



DEPARTMENT OF THE NAVY  
COMMANDER  
NAVAL EDUCATION AND TRAINING COMMAND  
250 DALLAS STREET  
PENSACOLA, FLORIDA 32508-5220

NETCINST 5720.1  
N00P.

**JUN 26 2003**

NETC INSTRUCTION 5720.1

Subj: NAVAL EDUCATION AND TRAINING COMMAND PUBLIC AFFAIRS PLAN

Ref: (a) SECNAVINST 5720.44A  
(b) Deputy Secretary of Defense memorandum of 7 Dec 98  
(NOTAL)  
(c) SECNAVINST 5720.47  
(d) CNO WASHINGTON DC 141451Z Mar 01 (NAVOP 006/01)

1. Purpose. To establish policy and procedures within Naval Education and Training Command (NAVEDTRACOM) activities to pursue public affairs (PA) initiatives through locally initiated programs and projects, and establish a reporting requirement to identify PA accomplishments.

2. Background

a. Reference (a) pertains to PA practices for members of naval establishments. References (b) and (c) pertain to the content management and oversight of Navy public web sites, a function of command Public Affairs Officers (PAOs).

b. The NAVEDTRACOM PA Plan is the guide for planning, establishing, and implementing a proactive and dynamic PA program through locally initiated programs and projects. The activity PA Plan Report is used to identify specific actions in support of the activity's PA Plan, and is also used to evaluate the overall NAVEDTRACOM PA program.

3. Discussion. The NAVEDTRACOM PA program seeks to enhance recognition and appreciation for NAVEDTRACOM activities and assigned personnel. It is designed to illustrate to both internal and external audiences the contributions made by NAVEDTRACOM activities to Fleet readiness. Commanding officers are responsible for directing an energetic PA effort designed to bring about greater appreciation and better understanding of the Naval Education and Training Command (NETC) Headquarters and NAVEDTRACOM role in supporting the Navy's mission. The NAVEDTRACOM PA Plan is designed to establish common objectives so each activity's PA program complements the overall NAVEDTRACOM effort. Additionally, the PA Plan provides individual commands the opportunity to identify and incorporate past proven initiatives and accomplishments as a part of their proactive PA program. The challenge to PA personnel is to search actively for PA opportunities, not relying on media requests to tell the NAVEDTRACOM story. The PA Plan Report serves to identify specific accomplishments, achievements, and benefits derived in support of locally initiated

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programs and projects, and provides feedback on successful PA initiatives that could be used elsewhere throughout the claimancy.

4. NAVEDTRACOM PA Objectives

a. Demonstrate how NAVEDTRACOM directly supports Fleet readiness and how effective training yields mission success. Increase understanding of the training mission within the general public and military.

b. Create and stimulate positive attitudes about training duty among all naval personnel, especially those assigned to the NAVEDTRACOM, with special emphasis on professionalism, career benefits, and impact of education and training on the readiness of today's Navy.

5. Initiatives. These initiatives are in addition to guidance set forth in reference (a) and provide only the framework for each activity's PA program. Each unit is directed to develop appropriate local initiatives that support NAVEDTRACOM objectives.

a. Solicit and support increased media/VIP embarks at NAVEDTRACOM activities.

b. Target publications and other media most appropriate to each unit's mission and suggest appropriate story lines for these media.

c. Generate internal stories and ideas for use in Navy-wide media including Navy Newsstand, All Hands, Surface Warfare Magazine, Naval Aviation News Magazine, Undersea Warfare News, and Navy and Marine Corps News. Focus of the stories is the dynamic, challenging nature of training duty, and examples of how training and training techniques are supporting the mission of the Fleet today.

d. PAOs are the approving authority for material placed on command public web sites. PAOs will monitor their command public web site, ensuring their command complies with the policies set forth in references (b) and (c).

e. Actively promote publication of Community Outreach projects, initiatives, and successes.

f. Encourage recognition of training instructors through awards and public presentations.

g. Schools and centers will communicate with their respective echelon 3 command regarding PA initiatives that may be applicable to other NAVEDTRACOM activities.

