



**State of New Jersey**  
DEPARTMENT OF MILITARY AND VETERANS AFFAIRS  
POST OFFICE BOX 340  
TRENTON, NEW JERSEY 08625-0340

CHRIS CHRISTIE  
*Governor*  
*Commander-in-Chief*

★  
MICHAEL L. CUNNIFF  
*Brigadier General*  
*The Adjutant General*

**TAG POLICY LETTER 14-1\***

27 February 2014

**MEDIA AND ELECTED OFFICIAL RELATIONS**

To ensure that complete and accurate information is provided to elected officials and media representatives, the following procedures are in effect throughout the New Jersey Department of Military and Veterans Affairs (NJDMAVA), New Jersey Army National Guard, New Jersey Air National Guard and all other subordinate entities of the Department.

1. All press visits/briefings must be coordinated by the NJDMAVA Public Affairs Officer and approved by The Adjutant General, the Deputy Commissioner for Veterans Affairs or the Chief of the Joint Staff.
2. All elected official visits/briefings must be coordinated through the NJDMAVA Office of Government Relations and approved by The Adjutant General, the Deputy Commissioner for Veterans Affairs, or the Chief of the Joint Staff.
3. Authorized NJDMAVA spokespersons are The Adjutant General, the Deputy Commissioner for Veterans Affairs, the Chief of the Joint Staff, the NJDMAVA Office of Government Relations, the NJDMAVA Public Affairs Officer and those staff members designated by The Adjutant General.
4. All elected official and/or media visits will be accompanied by The Adjutant General, the Deputy Commissioner for Veterans Affairs, the Chief of the Joint Staff, or a designated officer. The NJDMAVA Public Affairs Officer and/or the NJDMAVA Office of Government Relations will escort all such visits.
5. The NJDMAVA Office of Government Relations will coordinate a detailed itinerary for every approved distinguished visitor or elected official visit/briefing and provide updates to The Adjutant General, the Deputy Commissioner for Veterans Affairs, the Chief of the Joint Staff and department(s) concerned, as required.

*\* Supersedes TAG Policy Letter 09-2, dated 15 July 2002.*

27 February 2014

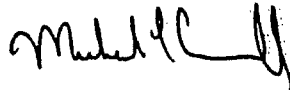
6. The NJDMAVA Public Affairs Officer will develop a coordinated itinerary and be involved in all approved media events involving the press. Additionally, the NJDMAVA Public Affairs Officer will assist the NJDMAVA Office of Government Relations with scheduled visits by elected officials.

7. All NJDMAVA personnel and members of the New Jersey National Guard are reminded that requests for information from elected officials or media organizations must be forwarded to the NJDMAVA Public Affairs Officer and/or the NJDMAVA Office of Government Relations. Personnel are not authorized to speak in an official capacity to any person or agency outside the Department without prior authorization from the NJDMAVA Public Affairs Officer and/or the NJDMAVA Office of Government Relations.

8. Spokespersons and designated briefers are reminded that only authorized information may be provided during official briefings. In accordance with applicable Federal and State requirements, information related to Operational Security or Communication Security will be safeguarded.

9. The NJDMAVA Public Affairs Officer will prepare media advisories and provide Public Affairs Guidance for events, as required.

(CoJS)



MICHAEL L. CUNIFF  
Brigadier General, NJANG  
The Adjutant General

Distribution: A, B, C, D, E, F