



DEPARTMENT OF DEFENSE
Defense Commissary Agency
Fort Lee, VA 23801-1800

DIRECTOR'S POLICY

Principles of Information

DP 500-10
September 7, 2011

Corporate Communications
OPR: DeCA/OC

1. PURPOSE. This policy constitutes the underlying communication philosophy of the Defense Commissary Agency (DeCA). It communicates the Director's commitment to ensuring a free flow of news and information to the news media, the general public, and the internal and external audiences of DeCA, and reflects the Agency's support for the Defense Department's Principles of Information as codified in DoD Directive 5122.05, "Assistant Secretary of Defense for Public Affairs (ASD(PA)), September 5, 2008.

2. POLICY STATEMENT. It is DeCA's policy to make available timely and accurate information so that customers, employees, business partners, stakeholders, the Congress, and the news media may assess and understand the facts about the nature and value of the commissary benefit, as well as DeCA's strategy to strengthen it, improve it, and expand its use by authorized patrons.

a. Key messages shall be communicated consistently and through many voices, and requests for information from organizations, private citizens, and the news media shall be answered quickly.

b. In carrying out this Policy, the following Principles of Information shall apply:

(1) Information shall be made fully and readily available, consistent with statutory requirements, unless its release is precluded by national security constraints or valid statutory mandates or exceptions. The *Freedom of Information Act* will be supported in both letter and spirit.

(2) A free flow of information about DeCA, its organization, its stores, and its operations and activities shall be made available, without censorship or propaganda, to our customers, employees, business partners, stakeholders, the Congress, news media, and the American public.

(3) Information will not be classified or otherwise withheld to protect the Agency from criticism or embarrassment.

(4) Information shall be withheld when disclosure would adversely affect national security, threaten the safety or privacy of U.S. Government personnel or their families, violate the privacy of citizens of the United States, or be contrary to law.

(5) DeCA's obligation to provide its aforementioned publics with information on its major programs and activities may, at times, require detailed public affairs planning and coordination within DeCA and with other DoD and/or government agencies. Such activity is to expedite the flow of information to the public; propaganda has no place in DeCA public affairs programs.

3. RESPONSIBILITY. I expect DeCA employees at all levels to adhere to this policy and its stated Principles of Information, in letter and spirit, when communicating news and information, in whatever forum or medium, to any and all segments of our internal and external audiences.

4. EFFECTIVE DATE. This Policy is effective immediately.



Joseph H. Jeu
Director