DEPARTMENT OF THE NAVY
NAVAL SERVICE TRAINING COMMAND
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                                        NSTCINST 5720.2B
                                        PAO
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NSTC INSTRUCTION 5720.2B

From: Commander, Naval Service Training Command

Subj: NAVAL SERVICE TRAINING COMMAND PUBLIC AFFAIRS PLAN

Ref: (a) SECNAVINST 5720.44C
       (b) SECNAVINST 5724.3A
       (c) DOD 5500.7-R
       (d) NETCINST 5720.1B
       (e) NSTCINST 5720.1

1. <u>Purpose</u>. To establish policy and procedures within Naval
Service Training Command (NSTC) and its subordinate activities
to pursue Public Affairs (PA) initiatives through locally
initiated programs and projects.

2. <u>Cancellation</u>. NSTC 5720.2A.

3. <u>Background</u>

    a. Reference (a) is the Navy Public Affairs Policy and
Regulations. Reference (b) is the Fleet Hometown News Program
instruction. Reference (c) is the Conduct and Ethics Guidelines.
Reference (d) is the Public Affairs policies specific to Naval
Education and Training Command (NETC). Reference (e) is
governance of NSTC websites.

    b. The NSTC PA plan is the guide for planning, establishing,
and implementing a proactive PA program through the NSTC PA
office and lower echelon PA offices, where such PA offices exist.
Where those offices do not exist, collateral duty Public Affairs
Officers (PAOs) will be appointed by the Commanding Officer of
the command/unit.

4. <u>Discussion</u>. The NSTC PA program seeks to enhance
recognition and appreciation for NSTC activities and assigned
personnel. It is designed to illustrate to both internal and
external audiences the contributions made by NSTC activities to
Fleet Readiness and the Navy's mission. The NSTC PA Plan is
designed to establish common objectives so each activity's PA
program complements the overall NSTC effort.

5. <u>NSTC PA Objectives</u>

    a. Demonstrate how NSTC directly supports Fleet readiness and impacts local communities through enlisted and officer accessions training programs. Increase understanding of Navy accessions training programs throughout the general public, the military, trainees and their families, and the internal NSTC audience. Demonstrate that as we prepare for the future, we are investing in a range of revolutionary technologies that will transform how we conduct training to support the future Navy.

    b. Provide information to the Fleet on officer accession programs for qualified individuals. Provide information to the public and interested individuals on programs and scholarship opportunities. Create and stimulate positive attitudes about training duty among all naval personnel, with special emphasis on professionalism, career benefits, and impact of education and training on Navy readiness.

    c. Exhibit to the public how the Naval Junior Reserve Officer Training Corps (NJROTC) directly impacts communities throughout the United States as a citizenship development tool. Demonstrate how NJROTC units are organized, operate, and train.

    d. Display how NSTC supports diversity. Demonstrate how NSTC team members contribute to mission success and bring to our collective effort unique capabilities and individual talents.

    e. Exhibit how NSTC supports families of military and civilian team members.

6. <u>NSTC Public Affairs Initiatives</u>

    a. NSTC PAO is the approving authority for Public Affairs material placed on command public websites per reference (e).

    b. NSTC PA will write news stories, take photographs, and produce video explaining the Naval accessions and citizenship development functions of the command. Products will be distributed through all available internal and external outlets.

    c. NSTC PA will encourage recognition of instructors and staff, including awards and public presentations, through news stories distributed via internal and external channels.

    d. NSTC PA will encourage recognition of family members of military and civilian staff who contribute to the mission.

    e. NSTC PA will provide support to all command and collateral duty PAOs. NSTC PAO staff and official photographers should have access to all training evolutions at NSTC commands.

7. <u>PA Actions and Responsibilities</u>

    a. Per reference (a), the PA organization within the DoN is designed to provide maximum flow of information to the public with minimum delay, subject only to operational security, statutory limitations, and the safety of personnel.

    b. <u>NSTC PA Officer will</u>:

        (1) Advise Commander, Naval Service Training Command (CNSTC) and CNSTC's subordinate Commanding Officers and Officers in Charge on matters of PA policy relating to the public's understanding of the role of NSTC and its support of the Navy, methods of information dissemination, means to increase public awareness, and PA aspects of NSTC operations, activities, and public events or incidents. Advise CNSTC on the procurement, training, and assignment of military, civilian, contractor, and enlisted PAOs and PA specialists.

