



DEPARTMENT OF THE NAVY

NAVAL SEA SYSTEMS COMMAND
2531 JEFFERSON DAVIS HWY
ARLINGTON VA 22242-5160

IN REPLY REFER TO

NAVSEAINST 5727.1A
Ser 00D2/227
16 MAY 96

NAVSEA INSTRUCTION 5727.1A

From: Commander, Naval Sea Systems Command

Subj: PUBLIC AFFAIRS COORDINATION WITHIN NAVSEA

Ref: (a) SECNAVINST 5720.44A of 3 Jun 1987, Subj:
Department of the Navy Public Affairs Policy
and Regulations

Encl: (1) Public Affairs Information Query, form NAVSEA
5727/1 (sample)

1. Purpose. To provide the policy and procedures for documenting public affairs information requirements and releasing information to the news media.
2. Cancellation. NAVSEAINST 5727.1 of 1 Oct 84.
3. Background. Section 0104.b(4) of reference (a) outlines responsibilities for the conduct of public affairs activities (R) with the operating forces of the Department of the Navy. Center to the fulfillment of those responsibilities is proper coordination and documentation of public affairs activities and release of information.
4. Discussion. To provide accurate background and reference information, public affairs information queries must be documented. SEA 00D2 developed form NAVSEA 5727/1, enclosure (1), to standardize the records for requests for information and the response to those requests.
5. Policy. To ensure the release of coordinated, consistent, and authoritative information, NAVSEA Headquarters and each field command will respond to all related information queries through a designated Public Affairs Officer. An active local news media program is encouraged as an effective means to inform the public on command activities, personnel, and achievements, resulting in greater understanding and support in the local community. All regional or national news media visit requests must be coordinated by SEA 00D with the Chief of Naval Information prior to approval. Security at the source applies.



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6. Action

a. All NAVSEA field activities will:

- R) (1) Designate a Public Affairs Office (PAO) in writing in accordance with reference (a). Reference (a) states that officers in command will "ensure that the PAO has direct access to the officer in command" Forward the names and telephone numbers of PAOs to Commander, Naval Sea Systems Command (SEA OOD2) and to the cognizant NAVSEA field command management codes, including duty officers.
- R) (2) Direct activity personnel to refer all media queries to the activity's PAO for response and release of information. Use form NAVSEA 5727/1 to record queries and the response provided to the media. Retain completed form for 12 months. Every effort will be made to provide a response prior to the reporter's deadline.
- R) (3) Contact SEA OOD2 for guidance prior to release of information which is of significant local interest or potential regional or national interest. Immediately after the authorized release of information which may become either an item of national or international interest, or a subject of potential controversy between DOD components or other Government agencies, forward one copy of the completed query form containing both query and response to SEA OOD2 and a copy to the cognizant NAVSEA field activity management code. This includes queries concerning toxic substances, hazardous waste, nuclear, or other potentially sensitive or controversial issues. Updated information should be provided in a timely manner. News clippings related to these or other significant matters should be faxed immediately to SEA OOD2. Refer to chapter five of reference(a) for additional guidance on security and policy review requirements.
- (4) Notify SEA OOD2 about all news media interviews with senior officials prior to the event. Notification should include time, date, subjects to be covered, and person to be interviewed. After the interview, provide SEA OOD2 with an after-action summary.
- R) (5) Provide photographs with captions, news releases, or articles on significant ceremonial achievements, and other events to SEA OOD2 for Navy Wire Service release, publication in the Observer, and other purposes.

b. The Office of Congressional and Public Affairs (SEA 00D) is the Headquarters' point of contact for all news media and related information queries, within NAVSEA. Headquarters personnel will refer media queries without comment, to SEA 00D2 for response. After coordinating information with cognizant codes, SEA 00D2 will prepare a response for release or coordination with other appropriate authority.

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7. Form. A limited number of form NAVSEA 5727/1 will be distributed to action addressees. Additional copies may be obtained through normal supply channels under NAVSUP Publication 2002.


G. R. STERNER

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PUBLIC AFFAIRS INFORMATION QUERY

SEE NAVSEAINST 5727.1 FOR INSTRUCTIONS CONCERNING COMPLETION OF THIS FORM

EACH ACTIVITY WILL DESIGNATE A PUBLIC AFFAIRS OFFICE POINT-OF-CONTACT TO AUTHORIZE RELEASE OF INFORMATION TO THE PUBLIC OR PRESS; FOR HQ. SEA 00D IS THE DESIGNATED AUTHORITY.

FROM (Code or Activity)	TO SEA 00D	TYPE QUERY (✓)			DATE (MO-DA-YR)
		PRESS	PRIVATE INDUSTRY	GOVERNMENT	LOCAL TIME
		CHINFO	OTHER (Specify)		
PERSON RECEIVING CALL	CODE	PHONE	☆ ACTION OFFICER	CODE	PHONE

CALLER'S NAME, COMPANY NAME, ADDRESS, ZIP CODE, AREA CODE, AND TELEPHONE

CALLER'S QUESTION OR REQUEST (Describe) (Continue on separate sheet if addt'l space req'd)

RESPONSE (Describe) (Continue on separate sheet if addt'l space req'd)

APPROVALS OR CLEARANCES

CODE	INITIALS	DATE	CODE	INITIALS	DATE	CODE	INITIALS	DATE

SOURCE OF INFORMATION (Name, Code, Activity, Phone (AUTOVON & COMMERCIAL))

☆ SIGNATURE OF ACTION OFFICER	DATE SIGNED
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