

SPAWARINST 5720.1B  
SPAWAR 00L  
29 JAN 1998

SPAWAR INSTRUCTION 5720.1B

From: Commander, Space and Naval Warfare Systems Command

Subj: PUBLIC AFFAIRS POLICY

Ref: (a) SECNAVINST 5720.44A CH-1 (Navy Public Affairs Policy and Regulations)  
(b) SPAWARINST 5730.5B (Legislative Affairs and Congressional Relations)

1. Purpose. To establish and implement the Space and Naval Warfare Systems Command (SPAWAR) public affairs program.
2. Cancellation. SPAWARINST 5720.1A is cancelled.
3. Mission. The mission of the Congressional and Public Affairs Office (SPAWAR 00L) is to establish policies and procedures relative to public affairs matters; to develop awareness and understanding of the Space and Naval Warfare Systems Command and its activities; to keep the Commander, Vice Commander, Deputy Commander, and other key SPAWAR personnel apprised of key media, community and congressional trends and matters of interest; and to exercise overall control, coordination, and direction of SPAWAR public information, community relations, internal relations, security and policy review, and congressional relations through an aggressive public affairs program in coordination with the Chief of Information (CHINFO), the Office of Legislative Affairs (OLA), the Office of the Chief of Naval Operations (OPNAV), and others as required.
4. Background. An effective public affairs program requires the cooperation and participation of every member of the command. Department of Defense (DOD), Secretary of the Navy (SECNAV) and Chief of Naval Operations (CNO) public affairs policies require timely disclosure of information, consistent with policy and security considerations, to the news media, members of Congress, and the general public. Consistent with this policy, it is to the advantage of SPAWAR and the Navy to provide full, accurate, and timely information; to inform the public about the mission, organization, policies, and programs of SPAWAR and its activities as instruments of national security; and to keep SPAWAR military and civilian personnel aware of the goals and accomplishments of SPAWAR.
5. Discussion. News media organizations in the United States are commercial enterprises operating in a competitive market. This environment stimulates aggressive reporting but occasionally leads to incomplete or inaccurate coverage. There is a limit to the amount of impact Navy Department sources have over products written by civilian U.S. or international reporters,

or civilian special interest-groups with widely varying degrees of knowledge about the Navy. Some considerations:

- a. The media have no obligation to clear Navy-related material prior to publication or broadcast, though they may do so by prior agreement.
- b. Television reporting reduces most stories to about two minutes or less.
- c. Editors may alter a completed story and, under deadline, may make significant deletions. Additionally, the person who writes the headline for a story is normally not the same person who wrote the story. Consequently, headlines may or may not reflect what the reader thinks is the correct content of the story.
- d. Increasing use of the internet by the media and special interest groups has made this electronic medium a powerful marketplace of information. The lack of regulatory oversight, immediacy of the medium, and the linkage of information sources can impact the accuracy information posted on the world-wide web.
- e. Notwithstanding these limitations, the great majority of news media representatives are knowledgeable professionals who understand the issues and report them fully and accurately. However, special interest groups vary significantly in their ability to report objectively. Therefore, SPAWAR 00L must strive to ensure that SPAWAR programs and policies are reported accurately. All SPAWAR personnel will assist in this effort when requested.

## 6. Public Affairs Organization

a. Headquarters. SPAWAR 00L, under the supervision of the Commander SPAWAR, is responsible for planning, administration, and oversight of congressional and public affairs activities throughout SPAWAR. In the execution of these duties, the Director maintains liaison with CHINFO and the Office of the Assistant Secretary of Defense (Public Affairs) (OASD/PA) and conducts the public affairs program in accordance with Navy public affairs policies and procedures as described in reference (a), which serves as a guide for all Navy public affairs activities. Reference (a) should be consulted for any situation not addressed herein.

b. Activities. All SPAWAR activities will designate a public affairs officer (PAO). When there is no allowance for a full-time PAO, one will be assigned as a collateral duty. He or she should have direct access to the commanding officer/officer-in-charge in order to function viably as an advisor in public affairs matters.

