

NORAD/CAN ELM NORAD

Public Affairs (PA) Briefing



Briefer: Maj Jennie Derenzis
(CAN PAO)

Public Affairs (PA) Function

“Public Affairs Officers provide sound communications advice at the tactical, operational and strategic levels, and act as key advisors to military commanders during domestic and international operations.”

PA Policy

“It is DND and CAF policy to...inform the public of its policies, programs, services, activities, operations and initiatives in a manner that is accurate, complete, objective, timely, relevant, understandable, and open and transparent within the law...”

([DAOD 2008-0](#))

Mission Success

CAF mission success depends on the support of Canadians; CAF actions must, therefore, consider the perceptions of Canadians when making operational decisions

Operational Effects of PA

- Enhance presence of CAF assets
- Increase public confidence in the CAF
- Demonstrate Canadian sovereignty
- Reduce potential for unintended effects
- Help avoid escalation of tensions, thereby reducing threat(s) posed to Canada
- Increase efficacy of CAF ops



Maj Jennie
Derenzis



PA3 – Media Division
Chief, NORAD



Capt Rebecca
Garand



PA3 – Social Media
Division, NORAD

CAF
Sentinel

**Second Official
Language(SOL)
Coordinator**
(for CAF mbr
official testing,
not training)

Mr. John Ingle



PA3 – Media Division,
NORAD



Capt Chris
Dube



PA5 – Future Plans
and Ops, NORAD

CAF
Sentinel

Deputy/
Duty Free

NORAD PA

- Building 2 (first right hallway coming through the main doors, first offices on the right across the hall from the IT support desk)
- Part of the larger NORAD & USNORTHCOM PA Team, led by USAF Colonel Dave Herndon
- We work with the Regional PA Teams (CONR, ANR, CANR), OSW PA (DC) and SJS PA (Ottawa)
- Bi-national, ie “*NORAD* assets/aircraft” emphasis
- Key Messaging (via Media Queries, Press Releases, SM posts, Public Service Announcements):
 - Current Ops (IAW OpSec)
 - **ADIZ/CADIZ incursions (press releases)**
 - **TFR violations (press releases)**
 - NORAD Modernization (VCDS PA lead)
 - Responses to media queries (“balloons”; “UFOs”; NORAD spokespersons on Arctic security; the history and future of NORAD etc)
 - **NORAD Tracks Santa**

PA Support to Canadian NORAD personnel

- Leadership speechwriting, key NORAD messaging, imagery and video requests for NORAD and/or CFSU events and activities;

NOTE:

- If you are the assigned AO/OPI for an upcoming event that requires these services, **please reach out to our PA team as early as possible to request support and ensure its feasibility.**

PA Support to the CAF and wider CANELEMNORAD COMMUNITY

- **Tips on consuming the News;**
 - **Proper use of Social Media;**
 - **Public facing engagements;**
 - **Media interest and queries;**
 - **Incidents requiring public affairs guidance**
-
- **..and your in-road to NORAD Tracks Santa
volunteer registration.**



The background is a dense, colorful collage of various social media icons. Recognizable logos include Facebook's 'f', Twitter's bird, YouTube's play button, LinkedIn's 'in', and Google Plus's 'g+'. There are also icons for a camera lens, a magnifying glass, and a speech bubble. The text 'YAHOO!' is visible on a blue background. The overall theme is digital communication and social media.

Proper use of personal Social Media

Reflecting good credit on DND/CAF and Canada

REMINDER: CAF members and DND employees are subject to regulations and orders relevant to improper comments (**incl on political activity**):

- QR&O 19.14 – Improper Comments;
- QR&O 19.36 – Disclosure of Information or Opinion;
- QR&O 19.37 – Permission to Communicate Information; and
- DAOD 2008-8 – Official Use of Social Media

- For DND/CAF: DAOD 2008-8
- [DAOD 2008-8, Official Use of Social Media - Canada.ca](#)
- This DAOD only applies to CAF members and DND civilians, not dependants.
- **However:** QR&Os for CAF members and the NATO SOFA include regulations re improper social media commentary including on political items for both CAF members and dependants.

**All CAF members should take the DLN course:
DPALC_SMF_EN, Social Media Familiarization**

Social Media/Improper Comments

- While posted to NORAD, your status in the US is governed by the **NATO Status of Forces Agreement (SOFA)**.
- Under the SOFA, all force members, civilians, and their dependants must **respect US law** and **refrain from activities inconsistent with the Agreement**, including **political activity**.
- Members of CANELEMNORAD and accompanying family members must **abstain from formal or overt political activity**, such as involvement in parties or advocacy.
- This also includes **personal commentary on political issues** at work, **on social media**, or in public spaces, except for professional analysis necessary to carry out binational duties.
- While Defence Team members may express opinions **within this framework**, perceptions of individual actions can be construed as representing **all DND/CAF members** and, during OUTCAN postings, the **Government of Canada**.
- **Key principle:** Demonstrate **professionalism, neutrality, integrity, and respect**, and consider how your actions may reflect on Canada and obligations under the NATO SOFA.

Practical application

Before posting/commenting:

- Consider and weigh this guidance and **requirement** to abstain from any political activity, before making comments in their workplace, **on social media**, or in public spaces and apply appropriately;

After posting/commenting, consult your CoC without delay, *if you are concerned*:

- about something you or one of your NATO SOFA dependents has posted online or stated publicly,
- you or a dependent were captured in content you did not intend to go online, which may be published by another party;

Before publishing CAF-related information and imagery to the internet, consult your CoC.



Protect Yourself from Social Media

How to Stop Doomscrolling



Figure out what triggers you and limit your exposure



Cap your news time at 30 minutes daily



Channel that anxiety into actual change by joining a group to tackle issues



Check your news diet and choose sources that aren't all doom and gloom



Balance the negative with genuine joy





To mitigate negative outcomes, please discuss good practices within your family.

NORAD Tracks Santa



Approx #s, annually (with ref to stats from recent years):

- ~1000 volunteers;
- ~80 000- 400 000 calls answered in person and virtually;
- ~140-170 media interviews;

Social Media:

- ~85-100 published messages
- Post reach: +15 000 000
- total engagements: +250 000
- likes/reactions: +190 000

~ 10 000 - 20 000 Website Visits
across the world



EDUCATION TOOL on NORAD personnel, capability, and systems

LET OUR TEAM KNOW IF YOU'RE INTERESTED IN VOLUNTEERING





NORAD Public Affairs

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NORAD SM Platforms

- X, FB, IG: @NORADCommand
- LinkedIn:

<https://www.linkedin.com/company/north-american-aerospace-defense-command>



North American Aerospace Defense Command 

100K followers • 126 following

Welcome again!

Questions for PA?

