

NORAD/CANEMNORAD Public Affairs (PA) Briefing



**Briefer: Maj Jennie Derenzis
(CAN PAO)**



What is Public affairs?





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](#))

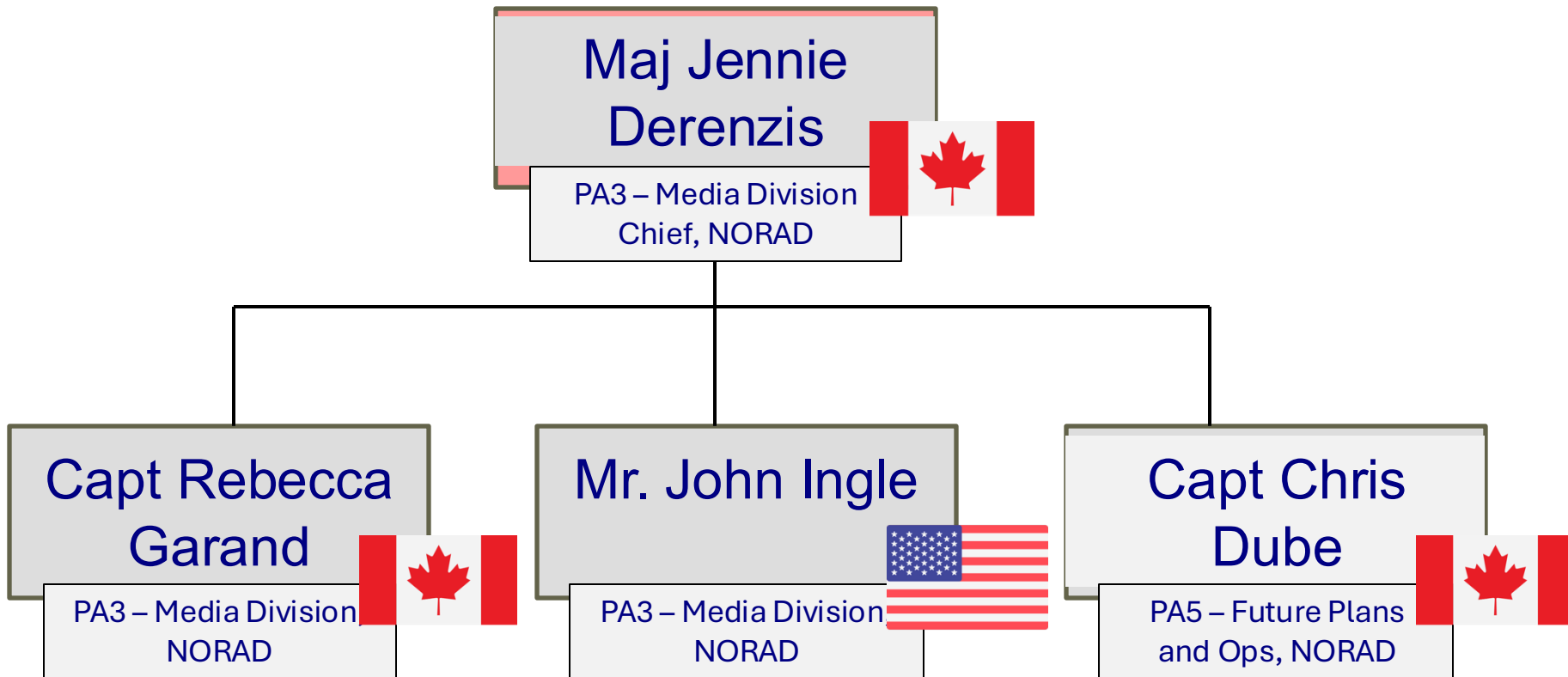
Mission Success

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





CAF PA within 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 US Marine Col Kelly Frushour
- We work in concert with the Regional PA Teams (CONR, ANR, CANR)
- Bi-national, ie “*NORAD* assets/aircraft” emphasis
- Messaging Foci:
 - Current Ops (IAW OpSec)
 - Modernization (VCDS PA lead)
 - **ADIZ/CADIZ incursions (press releases)**
 - **TFR violations (press releases)**
 - Responses to media queries (“balloons”; “UFOs”; NORAD spokespersons on Arctic security; the history and future of NORAD etc)
 - **NORAD Tracks Santa**



Air Defense Identification Zone (ADIZ) incursion

PRESS
RELEASES



PRESS RELEASE | May 2, 2024

NORAD detects, tracks Russian aircraft operating in Alaskan ADIZ

North American Aerospace Defense Command Public Affairs

COLORADO SPRINGS, Colo. – The North American Aerospace Defense Command (NORAD) detected and tracked four Russian military aircraft operating in the Alaskan Air Defense Identification Zone (ADIZ) on May 2, 2024.

