



**DEPARTMENT OF THE NAVY**  
COMMANDER  
NAVAL METEOROLOGY AND OCEANOGRAPHY COMMAND  
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NAVMETOCOMINST 5720.1E  
01  
20 May 07

NAVMETOCOM INSTRUCTION 5720.1E

From: Commander, Naval Meteorology and Oceanography Command

Subj: PUBLIC AFFAIRS GUIDANCE FOR NAVAL METEOROLOGY AND  
OCEANOGRAPHY COMMAND ACTIVITIES

Ref: (a) SECNAVINST 5720.44B  
(b) SECNAVINST 5720.47B

1. Purpose. To establish public affairs guidance and procedures for Naval Meteorology and Oceanography Command (NAVMETOCOM) activities. This instruction has been completely rewritten and should be reviewed in its entirety.

2. Cancellation. NAVMETOCOMINST 5720.1D

3. Background

a. Reference (a) establishes requirements, regulations and major policies concerning public affairs for the Navy. Reference (b) establishes Navy policy for content of publicly accessible web sites.

b. NAVMETOCOM activities are ideally suited to enhance both the national and international prestige of the U.S. Navy. Additionally the use of "internal" Navy media is vital to both recruiting and retaining the best professionals and maintaining fleet awareness of the role of Naval Oceanography in warfighting.

4. Action. All NAVMETOCOM activities will actively carry out both internal and external information programs consistent with reference (a) and the following:

a. Planning

(1) NAVMETOCOM activities with full-time PAOs will develop, produce and execute annual detailed PA plans for matters on which their activities have cognizance in coordination with CNMNOC PAO.

(2) Those with part-time or collateral duty PAOs are not required to have a PA plan, but should coordinate with COMNAVMETOCOM PAO (Code 01P) for guidance in event of short-term media involvement or specific events.



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(3) Themes and messages expressed in all plans should be consistent with those promulgated in Navy and COMNAVMETOCOM plans and strategic communications documents.

(4) Guidance for writing public affairs plans is available in resources available via CHINFO's p-a-Net, the electronic source of information for the Navy's Public Affairs Community. PAOs without access to this resource should contact the COMNAVMETOCOM PAO.

(5) Submit copies of plans to COMNAVMETOCOM PAO after approval via activity's chain of command.

b. Public Information/Information Release

(1) National and International Interest - Coordinate with Commander, Naval Meteorology and Oceanography Command (COMNAVMETOCOM) PAO (Code 01P) prior to initiating release of information or responding to a query for information. PAOs at the host command (where appropriate) and area or region coordinator will be fully and promptly apprised of the intended release. The Office of the Assistant Secretary of Defense (OASD) for Public Affairs (PA) has overall responsibility for release of information of national or international interest and for release at the seat of government. The Chief of Information (CHINFO) has sole Navy responsibility for coordinating all such releases with OASD(PA). A release to a national news medium is deemed to be of national interest. Content on publicly accessible web sites should follow policy and procedures in reference (b).

(2) Regional Interest - Coordinate with host command (where appropriate) and area or region PAO prior to release. Provide a copy of the completed release to area or region coordinator for approval, with information copy to COMNAVMETOCOM PAO (Code 01P)

(3) Local Interest - Release may be made directly to local media as set forth in reference (a). Provide copy to COMNAVMETOCOM PAO, the host command (where appropriate) and the area or region coordinator. To ensure maximum impact in the community shared with the command headquarters, the Naval Oceanographic Office (NAVOCEANO), the Naval Oceanography Operations Command (NAVOCEANOPSCOM) and Naval Meteorology and Oceanography Professional Development Center (NAVMETOCPRODEVCCEN) will coordinate all local releases with COMNAVMETOCOM.

(4) Interaction with the community and academia are encouraged.

(5) Information kits - NAVMETOCOM folders and inserts should be used when possible.

c. Media Relations

(1) Media Visits - If media serves only the local audience the officer in command may approve the visit after coordination with host or region PAO. Visits of national or out-of-area media require approval of higher authority. Contact COMNAVMETOC COM (Code 01P) for guidance and coordination.

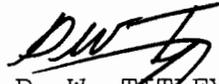
(2) Media Spokespeople - For most media interviews, the activity spokesperson will always be the officer in command that day. The officer in command should coordinate replies to questions requiring specific knowledge or expertise with subject matter experts and public affairs officer.

(3) Media Training - Command media spokespeople are encouraged to obtain media training when feasible and available at Navy commands in their area.

d. Internal Information

(1) All NAVMETOC COM activities, less those with a full-time professional Public Affairs Officer (PAO), will designate in writing a collateral duty Public Affairs Officer (COLPAO), and notify COMNAVMETOC COM (Code 01P) within one month of the appointment.

e. The primary media for disseminating professional and motivational information throughout the command are the biweekly electronic newsletter, Naval Meteorology and Oceanography Command News, and the Naval Meteorology and Oceanography Command portal on the Navy NewsStand at [www.news.navy.mil/local/cnmoc](http://www.news.navy.mil/local/cnmoc). Activities are encouraged to submit articles and information of interest to COMNAVMETOC COM PAO.

  
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Chief of Staff