



SECNAVINST 5720.44B

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PUBLIC AFFAIRS POLICY & REGULATIONS



DEPARTMENT OF THE NAVY
OFFICE OF THE SECRETARY
1000 NAVY PENTAGON
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SECNAV INSTRUCTION 5720.44B

From: Secretary of the Navy

Subj: DEPARTMENT OF THE NAVY PUBLIC AFFAIRS POLICY AND
REGULATIONS

1. Purpose. To provide basic policy and regulations for carrying out the public affairs and internal relations programs of the Department of the Navy. This instruction is a complete revision and should be reviewed in its entirety.

2. Cancellation. SECNAVINST 5720.44A and CHINFO RCSs 5720-1, 5720-2, and 5720-3.

3. Scope, Organization and Design of this Instruction. This instruction, applicable throughout the Department of the Navy, is organized in two tiers. Policy and regulations directive in nature are presented in this document. Procedural guidance on implementing regulations and policy is provided separately as supplemental public affairs guidance via public affairs channels.

4. Administration and Maintenance. The Chief of Information (CHINFO) is assigned responsibility for the implementation and administration of these regulations and is authorized to issue any subsequent changes. Submit recommendations for changes and improvements, with supporting data, to CHINFO.

5. Forms. These forms are available electronically on the Department of Defense (DOD) forms website at <http://www.dtic.mil/whs/directives/infomgt/forms/ddforms2500-2999.htm>

<u>Form</u>	<u>Title</u>
DD 2535	REQUEST FOR MILITARY AERIAL SUPPORT

SECNAVINST 5720.44B
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DD 2536 REQUEST FOR ARMED FORCES PARTICIPATION IN
PUBLIC EVENTS

Dionel M. Aviles
Under Secretary of the Navy

Distribution:
Electronic only via Navy Directives Web site
<http://neds.daps.dla.mil>

TABLE OF CONTENTS

CHAPTER ONE PRINCIPLES, FUNDAMENTALS, AND ORGANIZATION

0100 Public Affairs Mandate and Authority	1-1
0101 Public Affairs Principles	1-2
0102 Public Affairs Fundamentals	1-3
0103 Public Affairs Functional Areas	1-3
0104 Public Affairs Organizational and Channels of Authority	1-3
References	1-7

CHAPTER TWO INFORMATION RELEASE POLICIES AND GUIDANCE

0200 Principles	2-1
0201 Freedom of Information Act (FOIA)	2-2
0202 Privacy Act	2-3
0203 The Balancing Test	2-4
0204 Security and Policy Review	2-6
0205 Classified Information	2-6
0206 Operational Security	2-7
0207 Prisoners of War	2-9
0208 Medical Matters	2-9
0209 Military Justice Matters	2-10
0210 Investigations	2-10
0211 Proprietary Information	2-11
0212 Congressional Inquiries	2-12
0213 Naval Nuclear Propulsion	2-14
0214 Nuclear Weapons	2-15
0215 Scientific and Technical Information	2-17
0216 Base Realignments and Closures	2-17
References	2-17

CHAPTER THREE PUBLIC INFORMATION

0300 Public Affairs Planning	3-1
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CHAPTER FOUR PUBLIC INFORMATION

0400 Public Information	4-1
0401 Responding to Public Information Requests	4-3
0402 Website as a Public Information Tool	4-5
References	4-5

CHAPTER FIVE MEDIA OPERATIONS

0500 Basic Media Relations	5-1
0501 Understanding and Analyzing Mass Media	5-1
0502 Managing Media Relationships	5-1
0503 Disseminating Information to the News Media	5-1
0504 Other Media Types and Special Considerations	5-2
0505 Media Embarks	5-3
References	5-6

CHAPTER SIX PUBLIC AFFAIRS IN MILITARY OPERATIONS

0600 Public Affairs in Military Operations	6-1
0601 General Readiness	6-2
0602 Media Embedding	6-2
0603 Operations	6-3
0604 Information Operations	6-6
References	

CHAPTER SEVEN COMMUNITY RELATIONS

0700 Purpose of Community Relations	7-1
0701 Participation in Community Relations Events	7-2
0702 Fiscal Policy for Community Relations	7-5
0703 Use of Navy and Marine Corps Facilities or Material	7-8
0704 Official Public Appearances by Naval Members	7-10
0705 Relations with Community, Professional, and Special Interest Groups	7-12
0706 Interaction with State and Local Governments	7-13
0707 Community Relations Planning	7-13
0708 Tours, Guest Embarks, and Visitation	7-13
0709 Naval Aerial Events	7-22
0710 Ship Ceremonies and Official Functions	7-25
0711 National and Traditional Observances	7-31
0712 Navy and Marine Corps Exhibits	7-33
0713 Navy Art Collection and Liaison with Museums	7-33
0714 Naval Music Program	7-33
0715 Environmental Public Affairs	7-35
0716 Entertainment Industry	7-36
Resources	

CHAPTER EIGHT CRISIS COMMUNICATIONS

0800 Fundamentals	8-1
0801 Planning	8-2
0802 Nuclear Weapons Accidents and Incidents	8-2
0803 Briefing Local Officials	8-2
0804 Control of Video and Photography at Accident Sites	8-3
0805 Protection of Classified Material	8-3
0806 Family Support	8-3
References	8-3

CHAPTER NINE INTERNAL COMMUNICATIONS

0900 Fundamentals	9-1
0901 Roles and Responsibilities	9-1
References	9-2

CHAPTER TEN PRINT INFORMATION AND PRODUCTS

1000 Roles and Responsibilities	10-1
1001 Practical Considerations for Sponsored Publications	10-1
1002 Command Newspapers	10-2
1003 Magazines	10-13
1004 Other Print Products	10-13
1005 Print Style Resources	10-13
References	10-13

CHAPTER ELEVEN VISUAL AND BROADCAST INFORMATION AND PRODUCTS

1100 Definitions	11-1
1101 Visual Information	11-1
Resources	11-4

CHAPTER TWELVE WEBSITES

1200 Goals and Roles	12-1
1201 Security Concerns	12-1
1202 Standards	12-1
Resources	12-1

01 Nov 05

CHAPTER 1: PRINCIPLES, FUNDAMENTALS, AND ORGANIZATION

- 0100 Public Affairs Mandate and Authority
 - 0101 Public Affairs Principles
 - 0102 Public Affairs Fundamentals (*See supplemental guidance*)
 - 0103 Public Affairs Functional Areas (*See supplemental guidance*)
 - 0104 Public Affairs Organization and Channels of Authority
- 0100 PUBLIC AFFAIRS MANDATE AND AUTHORITY

1. General. The strength of United States national security depends on the successful ability to deter attacks, prevent war and respond to aggression. An important aspect to achieving success in these endeavors is the ability to communicate effectively to the American public and the international audience, which includes foreign leadership and actual and potential adversaries. In our republic, public servants are obliged to inform the citizens about the full scope of governmental activity, consistent with national security and privacy concerns. The intent of Department of Navy (DON) public affairs efforts is to provide strategic counsel, operational planning and tactical execution of communication as a function of national objectives, joint combat operations and the naval mission. DON public affairs will not only provide routine accurate and timely information to the domestic and international audiences in peacetime, but it will also be a critical supporter of the joint war fighter in all phases of the warfare spectrum. From training and exercises, to presence, deterrence operations and war fighting, DON leaders and commanders will recognize public affairs as an essential component in mission accomplishment.

2. Department of Defense (DOD). Defense public affairs doctrine dictates in DODD 5400.13 of 09 Jan 96 and in Joint Pub 3-61 that public affairs policy applies to all levels and to all DOD employees. The authority for appropriate public affairs activities comes directly from the Secretary of Defense. DOD directive and doctrine mandate that:

a. Accurate and timely information will be made available to the public, the Congress and the news media to help the analysis and understanding of defense strategy and national security issues.

01 Nov 05

b. Commanders and heads of the DOD Components involved in joint, combined and unilateral military operations will plan for, resource, and conduct public affairs activities to support such missions.

c. Joint public affairs doctrine will be followed except when exceptional circumstances dictate otherwise.

3. Department of the Navy (DON). Public affairs is a function of command in DON. DON will follow and implement DOD policies. Therefore, DOD public affairs policy applies to all levels of DON and to all DON employees. The authority for appropriate DON public affairs activities comes directly from the Secretary of the Navy, as specified in CFR Title 32, Volume 5, the Statutory Authority for United States Navy Regulations, Chapter 3, Section 2, Subsection B. Navy and Marine Corps leaders are responsible for providing timely and accurate information to the public about Navy and Marine Corps activities. This responsibility to the public complements their responsibility to provide confidential professional military advice to the national authorities in support of the Constitution.

0101 PUBLIC AFFAIRS PRINCIPLES

1. General. The public affairs principles driving what we do include accountability to the public, full disclosure, expeditious release, alignment and ethics. See supplemental guidance for complete description. Three are briefly highlighted:

a. Full Disclosure. For a government founded on the principle of an empowered public, the default position is full and prompts disclosure. Withholding must be the exception, and justified for specific and legally defensible reasons. Potential embarrassment is not a justification to withhold information. Delays in the release of information can be damaging.

b. Expeditious Release. Information should be released as expeditiously as practical, and from the lowest possible level, consistent with release policies and required reviews. (See Chapter 2.) All DON members are communicators and should commit to full and expeditious release of information that is appropriate to their level.

01 Nov 05

c. Ethics. Ethics is the discipline of moral duty and obligation. DON holds itself to a high ethical standard. In its dealings with the public, DON must adhere rigorously to such a standard because a loss of public confidence can undermine DON's ability to complete its mission on all levels. Thus, the loss of confidence can have negative consequences on war fighting capability.

2. DOD Principles of Information. The following DOD principles of information apply:

a. Information shall be made fully and readily available, consistent with statutory requirements, unless its release is precluded by national security constraints or valid statutory mandates or exceptions. The "Freedom of Information Act" will be supported in both letter and spirit.

b. A free flow of general and military information shall be made available, without censorship or propaganda, to the men and women of the Armed Forces and their dependents.

c. Information will not be classified or otherwise withheld to protect the government from criticism or embarrassment, when the information itself is unclassified.

d. Information shall be withheld when disclosure would adversely affect national security, threaten the safety or privacy of U.S. Government personnel or their families, violate the privacy of the citizens of the United States, or be contrary to law.

e. The Department of Defense obligation to provide the public with information on its major programs and operations may require detailed Public Affairs (PA) planning and coordination in the Department of Defense and with the other Government Agencies. Such activity is to expedite the flow of information to the public; propaganda has no place in DOD public affairs programs.

0102 PUBLIC AFFAIRS FUNDAMENTALS (See supplemental guidance)

0103 PUBLIC AFFAIRS FUNCTIONAL AREAS (See supplemental guidance)

0104 PUBLIC AFFAIRS ORGANIZATION AND CHANNELS OF AUTHORITY

01 Nov 05

1. General. Public affairs organization within the Department of the Navy is designed to provide maximum flow to the American people with minimum delay, subject only to operational security, statutory limitations and the safety of personnel.

a. Multiple Channels of Authority. U.S. national policy is multifaceted, and a number of agencies execute portions of that policy. This gives rise to multiple channels of authority within government.

b. ASD(PA) Authority. The Secretary of Defense (SECDEF) delegated authority to the ASD(PA) to communicate directly with DOD components on public affairs matters, provide public affairs guidance directly to the Unified Commanders and direction to the Navy and Marine Corps through the Secretary of the Navy (SECNAV). ASD(PA) authority and public affairs authorities of Unified Commands and Joint Task Forces are further delineated in references and supplemental guidance.

2. Department of the Navy. SECNAV is responsible for establishing DON public affairs policy and directing its implementation. The Secretary monitors and controls Navy and Marine Corps relations with the Congress, SECDEF, other principal government officials and the public. Implementation of SECNAV'S policies is the responsibility of the CNO, the CMC and other senior commanders who report directly to the Secretary.

3. Chief of Information (CHINFO). As the direct representative of SECNAV, CHINFO is the DON'S Information Chief, and is delegated the responsibility for coordinating, planning and implementing public affairs policies and programs of the Department. This includes exercising command of the Navy Offices of Information and other CHINFO field activities and providing direction to public affairs programs throughout DON. As the Special Assistant for Public Affairs Support (N09C), CHINFO is also PAO for CNO.

a. Functionally, CHINFO:

(1) Acts as DON public spokesperson for the U. S. Navy and, in coordination with the Deputy Chief of Information for Marine Corps Matters, the U.S. Marine Corps.

(2) Advises SECNAV and CNO on matters of policy relating to the public's understanding of the role of the Navy/Marine

Corps team and its support of the Naval Establishment; policies and methods of information dissemination and means to increase public awareness; and public affairs aspects of operations, Navy activities and public events or incidents.

(3) Coordinates, evaluates and forwards to the Office of the Assistant Secretary of Defense (Public Affairs) [OASD(PA)] information of national or international interest concerning the Department of the Navy for public release.

(4) Originates and disseminates information on developments within the Navy.

(5) Provides community relations and internal information program policy guidance.

(6) Develops Department of the Navy policy proposals on requirements and applications of audiovisual resources and products for public affairs purposes.

(7) Advises the Chief of Naval Personnel on the procurement, training and assignment of Navy officers and enlisted public affairs personnel.

(8) Acts as program or rating sponsor for Navy Band, Navy Reserve Public Affairs Program, Special Duty Public Affairs (1650) community, Photo Limited Duty Officer (6470) community, Navy Journalist (JO) rating, Photographers mate (PH) rating, Interior communications (IC) rating and the Draftsman (DM) rating.

(9) Advises the Commander, Navy Recruiting Command (COMNAVCRUITCOM), on "creative" material (print, direct mail, radio and television) produced by or for COMNAVCRUITCOM and intended for distribution publicly (as with direct mail) or through media (on either a paid or "public service" basis).

(10) Reviews current public affairs support contracts, advises where services be continued and what efforts should be accomplished with current Navy assets, and is approval authority for all requests for contracted public affairs support.

b. CHINFO Field Activities. To achieve the public affairs objective in an efficient and cost-effective manner, CHINFO must communicate at the regional as well as national level with local and regional news media; local governmental leaders; key

01 Nov 05

community leaders; key educators and local/regional business leadership. Through its field activities, CHINFO is responsible for Navy reputation management including national image and branding efforts by bringing the Navy message directly to the American public. Detailed information on CHINFO Field Activities is provided in supplemental guidance.

4. Deputy CHINFO for Marine Corps Matters. CFR Title 32, Chapter VI, Part 700, Subpart C, Sec. 700-334 DIRPA as Deputy CHINFO for Marine Corps matters. DIRPA may report directly to the Secretary of the Navy on matters pertaining solely to the Marine Corps, but must inform CHINFO promptly regarding the substance of all independent contact with the Secretary. DIRPA has direct responsibility to CMC for development planning and implementation of public affairs programs within the U.S. Marine Corps. Deputy CHINFO for Marine Corps Matters will:

a. Advise the Commandant on matters of policy relating to public understanding and support of the Marine Corps, policies and methods of public information and the dissemination of news, and public affairs aspects of operations and activities.

b. Coordinate public affairs programs and activities of Marine Corps-wide impact; evaluate and coordinate with CHINFO and ASD(PA), release and dissemination of information of international, national or regional interest about the Marine Corps; inform the Marine Corps internal audience of current Marine Corps policies and programs; coordinate material for public release for security review and clearance.

c. Maintain open channels of communication to inform the public about the Marine Corps and gain understanding and support, provide policy assistance and advice to the senior Marine Corps representative at the Defense Information School and, in cooperation with CHINFO, exercise policy guidance concerning Marine Corps news material released through the Fleet Home Town News Program.

5. The Operating Forces. Subject to the direction of senior authority, each officer who exercises command authority is responsible for the conduct of public affairs--internal information, public information/community relations and planning within that command. The capability to execute the entire range and depth of public affairs functions varies widely from one echelon of the operating forces to another and will also vary depending upon the employment of an individual command. Public

01 Nov 05

affairs is a command function. PAOs will report to the commander/commanding officer for PA issues.

6. Public Affairs Officers and Collateral Duty. Subject to the direction of senior authority, public affairs officers shall not be assigned collateral duties that have the potential to conflict or impede with their primary responsibility as command spokespersons. For example, assigning a PAO as the investigating officer in a mishap or incident with the potential for media interest would place them in a compromising position and disqualify them from being the command spokesperson.

7. Contracted Public Affairs and Communications Management Personnel

a. Are not authorized to act as official Navy spokespersons.

b. Cannot operate a publicly available website unless a Navy official with the authority for public release of information controls the content.

References:

Department of Defense Principles of Information
<http://www.defenselink.mil/admin/prininfo.html>

The Ethics Compass
<http://ethics.navy.mil>

Contracted Public Affairs Services and Support Review, CHINFO memo 5700 Ser 00/487 of 08 Oct 04 (NOTAL)
<http://www.navy.mil/palib/policy/contract-pa.pdf>

Contracted Public Affairs Services and Support Review, CHINFO memo for the Secretary of the Navy of 11 Feb 04 (NOTAL)
<http://www.navy.mil/palib/policy/contract-pa.pdf>

2003 CFR Title 32, Volume 5, Statutory Authority for United States Navy Regulations, Chapter 3, Section 2, Subsection B
http://www.access.gpo.gov/nara/cfr/waisidx_03/32cfr700_03.html
<http://neds.daps.dla.mil/regs.htm>

DODD 5122.5 of 27 Sep 00
http://www.dtic.mil/whs/directives/corres/pdf/d51225_092700/d51225p.pdf

01 Nov 05

DODD 5400.13 of 09 Jan 96

http://www.dtic.mil/whs/directives/corres/pdf/d540013_010996/d540013p.pdf

DODD 5500.7 of 30 Aug 93

http://www.defenselink.mil/DODgc/defense_ethics/

JAGINST 5720.3A of 10 May 91

http://neds.daps.dla.mil/jag/5720_3.pdf

Joint Publication (JP) 3-61, Doctrine for Public Affairs in
Joint Operations

www.dtic.mil/doctrine/jel/new_pubs/jp3_61.pdf

01 Nov 05

CHAPTER 2: INFORMATION RELEASE POLICIES AND GUIDANCE

0200	Principles
0201	Freedom of Information Act (FOIA)
0202	Privacy Act
0203	The Balancing Test
0204	Security and Policy Review
0205	Classified Information
0206	Operational Security
0207	Prisoners of War
0208	Medical Matters
0209	Military Justice Matters
0210	Investigations
0211	Proprietary Information
0212	Congressional Inquiries
0213	Naval Nuclear Propulsion
0214	Nuclear Weapons
0215	Scientific and Technical Information <i>(See supplemental guidance)</i>
0216	Base Realignments and Closures
0200	PRINCIPLES

1. Disclosure as default. Information about the Department of the Navy (DON) and its components will be made fully and readily available, consistent with statutory requirements, unless its release is precluded by current and valid security classifications. Requests for information from organizations and private citizens will be answered quickly and accurately. Information will be made available, without censorship or propaganda and will not be classified or otherwise withheld to protect the government from criticism or embarrassment, when the information itself is unclassified. The Freedom of Information Act (FOIA) and the Privacy Act, which are discussed in Articles 0201 and 0202, will be supported in both letter and spirit.

2. Accuracy is a Responsibility and a Requirement. Distorting the facts or publishing inaccurate information, creates a sense of mistrust with the DON internal and external audiences and damages DON credibility with the media. It will not be allowed.

3. Timeliness is a Responsibility and a Requirement. DON PA activities will practice maximum disclosure with minimum delay. Accident and incident releases will be made within one hour of command awareness of event.

4. The Power of the Internet. DON information on the Internet must be accurate and current. The public will consider a web site or other Internet tool as trustworthy only if it meets both criteria.

0201 FREEDOM OF INFORMATION ACT (FOIA)

1. Policy. Any person or organization, either U.S. or foreign, may request information under the Freedom of Information Act (FOIA). A request for information does not constitute a FOIA request unless it is in writing, cites or implies FOIA, reasonably describes the records being sought so that a knowledgeable official of the agency can conduct a search with reasonable effort, and if fees are applicable, includes a statement regarding willingness to pay all fees or those up to a specified amount or request a waiver or reduction of fees. If the request does not meet these minimum requirements, the requestor should be advised and assisted in perfecting the request.