The Russian aircraft remained in international airspace and did not enter American or Canadian sovereign airspace. This Russian activity in the Alaska ADIZ occurs regularly and is not seen as a threat.

An ADIZ begins where sovereign airspace ends and is a defined stretch of international airspace that requires the ready identification of all aircraft in the interest of national security.

NORAD employs a layered defense network of satellites, ground-based and airborne radars and fighter aircraft to detect and track aircraft and inform appropriate actions. NORAD





Temporary Flight Restriction

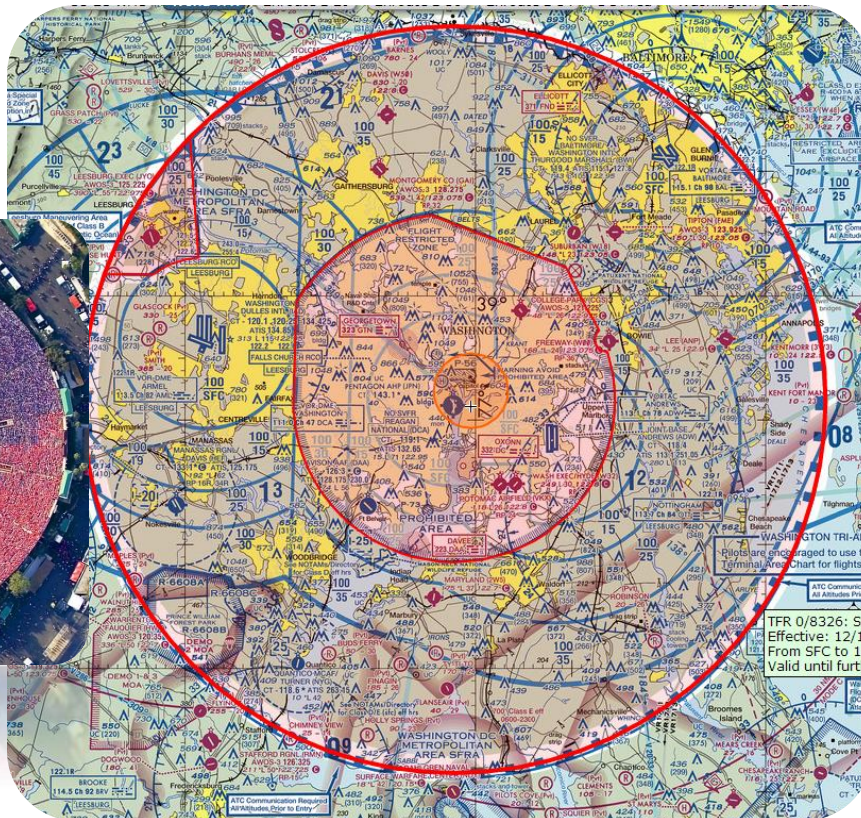
NORAD's primary focus is on **unauthorized, unknown, unwanted air activity** approaching/within North American airspace



Approximately 53,000 aircraft enter into North American airspace each day



Aerospace Control – Washington DC Special Flight Rules Area (SFRA)



- Design
 - 30nm DCA VOR
 - Surface to 17,999 ft
 - Procedures
 - IFR/SFRA flight plan
 - Discrete code
 - Two way radio
 - Airspeed restriction
- (PLAN, SQUAWK, TALK)





Involving Public affairs



PRESS RELEASE | Oct. 30, 2023

NORAD intercepts aircraft violating TFR over Delaware

North American Aerospace Defense Command Public Affairs

TYNDALL AIR FORCE BASE, Fla. – A [North American Aerospace Defense Command F-16 fighter aircraft](#) and a [MH-65 helicopter](#) responded to a civilian aircraft over Wilmington, Delaware, on Oct. 28, 2023.

The civilian aircraft violated a Temporary Flight Restriction area at 2:25 p.m. Eastern Time and was escorted out of the area.



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;
- ~100-150 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





Increasing NORAD's profile to wider audiences



\$1 vs \$1,000,000,000 Nuclear Bunker!



