COMNAVRESFORCOM INSTRUCTION 5726.1B

From: Commander, Navy Reserve Forces Command

Subj: PARTICIPATION OF COMMANDER, NAVY RESERVE FORCES COMMAND PERSONNEL IN NAVY OUTREACH AND MEDIA EXPOSURE EVENTS

Ref: (a) DoD Directive 5410.18 of 20 November 2001
(b) SECNAVINST 5720.44C
(c) OPNAVINST 5726.8A

Encl: (1) Outreach Event Flowchart

1. Purpose. To establish policy for participation of Commander, Navy Reserve Forces Command (COMNAVRESFORCOM) personnel in Navy outreach events and to provide guidance when media coverage is anticipated.

2. Cancellation. COMNAVRESFORCOMINST 5726.1A.

3. Scope. The provisions of this instruction are applicable to all COMNAVRESFORCOM units/personnel.

4. General. COMNAVRESFORCOM personnel participation in outreach events earns public support and understanding of the Department of Navy (DON) and the Navy Reserve (NR) while enhancing the morale of DON members. Media exposure of NR Sailors promotes the Force to an external audience that might not otherwise have awareness of the organization. In addition, Navy organizations involved in their local communities provide assistance to Navy recruiting efforts. Events appropriate for personnel and guidelines for participation are listed in, but not limited to, references (a) through (c).

5. Background. An outreach event is intended to publicize historic and current Navy service to our nation while inspiring patriotism through observance of Navy traditions. Fleet support and training commitments will have priority over all outreach events. Organizations seeking participation in an outreach event will complete DD Form 2535 or 2536 and submit, with description of event and unit participation, to the cognizant Reserve Component Commander (RCC) Public Affairs Officer (PAO) for forwarding to the COMNAVRESFORCOM PAO following
approval/signature by the Navy Operational Support Center (NAVOPSPTCEN) Commanding Officer (CO).

a. Fundamentals. Per reference (b), coordinators who oversee outreach events must ensure COMNAVRESFORCOM personnel support is appropriate. Also, the event does not selectively benefit any entity, reflects positively on the Navy, does not deviate from Department of Defense and DON policies, Joint Ethics Regulations or Standards of Conduct, and complies with safety standards.

b. Guidance. Prior to the event, the participant(s) will coordinate detailed participation with applicable NR Unit leadership and NAVOPSPTCEN CO via DD Form 2536. If approved by the NAVOPSPTCEN CO, the Echelon V PAO/CO will report the event/participation to the RCC (Echelon IV) PAO and COMNAVRESFORCOM (Echelon III) PAO. See enclosure (1) for the outreach event flowchart.

1. An individual participating in an outreach event shall inform the chain of command no less than 15 days in advance.

2. A unit or group participating in an outreach event shall inform the chain of command no less than 30 days in advance.

3. This coordination will include associated costs (including the use of Navy Personnel and Navy funds) and potential mission impact to the local NR unit and their supported command. This request will be vetted by the NR Unit, applicable OSO, and NAVOPSPTCEN CO against other fleet and provider requirements prior to participation.

4. Approved events/participation will be forwarded to the RCC PAO for inclusion in the monthly close of business report.

6. Responsibilities. For low-profile public interaction (e.g., speaking to local Kiwanis club or high school) where media coverage is anticipated, member(s) will inform the chain of command with as much advance notice as possible, but no later than three business days prior to the media event. Participant(s) will provide detailed participation information (who, what, where, when, and how). The chain of command will inform the Echelon V who will inform the Echelon IV and Echelon III PAO. Where no RCC PAO is available, Echelon IV commands will ensure the Echelon III PAO is notified. The relevant PAO
will work with the participant(s) to discuss security concerns and ensure the member(s) is/are fully briefed and prepared for the media exchange.

R. B. JOHNSON
Chief of Staff

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Outreach Event Flowchart

Selected Reservists (SELRES) participation in an Outreach Event shall have approval from the NR unit and NAVOPSPTCEN CO (via DD Form 2536). The RCC PAO or COMNAVRESFORCOM PAO will provide member with media guidance.

BEGIN: Event Organizer contacts...

Reserve Sailor who forwards the request to the NR unit CO

Does event have approval from the NR Unit CO?

Yes

Unit/Sailor forwards request to NOSC CO/Collateral Duty PAO

No

Navy personnel may not participate in the event

NAVOPSPTCEN CO

Does event have approval from the NOSC CO?

Yes

NOSC Collateral Duty PAO forwards request to RCC PAO

No

Navy personnel may not participate in the event

Does event have approval from RCC?

Yes

RCC PAO notifies CNRFC PAO who provides guidance if needed

No

Navy personnel may not participate in the event

RCC PAO prepares SELRES for media interaction

END: Sailor/Unit participates in event/media interaction and provides formal/informal AAR to NOSC collateral duty PAO for inclusion in CNRFC public affairs report.

Enclosure (1)