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ASSISTANT SECRETARY OF DEFENSE
WASHINGTON, D.C. 20301

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6 MAY 1969

PUBLIC AFFAIRS

MEMORANDUM FOR THE SECRETARY OF THE NAVY
THE SECRETARY OF THE AIR FORCE ←

SUBJECT: Guidance for Public Affairs Launch Procedures at the Eastern Test Range.

During 1968 normal public affairs launch procedures at the Eastern Test Range were changed to accommodate specific programs requiring greater security protection than previous ETR projects. Prior to the advent of these classified program launches, the Eastern Test Range was relatively open for all launches and the news media were free to attend any launch they cared to witness.

This guidance defines launch connected public affairs procedures to be used at military launches at the Eastern Test Range and it identifies future military launches with these procedures. Future Eastern Test Range public affairs launch procedures will fall into three categories:

Category I - Press notification at T-5 days, accompanied by cleared press material embargoed until launch. Press may witness launch and a post-launch press conference may be held, if appropriate. Even though this is a relatively unrestricted category, pertinent program security restrictions still apply and only cleared information will be furnished the press.

Category II - Press notification at T-5 days. Press material cleared for each specific launch and only that launch may be made available under the same embargo restrictions as in Category I. Press may witness launch. No post-launch press conference will be authorized and no information as to success or failure of launch will be furnished the

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press except in the case of contingencies in which case pre-cleared statements may be used. This type of launch normally has a classified payload; therefore great care must be exercised to release only properly cleared information. All MINUTEMAN III and POSEIDON launches fall into this category.

Category III - Launch closed to press; statement released at or shortly after launch, giving only time and date of launch and the booster used. Because this type of launch requires maximum security, any exception to this procedure must be obtained from the Assistant Secretary of Defense (Public Affairs). Pre-cleared contingency statements will be authorized for use when appropriate.

For future guidance and planning purposes, the programs listed below will use the public affairs launch procedures as indicated:

PROGRAM

CATEGORY

[Redacted]

Program 777 (DEFCOMSAT)

VELA

SESP

POLARIS

MINUTEMAN III

ADVANCED ICBM

POSEIDON

Advanced POSEIDON (ULMS)

[Redacted]

[Redacted]

Program 949

[Redacted]

Category I

Category I

Category I

Category I

Category I

Category II

Category II

Category II

Category II

Category III

Category III

Category III

Category III

[Redacted]

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