MrBeast

Join

Subscribe

2.4M



97,872,336 views 2 weeks ago #feastablespartner #ad





NORAD SM Platforms

X and Facebook:

- **@NORADCommand**



North American Aerospace Defense Command 

100K followers • 126 following



CAF PA within CANELEMNORAD

**Our three Canadian team members
also provide PA support to
Canadian ELEMENT NORAD:**

- Maj Derenzis, jennifer.derenzis@forces.gc.ca
- Capt Dubé, christopher.dube@forces.gc.ca
- Capt Garand, rebecca.garand@forces.gc.ca



CAF PA within CANELEMNORAD

- Leadership speechwriting, imagery and video support to 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.**



CAF PA within CANELEMNORAD

PA advice/support to CFSU leaders and membership re:

- **Public facing engagements;**
- **Proper use of Social Media;**
- **Media interest and queries;**
- **Incidents requiring public affairs guidance**



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**



SOCIAL MEDIA: PERSONAL USE

- 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

- **REMINDER:** While you are posted to NORAD, your status in the US is governed under the **NATO Status of Forces Agreement (SOFA)**.
- Under the SOFA, *it is the duty of a force and its civilian component and the members thereof as well as their dependents to respect the law of the receiving State, and to abstain from any activity inconsistent with the spirit of the present Agreement, and, in particular, from any political activity in the receiving State.*
- **Members of CANELEMNORAD and accompanying family members must therefore abstain from any political activity in the US.** We should demonstrate professionalism and act with neutrality, integrity, and respect for all.

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



Social Media/Improper Comments

- This includes **abstaining from formal, overt political activity, such as involvement in parties or advocacy**. This also applies to abstaining from **personal commentary on political issues at work, on social media, or in public spaces**, beyond reasonable professional analysis of Canadian and US government direction within a binational command in order to carry out our duties.
- While Defence Team members are entitled to express their opinions within the bounds of the above framework, the perception of one member or employee can often be construed as a representation of all DND/CAF team members, and **during your OUTCAN posting a representation of the Government of Canada**.
- Please consider how this may reflect upon Canada, as well as expectations under the NATO SOFA, in a careful, calm, and deliberate manner. Thank you for your dedication and professionalism.



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.

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

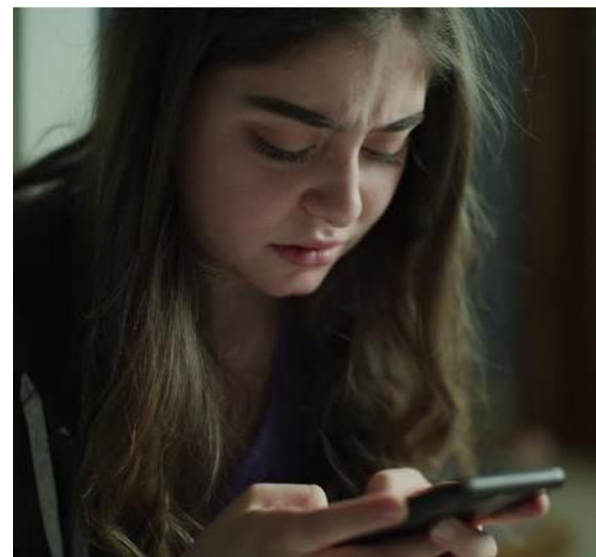
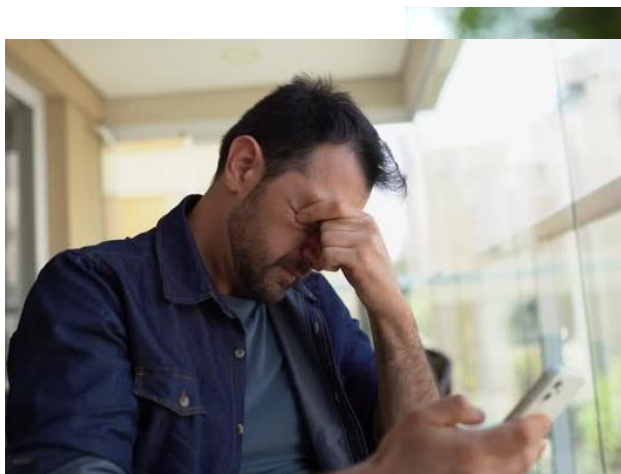


Practical application

Please have discussions with your dependents now to mitigate negative outcomes.



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Welcome again!

Questions for PA?





NORAD Public Affairs

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