



CHAIRMAN OF THE JOINT CHIEFS OF STAFF INSTRUCTION

OCJCS-PA
DISTRIBUTION: J

CJCSI 8230.01
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MANAGEMENT AND OPERATION OF JOINT STAFF PUBLICLY ACCESSIBLE WEB INFORMATION SERVICES

References: See Enclosure A.

1. Purpose. This instruction prescribes policies and procedures for placing information concerning Joint Staff organizations, activities, and staff members on a publicly accessible site on the World Wide Web or Internet.
2. Cancellation. None.
3. Applicability. This instruction applies to the Office of the Chairman of the Joint Chiefs of Staff and the Joint Staff.
4. Policy. Reference a establishes DOD policies and procedures for the establishment, operation, and maintenance of unclassified Web sites. This instruction implements those policies and procedures as they apply to the Chairman of the Joint Chiefs of Staff.
 - a. It is the policy of the Department of Defense to make available timely and accurate information so that the public, Congress, media, and members of the Armed Forces and their families may assess and understand the facts about national security and Defense strategy. All personnel responsible for placing or withholding information on the Internet must be familiar with and understand the Secretary of Defense Principles of Information (reference h) and comply with the policies and procedures in reference a.
 - b. The official Joint Staff site on the Internet is JCSTLink, a publicly accessible Web information service managed by OCJCS Public Affairs (PA) with technical assistance from the Defense Technical Information

Center (DTIC). Primary access to all Joint Staff-sponsored or managed publicly accessible Web pages must be through JCSLink.

c. Information proposed for unrestricted publication on the Internet must be approved by the appropriate directorate head or staff director and submitted to OCJCS-PA for approval of the Director, Joint Staff (DJS), and integration with the existing JCSLink architecture.

d. Access to DOD publicly accessible Web information sites is not normally restricted by password or domain protection, however, access to a portion of JCSLink may be restricted when no other means of providing that information to the intended audience proves feasible.

e. All publicly accessible Web information sites sponsored by Joint Staff directorates or staff agencies must be registered with the Government Information Locator Service (GILS) (references a and d).

5. Definitions. See Enclosure B.

6. Responsibilities

a. OCJCS Public Affairs will assign an individual who will:

(1) Manage the Joint Staff publicly accessible Web information service (JCSLink) in accordance with all applicable DOD directives, instructions, and guidance.

(2) Serve as the single point of contact for all matters concerning JCSLink for both internal and external sources.

(3) Exercise editorial oversight of the information published on JCSLink, in coordination with appropriate directorate or staff agency authorities and the DJS.

(4) Advise Joint Staff personnel concerning the content, format, appearance, and propriety of information proposed for publication on JCSLink.

(5) Conduct regular security and policy reviews of JCSLink content.

(6) Publish speeches or statements by the Chairman and/or Vice Chairman on JCSLink in coordination with OCJCS-PA and the OCJCS Director of Communication.

1 March 1999

(7) Serve as liaison with DTIC, to include maintaining a formal Memorandum of Agreement to ensure adequate and timely technical support for JCSLink.

(8) Serve as a member of the OSD(PA) Internet Working Group (or equivalent functional group regardless of current name).

b. Joint Staff directorates and staff agencies will:

(1) Appoint an individual to serve as liaison to OCJCS-PA and primary point of contact for all matters related to the organization's information on JCSLink or other publicly accessible Web sites.

(2) Inform OCJCS-PA of all directorate-sponsored or managed publicly accessible Web sites, i.e., contractor or subordinate agency sites, and ensure such sites are registered with GILS.

(3) Participate in regular security and policy reviews of the information in their respective portions of JCSLink and in other public Web sites for which they exercise management responsibility.

7. Procedures

a. Operation of JCSLink. The JCSLink manager will:

(1) Conduct an operational check of JCSLink each duty day, ensuring that all sections and links are functional. Discrepancies will be reported promptly to DTIC for correction.

(2) Process all e-mail sent to the public Web site address (publicaffairs@js.pentagon.mil) promptly in accordance with subparagraph 7c below.

b. Adding information to JCSLink.

(1) Organizations proposing information to be placed on JCSLink will evaluate the suitability of the information for public release in accordance with the criteria in reference a to include the objective to be accomplished, the longevity of the requirement, the intended audience, and alternatives for reaching that audience. Application of the risk assessment procedures outlined in Part V, reference a. is of particular importance.

