
MWR MANAGERS' OPERATIONS GUIDE

Coordinate with Public Affairs

DO THIS TASK WHEN

- You have been directed to coordinate or assist with an event that will garner media interest, or to which leadership would like to invite the media.
- Your office has received a request for information – perhaps via a Freedom of Information Act (FOIA) request – about your Program from members of the media or other high-visibility members of the public.
- You need to document media coverage of your event or Program, or to catalogue media articles of interest to your staff or patrons.

REFERENCES

- CNICINST 1710.3, Operation of Morale, Welfare and Recreation Programs.
 - DODI 1015.10, Military Morale, Welfare, and Recreation (MWR) Programs.
 - SECNAVINST 5720.44C, Department of the Navy Public Affairs Policy and Regulations.
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**SUPPLIES/
RESOURCES**

- Base or region public affairs office (PAO)
 - Base or region FFR/MWR marketing office
 - Basic office supplies, including a computer and phone
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**THIS TASK
IS DONE
CORRECTLY WHEN**

- You have coordinated with public affairs and marketing to garner media coverage. Your efforts have obtained the desired coverage of your activity or event, and the news presents the Program and command in a favorable light.
 - The media's needs and interests regarding the coverage of the event or tour have been positively addressed.
 - All information provided to the media – and the Navy community and public – is accurate and supported by factual documentation.
 - You have assembled a file with up-to-date media clips and information about your Program's activities, events, products and services, and that file is regularly maintained.
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NOTES

As an FFR manager, your daily duties and actions represent FFR, the command, and the Navy. This is important to remember when dealing with the media, the public, or your patrons. There's always a chance that what you say could be construed as the official position of the Navy.

It is unlikely that you will ever have to deal directly with the media, unless prior approval has been granted by the PAO. The PAO is the official spokesperson for the command, and he or she is in charge of all public outreach. Marketing, on the other hand, is focused on engaging internal audiences. Though different, marketing and PAO activities can sometimes overlap.

It is important to establish open, regular communication with the PAO – and to keep your installation (or regional) marketing team informed of those interactions. Not only can the PAO garner publicity for your Program – ultimately attracting new patrons and increasing revenue – but you can help the PAO address external inquiries about quality of life programs.

From time to time, you may be asked to provide information to the PAO for dissemination to the media. You also may be asked to assist the PAO with coverage of an activity or event within your Program or the FFR Department. Further, you may be asked to provide inputs for talking points, media kits or internal news stories.

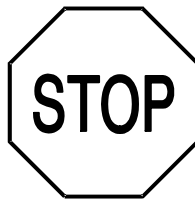
You should not interact with the media without direct coordination with the PAO. With his or her consent, your comments to the media should be limited to your knowledge of the Program's and Department's activities, events, products, services, operations, and policies.

Typically, FFR activities and events are fun, exciting and very positive. Occasionally, an event may involve an accident, injury, property damage, or accusations of misconduct. The sensitive nature of media interactions should only be navigated with guidance from the PAO.

You might also be occasionally asked to assist the PAO during command-sponsored events – even those with a tenuous link to FFR – such as a base open house, air show, or change of command ceremony.

PROCEDURE

- Step 1** Establish reoccurring meetings with your PAO to keep him or her informed of your Program's activities. Share your marketing plan with the PAO, and ensure all key messages are aligned. Keep your installation (or regional) marketing team informed of any PAO activities that may complement their efforts.
- Step 2** Take part in media training, when available. Ask your PAO for tips and talking points that could be helpful should you have to interact with reporters.
- Step 3** Coordinate with PAO when planning an event that will/should result in media coverage.
- ☐ Share the event schedule with the PAO and determine when and how media should be invited to the event.
 - ☐ Assist in the development of a media invitation or release/advisory. Provide event details and quotes, as needed.
 - ☐ Keep the PAO informed of marketing efforts to promote the event and ensure that messaging and tactics are synchronized.
 - ☐ Coordinate photography coverage of the event, and arrange interviews with staff as needed. Work with the PAO to determine whether photo or interview subjects should sign release waivers.
- Step 4** Assist PAO in the development of materials that publicize quality of life programs, including your FFR Program. Provide metrics and anecdotes, as well as quotes, when asked. Assist the PAO in developing responses to any media and public inquiries.
- Step 5** Work with PAO to assemble a clips report of events and media interactions that can be shared with command and FFR leadership.
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Congratulations! You've completed this task.
