

DEPARTMENT OF THE ARMY
Headquarters 25th Infantry Division
APO San Francisco 96225

AVDCIO

26 November 1968

MEMORANDUM FOR: ALL IO'S AND INFORMATION SPECIALISTS

SUBJECT: IO Memo 2-68

In order for material submitted to the Division Information Office to be cleared for release as quickly as possible, writers and photographers should avoid mentioning the following:

1. Classified information. For instance, reference to the People Sniffer is all right, but the way it functions is classified.
2. Future intentions of units.
3. Intelligence activities. Avoid completely the use of the word "intelligence." Also, do not use "CRIF." The acceptable reference is "combined reconnaissance platoon."
4. Enumeration of allied equipment damaged by the enemy.
5. Reference to the use of gas.
6. Reference to the use of flame throwers or napalm as antipersonnel weapons.
7. Any information indicating the effectiveness of enemy air defenses.
8. Reference to captured "enemy." The word to use is "detainee" until the proper status of the detainee is determined.
9. Names of U.S. KIAs, WIAs or MIAs unless cleared by the Department of Defense.
10. Vague references to enemy body count. Exact, verified body counts are releasable. Estimated body counts are not.
11. Number of enemy wounded.

PHOTOGRAPHS

1. Don't photograph gore.
2. Don't take photos indicating possible mistreatment of detainees. Don't show detainees with hands or feet tied or weapons pointing at them.

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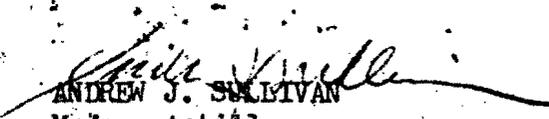
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STYLE

1. Generally, follow the Armed Forces News Style Guide.
2. Use 2nd and 3rd instead of 2d and 3d.
3. "Company," "Brigade" and "Battalion" should not be abbreviated in news stories or cutlines. Avoid the shorthand use of designations such as 2/12.
4. Either "25th Infantry Division" or "Tropic Lightning" will appear in each news release and cutline sent out of the Information Office.
5. Initial reference to individuals in news stories and cutlines should be accompanied by their rank spelled out. Subsequent references to anyone but general officers should be by last name.
6. Whenever a person is mentioned by name in a news release or cutline, his hometown should be mentioned also.
7. Do not forget to include the hometown of your commanding officer when using his name in press releases.


ANDREW J. SULLIVAN
Major, Artillery
Information Officer

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