(2) The individual serving as proponent for the information will contact the JCSLink manager to discuss the above considerations and how the proposed information will fit in the existing JCSLink architecture.

(3) Upon initial concurrence of OCJCS-PA, the proponent will submit the proposal to its J-director or staff agency director for approval in his role as release authority.

(4) Once a J-director or staff agency director has approved a proposal, the proponent will submit DD Form 1910, "Clearance Request for Public Release of Department of Defense Information" with four copies of the material, if feasible, to OCJCS-PA for security and policy review.

(5) After formal clearance, OCJCS-PA will submit the proposal for final approval of the DJS.

(6) Following DJS approval, OCJCS-PA will forward the material to DTIC for formatting and placement on JCSLink in accordance with the standing Memorandum of Agreement.

(7) DTIC will format the material and place it on a "developmental server" (not publicly accessible) for final review by OCJCS-PA of the content, format and appearance prior to public release on the Internet.

c. Processing electronic mail. As required by DOD policy, JCSLink includes a unique e-mail address (publicaffairs@js.pentagon.mil) for those who wish to comment or ask questions about the Web site. As the only public e-mail address for the Office of the Chairman and the Joint Staff, queries and comments are often received that concern matters other than the Web site. Disposition of that e-mail depends on the nature of the content or message and will be handled as follows:

(1) Comments or questions concerning Web site content or operation will be answered by the JCSLink manager in coordination with DTIC or other agencies as appropriate.

(2) Messages addressed by name to members of the Joint Staff, other than the Chairman and Vice Chairman, will be forwarded electronically to the addressee for their action as appropriate. No confirmation of receipt will be given to the sender, other than the electronic confirmation provided by the system.

(3) Personal messages addressed to the Chairman and Vice Chairman by name will be forwarded to the appropriate executive assistant who will determine further disposition of the message. No confirmation of receipt will be given to the sender, other than the electronic confirmation provided by the system, until approved by the executive assistant.

1 March 1999

(4) Messages for the Chairman or Vice Chairman requesting a response or participation in a specific event will be placed in the correspondence system for processing in the same manner as regular mail and the sender will be notified by return e-mail that processing has been initiated.

(5) Recurring correspondence to the Chairman from members of organizations, such as requests for letters recognizing new Eagle Scouts, are likely to result in excessive quantities of similar requests, which could overwhelm Joint Staff capabilities to process such mail. Therefore, e-mail requests of this nature will be declined and the correspondent advised to make the request by regular mail.

(6) Messages expressing opinions concerning matters of national defense and other issues may be signed or anonymous.

(a) Signed messages with a full return mail address will be provided to OCJCS-PA and the Chairman's Director of Communication for evaluation as public feedback and for reply if warranted. No confirmation of receipt will be given to the sender, other than the electronic confirmation provided by the system.

(b) Anonymous messages will be evaluated by OCJCS-PA for propriety and lucidity and forwarded as in a above or deleted as appropriate. No confirmation of receipt will be given to the sender, other than the electronic confirmation provided by the system.

(7) Messages sent to JCSTLink but more appropriately addressed to other agencies (OSD/Services) will be forwarded to those agencies if possible. If forwarding is not possible or practical, the sender will be advised that the message was incorrectly addressed to the Joint Staff.

8. Summary of Changes. None.

9. Releasability. This instruction is approved for public release; distribution is unlimited. DOD components (to include the combatant commands), other Federal agencies, and the public may obtain copies of this instruction through the Internet from the CJCS Directives Home Page--<http://www.dtic.mil/doctrine>. Copies are also available through the Government Printing Office on the Joint Electronic Library CD-ROM.

