



DEPARTMENT OF THE NAVY
TRAINING SQUADRON THIRTY-ONE (VT-31)
501 BATAAN STREET SUITE B
CORPUS CHRISTI TX 78419-5249

VT31INST 5720.1C Ch-1
PAO

27 AUG 2010

TRAINING SQUADRON THIRTY-ONE INSTRUCTION 5720.1C CHANGE
TRANSMITTAL 1

Subj: PUBLIC AFFAIRS PLAN

1. Purpose. To establish changes to the basic instruction.
2. Action. Make the following pen and ink change to the basic instruction:
 - a. Page 1, reference (b), change CNATRAINST 5720.29 to read 5720.29A
 - b. Page 1, reference (c), change CNATRAINST 5720.4F to read CNATRAINST 5720.20G.
 - c. Page 4, change VT31INST 5216.1V to read VT31INST 5216.1W

A handwritten signature in blue ink, appearing to read "W. A. HEARTHER", is positioned above the printed name.

W. A. HEARTHER

Distribution: (VT31INST 5216.1W)
List I, List II



DEPARTMENT OF THE NAVY

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501 BATAAN STREET SUITE B
CORPUS CHRISTI TX 78419-5249

VT31INST 5720.1C

PAO

30 NOV 2006

TRAINING SQUADRON THIRTY-ONE INSTRUCTION 5720.1C

Subj: PUBLIC AFFAIRS PLAN

Ref: (a) SECNAVINST 5720.44B
(b) CNATRAININST 5720.29
(c) CNATRAININST 5720.20F
(d) NASCORPINST 5720.4E
(e) SECNAVINST 5724.3A

Encl: (1) DD Form 2266, Hometown News Release Information

1. Purpose. To provide and establish public affairs guidance and responsibility for Training Squadron THIRTY-ONE in support of the Navy's Public Affairs Program.

2. Cancellation. VT31INST 5720.1B

3. Discussion. Public Affairs is a command function and shall be accomplished per references (a) through (e). The Public Affairs Plan is intended to respond to the increased general awareness and interest with respect to the objectives, mission and function of the Navy and aviation training at this command. This plan is divided into five sections. Section one outlines overall responsibilities of the VT-31 Public Affairs Officer (PAO). Paragraphs 5(a) through 5(e) outline internal, community and media/public affairs responsibilities. Section five outlines the PAO's administrative procedures and responsibilities.

4. Objectives. The VT-31 Public Affairs Program seeks to gain recognition and highlight the accomplishments and contributions of all those assigned to this command. An aggressive public affairs plan designed for both internal and external audiences is necessary to achieve a better understanding of the command's goals and functions.

5. Action

a. Responsibilities. The PAO shall:

(1) Advise the Commanding Officer on public affairs matters.

(2) Coordinate and implement an aggressive public affairs program, designed to inform both internal and external audiences on the command's mission, special achievements and noteworthy accomplishments.

(3) Maintain close liaison with other squadron, station, CTW-4 and CNATRA PAO's.

b. Internal Relations

(1) Keeping internal audiences informed regarding changes in the Navy's plans, policies, improvements to quality of life and current activities of the command is essential to promoting morale, esprit de corps and personnel retention. Internal audiences include active duty personnel, civilian personnel, dependents, reservists and retired personnel.

(2) To maintain an effective Internal Relations Program, the PAO shall:

(a) Maintain a Fleet Hometown News Release (FHTNR) Program per reference (e) to cover award ceremonies, retirements, advancements, reenlistments, etc. Ensure a FHTNR form is on file for all staff members.

(b) Submit articles to base newspaper per reference (e).

(c) Coordinate publicity for Instructor of the Quarter/Year.

(d) Use appropriate informational means (e.g., station newspaper, marquees, POD, etc.) for the dissemination of important or noteworthy internal information.

c. Community Relations

(1) The Navy is a part of the local community where its facilities or personnel are located. Active participation by the command, its personnel and their dependents in the local community increases awareness and understanding of the Navy and its mission within that community.

(2) In keeping with the Navy's Community Relations Program, the PAO shall:

(a) Provide tours of the squadron where appropriate on a not-to-interfere basis. Tours will emphasize the mission of the command and its relationship to the overall Navy organization. Tours will include exposure to all unclassified facets of Naval Air Training including ground school, simulators, aircraft, and squadron spaces and related training areas.

(b) Coordinate static display of training aircraft for visits by large groups, VIP's and guests attending command ceremonies (e.g. winging, retirements).

(c) Assist CNATRA and CTW-4 PAO's in coordination and publicizing participation in local civic activities and festivals, highlighting VT-31 as a contributing member of the community.

(d) Maintain the command slide presentation on the mission of VT-31.

(e) Coordinate publicity for special events, which enhance the achievement of community relations objectives (e.g. Adopt-A-School, Scout Shows, etc.)

d. Media/Public Relations. A strong credible relationship to the external news is a requirement for good relations between the Navy and the community. The PAO shall:

(1) Establish and maintain a good working relationship with members of the news media.