        (2) Act as NSTC public spokesperson. Originate and disseminate information on developments within NSTC. Provide community relations and internal information program policy guidance. Provide content for NSTC audiovisual and web-based resources and products for PA purposes.

        (3) Coordinate, evaluate, and forward to NETC PA information of national or international interest concerning NSTC for public release. Report NSTC and subordinate Command PA activities to NETC PAO, per reference (d).

        (4) Review PA support contracts and advise where services should be continued and what efforts should be accomplished with current NSTC assets. Act as approval authority for all requests to NSTC for contracted PA support.

    c. <u>Visual Information (VI) Support Center</u>. VI products promote the Navy story internally, to the Fleet, and to policy-makers, the media, and the general public. NSTC photojournalists and videographers are responsible for providing

and archiving images and video of personnel from all NSTC commands. Imagery alteration is the alteration of official U.S. Navy imagery by persons acting for or on behalf of the DoD and is prohibited per reference (a).

      (1) The NSTC VI Support Center will provide products and services including: still imaging, graphics (including computer graphics for VI purposes), VI library, presentation services, and other specific VI services as required.

      (2) NSTC VI imaging and graphics products will be in support of NSTC operations, education and training, and historic events.

   d. The NSTC Photo Studio will provide limited services for NSTC, Navy Region Midwest (NRMW), Naval Station Great Lakes, and NRMW tenant commands' Active Duty personnel in support of Officer full-length service record, official biographical, chain of command roster board, Sailor of the Year/Quarter, and passport imagery. Photo studio hours of operation are Tuesdays and Thursdays from 0900-1100 and 1300-1500. Appointments must be made, preferably a week in advance, by calling 2201, ext. 362.

   e. <u>NSTC subordinate commands will</u>:

      (1) Designate, in writing, a command or collateral duty PAO. Area Managers of NJROTC units will be considered collateral duty Public Affairs Officers.

      (2) Ensure accurate and continuous flow of timely Public Affairs information with appropriate consideration for security, accuracy, and propriety.

      (3) Give the NSTC PAO direct access to all policy makers and other relevant senior officers and include the Command or collateral duty PAO in operational planning when appropriate.

      (4) Provide release authority to the NSTC PAO. NSTC may delegate release authority to subordinate commands with an active duty PAO in certain instances when there is no high-visibility, sensitive, or adverse information involved.

      (5) Provide command website content to the NSTC Web Content Manager via the NSTC PAO, per reference (e).

(6) Report to the NSTC PAO all unit evolutions that are public affairs related in nature. This includes, but is not limited to, media queries, community outreach projects, and command function issues of internal and external interest. For items sent to the NSTC PAO, Naval Reserve Officers Training Corps units will copy OD5 and NJROTC Area Managers will copy Citizenship Development.

(7) Provide tours of training operations when appropriate. Tours provide an excellent demonstration of Navy professionalism, and commands will support tours whenever possible. Tours will only be conducted within the framework of regularly scheduled operations. NSTC, as an industry-leader in training, is often asked to host tours at its training commands for educators and others groups of influence. Educator Orientation Visits (EOVs) to NSTC training installations may be scheduled by Navy Recruiting Districts (NRDs) and other organizations, and shall be vetted through the NSTC PAO.

(8) When events are planned which have widespread or national interest, submit weekly reports to NSTC PAO, outlining command activities, derived benefits, and support activities required. Command PAOs should consult with NSTC PAO in order to coordinate efforts and unify messages per reference (a).

8. Policy

a. Media Relations

(1) Interviews. Commanding Officers and staff are encouraged to conduct media interviews on a voluntary basis, provided their remarks are appropriate for their level of responsibility and are limited to unclassified information in their area of expertise. All media inquiries, statements, and interviews will be cleared through the NSTC Chief of Staff, via the NSTC PAO, and shared with school officials as appropriate. A PAO should always be present during interviews.

