

**COMMANDER NAVY INSTALLATIONS COMMAND (CNIC)  
MANAGEMENT and ASSISTANCE TEAM (N9G)**



**Local  
Internal Control Questionnaire (ICQ)  
FY17**

**ADVERTISING**

**5720 INTEGRITY DRIVE  
MILLINGTON TN 38055-6520**

**REVISED OCTOBER 2016**

## REVIEW COVER SHEET

HOST COMMAND: \_\_\_\_\_

DATES OF REVIEW: \_\_\_\_\_

REVIEW CONDUCTED BY: \_\_\_\_\_

### Business Office POC

Name \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

### Region Internal Review Officer

Name \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Briefly describe the Advertising program at this activity:

### Programs:

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### Events:

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Services Offered (include those provided by contract and/or concessionaire):

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ADVERTISING MWR PROGRAMS AND EVENTS			
1.	<p>Are MWR advertising communications being directed primarily at authorized patrons for its events and services?</p> <p>Reference: DoDI 1015.15, encl (11), para 2b CNICINST 1710.3, encl (1), para 615.</p> <p><u>Comments:</u></p>	<p>YES <input type="checkbox"/></p> <p>NR <input type="checkbox"/></p>	<p>NO <input type="checkbox"/></p> <p>N/A <input type="checkbox"/></p>
2.	<p>Does MWR advertising including information about sales of goods and services, including brand names and item prices, promote alcohol beverages or bar prices (a prohibited activity)?</p> <p>Reference:  DoDI 1015.10, encl (12), para 2g CNICINST 1710.3, encl (1), para 615a.</p> <p><u>Comments:</u></p>	<p>YES <input type="checkbox"/></p> <p>NR <input type="checkbox"/></p>	<p>NO <input type="checkbox"/></p> <p>N/A <input type="checkbox"/></p>
3.	<p>Does MWR entertainment and social event advertising specify names of feature acts, films, or talents, hours of operation, admission prices or cover charges, prizes to be awarded and name of commercial sponsors, if any?</p> <p>Reference: DoDI 1015.10, encl (12), para 2a CNICINST 1710.3, encl (1), para 615a.</p> <p><u>Comments:</u></p>	<p>YES <input type="checkbox"/></p> <p>NR <input type="checkbox"/></p>	<p>NO <input type="checkbox"/></p> <p>N/A <input type="checkbox"/></p>
4.	<p>Is MWR experiencing problems with the installation's Public Affairs Office (PAO) or Armed Forces Radio and Television Service (AFRTS) in carrying unpaid non-commercial news stories, announcements, and listings of services offered by MWR, and including names of MWR commercial sponsors and brand name of prizes being awarded?</p>	<p>YES <input type="checkbox"/></p> <p>NR <input type="checkbox"/></p>	<p>NO <input type="checkbox"/></p> <p>N/A <input type="checkbox"/></p>

	<p>Reference: DoDI 1015.10, encl (12), para 2f CNICINST 1710.3, encl (1), para 615b.</p> <p><u>Comments:</u></p>		
5.	<p>Do media publications produced or prepared for local dissemination to authorized patrons, which are identified with a particular MWR activity or program (e.g. bowling center), contain commercial source products (a prohibited activity)?</p> <p>Reference: DoDI 1015.10, encl (12), para 2e CNICINST 1710.3, encl (1), para 615c.</p> <p><u>Comments:</u></p>	<p>YES <input type="checkbox"/></p> <p>NR <input type="checkbox"/></p>	<p>NO <input type="checkbox"/></p> <p>N/A <input type="checkbox"/></p>
6.	<p>Is NAF being used to cover all costs of producing and mailing advertising media of a Category C activity?</p> <p>Note: a. DoDI 1015.10, enclosure (4), Table E4T1, provides further guidance and instruction.  b. Use of a NAF-funded bulk mail permit is recommended.</p> <p>Reference: DoDI 1015.10, enclosure (4), Table E4T, and encl (12), para 2e; CNICINST 1710.3, encl (1), para 615c.</p> <p><u>Comments:</u></p>	<p>YES <input type="checkbox"/></p> <p>NR <input type="checkbox"/></p>	<p>NO <input type="checkbox"/></p> <p>N/A <input type="checkbox"/></p>
7.	<p>Are the requirements being met regarding MWR newsletters/pubs containing commercial advertising and voluntarily initiated by a Civilian Enterprise (CE) publisher at no cost to the government or the NAFI being made available to patrons?</p> <p>Note: Authority for distributing CE pubs through official channels is limited to those newspapers and publications authorized in DoDI 5120.4.</p>	<p>YES <input type="checkbox"/></p> <p>NR <input type="checkbox"/></p>	<p>NO <input type="checkbox"/></p> <p>N/A <input type="checkbox"/></p>

	<p>Reference: DoDI 5120.4 CNICINST 1710.3, encl (1), para 615d(1)-(6)</p> <p><u>Comments:</u></p>		
8.	<p>Is MWR including a publication carrying commercial advertising as an authorized insert in the base newspaper subject to review by the PAO?</p> <p>Note: MWR must not solicit or sell this advertising.</p> <p>Reference: DoDI 1015.10, encl (12) CNICINST 1710.3, encl (1), para 615e</p> <p><u>Comments:</u></p>	<p>YES <input type="checkbox"/></p> <p>NR <input type="checkbox"/></p>	<p>NO <input type="checkbox"/></p> <p>N/A <input type="checkbox"/></p>
9.	<p>Is distribution of voluntarily initiated media prepared by non-DoD sources that are primarily advertising devices being accomplished through official channels (a prohibited activity)?</p> <p>Note: Such media may be placed in locations on the installations for personal pick up, and must contain a federal non-endorsement disclaimer and are not paid for w/government funds. A disclaimer is not required for items</p> <p>Reference: DoDI 1015.10, encl (12), para 2g CNICINST 1710.3, encl (6), par 615e CNICINST 5720.2</p> <p><u>Comments:</u></p>	<p>YES <input type="checkbox"/></p> <p>NR <input type="checkbox"/></p>	<p>NO <input type="checkbox"/></p> <p>N/A <input type="checkbox"/></p>
10.	<p>Is merchandise being purchased, prepared and produced by MWR as premiums, being offered to patrons as a bonus or incentive to advertise an MWR product, service, program or event?</p>	<p>YES <input type="checkbox"/></p>	<p>NO <input type="checkbox"/></p>

	<p>Note: Examples of premiums include ballpoint pens, plastic rulers, etc., with an intrinsic unit value of less than \$10 retail. Alcohol and tobacco products are excepted.</p> <p>Reference:  - DoDI 1015.10, encl (12), para 2g  - CNICINST 1710.11C, encl (6), para 615f.</p> <p><u>Comments:</u></p>	NR <input type="checkbox"/>	N/A <input type="checkbox"/>
11.	<p>Has MWR solicited from suppliers or other NFEs to offset the cost of premiums (a prohibited activity)?</p> <p>Note: MWR may not request suppliers or others to provide premiums at their expense unless accomplished through a commercial sponsorship or other written agreement.</p> <p>Reference:  DoDI 1015.10, encl (12), para 2g  CNICINST 1710.3, encl (1), para 615f(2)</p> <p><u>Comments:</u></p>	YES <input type="checkbox"/>  NR <input type="checkbox"/>	NO <input type="checkbox"/>  N/A <input type="checkbox"/>
12.	<p>Does MWR coordinate with the PAO and legal counsel when contributing material for publication as unpaid information in base newspapers, PODs, and other media that may or may not be intended primarily for distribution on a military installation to publicize MWR events and programs of general interest to authorized patrons?</p> <p>Note: Coordination with the PAO and supporting legal counsel is required when items are released to external media.</p> <p>Reference:  DoDI 1015.10, encl (12), para 2f  - CNICINST 1710.3, encl (1), para 615h.</p> <p><u>Comments:</u></p>	YES <input type="checkbox"/>  NR <input type="checkbox"/>	NO <input type="checkbox"/>  N/A <input type="checkbox"/>

13.	<p>When MWR NAF is to advertise its events in civilian (off-base) media when the event is open to the public, does it directly compete with similar events offered in the local civilian community (a prohibited activity)?</p> <p>Note: The advertisement of resale merchandise or the sale of State tax-free tobacco products and beverages during these events, except for on premise consumption, is prohibited.</p> <p>Reference: DoDI 1015.10, encl (12), para 2c(1)-(5) CNICINST 1710.3, encl (6), para 615i.</p> <p><u>Comments:</u></p>	<p>YES <input type="checkbox"/></p> <p>NR <input type="checkbox"/></p>	<p>NO <input type="checkbox"/></p> <p>N/A <input type="checkbox"/></p>
Notes:			

SALE OF ADVERTISING BY MWR			
1.	<p>Does advertising sold by MWR contain as a condition the exclusion of any other product, service or advertisement, or the granting of any additional benefit to a supplier (a prohibited activity)?</p> <p>Reference: CNICINST 1710.3, encl (1), para 616a.</p> <p><u>Comments:</u></p>	<p>YES <input type="checkbox"/></p> <p>NR <input type="checkbox"/></p>	<p>NO <input type="checkbox"/></p> <p>N/A <input type="checkbox"/></p>
2.	<p>Is paid advertising to MWR bound by the same standards of propriety that apply to CE newspapers?</p> <p>Reference: DoDI 1015.10, encl (12), para 2d(1) DoDI 5120.4; and CNICINST 1710.3, encl (1), para 616b.</p> <p><u>Comments:</u></p>	<p>YES <input type="checkbox"/></p> <p>NR <input type="checkbox"/></p>	<p>NO <input type="checkbox"/></p> <p>N/A <input type="checkbox"/></p>
3.	<p>Does advertising sold by MWR include a disclaimer that it does not constitute an official endorsement?</p> <p>Note: Due to the unique nature of electronic billboards, printed copies of the disclaimer are to be available should they be required.</p> <p>Reference: DoDI 1015.10, encl (12), para 2d.(2) CNICINST 1710.3, encl (1), para 616c.</p> <p><u>Comments:</u></p>	<p>YES <input type="checkbox"/></p> <p>NR <input type="checkbox"/></p>	<p>NO <input type="checkbox"/></p> <p>N/A <input type="checkbox"/></p>
4.	<p>Are CSAs involving TV and radio broadcast rights to MWR events, and any pre-event publicity of MWR events, being coordinated with the command's PAO?</p> <p>Reference: DoDI 1015.10, encl (11), para 1b(8)</p>	<p>YES <input type="checkbox"/></p> <p>NR <input type="checkbox"/></p>	<p>NO <input type="checkbox"/></p> <p>N/A <input type="checkbox"/></p>



	<p>CNICINST 1710.3, encl (1), para 603h</p> <p><u>Comments:</u></p>		
5.	<p>Does MWR accept paid commercial advertising on AFRTS, local commander's channels, or any APF funded electronic media (a prohibited activity).</p> <p>Reference: DoDI 1015.10, encl (12), para 2d(3) CNICINST 1710.3, encl (1), para 616d.</p> <p><u>Comments:</u></p>	<p>YES <input type="checkbox"/></p> <p>NR <input type="checkbox"/></p>	<p>NO <input type="checkbox"/></p> <p>N/A <input type="checkbox"/></p>
6.	<p>Is the REGCOM/Installation CO involved in deciding the acceptability of advertising, taking into consideration public perceptions, impact on local economy, effect on local CE newspapers?</p> <p>Note: This authority may be delegated in writing to the regional or installation N9.</p> <p>Reference: DoDI 1015.10, encl (12), para 2d(4) CNICINST 1710.3, encl (1), para 616e.</p> <p><u>Comments:</u></p>	<p>YES <input type="checkbox"/></p> <p>NR <input type="checkbox"/></p>	<p>NO <input type="checkbox"/></p> <p>N/A <input type="checkbox"/></p>
7.	<p>Is commercial advertising in the installation's MWR, NAF-funded media based on reaching bona fide users per established patronage policies, and is MWR's media distribution limited to the installation?</p> <p>Note: Mailings to authorized patrons is permitted.</p> <p>Reference: DoDI 1015.10, encl (12), para 2d(5), (6)</p>	<p>YES <input type="checkbox"/></p> <p>NR <input type="checkbox"/></p>	<p>NO <input type="checkbox"/></p> <p>N/A <input type="checkbox"/></p>

	<p>CNICINST 1710.3, encl (1), para 616(f), (g).</p> <p><u>Comments:</u></p>		
8.	<p>Is selling of advertising accomplished under a written contract and reviewed by the regional Office of General Council (OGC) attorney?</p> <p>Note: Standardized contract formats for repetitive contracting, which have undergone legal review, will not require further legal review as long as there is no deviation from the approved contract.</p> <p>Reference: CNICINST 1710.3, encl (1), para 616h CNICINST 7043.1A, encl (1), para 117b(4).</p> <p><u>Comments:</u></p>	<p>YES <input type="checkbox"/></p> <p>NR <input type="checkbox"/></p>	<p>NO <input type="checkbox"/></p> <p>N/A <input type="checkbox"/></p>
9.	<p>Are local accounting records being maintained to support advertising income and expenses?</p> <p>Reference: CNICINST 1710.3, encl (1), para 616i.</p> <p><u>Comments:</u></p>	<p>YES <input type="checkbox"/></p> <p>NR <input type="checkbox"/></p>	<p>NO <input type="checkbox"/></p> <p>N/A <input type="checkbox"/></p>
10.	<p>Is commercial advertising purchased by suppliers and other non-DoD sources in media not prepared or produced by MWR that relate to MWR program activities include the required non-endorsement disclaimer?</p> <p>Reference: DoDI 1015.10, encl (11), para 2d(2) CNICINST 1710.3, encl (1), para 616j.</p>	<p>YES <input type="checkbox"/></p> <p>NR <input type="checkbox"/></p>	<p>NO <input type="checkbox"/></p> <p>N/A <input type="checkbox"/></p>

	<u>Comments:</u>		
11.	<p>Is MWR avoiding policies and requirements associated with commercial sponsorship by entering into advertising contracts?</p> <p>Note: The rules and the promotional benefits MWR may offer under commercial sponsorship apply equally to advertising.</p> <p>Reference: CNICINST 1710.3, encl (1), para 616k</p> <p><u>Comments:</u></p>	<p>YES <input type="checkbox"/></p> <p>NR <input type="checkbox"/></p>	<p>NO <input type="checkbox"/></p> <p>N/A <input type="checkbox"/></p>
Notes:			

**CIVILIAN ENTERPRISE (CE) NEWSPAPERS,  
INSTALLATION GUIDES AND QOL GUIDEBOOKS**

1.	<p>Is MWR using NAF to administer official newspapers, CE newspapers or installation APF-funded guidebook contracts (a prohibited activity)?</p> <p>Note: CE newspapers and similar Public Affairs Office (PAO) media are intended to serve as a revenue generator for Navy MWR.</p> <p>Reference: DoDI 5120.4, para 6.2.3 CNICINST 1710.3, encl (1), para 617c</p> <p><u>Comments:</u></p>	<p>YES <input type="checkbox"/></p> <p>NR <input type="checkbox"/></p>	<p>NO <input type="checkbox"/></p> <p>N/A <input type="checkbox"/></p>
2.	<p>Are MWR activity guidebooks, designed to provide information on local MWR programs, services and event-related FFR programs and services (and brief history of the installation and important phone numbers), contain a detailed history of the base, tenant commands or base-wide phone directory (a prohibited activity)?</p> <p>Reference: DoDI 5120.4, Chapter 6 CNICINST 1710.3, encl (1), para 617c.</p> <p><u>Comments:</u></p>	<p>YES <input type="checkbox"/></p> <p>NR <input type="checkbox"/></p>	<p>NO <input type="checkbox"/></p> <p>N/A <input type="checkbox"/></p>

Notes:

COMMERCIAL BILLBOARDS			
1.	<p>Does Navy MWR control any commercial billboards on board the installation (a prohibited activity)?</p> <p>Note: Construction or display of commercial billboards or similar signs promoting private, commercial or political interests on Navy-controlled property is prohibited.</p> <p>Reference: CNICINST 1710.3, encl (1), para 618</p> <p><u>Comments:</u></p>	YES <input type="checkbox"/>  NR <input type="checkbox"/>	NO <input type="checkbox"/>  N/A <input type="checkbox"/>
<p>Notes:</p>			