2. FOIA Responsibilities. FOIA responsibilities will be assigned to non-public affairs personnel unless the size of the command, manning or other circumstance leaves no alternative. This also helps serve as a check and balance between PA and FOIA authorities by promoting an exchange of knowledgeable views. However, PAOs should be familiar with major elements of FOIA. In all cases, PAOs should accept any FOIA request sent to them and forward to the cognizant FOIA authority.

3. Release of Information Without a FOIA Request. Information releasable under FOIA will be released without the requestor having to submit a FOIA request, particularly if the requestor is a news media representative. Release of information without requiring a FOIA request will often save labor and cost for both the requestor and the DON activity.

4. Keystone of the FOIA. Disclosure should be the rule, not the exception. All individuals have equal rights of access to information. The burden is on the government to justify the withholding of a document, not on the person requesting its disclosure. Individuals denied access to documents have a right to appeal the determination and seek legal action.

5. FOIA Exemptions. A variety of conditions exempt the government from releasing information under FOIA. Most news media will not initially request information through FOIA, but

01 Nov 05

instead will submit a request as a media query. PAOs must consider whether that information is releasable under FOIA. If there is any doubt, the activity's FOIA authority should be consulted. See references and supplemental guidance.

6. FOIA guidance, policy memorandums, points of contact, and an electronic reading room of certain released documents, see www.foia.navy.mil.

0202 PRIVACY ACT

1. Background. The Privacy Act protects individual privacy from unwarranted invasion by the government and is applicable to all federal agencies. For PAOs, the act is especially applicable to information taken in support of visits by civilians to units and to information taken from personnel for internal news article production. See references for details of the act. Major features of the act about which PAOs should be aware include:

a. The government is prohibited from keeping personal record systems that are secret or unreported. For a listing of DON approved Privacy Act systems of records, see www.privacy.navy.mil.

b. Agencies may collect only such personal information that is relevant and necessary to carry out a purpose required by statute or executive order.

c. Personal information collected for one purpose cannot be used for another purpose without the consent of the individual on whom information is maintained. When collecting personal information, agencies must provide the four-point Privacy Act statement to the individual.

d. Agencies must publish notices regarding the "routine" uses of collected personal information. They must obtain written consent from the individual to use personal information for any other unstated purpose or to transfer such information to another agency where "need to know" has not been previously and officially established.

e. Individuals have the opportunity under law to see what information about them is being kept and to challenge its accuracy.

01 Nov 05

f. Agencies must establish appropriate administrative, technical and physical safeguards for records and documents and must also establish rules of conduct and training for employees about their rights and responsibilities under the act.

g. Limits the use of social security numbers.

2. Privacy Act Exceptions. The Privacy Act allows release of personal information without the consent of the individual under 12 conditions. PAOs should consult the Navy's Privacy Act instruction and/or the activity's legal advisor to discuss the applicability of such disclosures. (See references and supplemental guidance.)

0203 THE BALANCING TEST

1. Background. According to the Privacy Act, "records" will not be disclosed without the written consent of the person to whom the records refer unless disclosure of the records falls within an exception, including disclosure required by the Freedom of Information Act. FOIA requires - with certain exceptions - that properly requested records be made available to anyone. One of the exemptions is for "personnel and medical files and similar records, the disclosure of which would constitute a clearly unwarranted invasion of personal privacy." The legislative history of FOIA notes that the act "enunciates a policy that will involve a balancing of interests between the protection of an individual's private affairs from unnecessary scrutiny, and the preservation of the public's right to governmental information." (See references for details) The Supreme Court has also commented on the balancing test, noting that the "Congress sought to construct an exemption that would require a balancing of the individual's right to privacy against the preservation of the basic purpose of the FOIA, to open agency action to the light of public scrutiny."

2. Considerations. The following have general application to DON public affairs, and should be taken under consideration by PAOs when applying the balancing test:

a. Federal employees have no expectation of privacy regarding their names, titles, grades, salaries, and duty stations as employees or regarding the parts of their successful employment applications that show their qualifications for their positions.

01 Nov 05

b. Military personnel have no expectation of privacy regarding their name, rank, gross salary, duty assignments, duty phone numbers, source of commission or enlistment, promotion sequence number, awards and decorations, professional military education, duty status, and other non-sensitive details of individual military personnel, as well as comparable information concerning individual civilian employees. Certain restrictions may apply to personal information when the release of that information would endanger personnel. (See Article 0206)

c. If the information is particularly well known; widely available within the public domain; or the individual has made the information public, there is generally no expectation of privacy.

d. If the information was at some time or place available to the public, but is now hard to obtain (i.e., practical obscurity), the individual to whom it pertains may have a privacy interest.

e. That some members of the public may know the information does not negate the individual's privacy interest in preventing further dissemination.

f. An individual does not have any expectation of privacy with respect to information made public by that individual. Individuals do not surrender all rights to privacy by placing themselves in the public eye, but their expectations of privacy should be diminished, particularly regarding the information they made public.

g. Death generally extinguishes an individual's privacy rights. However, surviving family members may have a legitimate privacy interest. Particularly sensitive personal details about the circumstances surrounding an individual's death may be withheld when necessary to protect the privacy interests of surviving family members.

h. Individuals who testify at criminal trials do not forfeit their rights to privacy except on those matters becoming part of the public record. Witnesses who provide information to investigative bodies - administrative, civil or criminal - ordinarily are accorded privacy protection.

i. Any general public interest in mere allegations of wrongdoing does not necessarily outweigh an individual's privacy

interest in unwarranted association with such allegations. Even when allegations of misconduct are known, the accused individual ordinarily has an overriding privacy interest in not having the details of the matter disclosed.

j. Proven wrongdoing of a serious and intentional nature by a high-level government official is of sufficient public interest to outweigh the privacy interest of the official. Less serious misconduct by lower-level agency employees generally is not considered of sufficient public interest to outweigh the privacy interest of the employee.

k. In general, DON regards flag and general officers, commanding officers, officers-in-charge, and both uniformed and civilian personnel in similar positions as high-level officials. Their diminished expectation of privacy is created by DON's need to retain the public's confidence and trust.

0204 SECURITY AND POLICY REVIEW

1. General. All commanders will ensure PAOs have the adequate clearance and access to policy and classified information in order to best serve the government's interests.

2. Reviews by Releasing Authority. Each activity will review material prepared for public release to ensure it reveals no classified information or sensitive unclassified information. While other commands must be consulted where necessary, and subordinate commands may be the originator of the information, the releasing authority cannot avoid its responsibility to safeguard classified or sensitive unclassified information.

3. Reviews by Higher Authority. Certain categories of official DOD information meant for release and prepared by or for DOD personnel will be submitted for review and clearance. (See supplemental guidance for details.)

4. Submission Procedures. After command and, if necessary, chain of command review, information releases which fall into any of the above categories must be submitted to CHINFO or DIRPA for policy review and/or to CNO (N09N2) or Marine Corps Code INTC for security review.

5. Voluntary Review. Sources outside of DOD, or DOD personnel acting in a private capacity, may volunteer to have information reviewed.

0205 CLASSIFIED INFORMATION

1. Protection of Classified Information. PAOs submitting or staffing proposed news releases or statements must ensure that the information contained therein is fully coordinated and properly classified until approved for release.

2. Release of Classified Information. News media representatives are not usually given access to classified information, especially information that could jeopardize operations or endanger lives. In rare circumstances where this may be appropriate, PAOs will gain specific approval from the Joint Force Commander, CHINFO and OASD(PA). Under certain circumstances, some members of the news media pool may be briefed on operational plans (OPLANS) prior to a contingency if they agree to withhold publication until authorized by military authorities. Security of classified material is the responsibility of the information source.

3. Actions in Case of Inadvertent Disclosure. If a reporter or photographer has been given wrongful access, the PAO must immediately contact the command Security Manager to report the unauthorized disclosure. DON personnel, including the PAO, will not make any statements or comments concerning the classified information. The Security Manager will notify CNO (N09N2) who will coordinate further action. Their actions may include asking the reporter or photographer to delete the material or doing nothing at all so as not to confirm the existence of the information or to draw attention to it. (SECNAVINST 5510.36, para 12-18)

0206 OPERATIONAL SECURITY

1. General. Information must be reviewed and approved at the appropriate level before release. As sources of information, each DOD member should be aware of operational security (OPSEC) issues, whether participating in a formal media event or an informal family event.

a. Releasable/Non-releasable Information. The following guidelines apply unless otherwise specified. (See supplemental guidance and the applicable PAG to the current operation.)

(1) Releasable. The following information is generally releasable:

(a) Confirmation of ships and aircraft plainly visible to news media during embark (i.e., confirm the obvious).

(b) Approximate size of friendly forces embarked aboard ships and aircraft. (Exact numbers of forces or complete lists of units will normally not be provided.)

(c) Casualty figures aboard the embarked vessel or aircraft. (Names will not be released until confirmation of next-of-kin notification. Names may not be released even after notification if such release may endanger or hinder rescue or recovery operations.)

(d) Results of completed missions.

(e) Types and general amounts of ordnance expended (e.g., more than 25,000 pounds of high-explosive ordnance dropped from air wing).

(f) Number of aerial combat missions flown in the area of operations.

(2) Non-releasable. The following information is generally not releasable to embarked media unless declared otherwise by applicable PAG or higher operational authority, or declassified for public release:

(a) Future plans or operations.

(b) Detailed information about vulnerabilities or weaknesses.

(c) Rules of engagement.

(d) Security measures, force protection or deceptive actions used as part of the operation.

(e) Intelligence collection activities (past and present), including intelligence methods, targets, and results.

(f) Information about downed aircraft or ships while search and rescue operations are being planned or in progress unless clearly in plain sight of media.

01 Nov 05

(g) Specific types of ordnance expended, and (in some cases) the methods.

(h) Location and activities of special operations forces.

2. Equipment, Procedures, and Operations. Classified aspects of equipment, procedures, and operations must be protected from disclosure because of potential jeopardy to future operations, the risk to human life, possible violation of host nation and/or allied sensitivities, or the possible disclosure of intelligence methods and sources. While these guidelines serve to guide military personnel who talk with the media, they may also be used as ground rules for media coverage.

3. Unit Departures and Arrivals. Ship and unit departures and arrivals are highly visible. Departures and returns are generally releasable on or near the date. Commanders must understand that the information most available to the media at the tactical and operational levels is also the most perishable in terms of timeliness. Decisions about information release must reflect that understanding.

4. Anti-Terrorism/Force Protection. ASD(PA) is the single point of contact for all PA aspects of U.S. military antiterrorist actions. Although there is no mandatory requirement to release information, installation commanders are advised to exercise prudent judgment on such matters.

0207 PRISONERS OF WAR

1. General. The need to give accurate and timely information to the public regarding Prisoners of War (POWs) or Enemy Prisoners of War (EPWs) must be weighed against the need for operational security and personal privacy. For EPWs, the requirements of the Third Geneva Convention of 1949 must also be met. DOD will be point of first release. (See supplemental guidance.)

0208 MEDICAL MATTERS

1. General. The personal privacy rights of those receiving medical care at Navy facilities will be observed as a matter of law and courtesy. Release of certain information without the proper consent of the patient or patient representative is considered a crime under federal laws, as described below.

2. Health Insurance Portability and Accountability Act (HIPAA). The HIPAA Privacy Rules (that took effect in April 2003) expressly prohibit disclosure of Protected Health Information (PHI) information without specific authorization by the patient or by exception in the HIPAA regulations. PAOs must discuss medical information release matters with the judge advocate and facility privacy officer in advance to ensure the applicable requirements are met in each circumstance.

3. Release of Medical Condition. Without a HIPAA-compliant patient authorization or a specific exception stated in HIPAA, it is still permissible to release a one-word condition description of a medical condition without reference to the patient by name or other identifier. A patient's location or room number should not be given to the media without patient authorization. This includes a general location such as Intensive Care Unit, Burn Unit, etc. Only medical professionals are authorized to determine the description as one of the following:

- a. Good.
- b. Fair.
- c. Serious.
- d. Critical.
- e. Undetermined.

0209 MILITARY JUSTICE MATTERS

In military justice matters, DON activities must balance individual rights, the public interest, and the best interests of the Navy, with emphasis in that order. Judicial matters, particularly those involving individuals, are of frequent interest to the news media and the public. Serious charges can be newsworthy locally, nationally or even internationally. Unauthorized disclosure of details on a matter referred to a court-martial or under investigation may result in a violation of the rights of the accused, the hampering of the government's case, undue influence on the litigation process, or a violation of the Department of Justice (DOJ) guidelines on trial publicity. Public Affairs personnel must consult the staff or command judge advocate and the specific documents that apply to

01 Nov 05

the particular issue. Unnecessary rejection of information release can result in loss of public confidence, and can actually heighten public interest.

0210 INVESTIGATIONS

1. General. The substance, details or preliminary findings of ongoing investigations will not be publicly disclosed until the investigation is certified complete and proper authority authorizes disclosure. Even when the investigation is complete, not all findings may be determined releasable. Therefore, public affairs offices will ensure that any public statement made about an investigation before its conclusion does not imply that all findings will be eventually disclosed.

a. Release authority. Commands requested to provide information from investigations must have chain-of-command clearance prior to releasing information via:

(1) Assistant for Naval Investigative Matters and Security for Naval Criminal Investigative Service or other law enforcement matters.

(2) Commander, Naval Safety Center for mishap investigation reports and other safety investigations.

(3) Assistant Judge Advocate General (Military Law) for any request for release outside the Department of the Navy concerning: JAG Manual Investigations, Court Martial Records, Article 69 and 73 petitions and Article 138 Complaints of Wrongs.

b. Photography of an event may be released even if it is "attached" to a legal or safety investigation. All photography must be approved by CHINFO for release. Saying it is part of an investigation is not an exemption on its own. CVN/platform tapes or other official video or still photography of accidents or incidents may be immediately releasable and in the Navy's and publics' interest. CHINFO is the final release authority.

0211 PROPRIETARY INFORMATION

1. General. DON is responsible for protecting information derived from proprietary data of a private party in which DON has either "limited rights" or "restricted rights." Such information must be withheld from public release.

a. Copyrighted information. The written permission of the copyright holder must be obtained before copyrighted material may be used. This includes reproduction by duplication machine and dissemination in that form.

b. Distribution of press clips. PAOs may select, reproduce and distribute press clips and summaries of broadcasts for official review in order to inform commanders and other key officials of news developments relating to or impacting their mission. Such clips and summaries must be distributed with an advisory that warns against any personal use of the service. A sample advisory is provided below:

"These press clips and broadcast summaries are prepared by the command public affairs office to inform key personnel of news items of interest to them in their official capacities. They are not intended to substitute for newspapers, periodicals and news and public affairs programming as a means of keeping informed about the meaning and impact of news developments. Selection or distribution of articles does not imply endorsement. Further reproduction for private use or gain is subject to original copyright restrictions."

2. Matters of Propriety and Special Circumstances. No public affairs activity is permitted that would conflict with standards of conduct and government ethics. Essentially, this prohibits any activity that would:

a. Interfere with, or is not compatible with, the performance of official government duties.

b. May reasonably be expected to bring discredit on the government, the Department of the Navy, the Navy or Marine Corps.

c. Place government decision-making outside official channels.

d. Be otherwise inconsistent with the standards of conduct and government ethics, including behavior that creates the appearance of a conflict of interests. (Specific matters of propriety and special circumstances are discussed in supplemental guidance.)

0212 CONGRESSIONAL INQUIRIES

01 Nov 05

1. General. Because most media inquiries parallel the concerns and interests of Members of Congress, PAOs need to understand the congressional issues that drive media interest. PAOs also need to understand the extent of influence by media publications on both government officials and their constituents.

2. Authorized Local Response. If a command is in routine contact with a state's Congressional delegation and if the information requested is of routine nature and of negligible national or DON-wide impact, the command may respond to the inquiry without resort to higher authority.

3. Response Guidelines. When answering an inquiry, the following guidelines apply.

a. Congressional inquiries will be answered in a timely and professional manner: a full reply within 10 working days, or an interim reply within five working days.

b. Commands will reply directly on all routine and non-policy matters, and will send copies of both incoming and outgoing correspondence to the Office of the Chief of Legislative Affairs (OLA).

c. As a matter of protocol, Members of Congress should receive the information before it is released to the media or the public, unless instructed otherwise by CHINFO or OLA.

4. When to Contact CHINFO or OLA. When the subject matter of a news release is of interest to a Member of Congress, the command will forward copies of the release to CHINFO for release to interested members and to other members or committees as appropriate. A command will consult OLA or CHINFO for guidance in handling a request for information if:

a. The command has no routine contact with the Member of Congress, staff member or other official making the request.

b. The request is unusual or extraordinary.

c. The request has potential for wider impact beyond the local level.

5. Political Activities and Influences

01 Nov 05

a. As a matter of long-standing policy, DOD members acting in their official capacity may not engage in activities that associate DOD with any partisan political campaign or election, candidate, cause or issue.

b. Nothing in this article is intended to modify existing regulations concerning communication between Members of Congress and DON members acting as private citizens.

c. Commands must scrupulously avoid any action, or appearance thereof, which attempts to influence contact with elected officials by any citizens or groups, including the internal DON audiences. In particular, commands must avoid any attempt, or appearance thereof, to generate support for a particular DON program or issue.

0213 NAVAL NUCLEAR PROPULSION

1. General. The disclosure of any information pertaining to naval nuclear propulsion matters is made on a strict need-to-know basis pursuant to agency regulations and federal statutes. For information which is to be made public, special care is required to ensure it contains nothing prohibited from public dissemination for security reasons and it contains the proper perspective recognizing overall public sensitivity to nuclear issues.

2. Responsibilities. The Director of Naval Nuclear Propulsion Program (CNO N00N), is responsible for overseeing, in close coordination with CHINFO, all public affairs related to naval nuclear propulsion. This includes ensuring responses to the public; news media and any foreign audience are properly formulated, reviewed for security, and correctly handled in both routine and emergent situations.

a. Commands shall keep CHINFO and CNO (N00N) informed via the chain of command of any public affairs matter related to naval nuclear propulsion including the change of homeport of any nuclear-powered ship and the associated announcement of the homeport shift. Matters involving general aspects of the acceptance of nuclear-powered ships and matters seemingly related only indirectly to nuclear power shall also be reported. Proposed releases to news media, individuals or non-Navy organizations must be submitted to CHINFO for further review and clearance by CNO (N00N) and other cognizant officials as necessary.

b. In the event of a nuclear or radiological emergency involving a nuclear propulsion plant or support facility, CNO (N00N) will exercise principal responsibility for public affairs regarding the emergency. This includes establishing and maintaining direct communication with the ship or activity involved and the appropriate Navy and Marine Corps fleet, force and region commanders.

c. CNO (N00N) must concur in all statements and responses to press inquiries prior to their release if they concern or are related to local naval nuclear propulsion program work at shipyards and nuclear-powered ship support facilities not otherwise requiring clearance by CHINFO.

0214 NUCLEAR WEAPONS

1. Security Review. Unless specified otherwise below, information pertaining to nuclear weapons matters must receive security review at the ASD(PA) level before public release. Because national security can be compromised when elements of unclassified information are combined with available or previously released information, all nuclear weapons information will be afforded adequate security protection.

