COMNAVRESFORCOM INSTRUCTION 5720.1

From: Commander, Navy Reserve Forces Command

Subj: COMMANDER NAVY RESERVE FORCES COMMAND PUBLIC AFFAIRS ROLES AND RESPONSIBILITIES

Ref: (a) SECNAVINST 5720.44C

Encl: (1) Roles and Responsibilities

1. **Purpose.** To provide policy and guidance for carrying out the public affairs (PA) and internal relations process for Commander, Navy Reserve Forces Command (COMNAVRESFORCOM) and subordinate activities.

2. **Background**

   a. Reference (a) governs the Navy PA policy and regulations as the guiding instruction for all Navy Reserve PA communication efforts. All parts of this plan are subject to the standards outlined in reference (a).

   b. This instruction details the structure for Navy Reserve PA operations, Reserve Component Command (RCC) PA primary duties, and required production from RCC activities.

   c. RCCs are provided this instruction for the establishment, planning, and implementation of a proactive PA program.

   d. Outlined in enclosure (1), this instruction establishes RCC PA priorities, and the regular flow of operational-focused media in support of the Chief of Navy Reserve communication objectives.

   e. All active duty Regional Mass Communication Specialists (MC) assigned to the regions report directly to their respective commander(s). It is expected that the regional MCs serve as a direct line of communication for ongoing regional efforts and media content planning for situational awareness and guidance.

3. **Objectives**

   a. Under the direction of the Office of the Chief of Navy Reserve, COMNAVRESFORCOM PA is the voice of the Navy Reserve by providing, interpreting, and clarifying the Navy Reserve vision, mission, and strategic goals while also providing overarching PA guidance and direction as needed.
b. Through the collaboration and synchronization of combined media production of COMNAVRESFORCOM PA, RCC PA assets, and Navy Operational Support Center (NOSC) Unit Public Affairs Representatives (UPAR), Navy Reserve communication goals will be consistently delivered to internal and external audiences through national, regional, and local news media platforms.

4. **Records Management.** Records created as a result of this instruction, regardless of media or format, must be managed per Secretary of the Navy (SECNAV) Manual 5210.1 of January 2012.

5. **Review and Effective Date.** Per OPNAVINST 5215.17A, COMNAVRESFORCOM PA will review this instruction annually around the anniversary of its issuance date to ensure applicability, currency, and consistency with Federal, Department of Defense, Secretary of the Navy, and Navy policy and statutory authority using OPNAV 5215/40 Review of Instruction. This instruction will be in effect for 10 years, unless revised or cancelled in the interim, and will be reissued by the 10-year anniversary date if it is still required, unless it meets one of the exceptions in OPNAVINST 5215.17A, paragraph 9. Otherwise, if the instruction is no longer required, it will be processed for cancellation as soon as the need for cancellation is known following the guidance in OPNAV Manual 5215.1 of May 2016.

\[Signature\]

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Releasability and distribution:
This instruction is cleared for public release and is available electronically only via COMNAVRESFORCOM Web site, [http://www.public.navy.mil/nrh/Pages/instructions.aspx](http://www.public.navy.mil/nrh/Pages/instructions.aspx)
1. **Requirements**

   a. RCC Public Affairs Officers (PAO) (1655) should identify operational and unit training events that promote the stated COMNAVRESFORCOM PA objectives in paragraph (3).

   b. RCC PA personnel should carry out the duties and responsibilities of PA as their primary role. Other command responsibilities (i.e., training, information technology, admin, etc.) should not be the RCC PA member’s primary duties and are considered extraneous. The RCC PA serves as a direct representative to COMNAVRESFORCOM in support of Force public affairs. The majority of the PA’s weekly workload should be to build and maintain regular networking relationships with their regional NOSC UPARs and Reserve units to identify and create media products covering Navy Reserve operational support and readiness efforts. As such, the RCC PA component shall participate in the regular local assessments of the NOSC UPAR programs.

   c. Each quarter, RCC PA personnel shall submit professional and newsworthy public affairs products illustrating Reserve Force operational capabilities to COMNAVRESFORCOM PA. These products shall include high-resolution and captioned still and motion imagery as well as written content for internal and external audiences that align with Navy Reserve strategic communication objectives. RCC PA personnel should leverage NOSC UPARs to track and obtain content of mobilized Sailors in operational environments. Thorough attention to Department of Defense PA formatting requirements for news media as outlined in reference (a); e.g., captioning, visual information record identification numbers, and associated press style, will minimize delay and revision.

   d. On a monthly basis, COMNAVRESFORCOM PA shall hold Force-wide teleconferences with regional RCC PA personnel to provide feedback, training and guidance.