



DEPARTMENT OF THE NAVY  
NAVAL WEAPONS STATION YORKTOWN  
P.O. DRAWER 160  
YORKTOWN, VA 23691-0160

WPNSTA YORKTOWNINST 5720.1K  
00P  
7 Apr 00

NAVAL WEAPONS STATION, YORKTOWN INSTRUCTION 5720.1K

Subj: PUBLIC AFFAIRS

Ref: (a) SECNAVINST 5720.44A  
(b) US Freedom of Information Act (5 USC 552)  
(c) SECNAVINST 5720.42E  
(d) SECNAVINST 5211.5D  
(e) SECNAVINST 5724.3

Encl: (1) Naval Weapons Station, Yorktown Public and News  
Media Queries

1. Purpose. To provide basic policies and regulations for carrying out the Public Affairs and Internal Relations Program of Naval Weapons Station, Yorktown (WPNSTA Yorktown) and to promote compliance with reference (a).
2. Cancellation. WPNSTA YORKTOWNINST 5720.1J
3. Scope. This instruction applies to all employees of WPNSTA Yorktown.
4. Responsibilities.
  - a. Commanding Officer (Code 00):
    - (1) Designate the Public Affairs Officer (PAO) in writing and provide opportunities for appropriate training.
    - (2) Promulgate internal information objectives and develop effective two-way communications within the command.
    - (3) Approve release of information on personnel and activities over which the command has control and authority.
    - (4) Act as primary subject matter expert for the command, providing interviews or designating other officials of the command to be interviewed in accordance with this instruction.
    - (5) Ensure that the PAO has direct access to the Commanding Officer, reasonable access to all facilities and

involvement in command planning and operations from their inception so that the PAO can become thoroughly familiar with the command's operations and foresee the implications of decisions and future operations on external and internal audiences.

(6) Advise the PAO of any incident, occurrence, or situation with the potential for causing adverse, unfavorable, or critical reaction on the part of the public or news media.

(7) Ensure that material prepared for public release does not contain classified information or prescribed technical data.

b. Executive Officer (Code 00A):

(1) Review documents prepared by the PAO (i.e., press releases, general correspondence, and instructions) for accuracy prior to submission to the Commanding Officer for approval and/or signature.

(2) Approve and/or sign documents prepared by the PAO in the absence of the Commanding Officer.

c. All hands (civilian and military):

(1) Keep the PAO informed of all community relations projects undertaken.

(2) Report all planned visits to the Station by high ranking officials and distinguished guests to the PAO.

(3) Report all speech requests to the PAO for review and approval by the Commanding Officer.

(4) Refer telephone inquiries from news media representatives to the PAO unless specifically designated as a spokesperson.

(5) Provide hometown news release information, if desired, to the PAO.

d. Public Affairs Officer:

(1) Act as the principal advisor and assistant to the Commanding Officer for all public affairs matters. Report directly to the Commanding Officer, keeping the Executive Officer and the Command Master Chief informed.

(2) Execute the Department of the Navy and Commander in Chief, U.S. Atlantic Fleet public affairs objective in the context of the mission and activities of WPNSTA Yorktown.

(3) Carry out public affairs plans and programs for WPNSTA Yorktown in compliance with reference (a).

(4) Prepare press releases for WPNSTA Yorktown.

(5) Participate in command exercises which place the PAO in situations requiring the handling of contingencies.

(6) Participate in the planning process for current and future operations of the command.

(7) Keep the Commanding Officer informed on potentially adverse or unfavorable incidents, occurrences, or situations.

(8) Assist with speeches and command presentations; make arrangements for command conferences and special ceremonies.

(9) Serve as Editor for the Station newspaper.

(10) Coordinate Navy cruise programs.

5. Internal Information. Internal information strengthens the chain of command and, in fact, is the essential element that forms the chain of command. The goal is to impress upon the mind of every employee, the importance of the command and what it is they are working towards.

a. Captain's Call. A Captain's Call will be scheduled by the Command Master Chief quarterly (February, May, August, November) for the exchange of information between the Commanding Officer and members of the command. This form of communication provides for interpersonal contact, two-way communication, and the opportunity to clarify any misunderstandings. Attendance for Captain's Call is mandatory.

b. Navy News Service. Articles received via the news service which are relevant to Command personnel will be printed in the Plan of the Week and in The Booster, the WPNSTA Yorktown newspaper. Word on fast-breaking Navy news may also be forwarded to personnel via electronic mail.

c. All Hands. Copies of the Navy's official magazine is circulated to personnel.

d. Booster. Articles regarding command, storefronts, and tenant activities and personnel awards will be submitted by the PAO to the publishing contractor. Personnel desiring to have an article published in the Booster will submit the article through the PAO for review and action. Copies of the newspaper will be available to all employees.

e. Electronic Mail. Short, informational messages or news bulletins will be communicated to personnel via the electronic mail system.

f. Plan of the Week. The Plan of the Week is used internally to provide information regarding meetings, travel plans, safety and security tips, short news bulletins, and other items of interest to the command. Personnel desiring to have a notice published in the Plan of the Week will submit the notice in writing or via the electronic mail system no later than Tuesday of the week preceding publication.

g. Electronic Sign. Departments/storefronts/tenants desiring to have a message placed on the sign will forward their requests to the PAO in writing or via the electronic mail system. A minimum of 24 hours notice is requested.

