



DEPARTMENT OF THE NAVY
COMMANDER NAVY RESERVE FORCE
1915 FORRESTAL DRIVE
NORFOLK VA 23551-4615

COMNAVRESFORINST 5720.1A
N00P
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COMNAVRESFOR INSTRUCTION 5720.1A

From: Commander, Navy Reserve Force

Subj: NAVY RESERVE FORCE PUBLIC AFFAIRS

Ref: (a) SECNAVINST 5720.44C
(b) SECNAVINST 5720.48
(c) NAVSO P-5728.18 of March 2017
(d) DoD Visual Information Style Guide of January 2020
(e) Associated Press Stylebook
(f) Navy Social Media Handbook
(g) OPNAVINST 2630.2
(h) DoD Instruction 5400.17 of 12 August 2022

1. Purpose. To provide Public Affairs (PA) policy and procedures for Commander, Navy Reserve Force (COMNAVRESFOR) activities to guide PA initiatives and reporting requirements, and provide supplemental PA guidance for Selected Reserve (SELRES) Sailors regarding media relations and social media activities.

2. Scope and Applicability. This instruction is applicable throughout all COMNAVRESFOR activities, including Commander, Navy Reserve Forces Command (COMNAVRESFORCOM), Commander, Navy Air Forces Reserve (COMNAVAIRFORES), Commander, Navy Information Force Reserve (COMNAVIFORES), and their subordinate commands. In general, Navy Reserve Units (NRU) should defer to their supported command for operational PA guidance, and Commander, Navy Reserve Force for administrative PA guidance.

3. Background

a. Reference (a) provides PA policy and regulations for all Department of the Navy (DON) activities, including external communication, internal communication, and community relations. References (b) through (h) provide additional supplemental Navy PA guides for Unit Public Affairs Representatives (UPAR). Reference (d) is the required style guide for creation of PA content. References (f) and (g) are for use with social media accounts, both official accounts and personal accounts. Reference (g) is the instruction for flag officer biographies, which is used as a guideline for any biographies to be publicly released on the COMNAVRESFOR official website.

b. PA is a function of the command, per reference (a). The COMNAVRESFOR domain includes a wide variety of commands/units, and unit size will impact capacity to conduct PA activities. Nonetheless, each command/unit is directed to develop appropriate local initiatives that support COMNAVRESFOR PA priorities. The challenge to all COMNAVRESFOR full-time and collateral-duty PA professionals, and command leadership teams, is to search actively for PA opportunities to tell the recruiting, education, and training story.

c. The enduring PA priorities of COMNAVRESFOR are as follows:

- (1) Demonstrate Navy Reserve's strategic focus on warfighting readiness.
- (2) Inform Navy Leadership and Reserve Sailors about COMNAVRESFOR strategic initiatives.
- (3) Inform Reserve Sailors about Reserve and active initiatives, programs, and resources.
- (4) Provide PA mission essential and available technical production support to Reserve and active customers at the local level.

4. Responsibilities

a. COMNAVRESFOR Public Affairs Officer (PAO) will direct the COMNAVRESFOR domain PA program and advise subordinate commands in the execution of their programs.

b. The COMNAVRESFOR PAO will conduct public affairs activities and communicate the role of the Reserve Force to internal and external key public entities by providing strategic counsel, planning, execution, and assessment of communication in support of the commander's objectives. Specific responsibilities include:

- (1) Provide public affairs counsel and guidance to the Commander and senior leadership.
- (2) Manage the timely dissemination of information and imagery about COMNAVRESFOR activities, consistent with security and privacy policies and guidelines, to internal, local, national and international audiences.
- (3) Develop and promulgate a COMNAVRESFOR public affairs plan supporting the commander's goals and Navy objectives.
- (4) Develop public affairs communication initiatives to support the commander's policies, programs and operations.

(5) Coordinate the creation of public affairs products that support the commander's objectives.

(6) Provide public affairs support to assist the commander's decision making process.

