



DEPARTMENT OF THE NAVY
UNITED STATES NAVAL ACADEMY
121 BLAKE ROAD
ANNAPOLIS, MARYLAND 21402-5000

USNAINST 5720.3E
4/PAO

JUL 26 1999

USNA INSTRUCTION 5720.3E

From: Superintendent

Subj: PUBLIC AFFAIRS

Ref: (a) SECNAVINST 5720.44A
(b) USNAINST 5700.1B
(c) USNAINST 5290.2B
(d) USNAINST 5600.6D (Chapter 3)

1. Purpose

a. To provide public affairs policy and roles at the United States Naval Academy (USNA) and to issue guidance for the release of information to media in accordance with reference (a).

b. To outline the goals and guidelines relating to media relations, community relations, official visitors, internal information, photographic services, and publications at USNA.

2. Cancellation. USNA Instruction 5720.3D. This directive is a complete revision and should be reviewed in its entirety. No special markings appear because changes are extensive.

3. Policy. Public affairs is a command function at USNA. The policy of the Superintendent is to ensure a cooperative command attitude is maintained in the field of public affairs.

4. Public Affairs Office. The Public Affairs Office, under the guidance of the Public Affairs Officer (PAO) is the central point of focus with regard to the public affairs program. As a member of the Superintendent's personal staff, the PAO is the personal assistant charged with planning, coordinating, and executing a vigorous and effective public affairs program in the areas of media relations, community relations, internal information, publications, and photographic services. All divisions, departments, and offices of USNA and commands in the Naval Complex, Annapolis must keep PAO informed in a timely fashion about any events or issues which could impact the smooth and efficient operation of the Naval Academy or could generate public interest in the community or the nation. All USNA departments are strongly encouraged to appoint a collateral duty PAO to publicize accomplishments within their organizations.

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5. Media Relations

a. Response to query from media representatives. The authority to release information to the media rests with the USNA PAO. Military and civilian employees at USNA are advised to refer all calls or requests from the media to the Media Relations Branch of PAO. The PAO coordinates and packages all information that is released to the media. Any information released will be per reference (a), the Freedom of Information Act and the Privacy Act.

b. News Releases. News releases about USNA events, activities, and personnel will be made only by PAO. USNA departments are encouraged to advise PAO of newsworthy events or breaking news. The Media Relations Branch will coordinate the release with the appropriate division, department, or office involved. The Media Relations Branch also coordinates the Hometown News Release program for members of the faculty, staff, and Brigade of Midshipmen.

c. Naval Academy Athletics. Information about intercollegiate athletics is normally released by the Naval Academy Athletic Association (NAAA) Sports Information Office under the cognizance of the Director of Athletics.

d. Armel-Leftwich Visitor Center, operated under the auspices of the NAAA, is authorized to handle its own promotion, features, and advertising.

e. Naval Academy Sailing Squadron. Public Affairs coverage of all activities of the Naval Academy Sailing Squadron, including the sail training and competition involving midshipmen, will be released by the Commodore of the Naval Academy Sailing Squadron.

f. Media Access. As a matter of policy, reporters and photographers have the same access to Navy facilities as do members of the general public. Any facility or building which is off limits to the general public is off limits to the media. Exceptions may be authorized by the PAO in consultation with the cognizant member of the USNA staff. Unless accompanied by a member of the Naval Academy PAO, the following areas of USNA are off limits to the media:

- (1) Bancroft Hall, other than the Rotunda and Memorial Hall.
- (2) Academic and professional training facilities including classrooms and laboratories.
- (3) Administrative buildings.
- (4) Nimitz Library.
- (5) Yard Patrol Craft.
- (6) Cutter Shed

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6. Community Relations. Community relations is the set of programs designed to create goodwill and maintain a positive image of the Navy and the Naval Academy in the Annapolis and Anne Arundel County area. This may include such community relations activities as tours, Speaker's Bureaus, community action projects by the Midshipman Action Group, and liaison with area Chamber of Commerce, schools, and other appropriate community residents, business, and governmental organizations. Effective community relations requires a coordinated effort on the part of all Annapolis Area Complex commands to make sure that the public is addressed in a consistent manner. Consultation by PAO's Community Relations Director will be provided upon request.

a. Speakers Bureau. The Naval Academy PAO manages a speaker's bureau which schedules speakers on a variety of subjects. Speakers address clubs and organizations in the Washington DC/Baltimore area. Individuals who receive a request for a speaker or those who wish to offer their time for speaking engagements should contact the Naval Academy PAO Community Relations Director.

b. Community Action Projects. All programs can generate a great deal of good will, but their value is limited without attending publicity. To maximize the benefits from these projects, the originator of such a project must coordinate with the Naval Academy PAO from the initial planning stages through completion. The Naval Academy PAO will arrange for positive publicity either by requesting direct media coverage or by releasing information to the media.

7. Visit Services. Per reference (b), upon tasking by the Superintendent, PAO's Visit Services Officer (VSO) conduct tours of the Naval Academy for individuals of notable prominence including senators, congressmen, visiting heads of state, chiefs of staff, and personal guests of the Superintendent. The VSO will also conduct tours for individuals of flag rank, either active duty or retired, with close affiliation to the Naval Academy or holding a position of officially representing organizations of influence to the Naval Academy or representing foreign governments. As necessary and advisable, the Naval Academy PAO may ask for assistance from faculty, staff, and midshipmen who, by their expertise and backgrounds, may be able to enhance a particular tour. Tours for the general public are handled by professional tour guides employed by the Armel-Leftwich Visitors Center.

8. Internal Information. The Trident, the weekly USNA newspaper, serves as USNA's primary Command channel for conveying information up and down the chain of command. Items published are of relevance to faculty, staff, Brigade of Midshipmen, parents, and other ancillary audiences. Story ideas, news, briefs, stand-alone photos, and publication of other information may be coordinated with the Trident editor. Specific journalistic formats and deadlines are required. Departments and organizations are encouraged to appoint and use collateral duty PAOs to affect publication of information in the Trident.

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9. Photographic Branch. Per reference (c), the Photo Lab provides photographic services during official USNA events and offers studio hours for official portraits at USNA.

10. Publications. Per reference (d), the Publications Director oversees production of a broad spectrum of official USNA publications ranging from one-page flyers to the USNA catalog. Production costs must be assumed by the requesting cost center. The Publications Director will provide consultation upon request.



M. E. McWATTERS
Deputy for Operations

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AA