



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

COMNAVRESFORCOMINST 5726.1B
N00P
20 Nov 2023

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 CH-1
(c) OPNAVINST 5726.8C

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 personnel assigned to COMNAVRESFORCOM.
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 Navy Region Readiness and Mobilization Command (REDCOM) Public Affairs Officer (PAO) for forwarding to the COMNAVRESFORCOM PAO following approval/signature by the Navy Reserve Center (NRC) 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 NRC CO via DD Form 2536. If approved by the NRC CO, the

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echelon V PAO or CO will report the event and participation to the REDCOM (echelon IV) PAO and COMNAVRESFORCOM (echelon III) PAO. See enclosure (1) for the outreach event flowchart.

(1) An individual participating in an outreach event will inform their chain of command no less than 15 days in advance.

(2) A unit or group participating in an outreach event will inform their chain of command no less than 30 days in advance.

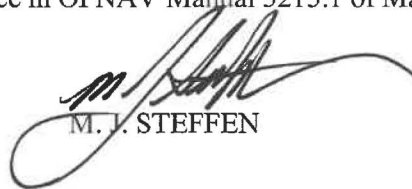
(3) Coordination will include associated costs (including the use of Navy Personnel and Navy funds) and potential mission impact to the local NR unit and their supported command. Requests will be vetted by the NR Unit, applicable Operational Support Officer, and NRC CO against other fleet and provider requirements prior to participation.

(4) Approved events/participation will be forwarded to the REDCOM 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 their chain of command with as much advance notice as possible, but no later than three business days prior to the outreach 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. When no REDCOM 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 fully briefed and prepared for the outreach exchange. Participant(s) will be familiar with, and incorporate, resources available at <https://outreach.navy.mil/Speakers-Resource-Library/> to support message alignment with higher headquarters.

7. 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.

8. Review and Effective Date. Per OPNAVINST 5215.17A, COMNAVRESFORCOM 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.



M. J. STEFFEN

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/>

Outreach Event Flowchart

Selected Reservists (SELRES) participation in an Outreach Event shall have approval from the Navy Reserve (NR) unit and Navy Reserve Center Commanding Officer (NRC CO) (via DD Form 2536). The Navy Reserve Region Readiness and Mobilization (REDCOM) PAO or COMNAVRESFORCOM PAO will provide member with media guidance.