2. Releasing Authority. Authority to release information on nuclear weapons matters rests with ASD(PA). Any command proposing to initiate a release relating to nuclear weapons matters will forward the proposal through the chain to N09N. News media representatives will be referred to CHINFO. Freedom of Information Act requests will be forwarded to the Director, Navy Staff (DNS). Coordination points within the Department of the Navy areas follow:

a. Nuclear weapons safety, inspections, accidents of incidents: Deputy Chief of Naval Operations [Fleet Readiness and Logistics (N4)]

b. Physical security of nuclear weapons: CNO [Special Assistant for Naval Investigative Matters and Security (N09N)]

c. Research and development of nuclear weapons: CNO [Director of Test and Evaluation and Technology Requirements (N09T)]

d. Nuclear weapons warfare procedures: CNO [Deputy Chief of Naval Operations (Warfare Requirements and Programs (N6/N7))]

e. Nuclear weapons operations, any politico-military implications and "confirm/deny" policy: DCNO [Plans, Policy and Operations (N3/N5)]

3. Inquiries about the Presence of Nuclear Weapons. Commands will respond to inquiries about the presence of nuclear weapons with either of the following statements, unless otherwise specified in this Article or in other governing directives and orders.

a. The approved response to questions about the presence of tactical nuclear weapons on surface ships, attack submarines and naval aircraft is:

"It is general U.S. policy not to deploy nuclear weapons aboard surface ships, attack submarines and naval aircraft. However, we do not discuss the presence or absence of nuclear weapons aboard specific ships, submarines or aircraft."

b. The approved response to questions about the presence of nuclear weapons on shore stations, strategic submarines, supporting ships and container ships is:

"It is the policy of the U.S. government to neither confirm nor deny the presence or absence of nuclear weapons at any general or specific location."

4. Nuclear Weapons Accidents and Incidents

a. In the United States, its territories and possessions, ASD(PA) retains initial public affairs responsibility for nuclear weapons accidents and incidents. In overseas areas, the appropriate Combatant Commander retains initial public affairs responsibility (except for cases of weapon loss, theft or seizure) in coordination with ASD(PA).

b. In a nuclear weapon accident occurring in the United States, its territories or possessions, ASD(PA) and the Initial Response Force/Response Task Force (IRF/RTF) Commanders are required to confirm to the general public the presence or absence of nuclear weapons or radioactive nuclear components, when necessary, in the interest of public safety or to reduce or prevent widespread public alarm.

c. In a nuclear weapon accident overseas, ASD(PA) or the Combatant Commander, with concurrence of the foreign government through the appropriate Chief of U.S. Mission, may confirm the presence of nuclear weapons or radioactive nuclear components in the interest of public safety. Notification of public authorities also is required if the public is, or may be, in danger of radiation exposure or other danger posed by the weapon or its components.

d. Public affairs actions may include the release of statements to the news media to expedite the implementation of safety procedures.

e. IRF and RTF Commanders are authorized to consult ASD(PA) to obtain initial public affairs policy guidance or request an exemption to policy.

f. In the event of loss, seizure or theft of a nuclear weapon or component or seizure of a nuclear weapons storage site, ASD(PA) shall release information. This does not apply outside the United States, its territories, and possessions where specific Government agreements exist for the release of this information.

0215 SCIENTIFIC AND TECHNICAL INFORMATION (*See supplemental guidance*)

0216 BASE REALIGNMENTS AND CLOSURES

1. General. Base Realignments and Closures (BRAC) are contentious and controversial. Each time a BRAC process is enacted, DOD will provide specific PAG on that process. All commanders and their PA representatives will become familiar with that PAG and will adhere to it. Supplemental PAG may be issued within DON.

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January 22, 2002

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Executive Order 12344 (1 February 1982) - Assigns responsibility
for naval nuclear propulsion matters to the Director, Naval
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01 Nov 05

CHAPTER 3: PUBLIC AFFAIRS PLANNING**0300 Public Affairs Planning****0300 PUBLIC AFFAIRS PLANNING**

1. Roles and Responsibilities. (See supplemental guidance for details of the following)

a. CHINFO/DIRPA. CHINFO and DIRPA are responsible for DON strategic communications plans and for the establishment, approval and promulgation of the overall public affairs strategy, themes and core messages for Navy and Marine Corps communication products.

b. Subordinate Commanders

(1) Commands with a military or civilian PAO will develop detailed public affairs plans for matters over which their respective commands have cognizance.

(2) Commands without an assigned military or civilian PAO and those with little or no expectation of contact with the news media are not required to have a public affairs plan, but should be aware that circumstances may necessitate short-notice media involvement. When that happens, sufficient guidance should be available to the designated PA representative from the Echelon 2 command, or may be handled by the Echelon 2 PAO.

(3) All commands will develop an internal information plan, or localize one promulgated by the appropriate superior in the chain, unless exempted by the senior fleet or force commander or other competent authority.

(4) All commands will develop public affairs plans for specific events or functions designed to enhance the interface with local communities. (Refer to Chapter 7 - Community Relations).

CHAPTER 4: PUBLIC INFORMATION

- 0400 Public Information**
- 0401 Responding to Public Information Requests**
- 0402 Website as a Public Information Tool**

0400 PUBLIC INFORMATION

1. General. An open, ambitious public information policy is Navy and Marine Corps assurance that the Department of the Navy (DON) remains accountable to the public. (See Chapter 1, 0101.)

2. Roles and Responsibilities

a. Commanders

(1) Are ultimately responsible for the public affairs program at their command, as public affairs is a function of command. (See Chapter 1, 0102.)

(2) Will ensure accurate and continuous flow of timely information with appropriate consideration for security, accuracy, and propriety - "maximum disclosure, minimum delay." (See Chapter 1, 0100 and 0101, and Chapter 2, 0200.)

(3) Will give the PAO direct access to all policy makers and other relevant senior officers, and include the PAO in all operational planning.

(4) Should delegate release authority for that command to the command PAO, who will release information to the public or the news media in response to the specific situation such as routine inquiry, media embark, emergency, or contingency operation.

(5) Following media training (when available and feasible) and coordination with the relevant PAO, should expect regular encounters with the media and will make staff available to support media requests. This is especially relevant during military operations.

(6) Within the parameters of the command Anti-Terrorism/Force Protection posture, will allow credentialed journalists access to their command (with command escort as feasible) and not interfere with the reporting process. Journalists should be permitted open access to unclassified aspects of military vehicles, locations, personnel, aircraft and

01 Nov 05

vessels. Special operations restrictions may limit access in some cases.

(7) Will provide or support transportation for journalists when necessary and per DOD regulations. (See Chapter 5, 0507.)

(8) Will not use or allow disinformation activities or deception operations intended to misinform, deny releasable information to or mislead the American public, the government, or the U.S. and international media. This includes misinforming the media about military capabilities and intentions in ways that could influence U.S. decision makers and public opinion.

b. Public Affairs Officers

(1) Are responsible for the successful execution of the public affairs mission. The PAO is directly responsible to the commander for this command function.

(2) Will guarantee open, timely and uninhibited access to public information, except where restricted by law, security classification or privacy statutes. (See Chapter 1 and Chapter 2.) When so restricted, will seek informative unrestricted information that may satisfy news media needs.

(3) Will make all reasonable efforts to communicate information about Navy and Marine Corps programs, activities, missions and responsibilities to both external and internal audiences.

(4) Will protect the privacy of those who use or request information, as well as those about whom information exists in government records.

5) Will act as liaisons but not interfere with the reporting process (except to correct inaccuracies); expedite the flow of information through the civilian and military news media to both external and internal audiences; and work to ensure accurate media coverage by encouraging media understanding of both facts and context.

6) Will advise the commander on all relevant public affairs matters that may impact the command. This requires a broad knowledge of the naval services, in-depth awareness of

01 Nov 05

operations, and the ability to project the potential impact of proposed actions on internal and external publics.

(7) Will communicate with other military and civilian PAOs as helpful or appropriate for coordination or mutual assistance.

(8) Will inform the immediate public affairs chain of command about items with national or international media interest; those with local media interest when expected to reach the attention of flag or general officers; and those involving real, perceived or anticipated security breeches.

(9) Will promote positive relations between the command and local communities.

c. Protocol Officers. The protocol function is not necessarily included in the public affairs mission. These functions should be separate unless extraordinary circumstances dictate otherwise.

d. Unofficial Roles. Off-duty PAOs and other DON members who are acting in an unofficial capacity can positively multiply public information efforts when acting with forethought.

(1) PAOs in a private capacity. While acting in a private capacity not connected with their official duties, PAOs have the right to prepare information for public release through non-DOD forums or media if:

(a) No laws or regulations are violated.

(b) Ethical standards and compliance are maintained (See DODD 5500.7 of 21 Nov 03 and Chapter 1, 0102.)

(c) The preparation activities are not conducted during normal duty hours or using DOD facilities, property, or personnel except as authorized. (See DODD 5500.7 of 21 Nov 03, sections (q) and (r).)

(d) No official DON information is released which is not generally available to the public. (See DODD 5400.7-R of 30 Aug 93 (section (m).)

0401 RESPONDING TO PUBLIC INFORMATION REQUESTS

01 Nov 05

1. General. Information release will be coordinated with the appropriate offices, subject-matter experts, and/or activities both internal and external to the command. PAOs should consult or create applicable public affairs guidance. (See Chapter 2, 0200 and Chapter 3, Article 0301 in supplemental guidance.)

a. Information will be released at the lowest appropriate level of command unless other guidance dictates. Commands will evaluate factors, such as the subject matter, anticipated impact, the scope of expected media coverage (local or national) and, in the case of speeches, the prominence of the speaking venue. Commands will also determine if coordination with other commands, offices, or government agencies is necessary.

b. Other DON offices and activities can be directed by CHINFO to support PAOs in preparing the appropriate information release. News media and public inquiries will be treated as a priority.

c. All PAOs with some responsibility on an issue will closely collaborate to ensure accuracy and comprehensiveness, and that all spokespersons have the same information. (See Chapter 3.)

2. Dissemination. Dissemination of information involves all activities associated with planning, distributing, or delivering the message. (See supplemental guidance for details beyond the following)

a. Withholding. Information cannot be withheld arbitrarily or merely to avoid criticism or embarrassment. Under that principle (See Chapter 1, 0101), the following guidelines may apply to particular circumstances.

(1) Release fact and decline to speculate or offer an opinion.

(2) "No comment" is never an appropriate response. Alternatives include:

(a) "I have nothing to release on that subject." This can be used in the rare instance where absolutely no response is deemed appropriate. This response assumes that no information is releasable at that time.

01 Nov 05

(b) "An investigation is under way, and it would be inappropriate for me to comment at this time." This response can be used for matters under formal investigation.

(3) When a death occurs. When a DON member dies, the local command may not be the releasing authority of the information. Even when it is, they must adhere to next-of-kin notification guidelines. (See Chapter 2 and Chapter 8.)

b. Events of intense public interest. Public interest or scrutiny is particularly intense with events such as mishaps, accidents, or emergencies. Information will be disseminated fully, candidly and promptly. First release of what happened should be made within one hour of command awareness of an event. Some events incidents may trigger press coverage whether or not official information is released. Failure or tardiness in releasing official information may be interpreted as an attempt to conceal embarrassing or negative facts. (See Chapter 8)

3. Release Authority. Certain topics are subject to more intense review and higher level of release. Commanders and PAOs will be familiar with these key areas, and will seek advice from the immediate chain of command whenever more clarity is needed. (See Chapter 2)

0402 WEBSITE AS A PUBLIC INFORMATION TOOL

The Internet is a powerful information tool for both internal and external use. PAOs must understand how to use and manage it, along with its associated technological tools. This technology is a public affairs outreach force-multiplier, and can greatly enhance the ability to provide strategic advice to leaders, contribute to morale and readiness, and increase public trust and support for the command. Commands must create and maintain a clear process for establishing, reviewing, and ensuring ongoing maintenance and accuracy of public Web sites. (See Chapter 12). The command's release authority for public information (usually the Commander or the PAO) must approve items posted on a public website or even one not intended for the public if access is open.

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01 Nov 05

CHAPTER 5: MEDIA OPERATIONS

- 0500 **Basic Media Relations**
- 0501 **Understanding and Analyzing Mass Media (See supplemental guidance)**
- 0502 **Managing Media Relationships (See supplemental guidance)**
- 0503 **Disseminating Information to the News Media (See supplemental guidance)**
- 0504 **Other Media Types and Special Considerations**
- 0505 **Media Embarks**

0500 BASIC MEDIA RELATIONS

1. General. Commanders will support a proactive media relations posture to help build and maintain key relationships with members of the mass media. Attempts to delay response to media questions, especially during times of heightened media interest, will undermine these critical relationships. One of the core public affairs missions is to provide a timely and accurate flow of information to local, national and international publics through the news media. This mission is in the Navy's and the command's best interests because it helps ensure that both internal and external audiences receive the information necessary to which they have a right. Commanders should also ensure that appropriate media support is included in all command plans, including operational plans.

- 0501 **UNDERSTANDING AND ANALYZING MASS MEDIA (See supplemental guidance)**
- 0502 **MANAGING MEDIA RELATIONSHIPS (See supplemental guidance)**
- 0503 **DISSEMINATING INFORMATION TO THE NEWS MEDIA (See supplemental guidance)**

1. Coordination. All information provided to national or international news media must be coordinated with the chain of command and approved in advance by CHINFO or DIRPA. If a command learns that a news report will receive wide attention, the command must inform CHINFO or DIRPA via the chain of command. Include a description of the circumstances and responses proposed (or, in the case of fast-breaking news, already made) by the command.

0504 OTHER MEDIA TYPES AND SPECIAL CONSIDERATIONS

1. Documentaries, Entertainment Media, and Television Productions

a. Requests for Navy or Marine Corps support for national or international productions will be forwarded with details and recommendations to CHINFO or DIRPA (via the chain of command) for ASD(PA) approval.

b. When a commercial film produced with Navy or Marine Corps cooperation is screened locally, nearby commands can provide exhibits for display in theater lobbies, coordinate displays of recruiting material, and arrange for personal appearances of DON military and civilian personnel, provided such cooperation is approved by CHINFO, DIRPA, and ASD(PA).

c. Approval is not required when DON personnel attend as members of the audience, even though they may be selected as a participant during the broadcast.

d. Producers of the following types of programs may request military participation: televised community events, local talent shows, educational or religious programming, career-oriented shows, game shows, local community-oriented talk shows, reality-based programs and sports programs. The appearance of Navy or Marine Corps members in programs is authorized when:

(1) Endorsement of commercial products or services by military members is neither given nor implied.

(2) Participation is dignified and in keeping with Navy and Marine Corps standards of excellence.

(3) Participation is compatible with operational commitments.

(4) Participation does not place military members in competition with professional performers seeking employment.

(5) The individual desires to participate.

(6) The individual is in an unofficial and off-duty status (liberty or leave).

01 Nov 05

e. DON members are under no obligation to participate in local programming.

2. Commercial Advertising, Publicity, and Promotional Activities. Requests from commercial enterprises, including military contracts that allow the use of Navy and Marine Corps members, equipment, and facilities for advertising purposes, must be approved by CHINFO or DIRPA. Navy and Marine Corps cooperation with commercial advertising, publicity, and other promotional activities must conform to the applicable standards of conduct and the Joint Ethics Regulations. The decision regarding DON support is based primarily on whether an endorsement of a commercial product is made or implied, and whether such support could bring discredit to the Navy or Marine Corps.

0505 MEDIA EMBARKS

1. General. The following guidelines apply when embarking News Media Representatives (NMRs) in all DON ships and aircraft. (For media embeds, See Chapter 6, 0602.)

a. Military transportation shall not compete with commercial sources. This does not apply to orientation flights, or when military transportation is deemed in DON's best interests in order to meet the commander's obligation to provide accurate and timely information.

b. Basic services such as messing will be provided to NMRs on a reimbursable basis.

c. NMRs will normally be granted the privileges of an officer in the grade of O-4 or above for messing and transportation, and also for billeting when such accommodations are conveniently available. Journalists may eat with troops on the mess decks and may use enlisted berthing if the situation warrants (e.g., with large embedded groups).

2. Approval Authority

a. Fleet Commanders or the applicable Combatant Commander have approval authority for all media embarks with the exception of national and international media, which require approval by CHINFO or ASD(PA) as applicable. Fleet Commanders may delegate media embark approval authority to three-star subordinates.

Combatant Commanders may delegate approval authority to Navy Component Commanders.

b. Only ASD(PA) has the authority to approve PA travel arranged by the Navy or Marine Corps in conjunction with another federal department or agency or with a foreign government. ASD(PA) may delegate this authority to help expedite the approval of media requests for embarks, especially during ongoing operations. (See Chapter 6, 0604.)

3. Planning. All operations shall include plans to embark NMRs. Public affairs representation is essential for all operation planning to help ensure that the commander's responsibilities to news media coverage are met. (See Chapter 3 and Chapter 6.)

4. Execution. NMRs will be given access to most U.S. military operations from the first stages through completion and subsequent post-operation activity. Media access may include assignment of news media to live and travel with (i.e., embed with) specific units. This access includes embarks aboard ships and aircraft. (See Chapter 6., 0604.)

5. Transportation of News Media Representatives (NMRs). The following guidelines apply to the embarkation and movement of NMRs in DON vessels and aircraft, whether or not the embark is itself the focus of a news report, or is simply a logistical support to some other reporting focus. It applies not only to working news reporters, editors and producers, but also to news executives such as managing editors, publishers, and presidents. It does not apply to NMR visits to ships in port or aircraft on the ground.

a. Aircraft types. Preferred aircraft to transport NMRs include helicopters or multi-engine, dual-piloted, as available within commercial resources and not to interfere with operational priorities. This does not apply to orientation flights. (For passenger safety requirements such as survival training, see OPNAVINST 3710.7, NATOPS.)

b. Travel for coverage of emergent news. To facilitate travel authorization to cover an emergent situation, the most expeditious means should be recommended by commands initiating the request via telephone or e-mail requests. Justification for the travel should state the PA purpose and the need for military (as compared to civilian) transportation.

01 Nov 05

c. Local travel. Commanders are authorized to approve local travel or transportation for PA purposes wholly within the scope of their mission and responsibilities if:

(1) The PA subject matter is not properly the responsibility of a higher command.

(2) The public interest is limited primarily to the mission and vicinity of that command.

(3) The travel focuses on local media as part of an approved local PA program that meets a DON PA objective.

(4) It supports NMR arrival and departure. Short trips between an airport (or other transportation center) and a command are authorized. Command vehicles may be used for this purpose.

d. Non-local travel. For non-local travel that does not fall within the scope of responsibility of a Unified Command, submit requests to CHINFO or DIRPA, who will forward with a recommendation to CNO or CMC and, if necessary, to ASD(PA). Submit non-local travel requests to the Combatant Command when the travel is expected to occur within that area of responsibility. Non-local travel requests to foreign countries must be coordinated well in advance with the applicable embassies and senior operational public affairs organization in theater, since many countries require theater and country clearances.

e. Travel in ships of the Military Sealift Command (MSC). NMRs may be embarked in Military Sealift Command vessels on either a space-required or space-available basis when travel is determined to be in the best interests of DON or DOD. Requests must be coordinated with MSC PA.

f. Embarkation in Maritime Pre-positioning Ships. Commands receiving requests from NMRs to embark in Maritime Preposition Ships shall forward those requests to CHINFO via DIRPA.

g. Reimbursable travel. ASD(PA) is responsible for approving travel or transportation by DOD-owned or -controlled aircraft used for PA programs. This includes requests arranged by any agency or command of DOD, jointly with, or at the request

01 Nov 05

of another federal department, agency, or foreign government on a reimbursable basis.

6. Releasable/Non-releasable Information. (See Chapter 2, 0206, supplemental guidance and the applicable PAG to the current operation.)

References:

DODINST 5410.16 of 26 Jan 88

<http://www.dtic.mil/whs/directives/corres/pdf2/i541016p.pdf>

01 Nov 05

CHAPTER 6: PUBLIC AFFAIRS IN MILITARY OPERATIONS

0600 Public Affairs in Military Operations
0601 General Readiness
0602 Media Embedding
0603 Operations (*See supplemental guidance*)
0604 Information Operations

0600 PUBLIC AFFAIRS IN MILITARY OPERATIONS

1. Roles and Responsibilities. The military services are accountable and responsible to the public for performing its mission of national defense. A primary means to fulfill this responsibility is by providing accurate and timely information through the news media.

a. DON. The Department of the Navy is responsible for close coordination with combatant commanders to resource Joint Information Bureaus/Combined Press Information Centers (JIBs/CPICs) and related support, providing training at Service schools that emphasizes the importance of public affairs to military operations, and supporting an active news media relations program that helps foster trust and cooperation during military operations.

b. PAOs. The public affairs officer (PAO) will support the commander's responsibility to ensure information flow during operations by:

(1) Sharing guidance received from higher authority, and offering additional professional counsel based on personal experience with the news media.