(2) Refer all media inquiries to the base PAO, unless it directly pertains to VT-31. As directed in reference (d), CNATRA PAO will be advised of any emergent or noteworthy incidents which may generate public interest.

e. Administrative Procedures. The PAO shall:

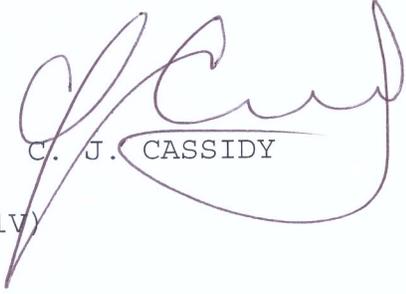
(1) Maintain a pass down log/turnover file and job description.

(2) Maintain a command public affairs plan covering internal, community and media/public relations.

(3) Maintain a comprehensive and understandable filing system.

(4) Maintain a workable public affairs plan.

6. Conclusion. The public affairs instruction is intended to be a guideline for VT-31's PAO to comply with public affairs guidance and achieve public affairs goals for the command. An aggressive public affairs program is dependent on command support, imagination and initiative.


C. J. CASSIDY

Distribution: (VT31INST 5216.1V)
List II

HOMETOWN NEWS RELEASE INFORMATION

1. PAO CODE	PRINT OR TYPE - SEND ORIGINAL ONLY	FOR RELEASING PUBLIC AFFAIRS OFFICE USE ONLY
2. YOUR SOCIAL SECURITY NUMBER (For identification only)		

PRIVACY ACT STATEMENT

AUTHORITY: 5 U.S.C. 301, 10 U.S.C. 8012 and 8034, and EO 9397.
PRINCIPAL PURPOSE: To prepare news stories and news releases for distribution and publication by civilian news media to recognize the achievements of Army and Air Force members. In accordance with the 1974 Privacy Act, you are hereby informed that your Social Security Number on this form is required for identification use only.
ROUTINE USE: Information may be disclosed to civilian news media representatives. Once published, information is considered "Public Domain."
DISCLOSURE : Information collected on this form is released over your signature and is voluntary. If you have no objection to the information being released to hometown audiences, sign your name below. Failure to provide the information may mean little or no public news release material can be produced, thus denying the individual public recognition for personal achievements.

3. BRANCH OF SERVICE	4. STATUS	5. RANK	6. PAY GRADE	7. FIRST NAME, MIDDLE INITIAL, LAST NAME	8. SEX
<input type="checkbox"/> ARMY	<input type="checkbox"/> ACTIVE	9. EVENT (Example: Arrival; Promoted to Sergeant; Received Commendation Medal, etc.- Citation Needed)			
<input type="checkbox"/> AIR FORCE	<input type="checkbox"/> RESERVE				
<input type="checkbox"/> NAVY	<input type="checkbox"/> NATIONAL GUARD				
<input type="checkbox"/> MARINE CORPS	<input type="checkbox"/> CIVILIAN				
<input type="checkbox"/> COAST GUARD					

10. YOUR LIVING PARENTS, STEPPARENTS, GUARDIANS, AUNT/UNCLE/GRANDPARENTS OR ADULT SIBLINGS

a.(1) FIRST NAME, MIDDLE INITIAL, LAST NAME	(2) RELATIONSHIP TO YOU		
(3) ADDRESS (Number and Street)	(4) CITY	(5) STATE	(6) ZIP CODE
b.(1) FIRST NAME, MIDDLE INITIAL, LAST NAME	(2) RELATIONSHIP TO YOU		
(3) ADDRESS (Number and Street)	(4) CITY	(5) STATE	(6) ZIP CODE

11. SPOUSE'S NAME (First, Middle Initial, Last)

12. SPOUSE'S LIVING FATHER a. **FIRST NAME, MIDDLE INITIAL, LAST NAME**

b. ADDRESS (Number and Street)	c. CITY	d. STATE	e. ZIP CODE
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13. SPOUSE'S LIVING MOTHER a. **FIRST NAME, MIDDLE INITIAL, LAST NAME**

b. ADDRESS (Number and Street)	c. CITY	d. STATE	e. ZIP CODE
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14.a. YOUR PRESENT UNIT OF ASSIGNMENT <i>(Do not abbreviate)</i>	b. POST OR BASE (Not APO)	c. CITY	d. STATE OR COUNTRY
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15. DUTY MOS OR AFSC	16. PRESENT JOB TITLE (Full Title - Do not abbreviate)	17. TOTAL YEARS MILITARY SERVICE
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18.a. HIGH SCHOOL GRADUATED FROM	b. YEAR GRADUATED	c. CITY	d. STATE	e. ZIP CODE
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19. COLLEGES GRADUATED FROM

a. COMPLETE NAME	b. DEGREE	c. YEAR GRADUATED	d. CITY	e. STATE	f. ZIP CODE

20. REMARKS (Continue on back if necessary)

21. SIGNATURE OF PERSON LISTED ABOVE (Authorizing release of this information)	22. DATE (YYMMDD)	23. DUTY PHONE <i>(DSN or area code)</i>