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ANNEX F TO COMSUBLANT/COMSUBPAC OPORD 2000/201 (U)
PUBLIC AFFAIRS (U)

1. (U) GENERAL

a. (U) The Navy is governed by the basic national policy that the public has a right to that information which is not classified or restricted in the public interest. The public has a vital interest in the Navy, its personnel, readiness and equipment.

b. (U) Public knowledge of the capabilities and status of the Submarine Force, U.S. Atlantic Fleet and the U.S. Pacific Fleet will result in increased public support and understanding of seapower. Commanding Officers are charged with supporting the Force public affairs program. The conduct of public affairs within the Submarine Force, U.S. Atlantic Fleet/Commander Submarine Force, U.S. Pacific Fleet will be governed by Commander Submarine Force, U.S. Atlantic/Pacific Fleet Regulations, (COMSUBLANT/COMSUBPACINST 5400.4 (series)) and as directed by higher authority.

2. (U) ORGANIZATION

a. (U) Responsibility for public affairs is a command function which cannot be delegated. Commanding Officers will designate a well qualified officer under their command to assist with public affairs. Additional assistance in public affairs matters can be requested through the chain of command as necessary.

b. (U) Public affairs activities within the Submarine Force, U.S. Atlantic and Pacific Fleet normally will adhere to the military chain of command.

c. (U) Public Affairs Officers

(1)(U) The COMSUBLANT/COMSUBPAC Public Affairs Officers, as technical advisors and Special Assistants to the commander in the area of public affairs, serve the Forces in public affairs matters and are available on a 24 hour basis via the COMSUBLANT/COMSUBPAC Watch Officer.

(2)(U) Subordinate commands, ships and units will maintain public affairs officers, as necessary and practicable, in accordance with the U.S. Navy Public Affairs Regulations, SECNAVINST 5720.44 (series).

3. (U) SPECIFIC RESPONSIBILITIES

a. (U) COMSUBLANT/COMSUBPAC will:

(1)(U) Develop a comprehensive internal and external media and information program.

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(2)(U) Develop and distribute for use by key communicators within the Submarine Force a compelling message to the importance of the submarine community to national security.

(3)(U) Bring key opinion leaders to the Submarine Force by hosting periodic visits to the fleet by business, local government and civic leaders from non-Navy geographic areas.

(4)(U) Encourage local and regional media from non-Navy areas to visit the fleet and embark during routine operations.

(5)(U) Identify new opportunities beyond traditional audiences (civilian activities, associations, councils, etc.).

(6)(U) Assist in the visit and embark to the Submarine Force of key military Flag/General Officers and senior civilians of the Department of Defense and other government branches.

(7)(U) Use external and internal media to deliver the message.

(8)(U) Train key personnel (CO/XO/COB/PAO) in the Submarine Force on role of public affairs and methods of effective communication during PCO/PXO classes and other regularly scheduled training. Training shall include classroom discussion, media training and collateral duty PAO training.

(9)(U) Reinforce regularly scheduled training with assist visits to units and specialized training for specific events, projects and deployments.

(10)(U) Identify public speaking opportunities and assist the commander and other senior submarine officers in preparing their presentations.

(11)(U) Assist Commanding Officers and their crews in visiting namesake cities to promote ties with the Navy.

(12)(U) Identify highlights and successes of individual units and personnel for coverage by the submarine's local and regional media.

b. (U) Subordinate commands (Group/Squadron Commanders) will:

(1)(U) Control and coordinate all public affairs activities within their realm of responsibility in accordance with applicable instructions and regulations from COMSUBLANT/COMSUBPAC and higher authority.

(2)(U) Commanding Officers will establish and maintain contact with ships' sponsors, namesake cities/states and former Commanding Officers.

(3)(U) Act as COMSUBLANT/COMSUBPAC representative in all public affairs matters dealing with the assigned mission of their command.

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(4)(U) Inform COMSUBLANT/COMSUBPAC of any incidents or other matters which might attract major public interest.