(2) Ensuring the commander is aware of requirements needed to provide accurate and timely information to the news media.

(3) Participating in all phases of the operation including the planning phase and operational exercises.

(4) Planning and executing a CPIC or JIB as necessary.

(5) Providing on-site media training or ad-hoc guidance as necessary.

2. Release of Information. Any DON member who has or expects contact with the news media will review both security and privacy guidelines, and the most recent public affairs guidance applicable to the current operation. (See Chapter 2 and supplemental guidance.)

0601 GENERAL READINESS

1. General. Every phase of the operational plan must include public affairs planning to support the commander's responsibility to ensure accurate and timely information is provided to the news media. The public affairs portion of the plan must be developed in close coordination with the overall operational plan to ensure that all appropriate and necessary support for news media coverage is considered and arranged.

0602 MEDIA EMBEDDING

1. Management. CHINFO, in coordination with ASD (PA), is responsible for managing and vetting media embeds, to include allocating embed slots to media organizations. Embed authority may be delegated to subordinate elements at the discretion of CHINFO. Embed requests must be processed through the first PAO in the gaining (embedding) chain of command.

2. Access. Commanders at all levels will provide access to forces under their command by news media representatives (NMRs). NMRs will be given access to U.S. military operations from the first stages through completion and subsequent post-operation activity. Media access may include assignment of news media to live and travel with specific units.

3. Logistical Support. Units should plan lift and logistical support to assist in moving media products to and from the battlefield and supporting them while in the area of responsibility (AOR). Commanders will provide appropriate billeting, messing, communications and transportation for NMRs. (See Chapter 5, 0505.)

a. Communications. In the event of commercial communications difficulties, NMRs are authorized to file stories via expeditious military signal/communications capabilities. NMRs are encouraged to file reports via commercial communications facilities whenever possible. When commercial facilities are not available, the on-scene commander will provide the media with communications support via military

01 Nov 05

communications systems, but not at the expense of critical military communications. Communication restrictions may be necessary to protect locations of specific units. These restrictions must be used only when the use of specific communication tools puts military forces at risk. Communication restrictions, if required, must be included in the media ground rules.

b. Transportation. Transportation assets for NMRs and media products will be dedicated to support maximum coverage of the operation, to include support for news media embedded while units deploy to the area of operations. Coordinating and demonstrating media transportation in and out of the area of responsibility (AOR) is the responsibility of the embedding unit, and will be accomplished on a space available, no-additional-cost-to-government basis. To the extent possible, space on military transportation will be made available for any necessary media equipment.

0603 OPERATIONS (See supplemental guidance)

0604 INFORMATION OPERATIONS

1. General. Effective planning and execution of public affairs (PA) operations and information operations (IO) are critical to accomplishing the commander's mission. The success of both depends on sound leadership, guidance and organizational rigor. Successful PA operations, fulfilling the public's right to know, require institutional credibility to maintain public trust and confidence. Credible PA operations are necessary to support the commander's mission and maintain essential public liaisons throughout the spectrum of conflict.

2. PA and IO objective audiences differ. PA's principal focus is to inform the American public and international audiences in support of combatant commander public information needs at all operational levels. IO, on the other hand, serves, in part, to influence foreign adversary audiences using psychological operations capabilities. While audiences and intent differ, both PA and IO ultimately support the dissemination of information, themes and messages adapted to the audience and operational level.

3. PA and IO activities directly support military objectives, counter adversary disinformation and deter enemy actions. Although both PA and IO conduct planning, message development

and media analysis, the efforts differ with respect to audience, scope and intent, and must remain separate. However, PA and IO entities must be aware of each other's activities for maximum effect and to achieve success in both operational areas. Absent this awareness, conflicting efforts could impede operational success.

4. Inherent in effective coordination and collaboration with IO is the necessity for PA to maintain its institutional credibility. While organizations may be inclined to create physically integrated PA/IO offices, such organizational constructs have the potential to compromise the commander's credibility with the media and the public. It is important that we not let the organization's relationship diminish the command's PA capability or effectiveness. PAOs should work directly for the commander and supporting PA personnel should be organized under the PAO. Commanders, in turn, must ensure appropriate coordination and synchronization between PA and IO efforts.

5. In a rapid and global communications environment, information can have a significant impact on national will, political direction, and national security objectives and policy. PA's primary mission is to provide accurate and timely information. Its credibility is the lifeblood of message flow to internal and external publics. At no time will a PAO disseminate false information, use PA products as a military deception tool, or provide disinformation to either internal or external audiences. That said, coordination of public affairs and information operations planning is critical to ensure overall success of the commander's objectives.

6. Definitions

a. Public Affairs (PA). Activities that provide the accurate and timely flow of information primarily through the mass media. PA activities create an awareness of the military goals during an operation, satisfy the DOD obligation to inform internal and external audiences and allow the operational commander to inform an adversary or a potential adversary about the friendly force's intent and capability.

b. Information Operations (IO). Activities that gain information and knowledge and improve friendly execution of operations, while denying an adversary similar capabilities. The effects of IO produce a significant military advantage for

01 Nov 05

forces conducting such operations at the operational, and tactical levels. Information operations encompass activities to influence adversary perceptions (only); computer network defense and attack operations; electronic warfare and other protection actions.

(1) IO includes computer network defense, electronic warfare, psychological operations (PSYOP), military deception and operational security. It does not include public affairs.

(2) Effective information operations require early message coordination and synchronization with public affairs (PA) and civil affairs (CA). While CA and PSYOP can address adversary audiences, PA operations serve to provide accurate and timely information to the entire international audience through the mass media.

c. Psychological Operations (PSYOP).

(1) Military PSYOP is the only communication pillar of IO, consisting of planned products and psychological actions used during peace or war, to convey selected information and messages to targeted adversary audiences. Its intent is to influence emotions, attitudes and behaviors, thereby achieving U.S. national political and military objectives.

(2) Forward deployed naval forces, including carrier strike groups and expeditionary strike groups, may be called upon to execute PSYOP-related missions during peacetime, conflict or war. Responding to PSYOP tasking may include the creation and dissemination of PSYOP products (e.g. leaflets, handbills, posters, radio and television broadcasts) for local use to directly reach adversary audiences.

7. The Relationship of PA to IO

a. PA activity is separate from IO activity. It is neither combined with nor subordinate to IO activity.

b. The PAO remains cognizant of IO plans and initiatives to ensure alignment. The PAO working with the IO cell will not be the primary spokesperson for the command or for the operation.

c. The PA will never engage in PSYOP activities. Separate facilities must be made available for PA and PSYOP activities.

d. At no time will PSYOP personnel address the national or international media, unless specifically related to the coverage of the PSYOP function.

e. PA activity will focus on the strategic and operational messages. Although PA, PSYOP and CA messages may differ, they must not contradict one another or the credibility of all three will be compromised.

f. PA representation is essential during all IO planning sessions to help ensure messages are coordinated. Synchronization among all parties is required to ensure messages and themes are de-conflicted.

g. PA may contribute to information strategies developed to counter misinformation and propaganda.

h. As PA and IO roles continue to evolve, separation between PA and PSYOP must be preserved to maintain the credibility of PAOs and PA products.

References:

DODD 3025.1 of 15 Jan 93
<http://www.dtic.mil/whs/directives/corres/html/30251.htm>

DODD 5122.5 of 15 Jan 93
http://www.dtic.mil/whs/directives/corres/pdf/d51225_092700/d51225p.pdf

Joint Publication (JP) 3-07, Military Operations Other than War
http://www.dtic.mil/doctrine/jel/new_pubs/jp3_07.pdf

Joint Publication (JP) 3-13, Information Operations
http://www.dtic.mil/doctrine/jel/new_pubs/jp3_13.pdf

Joint Publication (JP) 3-61, Public Affairs in Joint Operations
http://www.dtic.mil/doctrine/jel/new_pubs/jp3_61.pdf

Joint Publication (JP) 5-0, Planning for Joint Operations
http://www.dtic.mil/doctrine/jel/new_pubs/jp5_0.pdf

OPNAVINST 3440.16C of 10 Mar 95
<http://neds.daps.dla.mil/Directives/3440c16.pdf>

01 Nov 05

Policy on Public Affairs Relationship to Information Operations,
CJCS Memo CM-2077-04 of 27 Sep 04 (NOTAL)

01 Nov 05

CHAPTER 7: COMMUNITY RELATIONS

- 0700 Purpose of Community Relations
- 0701 Participation in Community Relations Events
- 0702 Fiscal Policy for Community Relations
- 0703 Use of Navy and Marine Corps Facilities or Material
- 0704 Official Public Appearances By Naval Members
- 0705 Relations With Community, Professional, and Special Interest Groups
- 0706 Interaction With State and Local Governments (*See supplemental guidance*)
- 0707 Community Relations Planning (*See supplemental guidance*)
- 0708 Tours, Guest Embarks, and Visitation
- 0709 Naval Aerial Events
- 0710 Ship Ceremonies and Official Functions
- 0711 National and Traditional Observances
- 0712 Navy and Marine Corps Exhibits
- 0713 Navy Art Collection and Liaison With Museums (*See supplemental guidance*)
- 0714 Naval Music Program
- 0715 Environmental Public Affairs (*See supplemental guidance for details*)
- 0716 Entertainment Industry

0700 PURPOSE OF COMMUNITY RELATIONS

1. General. Well-planned and executed community relations (COMREL) programs earn public support and understanding of the Department of Navy (DON) and enhance the morale of DON members. All members and Naval organizations involved in their local communities are the best ambassadors for the Armed Forces and for recruiting.
2. Objectives. COMREL programs shall support the following objectives: Create and sustain partnerships with various publics both at home and abroad; support equal opportunity goals and non-discrimination policy of DON; increase public awareness and understanding of the Navy and Marine Corps; support recruiting goals; and, inspire patriotism through observance of Navy and Marine Corps traditions and days of national significance, and by personal example. (See Article 0711)
3. Record Keeping. This instruction cancels previously required reports to CHINFO. However, PAOs shall maintain adequate files and continuity records on all COMREL programs and

activities under the Standard Navy Distribution List (SDNL), OPNAVINST 5400. Such records may be crucial to researching future queries and events.

0701 PARTICIPATION IN COMMUNITY RELATIONS EVENTS

1. Fundamentals. Commanders who oversee COMREL programs must ensure support is appropriate, does not selectively benefit any entity, reflects positively on the Naval services, does not deviate from DOD and DON policies, Joint Ethics Regulations or Standards of Conduct, and complies with safety standards.

2. Propriety. Commands shall avoid support that might result in or create the appearance of using a Government position for private gain; treating any person or organization preferentially (i.e. selective benefit), impairing Government efficiency or economy (mission interference), losing complete independence or impartiality, circumventing official channels or causing loss of public confidence in Government integrity.

3. Criteria. (See supplemental guidance for COMREL participation.)

4. Approval Levels. Proposals for COMREL programs exceeding a commander's purview, local support capability, or the scope of this policy will be referred via chain of command to a higher echelon using the DD Form 2536 (Request for Armed Forces Participation in Public Events).

a. CHINFO, DIRPA and/or ASD(PA) are the approval authority for:

(1) Navy and Marine Corps support of community relations programs in the National Capital Region (NCR), except speaking engagements to non-foreign groups.

(2) National and international programs or events to include conventions and meetings, except those overseas that fall under combatant command and/or the Defense Security Cooperation Agency.

(3) Programs requiring liaison between DOD and Washington, D.C. offices of national non-governmental organizations (NGOs) and similar groups, except the service-specific, special-interest groups such as the Navy League of the United States.

01 Nov 05

(4) Programs providing information or other support to national organizations, including business and industry groups.

(5) Aerial reviews on military installations within the U.S. if the review involves more than one service; proposals for aerial, parachute, or simulated tactical demonstrations held in the public domain. Requests for aerial events should be done on the current version of DD Form 2535.

(6) Sporting events, including preseason, post-season or previously scheduled national sports and professional athletic events within the United States.

(7) Events of professional, technical, or scientific interest to the Navy and Marine Corps when participation results in additional costs to the Government. (Referred proposals must include cost estimates.)

(8) Appearance on regional or national broadcast media by Navy or Marine Corps performance units, e.g., Sea Chanters, Navy Band.

(9) Programs or events requiring exceptions to DOD policy, which must be specifically justified.

b. Commanders are authorized to participate in local events that are jointly planned and conducted by border communities of the United States, Mexico, and Canada and coordinate fully with State Department officials.

c. The Secretary of Defense has made Combatant Commanders responsible for approving overseas public events. They also implement COMREL programs within their AOR, but may delegate this authority. Combatant command PAOs are responsible for coordinating with components on programs requiring multi-service support. DON components receive COMREL guidance directly from the combatant commander or joint task force commander, when delegated.

d. Programs taking place in the United States or overseas which impact a combatant command shall coordinate through appropriate channels when proposed support will impact operations, require major administrative, financial or logistical support, or draw media or host nation interest.

01 Nov 05

5. Fundraising. All DOD components must conform to a government-wide charitable fundraising policy, per the U.S. Office of Personnel Management (OPM), executive agent for government fundraising, and overseer of the annual Combined Federal Campaign (CFC). Beyond the CFC, charitable and fundraising support is restricted, regardless of personal or collective views about its worth. These restrictions apply to any fundraising outside the CFC itself, for any local, regional, national, or international charity, regardless of whether or not that charity is included in the CFC family of charities.

a. DOD members shall not officially endorse or appear to endorse any non-Federal entity, event, product, service, or enterprise, including membership drives for organizations or fund-raising activities.

b. Events may not support or appear to selectively benefit any individual group, charity, organization, political campaign, ideological movement, or commercial enterprise.

c. Fundraising events for a single cause are inconsistent with DOD policy, even when the prospective recipient is covered by the CFC, or is an authorized component-specific campaign such as the Navy and Marine Corps Relief Society or when funds raised are to be donated in whole or part to one or several CFC charities.

d. General publicity in internal communications to promote annual CFC or service-specific campaigns is allowed, but PAOs and editors shall not appear to favor a single or several charities in DON internal communications.

e. Membership drives for the following non-Federal entities are allowed:

(1) The Combined Federal Campaign.

(2) Emergency and disaster appeals approved by the OPM.

(3) Navy-Marine Corps Relief Society and other service-specific, approved charities.

(4) Other private organizations composed primarily of DOD members or their families when raising funds among their own members is for the benefit of welfare funds for their own members or families. Such events require approval by the head

01 Nov 05

of the DOD component command or organization after consultation with the designated agency ethics officer. (This includes most morale, welfare, and recreation programs, regardless of funding source.)

f. Fundraising restrictions do not preclude volunteerism by individuals on behalf of charities of their choice. Volunteerism in a personal capacity and out of uniform is encouraged.

g. DON members shall not participate in fund-raisers for the purchase of gifts, real or personal property even when intended for presentation to the Navy or Marine Corps.

6. Political activity. Involvement in partisan political activity is restricted for both military and civilian DOD members. Active duty political involvement is governed by DODD 1344.10 of 02 Aug 04 (See references). Rules differ slightly for Federal civilian employees. (See the Hatch Act, Chapter 2, references and Articles 0704 and 0706.)

0702 FISCAL POLICY FOR COMMUNITY RELATIONS

1. General. Government funds beyond local resources are not authorized unless approved by higher authority. Commanders will base decisions for COMREL participation in both "mutual interest" and "primary interest" events on propriety (see Article 0701, and supplemental guidance).

a. Mutual interest events. The preferred category for all COMREL events, they are defined as those in which both DON and a non-government individual or group derive benefit at no additional cost to DON. The following guidelines apply:

(1) Funding. Civilian sponsors are required to fund additional costs of DON participation in COMREL activities. The commander's normal costs cover continuing expenses (such as pay and allowances) that would exist regardless of the COMREL event, e.g., travel, meals, and lodging.

(2) Community involvement. DON commands shall make every effort to involve all levels of the community in COMREL activities. (See Article 0704.6.) For DON to participate in community-sponsored activities, civilian sponsors must be willing to underwrite additional costs such as lodging, meals (or per diem), travel, logistical support, the cost of shipping

exhibits when commercial means are used, rental space, utilities, custodial services, and similar support. PAOs shall ensure no selective benefit.

(3) Reimbursement. Limitations exist on authorized reimbursement methods. Reimbursement is by check, payable to the Treasurer of the United States. Since reimbursement from a community sponsor does not return to the hosting command, reimbursement arrangements are discouraged. Also, DON members are prohibited from receiving individual reimbursement without the commander's permission, which shall only be granted on a case-by-case basis. PAOs shall coordinate with command comptrollers and legal offices to identify appropriate "in-kind" and other gift acceptance methods available to community sponsors for offsetting DON expenses.

(4) Installation Morale, Welfare and Recreation (MWR). Departments may support on-base COMREL events with concessions and other appropriate offerings provided that generating MWR revenue is not a primary objective of the event.

(5) Charging admission is prohibited. No charges or fees shall be imposed on the public by a military installation for admission, parking or viewing any activity. Citizens shall not be charged for photographs.

b. Primary interest events. Those rare occasions for which involvement exclusively benefits DON and all resources are provided by the DON. Details:

(1) Band appearances. Free concerts for the public scheduled by DON as part of the annual COMREL program. When a community entity requests a band, however, it shall be on a mutual interest basis with the civilian requestor making the request on the DD Form 2536. If approved, any additional costs to DON will be borne by the sponsor.

(2) Limitations. Resources for primary interest events are approved by local commanders and shall be covered by the command's Operations and Maintenance (O&M) fund account. Beyond programmed O&M funds, COMREL activities shall not involve additional costs to the Government, nor shall COMREL participation detract from operational missions. The duration of a COMREL event (normally) shall not exceed three days.

01 Nov 05

(3) Approvals. COMREL events require CHINFO, DIRPA or higher approvals.

(4) Policy exceptions. Aviation performance teams and other units desiring to participate in events on a primary interest basis must request a policy exception through the chain of command to CHINFO or DIRPA.

2. Disasters. Navy and Marine Corps commands may offer and provide assistance to surrounding communities in the event of a disaster or other emergency that threatens human life or causes great suffering. CHINFO / DIRPA and other federal emergency agencies must be advised of circumstances and actions taken.

a. Coordination. Commands lending emergency assistance to save life, limb and human suffering should understand that government involvement requires coordination by local and designated federal or state coordinating agencies such as the Federal Emergency Management Agency (FEMA)/ Department of Homeland Security (DHS). When emergency assistance may attract national attention and lead to the engagement of other governmental agencies, CHINFO or DIRPA will keep ASD(PA) informed. DON commands shall participate in emergency and crisis response planning and joint exercises.

b. Overseas. Disaster assistance overseas must be approved by the Department of State and will be coordinated by the combatant commander of the affected area of operations (AOR).

3. Interagency Events. Approval from CHINFO, DIRPA, and in certain circumstances ASD(PA), is required for highly visible interagency programs. DON may join other federal agencies in official events such as interagency exhibits and events.

a. Participation shall not interfere with official DOD missions or detract from operational, training and other readiness requirements. For clarification regarding what constitutes an official event, consult CHINFO or DIRPA.

b. Support for an event shall be provided at no additional cost to DON or DOD. The requesting agency is responsible for all associated costs including but not limited to meals, lodging and transportation.

c. Any loan of equipment to a federal government agency must be approved by CHINFO or DIRPA. Equipment must be returned

promptly and the requesting agency shall pay for damages or repairs.

4. Presidential Authorization. When the President determines an international fair, other event or display of U.S. economic, democratic or cultural progress will strengthen international relations, the President authorizes participation across federal agencies, with notification down the chain of command from ASD(PA).

5. Gifts. Acceptance or giving of gifts or gratuities with monetary value in either a personal or professional capacity is strictly regulated. Specifics:

a. DON members and their families may not accept gifts or gratuities from prohibited sources: entities that do or seek business with DON, that conduct activities regulated by DON, or that may be substantially affected by the performance or non-performance of a DON employee.

b. DON members may not solicit gifts or prizes for command events.

c. Offers of gifts exceeding value limits in the Joint Ethics Regulation should be forwarded up the chain of command with a description of the item, value and intended use.

d. Gifts from foreign governments require special handling. (See DODI 1005.13 of 21 Nov 03, SECNAVINST 4001.2G and other references.)

e. Consumable perishable items for Morale Welfare and Recreation (MWR) may be accepted.