(7) Monitor COMNAVRESFOR policies, plans, operations, and other activities with potential public affairs opportunities, and make appropriate recommendation to the commander.

(8) Monitor and assess the public affairs implications of current events through news reporting. Keep the Commander, Deputy Commander, Chief of Staff (COS), Executive Director, and Force Judge Advocate informed concerning public affairs trends, policies, and potential changes, including directives on security and release of information for publication.

(9) Media and public relations. Ensure reasonable and consistent access for news media and the public. Execute actions within the constraints of existing Operations Security (OPSEC) measures that foster interaction between military and civilians to increase public awareness and understanding of COMNAVRESFOR's actions and intentions. These efforts will assist the commander in enhancing public awareness of operations, capabilities, importance and value of COMNAVRESFOR through public outreach, and internal and external media engagements.

(a) Act as command spokesperson as appropriate.

(b) Receive and evaluate requests for information by the general public.

(c) Respond to media inquiries.

(d) Assist the commander and staff Subject Matter Experts (SME) in interviews with the press.

(e) Provide "ground rules" to media and ensure compliance.

(f) Provide briefing documents for media including background material and SMEs.

(g) Liaise with base and security officials to provide access to media and provide media support for electronic devices including computers, cameras, video and audio equipment in accordance with security policies.

(h) Escort media.

(i) Escort staff and provide briefing information on staff to media as appropriate.

(j) Monitor individual interviews providing "security at the source"

(k) Collect and distribute news products to command leadership.

(l) Provide after-action feedback to SMEs.

(10) Serve as the COMNAVRESFOR PAO liaison to public affairs activities of higher HQ, other federal agencies, foreign governments, international organizations and non-governmental organizations.

(11) Direct the activities of the COMNAVRESFORCOM staff public affairs office and other public affairs resources assigned to support COMNAVRESFOR.

(12) Develop, design, and print The Navy Reservist (TNR) magazine periodically to include the TNR almanac released each winter.

(13) Special Events. Arrange appropriate media coverage of significant evolutions and special events for public affairs and documentation purposes, coordinating with other Navy public affairs professionals as necessary. Support special events with relevant public affairs staff.

(a) Prepare official correspondence and directives and perform other administrative functions applicable to the public affairs office.

(b) Program, plan, and budget external public affairs and public affairs office Operating Target (OPTAR) funds in accordance with related directives.

(c) Undertake special projects and other tasking as directed by the commander and COS.

(14) Digital Engagement. Develop and maintain a digital engagement strategy for the command online (Webmaster for www.navyreserve.navy.mil) and social media observing the following guidelines:

(a) Develop content for public web and research and update with newsworthy items for public dissemination via web on a regular basis.

(b) Ensure content on publicly accessible website is in compliance with Navy PA regulations.

(c) Develop and maintain a social media presence (Facebook, Twitter, etc.).

(d) Monitor relevant social media sites and blogs.

(15) Coordinate with Navy Office of Community Outreach (NAVCO) to market hometown operational news stories.

(16) Coordinate public outreach activities in conjunction with Commander's travel when appropriate.

(17) Coordinate and perform speechwriting for the Deputy Commander.

c. COMNAVAIRFORES, COMNAVIFORES, COMNAVRESFORCOM and Navy Reserve Region Readiness and Mobilization Commands. PAOs and assigned Mass Communication Specialists will:

(1) Develop appropriate PA initiatives that support COMNAVRESFOR PA objectives.

(2) Provide regular PA reports. The report should also include all media contact regarding positive or negative coverage of command personnel, mission, or incidents. The report should include information on PA accomplishments and support of their command, COMNAVRESFOR, and Navy communication themes.

(3) Maintain oversight of their own subordinate command PA efforts.