4. (U) DEPENDENTS AND TIGER CRUISES

a. (U) Approval authority for dependents and tiger cruises aboard forces under SUBLANT/SUBPAC command is the appropriate Group Commander.

b. (U) Requests to embark non-VIP civilian guests and relatives of naval personnel for dependents and tiger cruises shall be submitted via message three to four weeks in advance to the parent Group, info the applicable Squadron Commander and COMSUBLANT/COMSUBPAC and should include all the following in order to be readily approved:

(1)(U) Purpose of cruise.

(2)(U) Date(s) and approximate duration of cruise.

(3)(U) Number of male and female guests to be embarked.

(4)(U) Statement that suitable accommodations are available.

(5)(U) Confirmation that the minimum age for embarkation is eight years old.

(6)(U) Statement that no news media representatives are to be embarked.

c. (U) A separate request via message for weekend underway to support Saturday or holiday dependents and tiger cruises shall be submitted three to four weeks in advance to COMSUBLANT/COMSUBPAC, info applicable Squadron and Group Commanders, and should include justification statements as follows:

(1)(U) Weekend sail is necessary to allow those dependents who work on weekdays to participate in the dependents cruise.

(2)(U) Additional cost incurred because of one weekend underway is approximately (amount) dollars (as compared to one weekday underway).

d. (U) Historically, a small percentage of dependents/tiger cruises have not been approved or were canceled prior to approval due to emergent operational requirements. In general, requests for Sunday underways will not be approved except in extraordinary circumstances. Plans for such cruises should be advertised as only contingent until approved by the Group Commander, and if cruises require a weekend underway, until approved by CINCLANTFLT/CINCPACFLT.

5. (U) VIP EMBARKATION

a. (U) Instructions outlined for dependents/tiger cruises do not apply to VIP embarks. VIP requests, e.g., Namesake Committees, Navy League, Flag Officers, Government Officials, etc. will be approved by the Force Commander and should be submitted by the requesting unit to the Parent Group, info COMSUBLANT/COMSUBPAC, CNO//N87//, CINCLANTFLT//N02P// or CINCPACFLT//N02P// (as appropriate), CHINFO//N00//, Parent Squadron, and host port if applicable. Parent Groups will forward their recommendation to COMSUBLANT/COMSUBPAC for approval.

b. (U) Requests for embarkation of National VIPs, CODELs, or Congressional Staff will additionally be sent info to COMSIXTHFLT/COMFIFTHFLT/COMSEVENTHFLT (as appropriate) and to Office of Legislative Affairs for CODEL embarks.

c. (U) Questions regarding VIP status should be resolved by contacting the COMSUBLANT/COMSUBPAC Public Affairs Officer.

6. (U) EMBARKATION OF MEDIA REPRESENTATIVES

a. (U) Requests for embarkation of national and foreign media will be submitted by Ship or Group Commanders to COMSUBLANT/COMSUBPAC info CNO (N87), NAVSEA 08, and CHINFO. Approving authority is CHINFO with CNO (N87) and NAVSEA 08 concurrence.

b. (U) Requests for embarkation of local media will be submitted by Ship or Group Commander to COMSUBLANT/COMSUBPAC, info CINCLANTFLT/CINCPACFLT, CHINFO, CNO (N87) and NAVSEA 08. Approving authority is CINCLANTFLT/CINCPACFLT.

7. (U) OBJECTIVES. The broad objectives of the public affairs program within the Submarine Force, U.S. Atlantic and Pacific Fleet, shall be:

a. (U) To improve understanding within the Navy and other branches of the Armed Forces of the mission, roles, function and activities of the Submarine Forces.

b. (U) Improve understanding of various opinion leaders as to the mission, roles, function and activities of the Submarine Force through an aggressive, proactive public affairs program.

c. (U) Increase awareness and understanding within SUBLANT/SUBPAC commands of the mission of public affairs.

d. (U) Support the objectives of a Navy-wide public affairs plan.

8. (U) SECURITY. Guidance on security in public affairs within the Force is contained in OPNAVINST 5510.1 (series), CINCLANTFLTINST/ CINCPACFLTINST 5400.2 (series) and Fleet/Force Regulations.

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