6. Official Representation Funds (ORF). ORF is the only funding source within DOD for government-funded refreshments at ceremonies, government-funded meals for guests, and mementos. ORF is limited, strictly governed and its use involves reporting and frequent audits.

0703 USE OF NAVY AND MARINE CORPS FACILITIES OR MATERIAL

1. General. Event sponsors desiring military support for COMREL events will submit their requests (other than aviation) on DD Form 2536 (Requests for Armed Forces Participation in Public Events) to the nearest military installation, which will

01 Nov 05

evaluate the appropriate level of support and forward requests up the chain of command if necessary. Support must be within the command's public affairs responsibility and the interests of DON. (See supplemental guidance). PAOs may offer guidance in completing the DD Form 2536, but will not complete the forms for the requestor.

a. The following requirements apply to the use/loan of equipment and facilities:

(1) Must not interfere with the operational or training mission of the command.

(2) Equipment must be readily available within the command or obtainable from a nearby DON command, and not obtainable from commercial sources.

(3) The loaning commands must be willing to provide similar support to comparable events.

(4) Support cannot result in potential danger to persons or private property that could lead to a claim against the government. Safety requirements shall be observed.

(5) DON may not take part in programs intended to provoke controversy; which endorse or selectively benefit; or show preferential treatment of any private individual, special interest group, business, religion, ideology, commercial venture, political candidate or organization; or which are intended to increase sales and business traffic for a specific business or merchant association.

(6) Support of fundraising events other than the Combined Federal Campaign is severely restricted.

(7) Support of youth programs is governed by special rules.

(8) Support will not imply endorsement of a commercial enterprise or a partisan political candidate. This includes commercial requests for use of uniforms and insignia, which require ASD(PA) approval.

(9) Use or demonstrations of equipment during trade shows or similar events overseas are explained in Article 0712.5 in supplemental guidance.

01 Nov 05

b. Use of open mess facilities is permitted per NAVPERS 15951 (Manual for Messes Ashore) for:

(1) Persons attending a professional or technical military seminar, and the use of mess facilities is incident to that seminar.

(2) A civic group on an official orientation or indoctrination visit.

(3) Navy or Marine Corps League, base community council or similar group (not to exceed one meal per quarter per group).

(4) National youth group on an orientation or indoctrination visit.

c. Loan of assets between agencies is allowed but must be considered on a case-by-case basis and shall be approved by CHINFO or DIRPA. Participation shall be at no additional cost to DOD and shall not detract from DOD operational, training or other requirements.

d. Loans to law enforcement for the purpose of protecting life, limb or property are allowed with appropriate approvals.

0704 OFFICIAL PUBLIC APPEARANCES BY NAVAL MEMBERS

1. Color Honor and Color Guard. A joint Armed Forces color detail will normally be used when DOD provides a display of colors for an authorized public event. The color guard used at events of purely DON participation will normally be composed of DON members. See supplemental guidance for composition, order of precedence and flags of foreign nations.

a. Parades, special motion picture showings and other public events. ASD(PA) may authorize participation when events are on a national or international scale and ASD(PA) determines they are in the best interest of DOD and/or recruiting. Commanders may authorize participation in a local parade sponsored by the community (rather than by a single commercial entity, including a merchants' association), and when its purpose is remote from business interests.

b. Commercial entities. Participation of commercial entities in a parade does not preclude Navy or Marine Corps

participation if emphasis is placed on civic or community involvement. Participation will be at no additional cost to the government. See references and supplemental guidance for amplification.

(1) DON commands shall not participate in events conducted for the benefit of commercial enterprises.

(2) DON shall not participate in or support beauty contests, fashion shows and their attendant ceremonies.

(3) With ASD(PA) concurrence, CHINFO or DIRPA may authorize participation on a limited basis in events related to the commercial motion picture industry (such as premieres) when the film was made with the cooperation of DOD. (See Article 0701.)

2. Military Funeral Honors. DOD policy requires that military funeral honors be provided to eligible beneficiaries upon request. (See references for eligible beneficiaries and guidelines.)

3. Musical Performances. Military musical performances during public events that meet all other criteria of this chapter are limited to a short patriotic program or introduction, as opposed to entertainment. This is known as a 'patriotic opener.' Military musicians shall not compete with civilian musicians. DD Form 2536 (Armed Forces Participation in Public Events) for all non-aviation support of COMREL events, including band requests, shall be completed by the requestor.

4. Speeches. PAOs shall make every effort to fill requests for DON speakers. (See supplemental guidance for requirements.)

a. All speeches shall:

(1) Remain within the speaker's purview, consistent with and cite sources and, for civilian employees, be in compliance with the Hatch Act.

(2) Be non-partisan and shall not imply any DON sponsorship, endorsement or agreement with partisan statements made by others.

(3) Be consistent with National / DON policy.

(4) Receive security and policy review. (See Chapter 2.)

(5) Announcements of reductions in force, facility closure or reductions of major contracts, must be cleared by appropriate authority through the chain of command.

5. Uniform Restrictions. Requests for commercial use of uniforms or insignia is normally not authorized and will be referred to ASD(PA) via CHINFO or DIRPA. (See references for more guidance on uniform wear). Refer unresolved questions via CHINFO or DIRPA to ASD(PA).

6. Use of the Official Navy Seal. Use of the Navy Seal is approved for DON purposes only. See <http://www.navy.mil/navydata/questions/usn-logo.jpg>

a. *18 United States Code, Part 1, Chapter 47, Section 1017*, prohibits use of the DON seal by anyone other than bona fide commands and activities of the DON and DOD where appropriate. SECNAVINST 5030.4A restricts the use of the DON seal to official use only and to the exclusive use of the DON and DOD.

b. An optional graphic, the Navy emblem, may be used with permission.

c. *Note: Ethics regulations prohibit the Department of the Navy and its employees from using or permitting the use of Government position, title, or organization names in any manner that would suggest Navy or Government endorsement or preferential treatment of any non-Federal entity, event, product, service, or enterprise. Any use of the Navy Emblem, logos, or other insignia should be accompanied with the prominent disclaimer:*

"Neither the Department of the Navy nor any other component of the Department of Defense has approved, endorsed, or authorized this product [or promotion, or service, or activity]."

0705 RELATIONS WITH COMMUNITY, PROFESSIONAL, AND SPECIAL INTEREST GROUPS

1. General. Interaction between key command officials and local civic leaders and groups facilitates effective, positive and professional community relations. DON members should be

01 Nov 05

encouraged to join local, civic and professional organizations at their own expense.

2. National Organizations. With the exception of the National Capital Region (see Article 0701), local commanders may deal directly with local and regional chapters of national organizations. See supplemental guidance for further criteria weighing on decisions regarding suitable participation.

3. Information Requests from Non-Media Entities. PAOs will respond promptly, accurately and completely to requests for information requests or to complaints from citizens. (See supplemental guidance for guidelines.)

0706 INTERACTION WITH STATE AND LOCAL GOVERNMENTS (See supplemental guidance)

0707 COMMUNITY RELATIONS PLANNING (See supplemental guidance)

0708 TOURS, GUEST EMBARKATIONS AND PUBLIC VISITATION

1. General. Tours provide an excellent demonstration of Navy and Marine Corps professionalism to a significant portion of the community. Although demanding of personnel time, the rewards in public support are significant. Impressions visitors gain from going aboard a ship or installation can be lasting. In practice, most shore installations honor requests for tours from various groups throughout the year and reserve a specific day or number of days—Navy Birthday, Marine Corps Birthday and almost always Armed Forces Day—for the accommodation for general visiting. Designation of a ship for general visiting purposes is usually made by the Senior Officer Present Afloat (SOPA) or other authority. The availability of a command for tours and visits will depend upon the security conditions in force, personnel available to conduct the tour, operational commitments of the command and other circumstances. Embarkations should only be conducted within the framework of regularly scheduled operations. Underway operations are not conducted solely to accommodate guests.

2. Definitions and Basic Information. Definitions and basic information for various visits, tours and embarks are provided below:

a. Open House. The term open house is no longer used as it implies unrestricted public access. All visitors are guests of the officer in command.

b. Public Visitation on Invitation of the Commanding Officer. Visitation of a Navy or Marine Corps command extended to the public by invitation of the commanding officer. The public is invited (through news releases, posters, etc.) to visit certain areas on guided tours or under escort. Should circumstances warrant (e.g., sudden security threat, unruly visitors, etc.), invitation can be withdrawn.

c. Command Visit. A visit scheduled and supervised by a Marine Corps Recruiting District to provide educators and selected media an opportunity to visit a Marine Corps installation and observe operations first-hand. The 4th Marine Division and 4th Marine Aircraft Wing are also sponsor commands for command visits.

d. Educator Orientation Visit. A visit scheduled and supervised by a Navy Recruiting District to provide educators an opportunity to visit Navy installations and ships in port and observe operations first-hand. Representatives of local news media may participate on a limited basis. They must agree beforehand that their purpose is to cover the Educator Orientation Visit (places visited, reactions of educators, interviews of Navy personnel from the hometown covered by the medium etc.). Details are promulgated by COMNAVCRUITCOM.

e. Congressional Visits. A visit to Navy or Marine Corps commands by Members of Congress, their staffs or representatives of a congressional committee, including staff members are scheduled and coordinated by the Chief of Legislative Affairs who coordinates as necessary with CHINFO or DIRPA. Details are promulgated by the Chief of Legislative Affairs.

f. Friends and Family Visits. Visits or embarkations of families and personal guests of the crew of a Navy ship.

g. Media Embarkation. Visits or embarkations of media representatives on assignment. Details are provided in Article 0503 (Disseminating Information to News Media).

h. Guest Embarkations. Any embarkation of civilian guests in Navy ships for public affairs purposes falls under the

01 Nov 05

cognizance of SECNAV. Official DoD and Navy guest embarks include:

(1) Joint Civilian Orientation Conference (JCOC) Visit. The JCOC is a five-day field visit to Army, Navy, Air Force and Marine Corps commands and Unified Command installations by civilians invited to participate by SECDEF. CHINFO coordinates the Navy phase (usually involving a visit to a aircraft carrier), and DIRPA coordinates the Marine Corps phase of the JCOC.

(2) Distinguished Visitors/VIP Tours and Visits. Visits and embarkations of distinguished persons not falling into categories discussed in subparagraph h (1) are handled by Chief of Naval Operations (CNO) and, for Marine activities, DIRPA. CNO and DIRPA will promulgate coordinating instructions and reporting requirements to support such visits.

3. Basic Guidelines for Public Visitation and Tours of Ships. The following guidelines can be applied to most visits and shipboard tours.

a. All hands must be reminded that they are representatives of the Navy or Marine Corps. Fostering this attitude is particularly important when conducting tours or hosting visits of persons whose exposure to the Sea Services has been limited.

b. For foreign port visits, ship's company and embarked personnel should prepare for visitors by receiving briefings on local customs and traditions.

c. "Welcome Aboard" brochures, radio and television interviews with the commanding officer and brief accounts of significant events in the ship's history can all add to the effectiveness of a ship visit. Brochures should contain a photograph of the ship, historical and unclassified statistical data and a discussion of the ship's mission. If foreign port visits are anticipated, brochures should be translated.

d. Explanatory signs should be prepared directing visitors through the ship and explaining systems and equipment. When overseas, the signs should be in both English and the host nation language, if possible.

e. Opportunities should be arranged which allow local citizens to meet with members of the ship's company to share

interesting backgrounds at appropriate times (e.g., during lulls in shipboard tours).

f. An adequate number of selected and trained tour guides or escorts should be selected based on appearance, enthusiasm, personability and skill in expressing themselves. In all cases, guides should be trained and briefed in advance. Those who speak the host country's language should be used as hosts.

g. Particular care must be exercised when news media representatives are invited aboard in a capacity other than their professional one. They should be treated as news media representatives regardless of their status as invited guests.

4. Coordination and Approval Authorities for Visits and Embarkations. General policy governing embarkations of civilians not associated with news media are contained in OPNAVINST 5720.2L; policy for non-news-media visits to Marine Corps installations is provided in MCO P5720.60. The following outlines approval and coordination authorities for visits to and embarkations in ships and installations.

a. Policy regarding coordination and approval authority for all embarkations and visits of news media is provided in chapter five (Media Embarks). See also supplemental guidance and references.

b. Distinguished Visitor (DV) Programs that include senior news media business leadership may be brought aboard as distinguished persons if their function is corporate management and the visit or embarkation is for orientation purposes as part of an organized guest tour or embarkation (e.g., an executive participating in a DV guest embark). In such cases, CHINFO or DIRPA would be kept informed and all other provisions of this article would apply. The visit and embarkation of correspondents (including managers of news departments or organizations) as opposed to corporate executives would be handled as per Chapter 5 (e.g., required escorts, etc.) regardless of their being invited aboard in a capacity other than their professional one. Of paramount importance is the maintenance of security at the source. Whether the guest embarkation participant or visitor is a distinguished business executive associated with the communications industry (e.g., "news media") or another commercial enterprise, the provisions of this instruction and other pertinent directives will be applied in all circumstances; prior to the disclosure of

01 Nov 05

information to members of the public, proper security and policy review will be conducted at the appropriate level to assure the protection of classified and sensitive unclassified military technology and information that requires protection as per Chapter 2 (Security and Policy Review).

c. The Unified Commander may approve non-news-media public affairs embarkations in that officer's area of responsibility and may delegate this authority.

d. ASD(PA) coordinates with the appropriate service all non-news-media embarkations and visits of distinguished persons approved or requested by the Chairman of the Joint Chiefs of Staff, Unified Commanders or their subordinate commanders.

e. Embarkations and visits associated with recruiting programs (e.g., educator orientation visits and command visits) will be handled and coordinated in accordance with this instruction and applicable directives issued by the Commandant of the Marine Corps (CMC) or COMNAVCRUITCOM.

f. Congressional visits, while subject to this instruction, must be accorded a degree of flexibility to enable the Chief of Legislative Affairs to be responsive to extremely short notice requests. To meet such requests, the Office of Legislative Affairs (OLA) will promptly notify the appropriate command of an impending visit by a member of Congress, congressional committee or staff assistant. Commands receiving requests for Congressional visits from other channels shall inform OLA via the chain.

g. When a guest embarkation is made in the area of responsibility of one command and guest debarkation occurs in a new command area, the command sponsoring the embarkation will coordinate travel by obtaining the concurrence of all cognizant commanders and CNO, CMC and ASD(PA) as appropriate.

h. The embarkation of civilian women in ships is governed by OPNAVINST 5720.2L.

5. Necessary Information for Embark Participants. Participants need certain information prior to their embarkation. The information provided below is best sent as an enclosure to the embark invitation, either by the commanding officer of the ship involved or another individual specified by the inviting official.

01 Nov 05

- a. Statement of the purpose of the embark program.
- b. Statement authorizing the embarkation and, if applicable, Carrier Onboard Delivery (COD) flights, with instructions for reporting aboard.
- c. Name and rank of the commanding officer and any embarked flag or general officer.
- d. Caution that guests should not accept an embarkation invitation unless they are in good health.
- e. Statement to the effect that the tempo of operations might cause changes in scheduling which could result in the invitation being withdrawn on short notice. The following additional information should be included or provided by separate letter: recommended wardrobe, passport and immunization requirements, availability of emergency medical and dental facilities and ship's store and other facilities available. The commanding officer should also address the use of personal cameras. Under normal circumstances, camera use should be encouraged subject to certain restrictions. These restrictions may be enumerated once the guests arrive aboard. The commanding officer is responsible for the control of photography. Included with this information should be a statement of fund reimbursement policy:

"The Department of the Navy has no specific authority to use its funds to defray or reimburse a Navy guest for his or her personal expenses. As a result, the Department cannot provide you with transportation from your home to the port of embarkation or from the port of embarkation back to your residence. Your expenses for meals will be nominal while you are aboard a Navy ship or facility. You should make provisions to meet any extraordinary expenses which might arise. For example, if a personal or other emergency arises which necessitates your returning home during the embark, you should be prepared to use commercial transportation at your own expense from the most distant point on the itinerary."

"Navy ships and aircraft, by their very nature, present certain hazards not normally encountered ashore. These hazards require persons on board to exercise a high degree of care for their own safety."

01 Nov 05

"Acceptance of this invitation will be considered your understanding of the above limitations and arrangements."

6. General Policy pertaining to Civilian Guest Embarkations.
The following policies apply to all civilian guest embarkation programs:

a. Guests are responsible for providing their own transportation to and from their residences. Because the programs are conducted at no additional cost to the government, participants must reimburse the Navy for living and incidental expenses.

b. Because of the limited opportunities for embarkation, a guest's opportunity to communicate his or her experiences to colleagues must be taken into account. For this reason, one of the criteria in guest selection is the extent of involvement in civic, professional and social organizations. A Distinguished Visitor (DV) is an individual who has not had substantial previous exposure to the Navy such as top-level executives and leaders or school principals, guidance counselors and teachers, all with a wide sphere of influence within their respective professions and communities. Embarks should not normally include DV's spouses/family members unless the family member is a DV in his or her own right. In addition, guest embark participants should come from a variety of racial and ethnic backgrounds.

c. Atlantic embarks will be made on ships operating between East Coast ports, or between the continental United States (CONUS) and the U.S. Caribbean ports of San Juan, Puerto Rico, or Charlotte Amalie (St. Thomas), U.S. Virgin Islands. Pacific embarks will be made on ships operating between West Coast ports; between CONUS and ports in Hawaii or Alaska; between ports within Hawaii and Alaska; or between Mexico and Canada if approved on a case-by-case basis. If embarkations begin and/or end in foreign countries, embarked visitors have the responsibility for coordinating his/her own passports, visas or other requirements to travel in that country.

d. Guests will be informed of security restrictions in their pre-departure or welcome aboard briefing. Briefings should also include measures to be taken by the guests in case of emergency. Unclassified photography should be permitted aboard ship, as photographs renew guests' feelings of identification

with the ship. Guests will be advised of areas where photography is prohibited and security regulations will be courteously enforced.

e. Guests will generally be billeted in officers' berthing if space permits and normally subsist in the wardroom. Guests need not be assigned separate rooms. If the length of the embarkation permits, guests should be invited to dine at least once in each mess aboard.

f. Guests should generally be afforded the privileges of an appropriate mess, the use of the ship's laundry, and ship's store privileges. Navy Exchange privileges should be determined on a case-by-case basis, limited to emergent needs and to situations where other such services do not exist. It should also be limited to items of immediate personal use while aboard and souvenir items.

g. Emergency medical and dental care will be provided when convenient civilian care is not available. In the event of injury or serious illness to civilians embarked in Navy ships and aircraft or visiting naval activities, commanding officers will notify their operational commanders, CHINFO and the cognizant area coordinator by message to OJAG WASHINGTON DC. If the injured civilian was aboard a Navy ship for the purpose of accompanying embarked Marines, the commanding officer will also notify DIRPA by message. Commanding officers of Marine Corps activities will notify their operational chain of command and DIRPA if the injury occurred during a visit to the Marine Corps installation or while accompanying Marine Corps units. In the event of an emergency not covered by Navy Regulations or other directives, the facts and circumstances shall be reported by message to SECNAV with information copies to other concerned commands and activities.

h. Guests may be allotted time for side trips at their own expense when an itinerary includes a port call in an area of interest.

i. As a souvenir of the embark, guests may be provided with a photograph of the ship, suitably inscribed by the commanding officer, or other memento prior to their departure.

j. Public release about guest embarks will be limited to those initiated by the participants. Navy-originated releases will be avoided unless requested by the participants. News

01 Nov 05

media queries will be answered fully, the purposes of the embarkation program offered and the fact stressed that no cost to the government is incurred.

k. Guests who are members of the news media (e.g., "correspondents"), including managers of a newsgathering function (e.g., Vice President of a major news organization,) will be treated as though they were present in a news-gathering capacity. This means that questions and discussions will be handled in accordance with standard requirements governing the release of information to news media.