(4) Create PA products, including news stories and photographs that explain the command's mission and efforts and recognize Sailors and employees, adhering to references as appropriate. All imagery must follow Navy and DoD imagery specifications for image resolution quality, Visual Information Record Identification Number (VIRIN), and captioning. For photographs by photographers without a Visual Information Identifier (VISION ID) and released by COMNAVRESFOR will require the use of the headquarters Defense Visual Information Activity Number (DVIAN) unit ID. Products will be regularly distributed through all available internal and external outlets.

(5) Manage headquarters-level social media efforts and provide oversight for subordinate activity social media presence, whether officially registered with the Navy Chief Information Officer (CHINFO) or unofficial in nature, adhering to references (a), (d), and (f).

(6) Ensure content placed on command public websites is current, updated regularly, and complies with all references. Full-time PAOs are the only approving authority for material placed on command publicly-accessible websites and social media sites, with COMNAVRESFOR PAO retaining final approval authority for material residing on websites managed by COMNAVRESFOR PA. This responsibility may not be further delegated to non-PA personnel, including contractors hired for the sole purpose of maintaining a command's public website.

(7) Actively promote PA coverage of community outreach projects and provide guidance on or coordinate legal review of community outreach activities for official command support.

(8) Leverage the Hometown News Program through the Navy Office of Community Outreach (NAVCO).

(9) Coordinate, forward, and receive approval from COMNAVRESFOR PAO prior to conducting media engagements and responding to media queries. PAOs should always be present during interviews and take notes/record the interview. All personnel interviewed, regardless of rank, will be considered official Navy and command spokespersons and are "on the record."

(10) Coordinate with command contracting offices for any publicity requests by a contractor's public information or marketing departments to make sure they understand Navy guidelines regarding media access or interviews or comments from military members. There should be no appearance of endorsement.

(11) For any PA coordinated visits by non-military groups/individuals or news media to view or participate in selected training evolutions or site-visits, ensure the proposed schedule is reviewed by the Commanding Officer (CO) or Officer in Charge (OIC) to ensure all safety precautions and policies are observed.

(12) Provide media training, as needed, to personnel prior to media engagement. The COMNAVRESFOR PAO will maintain a generic media training program for access across the force.

d. Echelon IV and V Reserve Commands. All COMNAVRESFOR COs, Navy Reserve Region Readiness and Mobilization Command and Navy Reserve Center COs, and appropriate OICs, are responsible for PA program execution to ensure respective components are supporting COMNAVRESFOR communication priorities. CO's and OIC's will:

(1) Direct a proactive PA program with a Unit Public Affairs Representative (UPAR). UPAR designation must be in-writing.

(2) The UPAR must maintain regularly/monthly contact with their echelon IV PAO. If no echelon IV PAO is available, UPAR should maintain contact with COMNAVRESFORCOM PAO.

(3) Community outreach events should follow echelon III requirements and procedures.

(4) The UPAR must keep a hard-copy of all references listed in this instruction.

(5) The UPAR must register all command social media sites with the DOD per reference (g).

(6) The UPAR must have a Visual Information Identifier.

(7) The UPAR must report directly to command leadership.

(8) Commanders must ensure that their UPAR has the equipment necessary to meet public affairs demands. COMNAVRESFORCOM maintains a list of recommended public affairs gear.

5. Reporting Requirements for Serious Accidents or Incidents. Subordinate commands are required to immediately report all serious accidents or incidents, including death, serious injury, major fire or flooding, major accident, and incidents where media interest is likely, to the COMNAVRESFOR PAO at cnrf_pao@us.navy.mil. In turn, as appropriate, COMNAVRESFOR PAO will submit initial proposed PA guidance to the respective commands and notify CHINFO, as required.

6. Records Management. Records created as a result of this instruction, regardless of media and format, must be managed per Secretary of the Navy Manual 5210.1 of September 2019.

7. Review and Effective Date. Per OPNAVINST 5215.17A, COMNAVRESFOR N00P 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.



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Releasability and distribution:

This instruction is cleared for public release and is available electronically only via COMNAVRESFOR Web site at <https://www.navyreserve.navy.mil/Resources/Official-RESFOR-Guidance/Instructions/>