Retirees). Examples include base block parties, free movie nights, and sports tournaments.
- **Volunteer Opportunities:** Authorized volunteer drives, base clean-up days, and community service initiatives occurring on or directly benefiting the Beale AFB community.
- **Morale, Welfare, and Recreation (MWR / FSS):** Official, command-approved Force Support Squadron events, family support programs, and Airman & Family Readiness Center (A&FRC) workshops.
- **Educational and Professional Development:** Free seminars, resume-building workshops, and military transition programs.

4.2 Prohibited Events

To prevent commercial exploitation and conflict of interest, the following are strictly prohibited on the public website:

- **Fundraisers:** Private organization fundraisers (e.g., booster club sales, non-DoD charity drives) are not permitted on this public calendar. *Note: Only official, federally sanctioned campaigns like the Combined Federal Campaign (CFC) or Air Force Assistance Fund (AFAF) may be permitted under command direction.*
 - **Paid or Fee-Based Events:** Any event requiring admission fees, ticket purchases, or commercial transactions.
 - **Commercial Promotions:** Private business advertisements, home-business showcases (e.g., multi-level marketing, private lessons), or corporate sponsorships.
 - **Private Social Gatherings:** Personal events such as private birthday parties, individual retirement dinners, or unit-only internal meetings that are not open to the broader base population.
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5.0 Personal Identifying Information (PII) Protection

Ensuring the privacy and physical security of our military personnel and their families is paramount [DAF Social Media Guide](#).

- **Point of Contact (POC) Data:** Publicly visible event listings must use organizational contact information.
 - **Email:** Use official organizational box emails (e.g., 9rw.pa@us.af.mil) rather than individual personal emails or personal .mil addresses.
 - **Phone Numbers:** Use official duty-desk phone numbers. Do not publish personal cell phone numbers or home numbers.
 - **No Sensitive PII:** Under no circumstances should home addresses, personal rosters, birthdates, or private family details be included in event descriptions or attachments [DAF Social Media Guide](#).
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6.0 Submission, Review, and Approval Workflow

To maintain a secure and professional community calendar, all events must complete the following workflow prior to public release:

[Event Organizer] Submit Entry -> [PA Content Manager] SAPP Review -> [OPSEC/IA Review] (If required) -> [Event Published]

4. **Submission Window:** Organizers must submit event details via the designated intake form at least **14 business days** prior to the scheduled event.
5. **First-Line Review (Public Affairs):** The Beale AFB PA Web Team will review submissions within **3 business days** to verify event eligibility (ensuring the event is free, non-fundraising, and open) and compliance with standard policy [AFI 35-107 Public Web and Social Communication](#).
6. **Security Check (OPSEC/IA):** If an event occurs in a sensitive area or links to external tools, PA will coordinate with the Wing OPSEC Manager and IA Representatives.
7. **Final Decision:** PA reserves the right to edit descriptions for clarity and brevity, or reject submissions that violate any aspect of these rules. The submitter will receive an automated notification once their event is approved or if modifications are required.

Sources

- [AFI 35-102 Security and Policy Review Process](#)
- [AFI 35-107 Public Web and Social Communication](#)
- [Department of the Air Force Social Media Guide](#)