7. Joint Civilian Orientation Conference (JCOC) Visit. The JCOC is convened by the SECDEF to promote understanding of the Armed Forces and Coast Guard on the part of distinguished citizens in a variety of fields. The trip is usually five days of briefings, tours, static displays and observations of military and Coast Guard units in exercises. The trip includes a visit to Washington, D.C., with presentations by the civilian and military heads of the Department of Defense and the Military Departments. CHINFO is designated by SECNAV to plan and coordinate the Navy phase of the conference and evaluate and process nominations for conference participants originating within the Navy. Similarly, DIRPA has cognizance over the Marine Corps phase of the conference. CHINFO or DIRPA may delegate conference planning. Specific guidance regarding the criteria and procedures for selection of participants is promulgated in advance of the conference by CHINFO.

8. Distinguished Visitors (DV) Embarks. Guests under this program embark on an aircraft carrier, surface ship or submarine for daylight or overnight embarks.

a. CHINFO will:

(1) Maintain a list of prospective guests nominated by area coordinators, high-level officials of the Office of the Secretary of the Navy and others.

(2) Forward these nominations to Fleet commanders for further coordination with Type, numbered fleet and Region commanders.

b. Fleet commanders will provide oversight for the embarkations.

c. Fleet and/or type commanders or their designated representative will maintain waiting lists, coordinate embarks, and advise CHINFO and the fleet commander when nominees are scheduled to embark.

d. Host ships will, upon completion of the embark, submit brief feedback to the appropriate chain of command (copy to CHINFO), as soon as possible after embark completion. Feedback should include:

- (1) Name of ship;
- (2) Actual place and time of guest embarkation;
- (3) Actual place and time of debarkation;
- (4) Names of guests embarked, including notation on guests who may have departed earlier;
- (5) Any relevant events occurring during the embark or lessons learned.

9. Chain of Command Responsibilities

a. CHINFO and DIRPA will maintain a list of prospective guests nominated by high-level DOD or DON officials and will forward these nominations to Fleet commanders for further coordination.

b. Fleet commanders will maintain lists of potential embark guests and furnish oversight for embarks.

c. Fleet, type, regional, installation, unit commanders or designated representatives will maintain lists of potential guests and those awaiting embarks; coordinate embarks thoroughly with the chain of command; keep electronic records and logs of guests for at least five years; advise CHINFO, DIRPA and other concerned commanders when nominees are scheduled to embark; and comply with this instruction and all applicable directives in managing the embark program.

0709 NAVAL AERIAL EVENTS

1. General. DON aviation asset support of public events shall be in the best interests of DON and performed at no additional cost to the government. A request via DD Form 2535 (Request for

01 Nov 05

Military Aerial Support) shall be submitted for approval to CHINFO or DIRPA. This written request is required by ASD(PA) to ensure that support conforms to DOD directives, benefits the Armed Forces and provides an opportunity for positive community interaction.

2. Requests for Navy Aerial Support. CHINFO will be responsible for determining eligibility of Naval Aviation Support requests. Off-base aerial events, if eligible, must be of mutual interest to the sponsor and DON and supported at no additional cost to the Government. (See supplemental guidance for application steps.)

a. The following steps apply to all requests for aerial support:

(1) A request must be submitted to the CHINFO Aviation Support Officer or the DIRPA Aviation Coordinator using DD Form 2535.

(2) The sponsor must complete and sign the DD Form 2535. Local PAOs, recruiters, or aviators may administratively assist in completing the request, but shall not submit it on behalf of the sponsor.

(3) Local commanders must share concerns regarding the benefits or potential detriments with the CHINFO Aviation Support Officer while the event is being considered.

(4) All requests for other than static displays must be reviewed and approved by a safety inspector from the nearest Flight Standards District Office of the Federal Aviation Administration (FAA) before submitting the DD Form 2535 to CHINFO. The sponsoring organization is responsible for obtaining FAA approval.

(5) All requests must include a site certification signed by an FAA agent who exercises authority for use of that site.

(6) Once participation is deemed eligible:

(a) For Navy: The CHINFO Aviation Support Officer will assign an event number and will notify the event's sponsor. Events will be posted on the web.

(b) For Marine Corps: The DIRPA Aviation Coordinator will post eligible events on the web. HQMC Department of Aviation, Aviation Support & Manpower (ASM) is the final approval authority.

b. Submission deadlines. No exceptions will be made except for high profile events that cannot be submitted by deadline due to unavoidable circumstances (e.g., a World Series or NFL Playoff).

(1) Static displays. Submit request at least five working days before the day of the event.

(2) Flyovers. Submit request at least 10 working days before the event.

(3) Air shows. Submit request at least 45 days before the event.

3. Flyovers. Flyovers are limited to a maximum of four aircraft from the same military service of the same type (e.g., tactical, transport, rotary wing) making one non-maneuvering pass over a fixed point.

4. Missing Man Formations. The missing man formation is a flyover authorized for use at ceremonies commemorating Memorial Day, POW/MIA Recognition Day, Veteran's Day and at other suitable events when the theme is solemn and commemorative in nature and when the event is not held in conjunction with another event (e.g., a sporting event or an air show). Except for funeral services, the missing man formation shall not be performed at CONUS public events without prior approval by SECNAV. Missing man formations for funerals and memorial services are approved if the deceased is one of the following:

a. Active duty aeronautically designated aviation officers and personnel (including reserve officers on active duty).

b. Active duty aeronautically designated aviation personnel (including reserve personnel on active duty) when involved in an aviation-related accident.

c. Active duty personnel taking courses of instruction leading to an aeronautical designation, when involved in an aviation-related accident.

01 Nov 05

- d. Any active duty or retired flag officer.
- e. Retired U.S. Armed Forces war heroes (recipients of the Silver Star or higher).
- f. Dignitaries of the Armed Forces or Federal Government as appropriate.

5. Static Displays. When an aircraft is on display, DON members must be on hand to help observers and to answer questions about aircraft mission, performance and Navy recruiting.

6. Naval Flight Demonstration Squadron (Blue Angels)

- a. The Blues Angels aim to inspire men and women to serve their country in the Navy or Marine Corps and to act as ambassadors for the Navy in communities nationwide.

- b. Scheduling. The Blue Angels normally limit their performances to air shows (at least 30 different show sites annually). DD Form 2535 must be submitted to the CHINFO Aviation Support Officer by August 1 of the year prior to the year of the air show.

7. Single Aircraft Tactical Demonstrations. CHINFO is responsible for determining eligibility of tactical demonstration aviation support requests. Single aircraft demonstrations showcase specific capabilities and flight characteristics of DON aircraft.

8. Aerial Reviews. Aerial reviews (a flyover of more than four aircraft, or of multiple types of aircraft, or of aircraft representing more than one Military Service) are reserved for the most meaningful occasions and shall not be performed at CONUS public events without prior approval ASD(PA). Requests for participation of Naval units in an aerial review must be submitted to the CHINFO Aviation Support Officer via DD Form 2535.

9. Aerial Events on DOD Installations. CHINFO is responsible for approving aerial events connected to open houses, base air shows, and other events open to the public and news media populations. Aerial events that support small or by-invitation-only ceremonies with limited or no media exposure, such as

changes of command, held on DOD installations or in international waters do not require CHINFO approval.

0710 SHIP CEREMONIES AND OFFICIAL FUNCTIONS

1. Guidelines for Official Functions. Commanders may authorize participation in official government, military and civic functions except those in the National Capital Region (NCR). (See supplemental guidance to evaluate proposed participation)

a. The following definitions can help to evaluate proposed participation:

(1) Official government functions. Events in which senior officials of the Federal Government participate as a part of their official duties.

(2) Official military functions. Events sponsored by the Military Services, intended primarily for active duty and guests, and normally held on installations unless on-base facilities are inadequate.

(3) Official civic functions. These include state, county and municipal events such as inaugurations, dedications of public facilities, the convening of legislative bodies and ceremonies for officially invited government guests. Navy or Marine Corps participation in similar functions overseas, arranged or attended by comparable host-country officials in their official capacities, may be appropriate.

(4) Unofficial functions. While social, cultural and athletic events may be attended by government officials, military officers or members of the diplomatic corps, these events are not normally considered "official civic functions." DON participation may be authorized if the event is of mutual interest to the sponsor and to DON (See Articles 0701, 0702 and supplemental guidance to determine propriety). If the event will be televised or receive broad media coverage, obtain approval from CHINFO, DIRPA or ASD(PA).

b. Attendance and conduct at official functions is restricted as follows: Naval personnel who are required to establish and maintain professional relationships with business or civic groups (e.g., represent the Government); will observe the highest ethical standards with strict limits placed on their attendance and conduct, especially when defense contractors are

01 Nov 05

present; and will avoid conflicts of interest, actual or perceived, which can arise unexpectedly in attending functions or by accepting gratuities, gifts or other invitations.

2. Presidential Inaugurations and Funerals. The U.S. Army is the ASD (PA)-designated executive agent for all events in the National Capital Region (NCR), including presidential inaugurations and funerals.

3. Inaugural Parades and Ceremonies for State Governors. Participation by active and reserve units is appropriate at inaugural parades and ceremonies, subject to the capabilities of personnel and material stationed within the state. Participation shall be at no additional cost to the government. When possible, participation should include representation from all military services assigned within that state. When military personnel and equipment located within a state are not sufficient for the level of support desired, a request for additional assets from outside the state may be made to ASD(PA) via CHINFO or DIRPA and the chain of command.

a. Authorized. Armed Forces participation will normally be limited to a color guard; a brief patriotic opener by a DON band, if available and achievable at no additional cost to DON; or a flyover, if approved by the chain of command via the current version of DD Form 2535, completed in advance by the requesting organization.

b. Unauthorized. Use of military personnel as escorts, ushers, doormen or drivers for non-military guests or local dignitaries is not authorized.

4. General Guidelines for Ship Ceremonies. CHINFO provides support for the interagency coordination. Some guidelines described here apply also to shore installations.

a. Types of ceremonies. Includes keel layings, christenings of USS and USNS vessels (usually simultaneous with launching), commissionings and recommissionings, decommissionings, and dedications, establishments and disestablishments of shore installations.

b. Restrictions. Per the Joint Ethics Regulation (JER), DON members and their spouses, minor children and members of their households shall not solicit, accept or agree to accept any gratuity for themselves, members of their families, or

others from or on behalf of a defense contractor or other entity engaged in business with any DOD component. (See Article 0702.5.) The shipbuilding, conversion and repair industry (e.g., those principally involved in special Naval ceremonies) are included in this restriction. Participation is acceptable at approved public ceremonies of mutual interest to industry and DON where small mementos of nominal intrinsic value are given. The JER covers specific dollar limits on gifts.

c. Responsibilities. Key responsibilities for ship ceremonies are as follows:

(1) Commander, Naval Sea Systems Command (NAVSEA) and the Program Executive Office (PEO). NAVSEA and the PEO advise the Assistant Secretary of the Navy (Research, Development and Acquisition) (ASN(RD&A)) when christenings, commissionings, recommissionings, keel layings and dedications (if they will result in national interest) and decommissioning ceremonies. NAVSEA develops Congressional and distinguished visitor (DV) invitation lists for these ceremonies after coordinating guest lists with OLA, CNO and SECNAV protocol.

(2) CHINFO. CHINFO, in conjunction with the Office of Legislative Affairs (OLA), is responsible for keeping SECNAV informed on the impact of special ceremonies on public and Congressional relations.

(3) Pre-commissioning units (PCUs). PCUs shall coordinate event planning by informing CHINFO, NAVSEA and other affected commands when the proposed dates for launchings, commissioning, recommissioning and other ceremonies are known. Send follow-up information by email to CHINFO as updates become necessary. Confirm telephone reports by email. Include in original reports or updates: date, location, estimated starting and completion times (local) of the ceremony; project officer's name, phone number and email address; nearest airport or air facility; copy of proposed program or projected availability date; name, rank and/or title of proposed principal speaker (or projected date speaker will be known) and name of ship's sponsor.

(4) Supervisor of Shipbuilding, Conversion and Repair (SUPSHIP). SUPSHIP is responsible for arranging transportation as required and approving invitational travel orders.

01 Nov 05

d. Speaker selection. For christenings, the PEO or builder will choose the speaker. For commissionings, PCUs shall submit principal speaker nominations to CHINFO for consideration at least 90 days prior to the ceremony (preferably sooner) and include a biography or background information and justification for nomination. Provisions for reimbursement of speaker's expenses are arranged by SUPSHIP. Final selection and subsequent notification of a speaker is done by SECNAV. PCUs will not inform potential speakers that they are under consideration or have been selected. Speaker invitations are made under SECNAV's signature and originate from CHINFO or DIRPA.

5. Keel Layings. To reduce Navy and shipyard costs, keel laying ceremonies are authorized by SECNAV only under unique circumstances, such as for the first ship of a class or in conjunction with the launching and christening of another ship. If a keel laying ceremony is authorized, date selection, event arrangements, media relations, community involvement and ceremony expenses are the responsibility of the building yard and should be coordinated with the cognizant SUPSHIP component.

a. Public announcement of keel laying ceremonies shall not be made more than two months before the ceremony. If queried earlier, refer only to the expected season and year of the event.

b. Clear any release with regional and area coordinators, with simultaneous release through ASD(PA), OLA and other offices as appropriate.

c. SECNAV selects ship names and sponsors on the recommendation of CNO.

6. Launchings. Date selection, event arrangements, media relations, community involvement and ceremony expenses are the responsibility of the building yard and should be coordinated with the cognizant SUPSHIP component. Involved PAOs will furnish all releases and press kits to CHINFO as they become available. SECNAV selects ship names and sponsors on the recommendation of CNO.

a. Guest lists are compiled by the builder in cooperation with the cognizant SUPSHIP component and PCU. The SUPSHIP and PCU representatives work closely with type and regional

commanders. Invitations are extended in the name of the builder.

b. In addition to the guest list compiled by the builder, a list of invitees from the Washington, D.C. area will be furnished by NAVSEA to SUPSHIP and added to the builder's list.

7. Commissionings and Recommissionings. Commissionings are the most common of ship ceremonies. Arrangements for commissioning and recommissioning ceremonies are the responsibility of the prospective commanding officer in consultation with the ship's prospective fleet and type commanders. The recommended ceremony date is submitted by the ship's prospective commander following consultation with the cognizant SUPSHIP and with approval by NAVSEA. The PCU will advise CHINFO of the event status at least six weeks prior to the ceremony.

a. Official Representation Funds (ORF) may be requested (under certain circumstances) for receptions for first commissionings (contact the PEO for guidance). ORF requests are appropriate for recommissionings, for ships undergoing major conversion, and when missions and capabilities are unique compared with other ship types.

b. Guest lists will be compiled by prospective commanding officers after consultation with NAVSEA and the prospective fleet, type and regional commanders. Invitations will be extended in the name of the prospective commanding officer.

8. Decommissionings. A decommissioning ceremony may be particularly significant for ships with noteworthy combat records or other significance. The planning and execution is the responsibility of the ship's commanding officer, in coordination with the relevant type and regional commanders. NAVSEA will advise CHINFO of the event status at least six weeks prior to the ceremony.

a. Official Representation Funds (ORF) requests are appropriate for decommissionings.

b. Guest lists will be compiled by commanding officers after consultation with NAVSEA and the prospective fleet, type and regional commanders. Invitations will be extended in the name of the prospective commanding officer.

01 Nov 05

9. Dedications. Coordination of dedication ceremonies is the responsibility of the building yard and should be coordinated with the cognizant SUPSHIP component. For shore installations, coordination is the responsibility of the installation commander. When other than regional interest is expected, CHINFO will be informed of all arrangements, and will coordinate through ASD(PA) as needed.

10. Changes of Command. In unusual cases where a ceremony generates interest beyond a regional area, commands must inform CHINFO. Guidance is available from the PAO of the immediate senior in the chain of command.

11. Special Security Considerations. PAOs shall address security requirements for special events and coordinate as necessary. Problems can arise when a public ceremony or activity to which members of the public are invited occurs at a facility with special security controls or heightened force protection requirements.

12. Funding for Ship Ceremonies. General funding guidance follows:

a. Keel layings (when done) and launchings and are normally funded by the building shipyard.

b. Commissionings are funded by DON.

c. When costs are expected to exceed normal operating expenses for home porting, rededications, establishment, disestablishment, decommissioning and recommissioning ceremonies, commanders may partner with the community in treating these as mutual interest events.

d. Comptrollers and staff judge advocates must advise the commander concerning in-kind donations and other gifts offered by interested base community councils, local businesses or civic groups.

e. Receptions for changes of command are normally conducted at the expense of outgoing commanders and their relief. Official Representation Funds (ORF) are authorized only through an exception to policy.

0711 NATIONAL AND TRADITIONAL OBSERVANCES

1. General. Requests for special assistance beyond command capabilities will be forwarded to CHINFO or DIRPA regional, type or fleet commander with justification via DD Form 2536 (Request for Armed Forces Participation in Public Events). Participation in national and traditional observances associated with all the Armed Services is coordinated by ASD(PA). Commands will normally participate in observances using resources at hand.

2. Joint Coordination. In observances involving more than one Military Service, ASD(PA) will assign a DOD executive agent or primary coordinator, and regional coordinators to serve as key planners for national and traditional observances. Regional and installation PAOs should contact these coordinators early to discuss how their command activities can be integrated with other observances in the region.

3. Authority to Participate. Commanders have the authority to approve participation in public observances as described below and other occasions ASD(PA) may designate as appropriate. (See references and Article 0701.4 for participation approval levels.)

4. Armed Forces Day. Armed Forces Day observances are held annually on the third Saturday in May. ASD(PA) announces the theme for each year's observance and prepares media kits and internal information materials. CHINFO and DIRPA may issue additional instructions and materials as necessary. Combatant commanders will distribute instructions for overseas observances. In localities with two or more Military Services, observances will be held jointly whenever possible. Individual commands support the nationwide observance by holding public visitations, displays and other community relations events that emphasize the designated annual theme. A Base Community Council can be instrumental in conceiving and implementing events.

a. Local command observances should highlight the command's or DON's unique contribution to national defense.

b. Any COMREL event conducted in addition to public visitation should be designed to provide meaningful, factual information to the specific target audience. Commands will focus on diverse audiences who are unfamiliar with DON.

c. Appearances by DON members as guest speakers are an effective and economical means to reach target audiences within the community.

d. Aerial and other events and proposals such as band performances are requested via DD Form 2536 (Request for Armed Forces Participation in Public Events).

5. Memorial Day, Independence Day and Veterans Day. Navy and Marine Corps commands may participate in local observances by holding memorial services on or off base, participating in local community functions and other appropriate activities. When feasible, Navy and Marine Corps commands should play an active role in hosting, supporting or participating in local events. Veterans organizations host regional observances, and typically civic or veterans organizations coordinates all activities. Commanders of military facilities near such observances should appoint a project officer to coordinate appropriate participation, bearing in mind that DON's primary focus shall be on activities that highlight the current DON missions and activities.

6. Navy Birthday and Marine Corps Birthday. Service-unique commemorations are largely celebrated internally, though commanders may invite civic leaders to attend. Participation is voluntary and at the attendee's own expense. Staging of such events must be at no additional cost to the government.

7. Navy Day. Designed as a public event, Navy Day highlights the contributions of DON and, if celebrated, is organized by Navy League chapters. Commanders may encourage members to participate as individuals. Unit participation is not authorized beyond a brief patriotic opener. Commanders considering public observances of service-unique, non-governmental commemorations as part of their community relations plans should forward justification and a description of proposed participation to CHINFO or DIRPA via DD Form 2536. Such events must be undertaken on a mutual interest basis at no additional cost to DON.

0712 NAVY AND MARINE CORPS EXHIBITS

1. General. Collections of Naval equipment, models, devices, photos and other objects may be placed in fairs, festivals, conventions, conferences, seminars, demonstrations and other similar events. Museums occasionally request a Navy exhibit on either a permanent or temporary (loan) basis.

01 Nov 05

(3) Music for events that charge an admission (such as fairs) as long as the band's performance is incidental to the primary event. No additional charge may be imposed to hear the band play.

b. Unauthorized. DON musicians are not authorized to provide entertainment at luncheons, dinners, receptions, dances or any other functions in the civilian domain sponsored and attended primarily by persons not on active duty in the military.