6. Public Information/Media Relations. Provision of information to the public and media will be in accordance with reference (a), chapter 3 and references (b), (c), (d), and (e).

a. Release of information to the public and the news media regarding the mission and activities of the Station must be authorized by the Commanding Officer and released in accordance with reference (a), Articles 0302a and 0302b.

b. The PAO will collect information from a variety of sources and coordinate release of information to legitimate

public inquiries promptly, meeting deadlines for the release of information whenever possible.

c. Information on accidents, disasters, incidents, and any other emergent situations of intense public interest will be disseminated fully, candidly, and promptly unless such a release would compromise national security.

d. WPNSTA Yorktown will not favor or appear to favor one news medium or media representative over another. All are entitled to fair and equitable consideration. The Commanding Officer and the PAO will provide maximum information to reporters to ensure news media fully understand an issue.

e. If factual information within the purview of WPNSTA Yorktown is requested and a statement cannot be released, the command will explain, within the bounds of security and statute, why the requested information cannot be provided. Information cannot be withheld arbitrarily or merely to avoid criticism. The command will decline to offer opinions or answer questions that are speculative in nature.

f. Dissemination of information to news media will be performed in accordance with reference (a), Article 0306.

g. Security Review. All material prepared for public release will be reviewed by the Commanding Officer or the Executive Officer to ensure that it reveals no classified information or sensitive unclassified military technology. The PAO will submit material for security review after facts have been obtained from sources (officials, agencies, files), coordinated with concerned departments and agencies, and compiled into the desired format (e.g., press release, speech, or response to inquiry). Sources of information within the command will apprise the PAO of pertinent statutory or security constraints as information is furnished but will not withhold information necessary to the PAO's understanding of the subject matter and related issues. Security review follows final compilation of the information.

h. The following information will be obtained and noted as a matter of record when responding to all public and news media queries. (Sample format provided as enclosure (1)).

- (1) Name, telephone number, address, and affiliation;
- (2) Date and time of receipt and deadline;
- (3) Description of query or request;
- (4) Response;
- (5) Source(s) of response (names and codes of staffs, divisions, and other commands serving as information sources and with which coordination may be required);
- (6) Date and time query answered or referred to another office or agency;
- (7) Name of agency to which query was referred.

7. Community Relations. The goal of WPNSTA Yorktown is to maintain positive relations between the command and its personnel and the citizens of the surrounding communities. All community relations will be conducted in accordance with reference (a), chapter 4.

a. Command-initiated community relations activities and external requests for command participation in an event must be approved by the Commanding Officer ensuring that a determination of propriety has been made.

b. Command participation must not directly or indirectly endorse or selectively benefit, or appear to endorse, benefit or favor any private individual, corporation (profit or non-profit), sect, quasi-religious or ideological movement, fraternal or political organization, commercial venture, or be associated with the solicitation of votes in a political election.

c. All community relations programs and activities must be conducted in a manner free from any discrimination on the basis of age, race, creed, religion, color, national origin, or sex.

d. A brochure providing information relative to the command will be available for distribution to people in the surrounding communities who desire information about the command.

e. Requests for speakers from the Station will be submitted to the PAO for approval by the Commanding Officer.

f. Requests for tours will be submitted to the PAO for coordination.

g. Congressional Visits/Tours. Such visits are scheduled and coordinated by the Chief of Legislative Affairs who coordinates, as necessary, with the Chief of Naval Information or Director of Public Affairs. Details are promulgated by the Chief of Legislative Affairs. Commander in Chief, U.S. Atlantic Fleet PAO and/or Commander, Navy Region, Mid-Atlantic PAO will inform WPNSTA Yorktown PAO of all scheduled visits and/or tours for congressmen, flag officers, and other officials.

8. Directive Review. The PAO is responsible for the annual review and update of this instruction.



J. H. COSPER II

Distribution:  
Departments  
Special Assistants  
Storefronts  
Tenant Commands

NAVAL WEAPONS STATION, YORKTOWN  
Public and News Media Queries

Name: \_\_\_\_\_

Address/Affiliation: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Date & Time of Receipt: \_\_\_\_\_ Deadline: \_\_\_\_\_

Query/Request: \_\_\_\_\_

\_\_\_\_\_

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\_\_\_\_\_

Response: \_\_\_\_\_

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\_\_\_\_\_

Source(s) of Response: \_\_\_\_\_

\_\_\_\_\_

Date & Time Query Answered or Referred to another Office/Agency:

\_\_\_\_\_

Name of Office/Agency to which referred:

\_\_\_\_\_

Name of Person receiving query:

\_\_\_\_\_