



DEPARTMENT OF THE NAVY

NAVAL DENTAL CENTER
2310 CRAVEN ST.
BOX 368147
SAN DIEGO, CALIFORNIA 92136-5596

NAVDENCENS DIEGO INST 5720.2
01

25 JUN 1998

NAVDENCEN SAN DIEGO INSTRUCTION 5720.2

Subj: PUBLIC AFFAIRS

Ref: (a) SECNAVINST 5720.44

Encl: (1) Sample Public Affairs Plan
(2) Sample Community Relations Plan

1. Purpose. To publish a Public Affairs plan that will encompass the functional applications of public information, internal information and community relations and to delineate policies and procedures for its implementation.

2. Policy. In view of the fact that issues could affect a variety of organizations in and out of government, as well as a range of echelons within the military; and in recognition that this gives rise to multiple channels of authority within government, all public information and community relations activities shall be coordinated and be in consonance with the policies and procedures of the area coordinator, Commander, Naval Base San Diego.

3. Responsibilities

a. Commanding Officer (CO) will:

(1) Designate a Public Affairs Officer (PAO) in writing and ensure appropriate training;

(2) Approve the release of information on personnel and activities over which the command has control and authority in accordance with guiding directives and the chain of command;

(3) Advise the PAO of any incident, occurrence or situation with the potential for causing adverse, unfavorable or critical reaction on the part of the public or news media;

(4) Ensure that material prepared for public release does not contain classified information.

b. Public Affairs Officer will:

(1) Execute the Public Affairs plan and programs of the command.

(2) Advise the CO of potential events or occurrences which might have Public Affairs consideration.



(3) Prepare information releases for approval by the CO and coordinate releases with the area coordinator as necessary.

(4) Implement the Fleet Hometown News Release Program.

(5) Ensure that all material prepared for release is free of classified information.

(6) Coordinate the efforts of the command in all Public Affairs matters.

(7) Publish Quarterly Public Affairs and Community Relations Plans; see enclosures (1) and (2).

c. Branch Directors/Department Heads will:

(1) Actively participate in the Public Affairs program and coordinate all Public Affairs matters with the PAO.

(2) Prepare Fleet Hometown News release forms for submission to the PAO when noteworthy items come to their attention (e.g., Sailor of the Quarter, Sailor of the Year, Lifesaving Awards, medals, etc.).

(3) Encourage personnel to take advantage of all opportunities to promote a positive image of the Navy to the general public and impress upon them the importance of involvement in positive community relations activities.

d. Senior Watch Officer will ensure all watchstanders are instructed to contact the CO, XO, and the PAO immediately in the event of:

(1) Accidents, incidents, bomb threats.

(2) Arrest of staff members.

(3) Death or serious injury of staff members.

(4) Facility evacuations incident to gas/fumes, fire earthquake or other purposes.

(5) Urgent media inquiries.

(6) Any event likely to generate public interest.

4. Action. Strict compliance with the provisions of this instruction by all personnel is required.


R. C. MELENDEZ

Dist:
List I, Case 1, 3

SAMPLE PUBLIC AFFAIRS PLAN

RECURRING MESSAGE:

MESSAGE: AWARDS ASSEMBLIES

PART I -- INTENDED FOR THE FOLLOWING AUDIENCE:

ALL NDC STAFF PERSONNEL

MEDIA

TASKING/DATE/RESPONSIBILITY

1. UNIT PRINT CHANNELS

A. PLAN OF THE WEEK NOTES CMC/MONTHLY/PERS ADMIN

2. DISPLAY CHANNELS

3. FACE-TO-FACE CHANNELS

A. WORK OF MOUTH

SAMPLE PUBLIC AFFAIRS PLAN

SEASONAL MESSAGE

MESSAGE: ARMED FORCES DAY

PART I -- INTENDED FOR THE FOLLOWING AUDIENCE:

ALL NDC STAFF PERSONNEL

MEDIA

TASKING/DATE/RESPONSIBILITY

1. UNIT PRINT CHANNELS

- A. PLAN OF THE WEEK NOTES
- B. E-MAIL
- C. NEWSLETTER
- D. BASE PAPER (EXTERNAL)

2. DISPLAY CHANNELS

- A. BULLETIN BOARDS
- B. TABLE DISPLAYS ON LOCATION
- C. POSTERS

3. FACE-TO-FACE CHANNELS

- A. MORNING MUSTER
- B. WORD OF MOUTH BY PAST PARTICIPANTS

SAMPLE PUBLIC AFFAIRS PLAN

EMERGENT MESSAGE:

MESSAGE: CRIME AWARENESS

PART I -- INTENDED FOR THE FOLLOWING AUDIENCE:

ALL NDC STAFF PERSONNEL

MEDIA

1. UNIT PRINT CHANNELS

- A. PLAN OF THE WEEK NOTES
- B. SAFETY GRAM

2. DISPLAY CHANNELS

- A. BULLETIN BOARDS

3. FACE TO FACE

- A. GUEST SPEAKER AT GMT
- B. MORNING MUSTER

(SAMPLE) COMMUNITY RELATIONS PLAN

NAVDENCEN: CALENDAR YEAR 1998

1. Mission. To achieve positive relations between the local community.
2. Goals. Enhance the command's ability to accomplish its primary mission through public understanding and support.
 - a. Demonstrate the command's role in fulfilling the Maritime Strategy by appropriate demonstrations, activities and events.
 - b. Improve local citizen's appreciation of military and civilian employees and their families, thus enhancing quality of life and personnel performance on the job.
 - c. Involve minorities and women in appropriate community relations activities.
 - d. Participate in appropriate public events within resource limitations.
 - e. Assist recruiting.
3. Audiences. The following is an example of an audience break down and examples of assigned codes:

| AUDIENCE | CODE |
|--------------------------------|------|
| Local community at large | A-1 |
| Civic Organizations | A-2 |
| Religious Organizations | A-3 |
| Minority and Women's Groups | A-4 |
| Youth Groups | A-5 |
| Professional Associations | A-6 |
| Military-related organizations | A-7 |
| Municipal officials | A-4 |

4. Events. The following is a chronological list of all known events which allow direct military-community interface. They are listed in three categories:

a. Military Official Activities include public visitation at the invitation of the CO, facilities tours by specific groups, cooperation with local media, speaking engagements, exchange of ideas with neighboring offices of federal, municipal and state agencies and discussions with opinion leaders.

b. Military Unofficial Activities include the encouragement of personnel to become involved in local civic associations, development of an appreciation for local culture and customs and the involvement of retired organizations in improving community relations.

c. Participation in Public Events includes any authorized military participation in an event that is originated by and held in the public domain.

5. Military Events -- Official

| DATE | EVENT | AUDIENCE |
|------|-------|----------|
|------|-------|----------|

6. Military Participation -- Unofficial

| | | |
|------------|---|-------------|
| 27-28 June | OPERATION STANDDOWN FOR HOMELESS VETS (NDC) PERSONNEL PARTICIPATION IN FOOD & CLOTHING COLLECTION & DISTRIBUTION) | A-1,A-2,A-7 |
|------------|---|-------------|

7. Military Participation in Public Events

| | | |
|-------|---|--|
| 7 Mar | IMPERIAL VALLEY SPECIAL OLYMPICS (BDC EL CENTRO MRB COACHED TEAM) | |
|-------|---|--|