(1) Background, dinner, dance or other social music is considered entertainment. The sponsor's charter, objectives or special relationship with the Navy or Marine Corps is not sufficient cause for an exception to this policy. Entertainment will only be provided at social functions sponsored by and intended for military personnel.

(2) Events that are commercially sponsored, designed to increase business traffic, or associated with a particular religious, ideological or partisan political party or movement will not be provided band support.

c. Requests. Prospective civilian sponsors of events in the public domain should submit requests for musical participation in COMREL events via DD Form 2536. (See references.) Prospective sponsors must certify in their requests that there is no conflict with local civilian musicians. A statement to this effect from the cognizant local musicians' union must be attached to the request.

d. Coordination. Navy Bands will coordinate with CHINFO (via the Music Program Liaison) and U.S. Marine Bands will coordinate with DIRPA for approval for:

(1) Events for which performance by more than one military band is proposed.

(2) Events of international or national importance, including national conventions and meetings.

(3) National sports and professional athletic events within the United States.

(4) National television or radio events and programs.

(5) Any request made for travel outside the Continental U.S. (OCONUS) by Navy bands located in the United States and its territories.

(6) Events that do not otherwise meet the conditions of this section.

0715 ENVIRONMENTAL PUBLIC AFFAIRS (See supplemental guidance for details)

1. Policy. Commanders and their staffs will adhere to the following principles:

a. At all levels, be prepared to grant public access to some draft and all final versions of unclassified documentation on environmental programs.

b. Offer prompt, full, and accurate disclosure of information in conformance with release principles (see Chapter 2) and the legal requirements stipulated in all references.

c. Where the potential for public health concerns exists, release information in an expeditious and responsible manner.

d. Be sensitive to civilian and military communities that may be affected by ongoing or proposed activities with possible environmental impacts.

e. Comply with the spirit and intent of all federal, state, and local environmental laws, rules and regulations as they relate to public involvement.

0716 ENTERTAINMENT INDUSTRY

1. Policy

a. The Assistant Secretary of Defense (Public Affairs) [ASD (PA)] is the sole authority to approve DOD assistance to non-Government motion picture, television and video productions. Once the script has been reviewed, and specific requests for support (personnel, facilities, and equipment) have been approved, ASD (PA) will set parameters for support of any project.

b. CHINFO is responsible for approval and coordination of Navy involvement with the entertainment industry. The Navy Office of Information West (NAVINFO WEST) in Los Angeles will uphold Navy policy for entertainment industry support and maintain direct liaison between the Chief of Information (CHINFO) and the entertainment industry. NAVINFO WEST also coordinates with ASD (PA) and with Fleet commanders.

c. Navy Public Affairs personnel in the field, their commanders or other unit staff members are not authorized to promise support or make commitments if contacted directly by entertainment industry representatives. All requests should be referred to NAVINFO WEST, CHINFO or ASD (PA) without commitments or even hints of support.

References:

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<http://www.dtic.mil/whs/directives/corres/pdf2/d13341p.pdf>

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<http://www.dtic.mil/whs/directives/corres/html2/d134410x.htm>

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http://www.dtic.mil/whs/directives/corres/pdf/451513r_1194/p451513r.pdf

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<http://www.dtic.mil/whs/directives/corres/pdf2/d50351p.pdf>

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<http://www.dtic.mil/whs/directives/corres/html2/d51228x.htm>

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<http://www.dtic.mil/whs/directives/corres/pdf2/i541016p.pdf>

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DODI 5410.19 of 13 Nov 01

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DODD 5500.7 of 21 Nov 03

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http://www.dtic.mil/whs/directives/corres/pdf/d550011_wch1052771/d550011p.pdf

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<http://www.dtic.mil/whs/directives/corres/pdf2/d55255p.pdf>

DODD 7250.13 of 12 Jan 05

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http://www.dsca.osd.mil/programs/air_trade_shows/air_shows/DODd72308.pdf

Marine Corps Order (MCO) P5720.60 (NOTAL) Marine Corps Public Affairs Manual, Volume I, Community Relations

Marine Corps Order (MCO) 5720.64 Assistant to the Secretary of Defense for Public Affairs,

<http://www.usmc.mil/directiv.nsf/bf7ed869c4398a1685256517005818da/2d60387a77a175a5852564970066850e?OpenDocument>

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MILPERSMAN

Article 1300-050, Detail of Official U.S. Bands

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http://neds.daps.dla.mil/Directives/5700_15.pdf

SECNAVINST 5730.5G of 24 Aug 81
<http://neds.daps.dla.mil/Directives/5730g5.pdf>

SECNAVINST 5755.1A of 30 Jul 92
<http://neds.daps.dla.mil/Directives/5755a1.pdf>

SECNAVINST 5755.2A of 16 Sep 99
http://neds.daps.dla.mil/Directives/5755_2a.pdf

SECNAVINST 5820.7C of 28 Mar 88
<http://neds.daps.dla.mil/Directives/5820b7.pdf>

SECNAVINST 7042.7J of 5 Nov 98
http://neds.daps.dla.mil/Directives/7042_7j.pdf

Marine Corps, DD Form 2535
<http://www.usmc.mil/2535>

Navy, DD Form 2535 and list of events, posted also at:
<http://www.chinfo.navy.mil/navpalib/aircraft/airshows/airshows.html>

Marine Corps events link

<http://www.usmc.mil/comrel/120day.nsf/community>

Naval Historical Center
<http://www.history.navy.mil/>

01 Nov 05

CHAPTER 8: CRISIS COMMUNICATIONS

- 0800 **Fundamentals**
- 0801 **Planning**
- 0802 **Nuclear Weapons Accidents and Incidents (See Chapter 2, Article 0214, and supplemental guidance)**
- 0803 **Briefing Local Officials**
- 0804 **Control of Video and Photography at Accident Sites**
- 0805 **Protection of Classified Material (See supplemental guidance)**
- 0806 **Family Support (See supplemental guidance)**

0800 FUNDAMENTALS

1. General. The communication function is critical to any operation or mission. This is especially true of crisis response, when the expectation and need for prompt and clear communication is often paramount and can be overwhelming. Improper handling of a crisis can generate more publicity than the crisis itself, and can ultimately weaken public trust enough to degrade DON mission accomplishment. The ability to establish constructive communication during an emergency is largely determined by whether or not the command is perceived as trusted and credible. Trusting relationships are central to effective crisis communication, and must be developed at the command level.

2. Definitions. For the purposes of this instruction, the following definitions apply:

a. Crisis. A crisis is any event that severely disrupts normal mission activities and generates significant media interest and public scrutiny. Crises can include an incident or accident (aircraft, missile, vehicular, munitions), natural disaster (fire, earthquake, tornado, or hurricane), terrorist attack, protest demonstration, or suicide of a DON member. Crises may result in death, injury, extensive damage to Government or private property, information breach, or risk to health, humans, or the environment.

b. Crisis communication. Crisis communication is communication that disseminates information to concerned audiences rapidly and accurately, in direct response to a particular crisis, in order to minimize disruption or danger while responding to public scrutiny.

3. Public Affairs Role. The PAO supports the command and commander during crisis situations by managing information release and other public affairs aspects of a crisis. Because of the potential for negative publicity and its possible impact on command credibility and mission accomplishment, the PAO or representative must be available at all times. When managing information surrounding a crisis, PAOs must take immediate action, use mature judgment and release appropriate information quickly and accurately. (See Chapter 2.)

0801 PLANNING

1. Public Affairs Guidance. The PAO shall generate Public Affairs Guidance (PAG) to support public discussion of the crisis. (See Chartroom online for examples.) PAG should include an initial statement to address the basic facts as they are known, and answer the most likely questions.

0802 NUCLEAR WEAPONS ACCIDENTS AND INCIDENTS (See Chapter 2, Article 0214, and supplemental guidance)

0803 BRIEFING LOCAL OFFICIALS

1. Policy

a. At least once annually, major Navy and Marine Corps shore activities shall inform local news media representatives, civil defense, and law enforcement officials about standard plans to handle accidents and other emergencies and contingencies. (Commands also can use this opportunity to orient local media on DON, the command's function, etc.) For overseas bases, commands shall conform to the policies of the Unified Commander regarding the need for or desirability of a briefing on emergency procedures, and on the matter of procedural details.

b. These requirements do not apply to accidents or incidents involving nuclear weapons, naval reactors, their support facilities, or resulting radioactivity. Such areas are covered separately in Sections 213 and 214, which call for the coordination with responsible State and local authorities on nuclear emergency preparedness matters.

0804 CONTROL OF VIDEO AND PHOTOGRAPHY AT ACCIDENT SITES

1. On U.S. Military Installations. If no classified material

is exposed, the commander may permit credentialed news photographers and electronic newsgathering teams to cover the event. (See supplemental guidance for detailed guidelines and procedures.)

2. Off-base in the United States or Territories. The authority of naval officials over news media is limited when an accident occurs outside military jurisdiction. The senior Navy or Marine Corps official at the scene must determine whether classified information is present. (See supplemental guidance for detailed guidelines and procedures.)

3. Off-base in a Foreign Country. Navy and Marine Corps officials at the scene must conform to the requirements of any status of forces agreements, the laws of the host nation, and the instructions of the applicable Unified Command. (See supplemental guidance for brief guidelines.)

4. Confiscation Guidelines. If, as a last result, a news media representative has photographic media and that media (equipment) is confiscated, the command shall provide the photographer a receipt for any items taken. The command must not detain the photographer because of the photographic media. After the photographic media is reviewed and all classified portions are removed, the edited media shall be returned to the photographer. Photographic media with information that is believed to be classified or sensitive shall be reviewed by the command Security Manager. CNO (N09N2) or CMC (Code INTC -- Counterintelligence) must be notified. Film should also be forwarded to CNO (N09N2) or Code INTC if the command is unable to process the film or conduct the security review itself. Any case of confiscation of photographic media from a news media representative shall also be reported rapidly via the chain to CHINFO or DIRPA and the chain of command, preferably by telephone with message follow-up using the reporting system prescribed by OPNAVINST 3100.6G Special Incident Reporting (OPREP 3) and Unit SITREP Procedures.

0805 PROTECTION OF CLASSIFIED MATERIAL (See supplemental guidance)

0806 FAMILY SUPPORT (See supplemental guidance)

References:

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This instruction is not available on the NEDS web site. It can be ordered from the Naval Logistics Library (NLL) web site at <http://www.nll.navsup.navy.mil>.

OPNAVINST 5721.1E of 29 Mar 93

<http://neds.daps.dla.mil/Directives/5721e1.pdf>

National Response Plan

[http://www.dhs.gov/dhspublic/interapp/editorial/editorial_0566.x
ml](http://www.dhs.gov/dhspublic/interapp/editorial/editorial_0566.xml)

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01 Nov 05

CHAPTER 9: INTERNAL COMMUNICATIONS**0900 Fundamentals (See supplemental guidance)****0901 Roles and Responsibilities****0900 FUNDAMENTALS (See supplemental guidance)****0901 ROLES AND RESPONSIBILITIES**

1. Chief of Information (CHINFO). CHINFO is responsible for establishing the Navy's internal communications policy.
2. Commanders. Commanders are responsible for the morale and esprit de corps of command members. (See references) Commanders shall exercise leadership, pay judicious attention to the welfare of their command members, and use all appropriate means at their disposal to foster high morale and team spirit. (See Articles 0702 and 0727.) In carrying out this responsibility, commanders shall:
 - a. Implement a positive and effective internal communication plan, and ensure that the command's internal communication objectives are specified.
 - b. Participate in both long-term planning and day-to-day monitoring of the internal communication plan.
 - c. Maintain close, routine liaison with the PAO to ensure the plan conforms to evolving command requirements.
3. Public Affairs Officers. While commanders must ensure that an internal communications plan reflects command mission and goals objectives, PAOs shall be responsible for implementing the details of that plan. The PAO shall:
 - a. Implement an internal communication plan tailored to the command's mission, internal communications goals, unique audiences, and communication capabilities.
 - b. Clearly articulate the command mission, vision, and goals.
 - c. Employ strategic thinking and sound writing skills.
 - d. Produce a variety of communication products appropriate to the command.

e. Provide measurable results.

f. Keep CHINFO or DIRPA informed, via the chain of command, of all significant local occurrences and of lessons learned, for potential application throughout DON.

4. CHINFO and Naval Media Center (NMC)

a. Under the supervision of CHINFO, the NMC generates internal communication products that support CHINFO policy.

b. The NMC plans and executes the functions necessary to ensure broad vertical and horizontal communication. Using print, audio-visual, and electronic media, the NMC is responsible for supporting the CHINFO mission to keep the Navy/Marine Corps team updated on issues that affect their careers and their lives.

References:

U.S. Navy Regulations, 1990
<http://neds.daps.dla.mil/regs.htm>

Wann, Al, ed., *Inside Organizational Communication*, Third Edition, Forbes Custom Printing, New York. 1999.

01 Nov 05

CHAPTER 10: PRINT INFORMATION AND PRODUCTS

- 1000 Roles and Responsibilities
- 1001 Practical Considerations for Sponsored Publications
- 1002 Command Newspapers
- 1003 Magazines
- 1004 Other Print Products (*See supplemental guidance*)
- 1005 Print Style Resources (*See supplemental guidance*)

1000 ROLES AND RESPONSIBILITIES1. Roles and Responsibilities

a. CHINFO. CHINFO is responsible for producing print and broadcast internal information products through the Naval Media Center (NMC).

b. Director of Public Affairs (DIRPA). DIRPA is responsible for top-level internal communications and policy guidance throughout the Marine Corps.

c. Sponsoring Command. The command PAO will incorporate print products into the command internal information program as appropriate to support the commander's communication objectives augmented by broadcast channels (See Chapter 11).

1001 PRACTICAL CONSIDERATIONS FOR SPONSORED PUBLICATIONS

1. Purpose. Internal publications are the commander's primary means to communicate mission-essential information to members of the command. Publications facilitate the use of command information to improve morale and increase knowledge.

a. Message alignment. Command PAOs shall ensure that communication points expressed in command print products are in accordance with DOD, DON, and other applicable guidance.

b. Funding. The use of appropriated funds is authorized to establish a funded newspaper if a Civilian Enterprise (CE) newspaper is not feasible. CHINFO approval is required. The use of non-appropriated funds for any aspect of a newspaper operation is not authorized. Appropriated funds shall not be used to pay any part of the commercial publisher's cost incurred in publishing a CE publication.

1002 COMMAND NEWSPAPERS

1. Purpose. The purpose of military newspapers is to provide a free flow of news and information to all military members and their families while meeting the command's internal information objectives. The command newspaper is one of the commander's potential means to provide essential information to the internal audience. It also serves as a mechanism to disseminate DOD, DON, and community news, and enables the commander to receive feedback from the internal audience.

2. Types. There are two types of military newspapers.

a. Civilian Enterprise (CE) Newspapers. Commands are encouraged to establish CE newspapers whenever feasible as a cost-saving mechanism. CE papers are published under a written contract between a commercial publisher and a command or installation. Editorial content is the responsibility of the command PAO. The publisher prints and distributes the newspaper and incurs all related expenses. The publisher offsets expenses by selling advertising space. Commands are prohibited from using appropriated or non-appropriated funds to pay for any part of the costs incurred by the CE publisher in producing the newspaper. CE newspapers become property of the command, installation or intended recipient upon delivery, in accordance with contract terms.

b. Funded Newspapers. These are fully funded by the public affairs allocation of a unit's operating fund. Installations and activities with at least 500 members (combined military and civilian workforce, including tenant commands or embarked detachments) are eligible to produce an appropriated fund newspaper. They are free from commercial advertising. All editorial content and layout is the responsibility of the command public affairs staff. Printing is accomplished by a commercial printer based on a contract with the command. Non-appropriated funds may not be used for any costs incurred in publishing an appropriated fund newspaper. CHINFO approval is required prior to establishing a funded publication.

3. Authorization to Publish. Officers in command are authorized to establish and maintain unit newspapers, provided the following conditions are met (See supplemental guidance for publishing conditions):

01 Nov 05

a. The elements of newspaper design, editorial development and distribution are organized principally to improve morale and welfare of the internal audience.

b. The command makes efficient use of funds, supplies and personnel in producing and distributing the newspaper, complying with sources.

c. The command incorporates security and policy review into the standard operating procedures for the editorial staff and ensures these measures provide for accurate review while guarding against undue delays in copy approval.

d. The command ensures that the newspaper supports the PA objectives of DON, the local commander, and those in charge of tenant commands or embarked detachments.

e. The newspaper is sanctioned by the local commander or other senior official.

f. The command obtains permission to publish from CHINFO (OI-4). (This authority may not be delegated) Marine Corps commands must obtain permission to publish as outlined in Marine Corps Public Affairs Manual, MCO P5720.61.

g. The command establishes only one newspaper per location where more than one command or headquarters is collocated. (At locations where more than one command or headquarters is collocated, the host commander is responsible.)

4. Contracting for Printing. Officers in command will not initiate negotiations with commercial printers or publishers without first consulting the guidance in Department of Defense Newspapers, Magazines and Civilian Enterprise (CE) Publications, DODI 5120.4 of 21 June 95, and the cognizant Navy or Marine Corps Publications and Printing Service Office, or regional contracting officer. For a sample contract for a Marine Corps CE newspaper goal, see DODI 5120.4.

a. CE Newspapers. The goal of CE contracts is to save taxpayer money by transferring certain publication and distribution burdens to a private sector publisher selected by competitive bid. Rights and authorizations as legal contractual consideration, rather than public funds, support CE publication. The right to sell and circulate advertising provides the publisher revenue to cover costs and secure earnings. (The

contracting organization and the distribution of the editorial content is the property of the command, or installation, or as stated in the contract.)

(1) Negotiating the contract. In negotiating CE contracts, commands shall seek to delegate as many of the publication and distribution functions as possible to the publisher to generate maximum savings. In the contractual relationship, command communication needs and requirements shall be paramount.

(2) Each CE publication will be covered by a separate contract. Contracts will include provisions which reflect appropriate guidance from references and this instruction, and which cover local requirements.

(3) Invitations for bid proposals for CE publications must include a description of the desired categories (e.g., news, comics, features, and factual information), and other required provisions of the contract.

(4) Contract Selection

(a) Only reputable firms shall be used. Disreputable business activity in connection with CE publications may damage relations with the civilian community.

(b) To select the commercial publisher, a selection group shall be formed consisting of the senior member of the command or activity (serving as chairperson), the staff or command judge advocate, procurement officer, printing representative, PAO (serving as executive secretary and editorial advisor), and other functional specialists with skills relevant to the selection and contracting process. The selection group will hear presentations and review written data by any prospective commercial publisher or their representative, obtain and review independent data and make onsite inspections. The group shall also investigate the competence, reliability, technical, production, and business capabilities and resources of each viable bidder before selection. Since exchange of rights is a consideration in a CE contract, the best obtainable product and service in exchange for those rights will be the prime criteria for selection. If only one bidder responds, the group may decide that the offer is not sufficient to warrant producing the publication under a CE contract and decide to produce it as a funded newspaper or not to produce it.

01 Nov 05

(c) If only one bidder responds, the command may pursue a CE publication arrangement as a negotiated contract solicited as a Request for Proposal. In this case, all provisions of the contract are negotiated between representatives of the firm and representatives of the command (e.g., the command procurement specialist and staff or command judge advocate). The objective of the procedure is the same as the invitations for bid: to obtain the best possible service and product. The command is under no obligation to accept a single bidder's proposal.

(d) In selecting a publisher, fair and equal opportunity shall be afforded any responsible, qualified bidder. The command shall invite bids from the widest possible selection of commercial publishers available. Modern technology may enable invitations for bid by publishers located a considerable distance from the command or installation.

(5) Contract Terms

(a) A CE commercial publisher shall not pay money to the command or installation. Revenue sharing between a government agency and a CE publisher is not authorized.

(b) CE contracts may be entered into for one year with annual options for renewal based on satisfactory performance for up to four years, after which that contractor must re-compete (re-bid). The contract will be renewed only if the publisher has executed the provisions of the contract in a satisfactory manner. Contracts will contain a provision for termination for cause if the products and services required by the contract are unsatisfactory, or if contract provisions are otherwise not met. The conditions for termination shall be included in the contract. Unsatisfactory performance must be documented. The selection group will perform regular reviews in order to make informed decisions regarding renewals or terminations for cause. If a CE newspaper contract is terminated, it may be necessary to temporarily establish a funded newspaper in order to maintain continuity of command internal communication. If one or more bidders for a CE newspaper contract are not available, it may be necessary to permanently establish a funded newspaper.