(a) All personnel interviewed, regardless of rank, will be considered official Navy and NSTC spokespersons and are "on the record." "Off the record" comments are not authorized.
(b) Never speculate when answering questions and avoid commenting on politics or foreign policy.

(c) Any Public Affairs Guidance (PAG) from the NSTC PAO or respective higher echelons' PAOs should be reviewed prior to media events. Further, specific PAG will be issued prior to high visibility or high-interest events.

(2) <u>Response to Queries</u>. NSTC units are responsible for providing timely responses to all media queries within the limitations of security and privacy. Withholding information for the purpose of concealing misconduct or avoiding embarrassment to the command, the Navy, or the United States is prohibited. NSTC Chief of Staff, via the NSTC PAO, shall always be notified of any and all queries. NSTC PAO will coordinate responses with higher echelons' PAOs as necessary.

(3) <u>Serious Accidents or Incidents</u>. Units are required to immediately report all serious accidents or incidents to NSTC Chief of Staff. After normal business hours, contact the NSTC Flag Duty Officer at 224-688-1540. These incidents include death, serious injury, major fire or flooding, major accident, and incidents where media interest is likely. NSTC Chief of Staff will notify the NSTC PAO as required. NSTC PAO will submit initial proposed PAG to respective higher echelon PAO as required.

(4) <u>Media Visits</u>. NSTC PAO will coordinate media visits to NSTC units with command and collateral duty PAOs. Commanding officers are encouraged to participate in media visits to cover routine issues, operations, and training.

(a) Coordination should begin as media requests emerge, understanding that media requests are often short-fused.

(b) Individual units are required to adhere to visit guidelines provided by NSTC.

(5) <u>Feedback</u>. NSTC units are responsible for providing feedback to the NSTC PAO after contact with media or when completing other significant PA activities. Additionally, a summary of PA activities should be included in all after-action reports. Resulting news or video clips shall be sent to NSTC PAO in a timely fashion.

b. <u>Internal Communications</u>. Internal communications refers to the process of keeping active duty and reserve military members, DoN civilians, retirees, and family members informed.

NSTC commands are encouraged to promote an aggressive internal communication program, including promotion of the Navy's flagship internal products such as Navy NewsStand, Navy News Service, All Hands television, and All Hands magazine. Products targeted at the internal audience should focus on themes that promote retention, pride of service, core values, and forward-deployed naval forces duty.

    c. <u>Community Outreach</u>. Community Outreach projects are highly encouraged. Whenever feasible, photographic coverage and local publicity of Community Outreach is desired. Commands should take advantage of the Fleet Hometown News (FHTN) program per reference (b), media releases via NSTC PAO, and other appropriate avenues of publicity. Following Community Outreach projects, unit PAOs are required to submit feedback to NSTC PAO.

    d. <u>Administration of Command Web Sites</u>. The World Wide Web is an extremely powerful public information, research, and collaboration tool. Its use, within these guidelines, is encouraged. NSTC PAO will ensure that only material that is approved for public release appears on publicly accessible NSTC domain Web sites and that all information presented on NSTC domain Web sites are factual, accurate, current, and in compliance with DoN public information policies in reference (a).

    e. <u>Social Media</u>. NSTC PAO will execute a social media campaign for NSTC using social media as a channel to communicate relevant, aligned, and targeted information to Navy, NSTC, and designated command stakeholders. NSTC PAO will implement and manage the NSTC social media program, develop a comprehensive plan to ensure consistent branding of NSTC social media sites, and monitor trends in social media tools. All NSTC social media actions will adhere to Navy social media guidelines in reference (a).

    f. <u>Public Release of Information</u>

      (1) <u>Responsibility</u>. News and feature stories highlighting Sailors and Marines and their daily accomplishments are encouraged and welcomed. NSTC units are responsible for submitting, via NSTC PAO, timely press releases, feature stories, and photography after significant events such as VIP visits, exercises, and Community Outreach projects.