10. Effective Date. This instruction is effective upon receipt.

STEPHEN T. RIPPE
Major General, USA
Vice Director, Joint Staff

Enclosure(s):

- A - References
- B - Definitions

1 March 1999

ENCLOSURE A

REFERENCES

- a. Assistant Secretary of Defense (C3I) memorandum, 25 November 1998, "Web Site Administration Policies & Procedures"
- b. DOD Directive 5230.9, 9 April 1997, "Clearance of DoD Information for Public Release"
- c. DOD Instruction 5230.29, 6 May 1996, "Security and Policy Review of DOD Information for Public Release"
- d. Deputy Secretary of Defense Policy Memorandum, 2 September 1995, "Government Information Locator Service (GILS)"
- e. Office of Management and Budget (OMB) Bulletin 95-01, 7 December 1994, "Establishment of Government Information Locator Service (GILS)"
- f. Privacy Act (5 USC 552a)
- g. Freedom of Information Act (5 USC 552)
- h. Secretary of Defense policy statement, 1 April 1997, "Principles of Information"
- i. JSI 5410.01, 30 June 1995, "Clearance and Reporting of Speeches and Other Public Information"

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ENCLOSURE B

DEFINITIONS

- a. DefenseLINK. The name of the official publicly accessible Web site for the Department of Defense (DOD). DefenseLINK provides the official single point of access to all DOD information on the World Wide Web, and establishes a means to ensure that the information is readily accessible, properly cleared and released, accurate, consistent, appropriate, and timely.
- b. DOD Originating Office (DOO). Is the entity that created or sponsored the work that generated the information or received/acquired the information on behalf of the DOD.
- c. Format Sensitive Information. Unclassified information regarding DOD capabilities, infrastructure, personnel and/or operational procedures which, when electronically aggregated in significant volume, could adversely affect the national interest, the conduct of Federal programs, or the privacy of individuals if lost, misused, accessed, or modified in an unauthorized way.
- d. Home page. The index or introductory document for a Web site.
- e. Internet. The loosely connected worldwide collection of computer systems that uses a common set of communications standards to send and receive electronic information.
- f. Operations Security (OPSEC). OPSEC is a process of identifying critical information and subsequently analyzing friendly actions attendant to defense acquisitions, military operations, and other activities in order to: (1) identify those actions that can be observed by adversary intelligence systems, (2) determine what indicators might be obtained by hostile intelligence systems that could be interpreted or pieced together to derive critical information in time to be useful to adversaries, and (3) select and execute measures that eliminate or reduce to an acceptable level the vulnerabilities of friendly actions to adversary exploitation.
- g. Official DOD Web site. A DOD Web site that is developed and maintained with command sponsorship and approval and for which the DOD Component, a subordinate organization, or individual exercises editorial control over content. The content of official DOD Web sites is of an official nature that may be endorsed as the official position of the

DOD component. Content may include official news releases, installation history, command position papers, etc. Official DOD Web sites are prohibited from displaying sponsorships or commercial advertisements.

h. Publicly Accessible Web site. Any collection of information on the World Wide Web that is available to anyone with access to the public World Wide Web without any restriction. Sites that use access restrictions such as domain or IP address filtering, username/password requirements, or other restrictions are not considered publicly accessible.

i. Technical Information. Information, including scientific information, which relates to research, development, engineering, test, evaluation, production, operation, use, and maintenance of munitions and other military supplies and equipment (JCS Pub 1).

j. Unofficial DOD Web site. A DOD Web site that is developed and maintained with non-appropriated funds and for which the DOD component, or a subordinate organization, does not usually exercise editorial control over content. The content of unofficial DOD Web sites is not endorsed as the official position of the DOD component. Content will not normally include official news releases, installation history, command position papers, etc. Unofficial DOD Web sites may include sponsorships and commercial advertisements, and may also advertise products for sale, in accordance with the mission of the organization. In most cases, unofficial DOD Web sites are developed and maintained by commercial or nonprofit organizations. Certain military-affiliated organizations may develop and maintain unofficial DOD Web sites. Such organizations include Service exchanges and Morale, Welfare, and Recreation activities that use non-appropriated funds.

k. World Wide Web or Web. The subset of the Internet capable of providing the public with user-friendly graphics-based multi-media access to information on the Internet. It is the most popular means for storing and linking Internet-based information in all multi-media formats. Navigation is accomplished through a set of linked documents that may reside on the same computer or on computers located almost anywhere else in the world.

l. Web site. A collection of information organized into a number of Web documents related to a common subject or set of subjects, including the "home page" and the linked subordinate information.

m. Web Server Environment. The physical computing resources, including servers, software, network, communications, security, and peripheral devices that provide the platform upon which Web sites are made available to users through internetworking.

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