



REPLY TO
ATTENTION OF:

DEPARTMENT OF THE ARMY
US ARMY INSTALLATION MANAGEMENT COMMAND
HEADQUARTERS, US ARMY GARRISON COMMAND, FORT KNOX
111 E CHAFFEE AVENUE
FORT KNOX, KENTUCKY 40121-5199

IMKN-PA

04 May 2016

MEMORANDUM FOR

Commanders, All Units Reporting Directly to This Headquarters
Directors and Chiefs, Staff Offices/Departments, This Headquarters
Commanders, Fort Knox Partners in Excellence

SUBJECT: Fort Knox Policy Memo No. 23 – Proper Use of the KNOXINFO Email System

1. Reference. AR 360-1, The Army Public Affairs Program, 25 May 2011.
2. Purpose. This policy establishes the standards and procedures for use of the KNOXINFO email system.
3. Policy. KNOXINFO is a command information (CI) tool used for the daily consolidated dissemination of useful and pertinent information pertaining to at least the majority of the Fort Knox workforce and installation. KNOXINFO is not a forum for stories or such announcements as farewells, retirement open houses, or personal messages. The following procedures must be followed by any individual, unit or organization wishing to transmit a message in KNOXINFO:
 - a. An announcement will run a maximum of two times. The requesting unit/organization may request that it run on two specific dates. In order for an announcement to run more than two times, the information contained therein must change significantly. Special exceptions may be made by the Fort Knox garrison commander or commanding general.
 - b. Information posted on KNOXINFO must be of concern to the majority of the Fort Knox workforce or installation. Special exceptions may be made by the Fort Knox garrison commander or commanding general.
 - c. Announcements of interest to the general public will be archived on the Fort Knox Website, www.knox.army.mil. The link titled "KNOXINFO Announcements" can be found in the Knox News section on the homepage. Announcements will run in the archive until they expire.
 - d. Announcement submissions that request donations or highlight fundraising activities will not be permitted unless specifically allowed following a legal review by SJA.

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e. A KNOXINFO announcement cannot appear to endorse or selectively benefit a non-federal entity.

f. Only battalion-level and higher changes of command/responsibility will be announced.

g. Retail sales for non-federal entities will not be publicized (for example, PX or Commissary has a sales event) unless the event is unique in scope (for example, a sale in which all the proceeds go to charity or an annual special event) and/or specifically approved by SJA.

h. Military Appreciation Day community-based events may be run in KNOXINFO if approved by PAO and SJA.

i. All announcements must be sent to usarmy.knox.imcom-atlantic.mbx.paoim@mail.mil and received by 2 p.m. if requesting that it be sent out the same day. PAO reserves the right to hold announcements while legal review is sought. This highlights the importance of early submission.

j. Must include a succinct subject/headline that adequately summarizes the announcement (for example, Cadet Command Change of Command Ceremony on Jan 3).

k. Must contain as much of the “who,” “what,” “when,” “where” and “why” as possible. *(For example, “The public is invited to attend the Cadet Command and Fort Knox Change of Command ceremony at 9 a.m. on Friday, Jan. 3, 2010, at Brooks Parade Field. The ceremony marks the transfer of command from MG John Doe to MG John Doe.”)*

l. Must be written using correct grammar and punctuation.

m. Must be easily understandable and concise (for example, no stories or “scene settings”).

n. Must be an official announcement from an on-post organization. Private organization-hosted events will not be allowed unless specifically approved following a legal review by SJA. No personal announcements or opinions may be expressed in announcements.

o. Must be free of errors and approved by the requesting organization’s

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commander/director prior to submission.

p. Must use standard time and date format, not military (24 hour) time and date format. This is for consistency and to ensure all KNOXINFO recipients can easily understand the announcements. (*For Example, CORRECT: 9 a.m. to 4:30 p.m. June 1, 2016; INCORRECT: 0900-1630, 01 JUN 16.*)

q. Must include a point of contact with a work phone number and work email address. This is to ensure any queries received by Fort Knox Installation PAO about a particular KNOXINFO announcement can be referred to the correct person for additional information.

r. Must be submitted in text format (that is, Word document or text within an email) to expedite the input of information into KNOXINFO by PAO). No other format will be accepted (that is, images, hardcopy, PowerPoint, Excel, Adobe PDF, etcetera) to ensure consistency and small file sizes.

s. Announcement submissions may not be disseminated through KNOXINFO if any of the above instructions are not followed.

t. Fort Knox Installation PAO has the authority to edit any submissions to align them with the above instructions.

4. KNOXINFO 3 p.m. Blast.

a. A KNOXINFO Blast announcement is emailed to the Fort Knox workforce once daily at 3 p.m., Monday through Friday, except on federal holidays.

b. By exception, a separate, individual KNOXINFO announcement may also be emailed during the day, if it meets one of the following criteria:

(1) Announcement is time-sensitive and of an urgent nature. Instances that meet this standard are immediate gate closings, significant and sudden traffic delays in the area, last-minute changes to a major activity, unfolding or imminent safety hazards on or near the installation that are not already announced by the Fort Knox Installation Operations Center (*for example, "Brush fires in the training areas are now approaching the northeast portion of the cantonment area. The situation is being closely monitored, and personnel inside the LTG Maude Complex should prepare to evacuate the facility if told to do so by Fort Knox emergency responders."*).

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(2) Permission is granted by the Fort Knox Garrison Commander or Commanding General.

(3) Fort Knox Garrison Commander or Commanding General may disseminate a priority message.

(4) Examples of KNOXINFO announcements that will not be sent out separately include changes of command, planned road or office closures, organizational days, and safety alerts/tips not accompanying a message about an unfolding or imminent safety hazard on or near the installation.

5. The point of contact for this policy is Fort Knox Media Relations Officer at (502) 624-3051 or via email at usarmy.knox.imcom-atlantic.mbx.pao@mail.mil.



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COL, AG
Commanding