(2) <u>Release Authority</u>. The NSTC PAO retains release
authority for all information (stories, releases, photos,
cutlines, interviews, visits, etc.) from NSTC units to ensure
message alignment and to review for potential issues. NSTC PAO
also retains release authority for NSTC-specific public
information, including imagery, to include release of
information via electronic means such as command websites and
wire services accessible by the public, per reference (e). All
public releases and imagery must be coordinated with NSTC PAO,
who will review them for sensitivities and policy considerations.
NSTC units should not make public releases to any source without
coordinating approval with NSTC PAO. NSTC may delegate release
authority to subordinate commands with an active duty PAO in
certain instances when there is no high-visibility, sensitive,
or adverse information involved.

(3) <u>Command Information Materials</u>. NSTC units are
required to maintain basic command information (unit photos,
fact sheets, and command history) on their command websites. If
the unit does not have a website, this material shall be
provided to the NSTC PAO. Units are required to forward
necessary command information to NSTC PAO for informational
purposes, to include unit logos/crests, and CO/XO/CMC photos and
bios.

(4) <u>Photography</u>. Quality photography is vital to
marketing stories successfully. Additionally, photos of NSTC
units in action are required by numerous internal publications
on a regular basis. NSTC PAO will aggressively market photos
submitted to all of these outlets as appropriate.

(5) <u>Style</u>

(a) All releases should be in accordance with U.S.
Navy Style Guide at
http://www.news.navy.mil/toolsview styleguide.asp and the
Associated Press Stylebook, with the U.S. Navy Style Guide
taking precedence where they differ (i.e. capitalization of the
word "Sailor"). Once releases are posted to Navy NewsStand or
approved by higher echelons' PAOs via NSTC PAO, NSTC PAO is free
to market the stories as desired.

(b) Proposed press releases should use high-
resolution (at least 300 dpi at 5" x 7") digital imagery when
possible. All imagery must follow Navy Visual News Service

requirements outlined at
http://www.news.navy.mil/photo_submit.html, to include use of
proper captions and a Visual Information Record Identification
Number (VIRIN).

   g. Use of External Public Affairs Funds. The purpose of
external public affairs funds is to cover expenses associated
with events or needs external to the Navy which establish and
maintain good community relations. Such expenses typically
relate to both public information (those functions, activities
and forums which provide official information about military
departments to the public and the media) and community relations
(actions, functions, or relations between the military and its
local community or state).

      (1) External public affairs funds are received and
budgeted annually to be used only for external/community
relations programs. Such costs/expenses may be authorized when
expenditures are in support of community and media events and
comply with all other legal requirements, including those in
references (a) through (e). As external public affairs funds
are limited, only events which positively enhance the Navy image,
have high visibility, and are important and worthy community
efforts should be supported by the use of these funds. Approval
for use of external PA funding is delegated to the NSTC PAO.

      (2) The primary use of these funds must be for media or
public access requiring equipment, supplies, or other purchases.
Examples of appropriate use of external public affairs funds are:

         (a) Public displays;

         (b) Facility bus tours;

         (c) Cameras, video cassette recorders, recorders,
related equipment and supplies, excluding audiovisual equipment
which is controlled and operated for general Navy use or support
during normal working hours by local Visual Information Support
Centers;

         (d) Publications, brochures, printing, reproductions
and display materials for the general public;

         (e) Travel that is not mission essential but is
performed for external public affairs functions e.g., travel

associated with media escort, travel to NSTC subordinate commands, and activities in support of media coverage to be specifically marketed to the public.

(3) External public affairs funds may not be used for:

(a) Materials, supplies, and equipment not directly related to public information or community relations programs;

(b) Subscriptions, publications, and brochures which are primarily intended for internal information;

(c) Food, refreshments, change of command ceremonies, Navy band travel or lodging, membership dues, or give away items;

(d) Mission travel or temporary additional duty;

(e) Entertainment, mementos, memorabilia, or gifts for VIPs;

(f) Support of an activity which is in conflict with reference (c), e.g., private gain, preferential treatment, conflict of interest, etc. Singling out an individual group, such as a school, is discouraged.

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List 3 and 4