7. Public Affairs Plan. SPAWAR headquarters and activities will each establish a public affairs plan: an aggressive program which addresses the need for continued awareness within and outside the Navy about SPAWAR and its unique capabilities. It establishes methods to effectively improve internal and external information processes which exist within the command. It also establishes policy and assigns responsibilities for public affairs actions (internal

information, external information, and community relations) within the command, and guides public affairs actions at all levels. All public affairs efforts will be coordinated within headquarters and its activities so that common information objectives are achieved.

## 8. Policy

### a. Headquarters

#### (1) External Relations

(a) Media Queries. To ensure consistency and accuracy, SPAWAR 00L will be the sole point of contact between the media and the command. All inquiries from news media representatives will be directed to SPAWAR 00L, who will take all questions, route them to the appropriate code(s) for reply, clear the answers with the Commander, Vice Commander or Deputy Commander, as appropriate, depending upon the nature and level of clearance needed for the response, and with any other codes, agencies or staffs deemed necessary, and reply to the media either directly or through CHINFO.

(b) Media Interviews. If an in-person or telephonic interview is requested or appears necessary for in-depth coverage, SPAWAR 00L will arrange and monitor the interview. Security at the source must apply. All interviews will normally be "on the record" and will be taped and retained for at least 90 days.

(c) News Releases. SPAWAR 00L will prepare and/or review all proposed news releases and make all non-local releases through CHINFO and, when appropriate, OASD(PA).

#### (2) Internal Relations

(a) The *OnLine*, an electronic newsletter is published monthly and posted on the corporate intranet. Headquarters and field activity personnel are encouraged to submit articles and features, topics for articles and features, and photographs to SPAWAR 00L at any time.

(b) The *Front Page*, the corporate intranet is one of the command's primary internal sources of information. It contains up-to-date information affecting the command's military and civilian personnel. Headquarters and field activity personnel are also encouraged to submit items for *Front Page* at any time.

(c) All SPAWAR activities publishing an electronic or printed newspaper or newsletter will provide copies of each issue to SPAWAR 00L upon publication.

(3) Security Review. SPAWAR personnel and contractors will submit to SPAWAR 00L all articles, photographs, briefing materials, technical papers, etc., intended for presentation or publication in the public domain at least 14 days prior to desired publication for matters requiring

only internal SPAWAR review. For matters requiring clearance at a higher level (e.g., OPNAV sponsor, another systems command or other authority), a minimum of six weeks is required for clearance. Viewgraphs must be accompanied by a text. By OASD(PA) and CNO policy, speeches by SPAWAR flag officers or Senior Executive Service (SES) personnel to be delivered to an external audience, and which contain material on DOD or Navy policy matters, controversial topics, or current or future ship operations and tactics, must be submitted for security review at least ten days prior to the intended date of presentation. Flag officer and SES personnel must initial in the upper right corner of the speech cover sheet.

(4) Contract Award Announcements. Because of the sensitive and privileged information relative to contract awards, all SPAWAR contract awards and modifications of \$5 million or more will be announced by OASD(PA) and OLA concurrently at 1700 on a designated day. SPAWAR contract award announcements will be prepared and forwarded only by SPAWAR 00L1 and will be handled only by specifically designated personnel at each activity. Field activity public affairs offices should ensure they are in the administrative review process for contract announcements and must receive a copy of announcements and any background information and fact sheets.

(5) Legislative Affairs and Congressional Relations. As outlined in reference (b), congressional matters involving SPAWAR headquarters and field activities will be coordinated with SPAWAR 00L.

b. Field Activities. SPAWAR field activity PAOs and Congressional Liaison personnel will coordinate with SPAWAR 00L on all significant public-interest issues, such as media inquiries and interview requests, congressional matters, VIP visits, and security review cases. Issues on recurring subjects directly relating to the work/mission of the activity, visits by the general public, and other routine matters may be handled locally at the discretion of the field activity PAO with guidance from that person's Commanding Officer.

c. Thorough coordination with SPAWAR 00L is mandatory on all congressional matters and on all contacts by national/international media and other media contacts on Navy-wide issues or local issues of potential wide public interest.

9. Action. All components of SPAWAR headquarters and its field activities shall comply with the policies and procedures set forth in this instruction.

/S/

G. F. A. Wagner  
Rear Admiral, U.S. Navy

Distribution:  
SPAWAR List 2  
SNDL Part II

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FKQ (SPAWAR Activities)