



DEPARTMENT OF THE NAVY
NAVAL AMPHIBIOUS BASE LITTLE CREEK
2600 TARAWA COURT SUITE 100
NORFOLK, VIRGINIA 23521-3297

NAVPHIBASELCREEKINST 5600.1F^{IN REPLY REFER TO:}
N02P
15 FEB 2004

NAVPHIBASELCREEK INSTRUCTION 5600.1F

Subj: SUBMISSION OF NEWS ITEMS TO "THE FLAGSHIP" AND NAVPHIBASE
LITTLE CREEK WEBSITE

1. Purpose. To provide guidelines and procedures for the submission of information for publication in the Naval Amphibious Base Little Creek (NAVPHIBASE LCREEK) section of the official Navy newspaper, "The Flagship" and the NAVPHIBASE LCREEK website. Changes to this instruction constitute a major revision; therefore, additions, deletions, or changes are not individually marked.

2. Cancellation. NAVPHIBASELCREEKINST 5600.1E is hereby cancelled.

3. Background. "The Flagship", the weekly paper of Navy Region, Mid-Atlantic, provides a section dedicated to NAVPHIBASE LCREEK and the accomplishments, activities, and events which involve military and civilian personnel of the base, tenant commands, and homeported afloat units. This coverage is beneficial to morale and considered vital to maintaining a proper public image of today's Navy. The NAVPHIBASE LCREEK website contains information, news, events, and activities happening or scheduled onboard the base including tenant commands. The NAVPHIBASE LCREEK website address is www.nablcnavy.mil. All articles submitted for publication in "The Flagship" will automatically be published on the NAVPHIBASE LCREEK website.

4. Discussion. Normally, news releases are concerned with information about people and can be divided into three categories: professional achievements, personal achievements, and participation stories. To provide guidance as to what is normally considered suitable for release, the following is provided:

a. Professional Achievements:

- (1) Attending special courses, schools, or training sessions;
- (2) Graduating or completing training courses;
- (3) Receiving awards;
- (4) Being advanced or promoted;

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(5) Earning honors in school, in training, or in routine service;

(6) Reenlisting;

(7) Performing life-saving efforts;

(8) Performing unusual accomplishments beyond routine duty, such as developing new ideas or items of equipment;

(9) Retiring; and

(10) First-time accomplishments.

b. Personal Achievements:

(1) Off-duty scholastic achievements, night classes, military courses, and graduation;

(2) Hobbies;

(3) Success in writing, art, or stage talent;

(4) People-to-people program undertakings carried out on an individual basis;

(5) Awards from organizations for outstanding services;
and

(6) Off-duty assistance given to local community groups such as Boy Scouts, Girl Scouts, churches, and other community groups.

c. Participation Stories:

(1) Reporting aboard for duty;

(2) Deploying;

(3) Participating in exercises or operations;

(4) Participating in crisis actions;

(5) Participating in evacuation operations; and

(6) Participating in people-to-people activities such as delivery of charitable goods or crew contributions to destitute persons.

d. Photographs may be submitted with news releases. Photos

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should be 5x7 in size, can be in black and white or color, or can be sent by e-mail in .JPG format. If the article being submitted is about a routine event such as an awards ceremony or a promotion, take photos of people at work. A good photo will help routine articles become more interesting. Identify the activity in the photo.

(1) Get action in the photograph - avoid static group shots and "grip and grin" photos.

(2) Use adequate lighting - photographs tend to reproduce darker in print than they actually are.

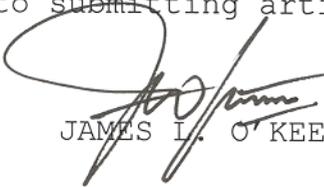
(3) Remember to provide rate/rank, first and last names, hometown, and the command point of contact with phone number.

(4) When photographing displays, buildings, or other inanimate objects, place people (preferably working or in action) in the picture. This gives a point of reference for judging comparative size and provides a source of action.

(5) Keep the composition tight. Eliminate dead space, wasted areas between heads, and extensive background areas.

(6) Concentrate on one focal point - avoid unnecessary details in the fore or background.

5. Action. All hands are encouraged to submit inputs to the NAVPHIBASE LCREEK website or "The Flagship". Information should be forwarded to NAVPHIBASE LCREEK, 2600 Tarawa Court, Suite 112, Norfolk, VA 23521-3297 or e-mail articles and photos to dlnablweb@nabl.c.navy.mil. All stories must be approved by the NAVPHIBASE LCREEK Commanding Officer, Executive Officer, and Public Affairs Officer prior to submitting articles.



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Distribution:

NAVPHIBASELCREEK/REGPUBSAFETYINST 5216.2P
List IA, IB (1, 1A, 2, 2A, 3, 3A only) IC, ID - Case A
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