h. Establish and maintain a working relationship with area Navy Information Offices (NAVINFOs), PA Centers, Fleet Home Town News Center, editors and news directors of internal Navy

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publications, local media, and local community leaders to ensure the greatest possible usage of NAVEDTRACOM material.

i. Affording civilian visitors and news media the opportunity to view or participate in selected training evolutions is an important educational initiative that serves to inform the American public about the effectiveness of Navy training. Before visiting non-military groups/individuals or news media view or participate in training activities at NAVEDTRACOM activities, the Safety Department and the PAO at the command hosting the event will review the request and ensure all safety precautions are observed. An Operational Risk Management (ORM) risk analysis must be completed and resulting controls established prior to requesting approval. Reference (d) states some events cannot have civilian participants. Specifically, civilian guests shall not participate in any events using live ordnance, small arms, or crew-served weapons. Additionally, civilians will not be exposed to small arms demonstrations in venues such as shooting houses. Individuals invited to participate in training evolutions must meet physical requirements and wear appropriate safety equipment as prescribed by the Safety Department. Prior to civilians participating in any Navy training, approval will be sought through NETC Safety and PAO.

j. PAOs will work closely with command contracting offices to ensure that contracts for education and training programs include guidance on appropriate marketing of training to news media and other outlets. Marketing should be coordinated through the command PAO, who will verify all parties involved are relaying the same information regarding training initiatives. PAOs should establish and maintain close working relationships with the contracting officer to ensure the contractor public information or marketing departments understand Navy guidelines regarding media access. Requests for interviews or comments from military members attending training through contracted facilities will be coordinated through the contracting officer and approved by the command PAO prior to the event. Military personnel attending training through a contracted facility or organization must follow the same guidelines regarding news media as those attending training on a military installation.

## 6. Action and Responsibilities

a. Each NAVEDTRACOM activity shall promulgate, implement, and execute an aggressive PA Plan that incorporates objectives and initiatives addressed in this directive. In addition, each NAVEDTRACOM activity shall submit a PA Plan Report that identifies actions taken in support of these initiatives and addresses achievements and benefits derived.

b. NETC (N00P) shall provide guidance and assistance to activities reporting directly to NETC in carrying out the intent of this PA Plan.

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c. Echelon 3 commanders shall provide guidance and assistance in carrying out the intent of this PA Plan and ensure implementation of PA Plans and submission of PA Plan Reports by their respective subordinate activities.

d. Provide a copy of PA Plans or changes to existing plans to NETC (N00P) via email no later than 30 December each year as follows:

(1) Echelon 3 commanders provide a consolidated submission that includes the PA Plan for their command and each subordinate activity.

(2) All other echelon 3 activities provide a copy direct.

(3) Existing PA plans may be continued without change; however, a statement to that effect is required no later than 30 December each year.

e. PA Plan Reports will identify specific goals and objectives, reflect accomplishments and achievements, and contain a narrative evaluation of benefits derived in support of the command PA Plan and program. Provide reports in letter format to NETC (N00P) via email annually no later than 30 December each year as follows:

(1) Echelon 3 commanders provide a consolidated submission that includes the report information for their command and subordinate activities.

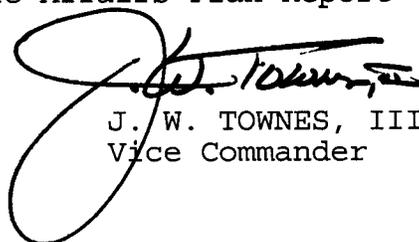
(2) All other echelon 3 activities provide report information direct.

f. Echelon 3 commanders will ensure that the PA Plan and the PA Plan Report are included as areas for review during command inspections.

7. Reports. The following report control symbols have been assigned and are approved for 3 years from the date of this instruction.

a. Paragraph 6d, Public Affairs Plan - NETC 5728-1

b. Paragraph 6e, Public Affairs Plan Report - NETC 5728-2



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Vice Commander

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