(c) The contract must stipulate that any comic or feature supplement intended for distribution with the CE

01 Nov 05

newspaper by the commercial publisher shall have the prior approval of the base commander. Separate contracts for supplements are not required.

(d) The contract must specify that the PAO or other designated individual shall specify design and layout, and writing of the editorial content, and that the publisher shall provide design, layout, typesetting, paste up, distribution and other services. The contract may allow for the PAO to specify advertising layout in order to support the communications objective of the entire publication. (This is a matter for negotiation.)

(6) Advertising. All CE contracts shall specify ground rules for inclusion of advertising. Advertising may be placed where desired by the publisher, printed in sections reserved for advertising, or included as supplements. All contracts will contain a provision which prohibits the CE commercial publisher from entering into an exclusive advertising agreement with any firm, broker, or individual. Other requirements pertaining to advertising:

(a) The publishers shall enable the command to provide listings of personal items and services for sale by members of the command at no charge to the command or its members, provided such items and services represent an incidental exchange between Naval members (i.e., not a business operation).

(b) Advertisements or advertising inserts for exchanges, commissaries or other non-appropriated fund activities will be placed through the newspaper's publisher (whether paid or unpaid) and not the editorial staff.

1. Naval members may not accept employment by or gratuities from a commercial publisher under CE contract. Other than investigating the business capability of prospective publishing companies during the bidding process and the general monitoring of ongoing capability to fulfill the contract, command members may not be connected with the business affairs of the CE publication or with other business affairs of commercial publishers under CE contract.

2. Contracts shall state that the amount of advertising content, measured in column inches, will not exceed 60 percent of the total newspaper. Ratios that allow more

01 Nov 05

editorial space and less advertising space are permissible if such conditions are included in the contract.

3. The commander may prohibit distribution of a CE publication on command property when it contains advertising that promotes dissident or protest activity, potential riots or other disturbances or when circulation of such advertising may present a danger to loyalty, discipline or the morale of the command. Accordingly, the PAO shall:

a. Before any issue of a CE publication is printed, advertisements shall be reviewed for any that are contrary to law or that pose a danger to loyalty, discipline or command morale, and may thus interfere with mission accomplishment.

b. Commands shall request (in writing, if necessary) that the publisher delete any offensive advertisements. If the publisher does not comply, the commander may prohibit distribution.

b. Appropriated fund newspapers

(1) Commanders may contract for printing of funded newspapers after receiving CHINFO approval in accordance with Navy Comptroller Manual, NAVSO P-1000.

(2) Advertising. Advertising policy for funded newspapers is as follows:

(a) Noncommercial news stories and announcements concerning non-appropriated fund activities, exchanges and commissaries may be published in funded newspapers.

(b) Funded newspapers will carry no commercial advertising.

(c) As a service, funded newspapers may carry free listings of personal items and services for sale by command members, provided such items and services represent an incidental exchange between DON members and not a business operation.

4. Procedures and Editorial Policy. The military newspaper as an internal information tool will support internal information objectives. CHINFO and DIRPA have overall responsibility for

issuing policy regarding DON newspaper management and editorial content. (See supplemental guidance for procedures.)

a. Procedures. The following procedures apply:

(1) Immediate superiors in the chain of command shall review newspapers of subordinate commands to ensure compliance with applicable standards and directives.

(2) The military newspaper of a host command or ship will support the information needs of tenant commands or embarked detachments. The host command PAO will provide balanced coverage of all other local commands, their personnel and activities.

(3) Local news and information will be central. Whenever feasible, service-wide news will be localized by explaining how policies or issues affect local readers.

(4) All newspapers shall incorporate at least one means for reader feedback and comment (e.g., letters to the editor, guest column, person-on-the-street interviews).

b. Editorial Policy

(1) Commanders are responsible for compliance with all applicable policies and regulations as outlined in references, including review of editorial material for conformance to policy and national security concerns.

(2) News coverage and content will be factual and objective. The editorial staff shall ensure that text and headlines employ standards of good taste governing U.S. commercial newspapers, and will avoid sensationalism or unnecessary alarm.

(3) Facts must be easily distinguished from opinions. If an opinion is expressed, the source will be identified. Accuracy and balance in coverage are paramount.

(4) When editorials are included, their objective of an editorial appearing in a DOD newspaper is to reinforce the command policies, and to improve command effectiveness and the welfare of command members. Editorials should aim to help readers understand policies, encourage their exercise of voting

01 Nov 05

rights, adopt positive and healthy lifestyles, etc. Guest editorials will include author name and title.

(5) Military newspapers shall not contain campaign news or editorials regarding candidates or campaign issues, whether written by the command editorial staff or obtained from other sources, including the candidates themselves. Exceptions are: official messages from elected officials that observe national holidays, or recognize outstanding achievements, and nonpartisan appeals to exercise voting rights. CE newspapers may carry paid political advertisements by legitimate candidates or parties, provided the commander is assured that equal opportunity to advertise has been afforded to all parties.

c. Other Guidelines

(1) Reviews of books, radio, and television programs, movies, and other entertainment channels may be carried if written objectively and with no implication of endorsement by DOD or any of its components or subordinate echelons.

(2) News content will be based on releases, reports and materials provided by commercial newsgathering agencies, when authority exists to use such services. DOD components such as AFRTS, subordinate echelons, and members of other DOD newspapers are other sources of news content.

(3) During an election year, command newspapers shall carry voter registration and absentee voting information for the applicable state, territory or possession. DOD newspapers shall use voting materials provided by the Director, Federal Voting Assistance Program, OSD, and DON. Newspapers shall encourage DON members to register and exercise their right to vote.

(4) DON newspapers shall not provide coverage or editorial comment on polls, surveys or straw votes conducted in relation to any political campaign. (See references.) Commanders may authorize polls on local and non-political matters, such as "athlete of the week" competitions.

(5) Commands shall refrain from editorial comment on subject matter identified with special interest groups outside the DOD.

(6) Material published in military newspapers is considered disclosed to the public. Therefore, public affairs

staff members, (including stringers and other contributors not assigned to the public affairs office), must know and follow the provisions of the Privacy Act to prevent unwarranted invasions of privacy. Annual training on the Privacy Act and its implications for military newspapers will be held for the public affairs and editorial staffs and contributors.

(7) Military newspapers shall avoid labor union news that might provoke controversy such as editorial endorsements, criticism of union actions, recruiting or membership.

(8) News about activities and policies of recreational facilities and other welfare and recreation activities and the promotion of positive, healthy lifestyles are encouraged.

(9) Newspapers shall not publish any material that implies Service or DOD endorsement or favorable views regarding a commercial product or service.

(10) Alcohol and use of tobacco products will not be glamorized. (See reference) Club activity coverage is permissible as long as it emphasizes club activities and not beverages.

(11) Editorial copy prepared by a command for its CE newspaper is intended primarily for the internal (command) audience. Other publishers have no legal right to this information (i.e., the right to "scoop" the military newspaper), and granting them such access can undermine the CE concept. Accordingly, other publishers and firms which request internal information material that is furnished to the command's CE publisher will be referred to the appropriate Freedom of Information Act (FOIA) office, and may choose to file a FOIA request. This provision does not enable the command to withhold legitimate news.

(12) All photographs shall be properly credited. In a funded newspaper, writers and photographers should receive credit by name and rank. In a CE newspaper the name and rank of the photographer should be credited, but the credit lines must not imply that the photographer is employed by the contractor.

(13) Postal regulations stipulate that military newspapers carrying information on lotteries of any kind, whether in advertisements, news articles, editorials or announcements (i.e., "display ads") shall not be entered in the

01 Nov 05

U.S. Mail system. The only exceptions are advertising in CE papers for state-sanctioned lotteries and "games" conducted on Indian reservations. The prohibition against mailing applies to bingo, raffles, anchor pools and other games of chance conducted at or near a military installation, even in cases where the games are command sanctioned.

(14) The masthead of all funded and CE newspapers shall contain the following elements:

(a) The name of the commander or head of the activity, in type no smaller than six-point; the name of the newspaper and the producing command.

(b) The following statement:

"The editorial content of this newspaper is edited and approved by the public affairs office of (command)."

(15) Editorial staff shall be identified as follows: In type no smaller than six point, the name, rank or rate (if military) and editorial position on the newspaper staff of all personnel assigned duties involving preparation and editing shall be listed under the heading " (command) Editorial Staff."

(16) The following disclaimer shall be placed in all funded and CE newspapers in type no smaller than six point:

"This newspaper is an authorized publication for members of the military services (add the words "stationed overseas," "at sea" or "and their families" if applicable). Its contents do not necessarily reflect the official views of the U.S. Government, the Department of Defense or the U.S. Navy (or Marine Corps) and do not imply endorsement thereof."

(17) The following disclaimer shall be used in all CE newspapers in type no smaller than six point:

"The appearance of advertising in this newspaper, including inserts of supplements, does not constitute endorsement by the Department of Defense, the Navy (or Marine Corps), (name of command) or (name of publisher) of the products and services advertised."

"Everything advertised in this newspaper shall be made available for purchase, use or patronage without regard to race, color, religion, gender, national origin, age, marital status, physical handicap, political affiliation or any other non-merit factor of the purchaser, user or patron. If a violation or rejection of this equal opportunity policy by an advertiser is confirmed, the publisher shall refuse to print advertising from that source until the violation is corrected."

"Published by (name of publisher), a private firm in no way connected with DOD, the U.S. Navy (or Marine Corps), under exclusive contract with the U.S. Navy (or Marine Corps)."

(18) Commands are encouraged to trademark their newspaper's name and flag design. The designated DON point of contact for trademark matters is the Office of Patent Council (Code 305) Office of Naval Research, 800 Quincy Street, Arlington, Virginia 22217-5000.

5. Distribution. Funded may be distributed through official channels. For policy on distribution of funded and CE newspapers, see references. Appropriated funds and manpower may be used for distribution. All command newspapers will be distributed as follows:

a. Marine Corps: Eight copies to Commandant, Marine Corps.

b. Navy:

(1) One copy to Commander, Navy Personnel Command.

(2) One copy to Chief of Information, Navy Office of Information.

(3) One copy to Commanding Officer, Naval Media Center.

c. All DON newspapers: One copy to American Forces Information Service.

6. Measuring Effectiveness. A readership survey should be conducted every two years and following any major editorial or stylistic change. Results will be reported to the readership. CE newspaper contracts should stipulate that readership surveys shall be conducted through an independent contractor.

7. Web-based Newspapers. The PAO may require the publisher of a funded or CE newspaper to provide an online version of the printed product (i.e., newspaper or magazine). The production of an online version will not be construed as a violation of DON internal hosting requirements as the CE publisher is contractually responsible for the costs of production and circulation. (For guidance on electronic newspapers, see DODI 5120.4 of 21 June 95, Policy memorandum on Electronic Newspapers, included in references.)

8. News Bulletins and Summaries. Publications comprising excerpts from approved national and international news and opinion sources are authorized for deployed or isolated commands and ships. The publication must include the appropriate disclaimer(s). (See Article 1002, 4.c.)

9. Base Guides, Directories, and Installation Maps

a. DON policy authorizes CE publications that provide information about the command mission, community services, local geography, historical background, and similar topics. Official installation directories may be included as a section of a CE guide, provided the directory is integral to the guide. Separate CE telephone directories are not authorized.

b. Installation maps are authorized to orient new arrivals or visitors. Editorial content is the responsibility of the command public affairs staff. The relationship between and distinct responsibilities of the publisher and public affairs staff should be addressed in contract negotiations.

1003 MAGAZINES

1. Magazines. Are included in DOD instructions governing newspapers (See references) and must follow the same policies as funded and CE newspapers. All Navy magazines must be approved by CHINFO to be published.

1004 OTHER PRINT PRODUCTS (See supplemental guidance)

1005 PRINT STYLE RESOURCES (See supplemental guidance)

References:

DODD 1325.6 of 1 Dec 03
<http://www.dtic.mil/whs/directives/corres/pdf2/d13256p.pdf>

DODI 5120.4 of 21 June 95
<http://www.dtic.mil/whs/directives/corres/html/51204.htm>

Marine Corps Public Affairs Manual, MCO P5720.61
<http://www.usmc.mil/directiv.nsf/web+orders>

Marine Corps Printing and Publications Regulations, MCO P5600.31
<http://www.usmc.mil/directiv.nsf/web+orders>

NAVSO P-1000, Navy Comptroller Manual
<http://www.dod.mil/comptroller/fmr/>

OPNAVINST 5070.1C of 21 Aug 03
http://neds.daps.dla.mil/Directives/5070_1c.pdf

OPNAVINST 5300.8B of 23 Apr 97
<http://neds.daps.dla.mil/Directives/5300b8.pdf>

SECNAVINST 5100.13 of 2 Aug 02, Navy and Marine Corps Tobacco
Policy
http://neds.nebt.daps.mil/Directives/5100_13c.pdf

01 Nov 05

CHAPTER 11: VISUAL AND BROADCAST INFORMATION AND PRODUCTS**1100 Definitions (See supplemental guidance)****1101 Visual Information****1100 DEFINITIONS (See supplemental guidance)****1101 VISUAL INFORMATION**

1. General. Visual Information products tell and promote the Navy story to policy-makers, the media, and the American people. Images of forward-deployed Sailors and Marines provide an important source of hometown releases of the highest national and international interest, and reach the highest levels of the chain of command. Photography, video productions, and graphics all support a wide range of customers, including legal, medical, training, historical documentation, and staff officers.

2. Mission and Role of Naval V/I and COMCAM. Naval V/I and COMCAM provide:

a. The National Command Authority (NCA), the Chairman of the Joint Chiefs of Staff, the Military Departments, and the Combatant Commanders with a directed COMCAM imaging capability in support of operational and planning requirements during world crises, contingencies, exercises, and wartime operations;

b. Visual Information Documentation (VIDOC) to include: Combat Camera Documentation (COMCDOC), Operational Documentation (OPDOC), Technical Documentation (TECDOC), and related functions using motion video, still imaging, audio, graphics, and other V/I systems;

c. Shipboard and shore-based V/I Support Centers (VISC) and V/I activities which provide products and services including: motion media, still imaging, graphics (including computer graphics for V/I purposes), V/I library, presentation services, and other specific V/I services needed at base level and afloat;

d. V/I products (imaging and graphics) and audiovisual (AV/V/I) productions in support of Navy operations, education and training, internal and external information, and other functions;

e. V/I products documenting the Navy's people, weapons systems, operations, and historic events to the DOD Records Center, and;

f. V/I functions in support of specific requirements of video teleconferencing (VTC) including video tele-training and tele-medicine, interactive courseware (ICW), direct broadcast system (DBS), and other computer/telecommunications/visual information-based technology systems.

3. V/I and COMCAM Program Management Responsibility

a. The CNO's Assistant for Naval Media (N09C1) manages the V/I and COMCAM Program - an additional duty function for the Commanding Officer of the Naval Media Center (CO, NAVMEDIACEN), in direct support to the CNO's Special Assistant for Public Affairs Support (N09C), an additional duty function of the Chief of Information.

b. Each Navy Budget Submitting Office (i.e., COMLANTFLT, BUMED, NAVAIRSYSCOM, etc.) has a V/I Management Officer responsible for budgeting and oversight of the program within their organization [per ASN(FM&C) memo].

4. Policy. Specific policies, procedures, guidance and responsibilities for the V/I and COMCAM program are in SECNAVINST 3104.1 of 22 Apr 99 and OPNAVINST 3104.3 of 15 Apr 03. OPNAVINST 3104.1 establishes responsibilities, and provides overall guidance to the Navy. Subsequent issuances of the 3104 instructions will contain specific guidance on each V/I function (i.e., COMCAM, V/I Productions, etc.).

5. Imagery

a. PAOs should remain cognizant that Fleet imagery is needed by the Naval Media Center for internal communications products, including Navy NewsStand, Navy Visual News Service (NVNS) for external release, as well as historians and action officers throughout the Pentagon, State Department other Federal agencies and the Office of the President.

b. By DOD and Navy policy, the single point to forward imagery of immediate interest is Joint Combat Camera Center (JCCC). JCCC receives and distributes imagery to all end-users. Digital files with the VIRIN as the filename, sent to JCCC by

01 Nov 05

file transfer protocol (FTP) are automatically sent to NVNS which, in turn, uploads the imagery to Navy NewsStand, and markets it to external media.

6. Imagery Alteration. Per DOD and DON policy, the alteration of official U.S. Navy imagery by persons acting for or on behalf of the Department of Defense is prohibited, except as follows:

a. Photographic techniques common to traditional darkrooms, and digital imaging stations such as dodging, burning, color balancing, spotting, and contrast adjustment that are used to achieve the accurate recording of an event or object, are not considered alterations.

b. Photographic and video image enhancement, exploitation, and simulation techniques used in support of unique cartography; topography; engineering; geodesy; intelligence; criminal investigation; medical; research, development, test and evaluation; scientific; and training requirements are authorized if they do not misrepresent the subject of the original image.

c. The obvious masking of portions of a photographic image in support of specific security, criminal investigation, privacy, or legal requirement is authorized.

d. The use of cropping, editing, or enlargement to selectively isolate, link, or display a portion of a photographic or video image is not considered alteration. Cropping, editing, or image enlargement that has the effect of misrepresenting the facts or circumstances of the event or object as originally recorded is prohibited.

e. The digital conversion and compression of official DOD imagery is authorized.

f. Photographic and video post-production enhancement, including animation, digital simulation, graphics, and special effects, used for dramatic or narrative effect in education, recruiting, safety and training illustrations, publications, or productions is authorized under either of the following conditions:

(1) The enhancement does not misrepresent the subject of the original image; or,

01 Nov 05

(2) It is clearly and readily apparent from the context or from the content of the image or from accompanying text that the enhanced image is not intended to be an accurate representation of any actual event.

References:

OPNAVINST 3104.3 of 15 Apr 03

http://neds.daps.dla.mil/Directives/3104_3.pdf

SECNAVINST 3104.1 of 22 Apr 99

http://neds.daps.dla.mil/Directives/3104_1.pdf

01 Nov 05

CHAPTER 12: WEBSITES

- 1200 **Goals** (*See supplemental guidance*) and Roles
 1201 **Security Concerns** (*See supplemental guidance*)
 1202 **Standards** (*See supplemental guidance*)

1200 **GOALS** (*See supplemental guidance*) **AND ROLES**

1. Authority. The establishment of a command Web site on the publicly accessible World Wide Web remains a command prerogative, consistent with other leadership responsibilities for public communication. (See SECNAVINST 5720.47 of 24 Oct 03 and supplemental PA guidance for details on Web site authority, responsibility, and administration.)

2. PAO Role. The management and oversight of all content on a publicly accessible Web site is the responsibility of the public affairs officer acting on behalf of the commander. PAOs must be aware of the benefits and the pitfalls of communicating via a publicly accessible World Wide Web site. For access-restricted sites, different concerns apply and the responsibility may or may not reside in the public affairs office. Access-restricted sites are not subject to the prohibitions of the Navy's publicly accessible Web site instruction, but may be subject to Navy security and privacy regulations. (See Chapter 2.)

Contracted public affairs and communications management personnel cannot operate a publicly available website unless a Navy official with the authority for public release of information controls the content.

1201 **SECURITY CONCERNS** (*See supplemental guidance*)1202 **STANDARDS** (*See supplemental guidance*)**References:**

Contracted Public Affairs Services and Support Review, CHINFO memo 5700 Ser 00/487 of 08 Oct 04 (NOTAL)
<http://www.navy.mil/palib/policy/contract-pa.pdf>

Contracted Public Affairs Services and Support Review, CHINFO memo for the Secretary of the Navy of 11 Feb 04 (NOTAL)
<http://www.navy.mil/palib/policy/contract-pa.pdf>

SECNAVINST 5720.47 of 24 Oct 03
http://neds.daps.dla.mil/Directives/5720_47a.pdf