

**BY ORDER OF THE COMMANDER  
1ST SPECIAL OPERATIONS WING  
(AFSOC)**

**HURLBURT FIELD INSTRUCTION 34-201**

**16 APRIL 2015**

**Services**



**HURLBURT FIELD MARQUEE POLICY**

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OPR: 1 SOFSS/FSK

Certified by: 1 SOFSS/CC  
(Lt Col James Beaty)

Supersedes: HURLBURTFIELDI34-201,  
15 September 2006

Pages: 5

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This publication implements Air Force Instruction (AFI) 34-201, *Use of Nonappropriated Funds (NAFS)*. This instruction implements *Hurlburt Field Marquee Policy*, and it establishes policies and procedures for the Hurlburt Field Electronic Marquees. It applies to all base and tenant units to include the Air Force Reserve and Air National Guard (ANG). Refer recommended changes and questions about this publication to the OPR listed above using the AF Form 847, *Recommendation for Change of Publication*; route AF Forms 847 from the field through the appropriate chain of command. Requests for waivers must be submitted to the OPR listed above for consideration and approval. Ensure that all records created as a result of processes prescribed in this publication are maintained in accordance with Air Force Manual (AFMAN) 33-363, *Management of Records*, and disposed of in accordance with Air Force Records Information Management System (AFRIMS) Records Disposition Schedule (RDS). The use of the name or mark of any specific manufacturer, commercial product, commodity, or service in this publication does not imply endorsement by the Air Force.

**SUMMARY OF CHANGES**

This document has been substantially revised and must be completely reviewed. This revision makes major changes to this publication due to re-designation of unit.

**1. General Policy.** The marquees located at the Back and Main Gates of Hurlburt Field are designed to communicate, on a space available basis, appropriate official and unofficial information with a primary emphasis on protocol matters. Low priority messages should serve

as reminders after other publication methods (base newspapers, base bulletin, flyers, e-mail, etc) have been used, and not viewed as the primary means of communication.

## **2. Gate Marquee Submission Procedures and Guidelines.**

2.1. The marquees are government owned equipment and are not authorized to run messages of a non-government related nature (downtown programs, private organization fundraisers, private companies). Exceptions may be made when it is deemed to benefit a large portion of the Hurlburt Community. An example of an authorized exception: The Hurlburt Spouses Club holds an event to fund base scholarships available to any member or dependent. An example of an unauthorized exception: Squadron Booster Club XYZ hosts a car wash to fund a burger burn. Such items are considered low priority. For more details on priorities, refer to 3.1. through 3.9.

2.2. Requests must be submitted electronically through the 1 SOFSS Website, [www.myhurlburt.com](http://www.myhurlburt.com). A link to the website may be found on the Hurlburt Field home page. Submissions shall be made online by using the “other links” tab on the top header menu, and then clicking onto the “Marquee Request” drop down menu item. A sample of the request form and required information is at Attachment 1. A confirmation e-mail or telecom will be made on all received submissions on the following duty day. Requestors should contact the 1 SOFSS Marketing Office at 850-884-4252 if this confirmation is not received in order to ensure timely handling of requests.

2.3. Requests should be written as they are to appear on the board. The marquee operator may need to modify requests to communicate the message more effectively or to accommodate the parameters of the board. In the event of a major revision, the operator should contact the requestor to ensure the original intent of the message is communicated.

2.4. Submissions must include a point of contact and telephone number. In addition, an e-mail address is preferred and highly recommended.

2.5. Marquee messages are posted by the 1 SOFSS Marketing office. Requests must be received four (4) days prior to the requested run date, but not more than thirty (30) days prior, to aid in the prioritization process. Requests received on non-business days or after normal duty hours will be processed on the following duty day.

2.6. Items on marquees will be displayed for a reasonable amount of time, if not in conflict with other requests. An attempt to show all desired messages will be made, but conflicts can arise and some messages may not be posted. Typical run durations are listed under section 3.

2.7. Excluding emergencies or corrections, same-day messages will not be accepted or posted unless directed by 1 SOW/CC or 1 SOMSG/CC.

2.8. For after hour emergency updates, contact the Commando Inn (Lodging) at 850-884-7115/6245. The Commando Inn will maintain current after-hours contact information.

