



DEPARTMENT OF THE NAVY

CHIEF OF NAVAL AIR TRAINING
CNATRA
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CNATRAINST 5720.29A

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07 JUN 10

CNATRA INSTRUCTION 5720.29A

Subj: COLLATERAL DUTY PUBLIC AFFAIRS OFFICER DUTIES AND RESPONSIBILITIES

Ref: (a) SECNAVINST 5720.44B
(b) CNATRAINST 5720.20G

1. Purpose. To publish the duties and responsibilities of the collateral duty Public Affairs Officer (PAO) assigned to commands under the Chief of Naval Air Training (CNATRA) responsibility.

2. Cancellation. CNATRAINST 5720.29

3. Background

a. Reference (a) pertains to Public Affairs (PA) practices for members of naval establishments. Reference (b) pertains to the PA aspects of accidents and incidents.

b. The responsibilities of the collateral duty PAO is to assist installation and command public affairs offices in the execution of the overall PA plan as defined in reference (a).

4. Discussion. Commanding Officers are responsible for directing an energetic PA effort designed to bring about a greater appreciation and better understanding of Naval Aviation Training and to educate the public on the qualifications and opportunities of becoming a Naval Aviator and Naval Flight Officer. This plan is designed to provide a better understanding of the responsibilities of designated collateral duty PAOs as assigned by subordinate CNATRA commands.

5. Objectives. Provide a clear understanding of the duties and reporting methods of executing the duties of collateral duty PAOs.

6. Initiatives. These initiatives are in addition to guidance set forth in reference (a) and provide only the framework for each activity PA Program. Each unit is directed to develop appropriate local initiatives that support CNATRA PA objectives.

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- a. Solicit and support increased media/Key Influencer/VIP embarks at CNATRA activities.
- b. Actively promote community outreach projects and initiatives.
- c. Encourage recognition of training instructors through awards and public presentations.
- d. Act as liaison between activity and local PA Office.
- e. Work closely with local PA Offices to ensure compliance with reference (a) and to aide in media availability and activities.

7. Action and Responsibilities

- a. Each activity will designate their collateral duty PAO in writing and familiarize themselves with references (a) through (d).
- b. Each activity shall promulgate, implement, and execute an aggressive PA plan that incorporates objectives and initiatives addressed in this instruction.
- c. Each activity will coordinate media access with local PA Offices in a timely manner to insure compliance with reference (a).
- d. CNATRA PAO (OOP) shall provide guidance and assistance to activities in execution of PA objectives.


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