

## POLICY OR PRECEDENT

SUBJECT:

DATE: 23 JUN 2021

Psychological Operations Policy for Award of the Major General Robert A. McClure Medallion

POLICY NUMBER

ORIGINATING SECTION

ORIGINATOR

PHONE #

PO 01-21

AOJK-PO

Mr. Jeff Kennedy

396-4349

APPROVED: RUSTIE W. KIM, LTC, Chief, Psychological Operations Proponent

1. PURPOSE: Establish the Psychological Operations (PO) Regimental Policy and procedures for awarding of the Major General Robert A. McClure Medallion.
2. SCOPE: This policy applies to all Active Duty, Reserve, National Guard, Sister Service, Allied, current, retiree and veteran members of the PO Regiment and/or who have successfully completed Psychological Operations qualification or functional area training conducted under the auspices of the United States Army John F. Kennedy Special Warfare Center and School (USAJFKSWCS).
3. GENERAL: The MG Robert A. McClure Medallion Program was established in 2009 to recognize current and veteran members of the PO Regiment for exceptional service and contribution to the PO Regiment and the greater PO/Military Information Support Operations (MISO) community. The PO Regimental Award is named after MG Robert A. McClure as he is considered the founder of modern Psychological Operations. The medallion consists of three tiers (Gold, Silver and Bronze) with criteria associated with each tier.
4. NOMINATIONS:
  - a. In order to be considered for nomination, an individual must have demonstrated the highest standards of integrity, moral character, an outstanding degree of professional competence, an unblemished career, and their contributions to the PO Regiment must be considered above and beyond that of their peers for the professionalism, promotion and

PRESCRIBING DIRECTIVES: AR 600-8-22 Military Awards, 5 Mar 2019; AR 670-1 Wear and Appearance of Army Uniforms and Insignia, 26 Jan 2021; DA PAM 670-1 Guide to the Wear and Appearance of Army Uniforms and Insignia, 26 Jan 2021; USAJFKSWCS Regimental Honors, Awards, and Affiliation Policy 01-20, dated 8 January 2020

DISTRIBUTION:

This publication is available in electronic media and is intended for A5 distribution. Paper copies will be provided for those not having access to e-media.

OTHER POLICIES AFFECTED:

Supersedes PO Commandant Policy 01-20, 12 February 2020

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advancement of the PO Regiment and greater PO/MISO community.

b. All nominations for the MG Robert A. McClure Medallion (Gold, Silver and Bronze) must include a nomination letter, biography and optional professional photograph (DA Photos are considered professional). The nomination letter should be limited to two pages and include the nominee's significant contributions to the PO Regiment as well as contact information (mailing address, phone number and email address) for the nominee and nominator for notification and presentation purposes. The biography should include any additional significant contributions to the PO Regiment, schools/education, awards/decorations and continued contributions to the PO Regiment outside of the military if applicable. The Soldier Record Brief/Enlisted Record Brief (SRB/ERB), Officer Record Brief (ORB), Civilian Career Brief or equivalent document must be included in all nominations for currently serving individuals.

c. All nominations will be submitted to the PO Branch Proponent, USAJFKSWCS for processing. The PO Branch Proponent Chief will serve as President of the MG Robert A. McClure Medallion Panel and approval authority for award of all Bronze and Silver medallions and endorsement of all Gold medallion nominations for approval to the CG, USAJFKSWCS. Nominations may be submitted at any time, however all submissions for consideration at the annual panel, must be received by the PO Branch Proponent Office no later than 31 August annually. The McClure Panel will be held annually on/about 1 October, with the announcement of awardees conducted on the Regimental Anniversary in November of each year. Requests to conduct an out of cycle panel must be submitted to the PO Branch Proponent and will be considered on a case-by-case basis.

d. All nominations for nominees who are assigned to a PO unit/organization (POB, POG, etc.) must be submitted through their chain of command (COC) at the Colonel (O6) level. Bronze medallion nominations for individuals assigned to a PO unit/organization must be endorsed by the Group Commander or first O6 in the COC. Silver and Gold medallion nominations must have commander endorsement of either the 1st Special Forces Command (SFC) (Airborne), the U.S. Army Civil Affairs and Psychological Operations Command (USACAPOC) (Airborne) or the first O7 in the COC.

e. For nominees not currently assigned to a PO unit/organization, Sister Service or Allied Bronze nominations must be endorsed by the first O6 or equivalent in their COC. Silver and Gold nominations must be endorsed by the first O7 or equivalent in their COC. Psychological Operations veteran or retiree nominations should be submitted directly to the PO Branch Proponents office for processing and consideration.

## 5. CRITERIA FOR JUSTIFICATION OF THE AWARD:

a. MG Robert A. McClure Gold Medallion: This medallion is the most prestigious and the highest order of the three awards. It is awarded to the most distinguished member(s) of the PO Regiment who have contributed to the career field and function of PO in support of national defense and should be recognized as a lifetime achievement award for those with a

recommended minimum of fifteen (15) years or more of service in various units and organizations as well as civilian contributions that directly support the PO Regiment. Recipients of the Gold medallion will have uncompromising character, competence, an unblemished career, a lifetime of service to the Regiment and epitomize the standards of performance and excellence that have earned them unquestionable respect and admiration of the entire PO/MISO community. There will only be three (3) MG Robert A. McClure Gold Medallions awarded per year. There may be two (2) additional Gold Medallions awarded annually to posthumous nominees.

(1) Individuals serving in a PO unit/organization must have the endorsement of Commander, The U.S. Army 1st Special Forces Command (Airborne), Commander, U.S. Army Civil Affairs and Psychological Operations Command (Airborne) or first O7 in the COC.

(2) Individuals serving outside of a PO unit, Sister Service or Allied must have the endorsement of the first O7 or equivalent in their chain of command. Psychological Operations veteran or retiree nominations should be submitted directly to the PO Branch Proponents office for processing and consideration.

b. MG Robert A. McClure Silver Medallion: This medallion is the second highest award of the Regiment and recognizes those who have had an exceptionally significant impact on the PO Regiment, over a recommended minimum of ten (10) years or more active, reserve or civilian service, in various units, organizations or activities that directly support the Regiment. In order to be eligible for a Silver Medallion the following minimum selection criteria must be met:

(1) Service performed must have had a singularly outstanding positive impact on each organization or activity, to where the individual was assigned, demonstrated by exceptional performance of duty in various positions with progressive increases in responsibility.

(2) Service must have clearly exceeded that of the majority of those within the individual's peer group, as evidenced by accumulated awards, citations, reputation and selection for promotion to higher rank and increased levels of responsibility.

(3) In addition to the service criteria listed above, individuals who meet the following criteria may also be considered for award of the Silver Medallion:

(a) Successfully served as a battalion/group commander or equivalent.

(b) Successfully served as a battalion/group Command Sergeant Major or equivalent.

(c) Individuals awarded the Silver Star or higher award for valor while serving within PO/MISO may be nominated without meeting the above criteria.

(4) Silver McClure medallion annual allocations are as follows:

(a) Only eight (8) nominees will be awarded the McClure Silver Medallion annually. There may be two (2) additional Silver Medallions awarded annually to posthumous nominees.

(b) Individuals serving in a PO unit/organization must have the endorsement of Commander, The U.S. Army 1st Special Forces Command (Airborne), Commander, U.S. Army Civil Affairs and Psychological Operations Command (Airborne) or first O7 in the COC.

(c) Individuals serving outside of a PO unit/organization, Sister Service or Allied must have the endorsement of the first O7 or equivalent in their chain of command.

(d) Veteran or retiree nominations should be submitted directly to the PO Branch Proponents office for processing and consideration.

c. MG Robert A. McClure Bronze Medallion: This medallion is the third highest award for the regiment and is designed to be awarded to those persons who have demonstrated a high degree of professional competence, standards of integrity and moral character, and strong devotion to duty to the PO Regiment and PO/MISO community over a recommended minimum of five (5) years or more active, reserve or civilian service, in various units, organizations or activities that directly support the PO Regiment. Individuals nominated for this award must clearly stand out in the eyes of their seniors, peers and subordinates alike. In order to be eligible for a Bronze Medallion the following minimum selection criteria must be met:

(1) Must currently hold or have held the 37-series Military Occupational Specialty (MOS), Psychological Operations Functional Area or previous designation, Sister Service or Allied equivalent occupational specialty.

(2) Must have demonstrated successful tactical and technical competence and leadership in a tactical, regional, dissemination or specialty PO unit/organization as a minimum of a PO Team Sergeant or PO Detachment Commander or equivalent.

(3) Current or past Soldiers who have received a valorous award while serving in Psychological Operations may also be nominated without meeting the aforementioned criteria. Civilians who have been recognized as an Honorary Member of the Regiment and/or who might be nominated for a bronze Medallion are also exempt from the above criteria.

(4) Bronze McClure medallion annual allocations are as follows:

(a) Each PO Battalion: Two (2) each Bronze McClure Medallion

(b) Each PO Group (2nd, 4th, 7th and 8th): Two (2) each Bronze McClure medallions per Group (above what the PO Battalions are allocated)..

(b) USAJFKSWCS (includes 5/1 SWTG (A), 1st SWTG (A) , 2nd SWTG (A) , SWMG, NCOA and the Center): Four (4) Bronze McClure medallions.



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(c) 1st Special Forces Command (Airborne) (includes 1st SFC HQ, SFGs, OSW, etc.): Two (2) Bronze McClure medallions (above what the PO Battalions and Groups are allocated).

(d) United States Army Civil Affairs and Psychological Operation Command (USACAPOC) (Airborne) (includes USACAPOC HQ, TIOG, TASS BNs, etc.): Two (2) Bronze McClure medallions (above what the PO Battalions and Groups are allocated).

(e) Marine Corps Information Operations Command (MCIOC): Two (2) Bronze McClure medallions.

(f) PO Branch Proponent: Four (4) Bronze McClure medallions (for nominations of personnel in Army, Joint, Sister Service or Allied, but not in the aforementioned units, retiree and veterans).

d. Medallion allocations will be reallocated between organizations in the event nomination packets are not received or approved to meet an organizations authorized allocations. Units/organizations will submit an Order of Merit List (OML) along with nomination packets.

e. In the event that the number of approved nominations exceeds the total number of annual medallion allocations at each level, an exception to policy request may be submitted to CG, USAJFKSWCS in order to authorize the awarding of additional medallions.

f. The MG Robert A. McClure Medallion will be presented during very special ceremonies, events or formal social events.

g. The PO Branch Proponent Office will be responsible for maintaining all records of nominations, board outcomes, final processing and notification as necessary.

h. All nominations for the MG Robert A. McClure Medallion will be submitted to the PO Branch Proponent Office, USAJFKSWCS:

(1) Mail: Psychological Operations Branch Proponent (AOJK-PO)  
Attn: Mr. Jeffrey L. Kennedy  
3004 Ardennes Street, Stop A.  
Fort Bragg, North Carolina 28310

(2) Digital: jeffrey.l.kennedy.civ@socom.mil or jeffrey.l.kennedy.civ@mail.mil

6. Wear and appearance of the Medallion: This section covers the authorized wear of the MG Robert A. McClure Medallion on Army uniforms. The term "ribbon" is an all-inclusive term covering that portion of the suspension ribbon of a service medal or decoration that is worn instead of the service medal or decoration.

a. Authorization

(1) CDRs may authorize the wear of authorized decorations/medallions on the following occasions

(a) Parades, reviews, inspections, and funerals.

(b) Ceremonial and social occasions.

(2) Unless directed by a CDR IAW AR 670-1, para 22-2, the MG Robert A. McClure medallion is worn at the option of the wearer, when not prohibited, during normal duty hours. Personnel may also wear the MG Robert A. McClure medallion on appropriate uniforms when off duty. Personnel are encouraged to wear the MG Robert A. McClure medallion on the service, dress, and mess uniforms.

(3) Soldiers may wear the MG Robert A. McClure medallion on the Class B version of the service uniform during duty hours and when off duty at their option.

b. When wearing the MG Robert A. McClure medallion is prohibited:

(1) On any uniform other than those authorized in this policy.

(2) When wearing civilian clothing. Soldiers may wear the MG Robert A. McClure Medallion on formal civilian attire at formal social functions when wearing the Army uniform is inappropriate or not authorized.

c. Proper wear of the MG Robert A. McClure Medallion:

(1) Army Service Uniform (ASU) or Army Green Service Uniform (AGSU). The neck ribbon is to be worn underneath the collar of both the long and short sleeve dress shirt, and the blouse. The ribbon is lying flat under the coat just below the knot of the necktie, or just below the crossover of the neck tab. The medallion is to be suspended outside of the ASU/AGSU coat and above the top button on both the male and female ASU/AGSU.

(2) Army Combat Uniform (ACU) (see DA Pam 670-1 for uniforms currently classified as combat uniforms). The neck ribbon is to be worn inside the collar of the ACU coat. The medallion is to be suspended on the outside of the coat above the rank.

(3) An individual may not wear more than two decorations with neck ribbons at one time. The decoration with the highest precedence is worn above the other. The MG Robert A. McClure Medallion is worn in precedence with other decorations with neck ribbons. An example can be found in DA Pam 670-1, chapter 22-9.

7. Removal/Revocation of a MG Robert A. McClure medallion. Once selected for the MG Robert A. McClure medallion, individuals must remain in good order and standing. Awardees

that receive one of the following, but not limited to, will automatically be recommended for revocation of the MG Robert A. McClure Medallion:

- a. Adverse administrative action for misconduct (for example, driving under the influence (DUI), sexual misconduct, etc.).
- b. Court-martial conviction.
- c. Dishonorable (other than honorable or general) discharge.
- d. Punishment under Article 15 of the Uniformed Code of Military Justice.
- e. Relief-for-cause Noncommissioned Officer Evaluation Report or Officer Evaluation Report.

8. Request for revocation of a MG Robert A. McClure Medallion.

a. Request for revocation of a MG Robert A. McClure Medallion must be processed through the PO Branch Proponent Office, in memorandum format outlining justification for revocation, and must be submitted and processed in a timely manner.

b. The PO Branch Proponent will approve or disapprove the request by memorandum. A copy will be forwarded to the requesting organization and the individual involved.

c. Upon notification of formal revocation of a MG Robert A. McClure medallion, the individual's medallion and certificate must be returned to the PO Branch Proponent Office.