## **3. Prioritized Order of Messages for Gate Marquees.**

3.1. Items directed by 1 SOW/CC or 1 SOMSG/CC. Run duration: As directed.

3.2. Messages of operational necessity (FPCON, HURCON, Safety, etc). Run duration: As directed.

3.3. Welcome for distinguished visitors as directed by the 1 SOW/CC, with regard to current Force Protection Policy. Run duration: As permitted by current Force Protection Policy.

3.4. Flag at Half Staff honoring the deceased as directed by the Command Post. Run duration: As specified by Command Post.

3.5. Changes of Command for AFSOC, wing, groups, squadrons and tenant unit. This message is permitted two screens: one screen to announce the ceremony and one screen to announce the hail and farewell of the new and departing commanders. Run duration: Up to 4 days for the ceremony; 1 day for the combined hail and farewell on the day of the ceremony only, unless otherwise directed by 1 SOW/CC.

3.6. Welcome for meetings and evaluation teams (Commando Rally, BLUE FLAG, Tactics Conference, Hennessey Evaluation, etc). Run duration: 1 day.

3.7. Retirements of military and civilians, all ranks. Patron may opt to announce the retirement ceremony, list a congratulatory message OR combine the both onto one screen as space permits. Run duration: 1 day, on date of retirement.

3.8. Information concerning events and programs of base wide interest. (Community Programs, Services Programs, Fitness, Youth, Family Support, Chapel, etc.). These items may be prioritized by the potential number of patrons impacted when necessary to decrease marquee traffic. Run duration: Duration is at the discretion of the marquee operator, with consideration given to the needs and scope of the program and its audience, but typically does not exceed 10 appearances. Messages may be run on a random basis.

3.9. Other items not listed here will be run at the discretion of the marquee operator under the direction of the 1SOFSS Marketing Director, with reasonable consideration given to protocol, force protection and interest to the Hurlburt Field community. Requests not honored may be addressed for advisement by the 1 SOFSS/CC and will be decided on a case by case basis based upon the current request volume and space availability. Run duration: Based on space availability.

**4. Marquee Maintenance and Supplies.** Marquee bulb replacement and maintenance issues may be directed to the 1 Special Operations Force Support Squadron (1 SOFSS/FSK).

SEAN M. FARRELL, Col, USAF  
Commander, 1st Special Operations Wing

**Attachment 1****GLOSSARY OF REFERENCES AND SUPPORTING INFORMATION*****References***

AFI 34-201, *Use of Nonappropriated Funds (NAFS)*, 17 June 2002

AFMAN 33-363, *Management of Records*, 1 March 2008

***Prescribed Forms***

None.

***Adopted Forms***

AF Form 847, *Recommendation for Change of Publication*

***Abbreviations and Acronyms***

**SOFSS**—Special Operations Force Support Squadron

**AFSOC**—Air Force Special Operations Command

Attachment 2

SAMPLE ONLINE MARQUEE REQUEST FORM

The form can be found at http://myhurlburt.com/marquee\_request.php.

Online Marquee Request Form

The electronic marquees at the main/front and east/back gates are government-owned equipment. They are authorized for official base information and protocol matters, subject to space availability and Force Protection Policy.

HFI 34-201, Hurlburt Field Marquee Policy

Requests must be submitted at least 3 days prior to the run date, but no earlier than 30 days prior.

\* Certain priority messages are authorized for a specific timeframe.

\* Retirement messages will be displayed for one day only, usually the retirement date.

\* Change of Command announcements will be displayed for four days, including the ceremony date.

\* Welcome/Farewell messages with specific names are authorized for only one day (not overnight) in accordance with Hurlburt Field's current Force Protection Policy.

\* Indicates a required field

\* Requestor Organization:

\* Requestor Name:

\* Requestor Rank:

\* Phone # of Requestor:

\* Email:

Subject to availability, length limitations may apply.

\* Preferred Start Run Date:

\* Preferred End Run Date:

- \* 19 character maximum per line including spaces and punctuation
- \* 4 line maximum
- \* Date format is 4 Feb
- \* Time format is 6:30pm

\* Line 1:

Line 2:

Line 3:

Line 4:

Additional Comments: