



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

IN REPLY REFER TO:

NAVPHIBASELCREEKINST 5728.3D  
00PA

**02 MAR 2004**

NAVPHIBASELCREEK INSTRUCTION 5728.3D

Subj: PUBLIC AFFAIRS POLICY

Ref: (a) SECNAVINST 5720.44A  
(b) CINCLANTFLTINST 5400.2M  
(c) NAVPHIBASELCREEKINST 5600.1F

1. Purpose. To establish a Public Affairs Policy in accordance with references (a) through (c), ensuring communication between the command and each of its publics. To promote understanding and appreciation of the Navy, specifically Naval Amphibious Base Little Creek (NAVPHIBASE LCREEK), its mission, capabilities, and personnel activities. Changes to this instruction constitute a major revision; therefore, additions, deletions, or changes are not individually marked.

2. Cancellation. NAVPHIBASELCREEKINST 5728.3C.

3. Policy. It is the policy of the Commanding Officer, NAVPHIBASE LCREEK that the command conduct a forthright Public Affairs Program designed within the limits of security, to keep the public and command personnel informed at all times. The primary publics of the command are defined below:

a. The Internal Public: Personnel assigned to NAVPHIBASE LCREEK, resident commands, homeported ships, and other amphibious ships, including civil servants and military family members.

b. The External Public: The public reached through the news media.

c. The Community: Its leaders, opinion makers, and community groups.

4. General Information

a. "The Flagship" is the weekly regional paper which services NAVPHIBASE LCREEK and its tenant commands.

b. In addition, the NAVPHIBASE LCREEK website ([www.nablcnavy.mil](http://www.nablcnavy.mil)) is published by the Public Affairs Office and contains information, news, events, activities, and general information about the base to include the history, mission, and virtual tour. Personnel are encouraged to submit inputs in accordance with reference(c).

**02 MAR 2004**

c. Possession and use of cameras on base. Photography is generally permitted throughout the base, except areas posted as restricted. Photography is allowed from shore side or from tour buses/vehicles. Duly accredited representatives of news media may engage in photography as authorized by the Commanding Officer or Public Affairs Officer of NAVPHIBASE LCREEK within the above stated guidelines. Military personnel on active duty and civilian employees of units of the Armed Forces may take photos required in connection with official duties, and coordinated through the NAVPHIBASE LCREEK Public Affairs Officer.

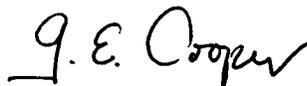
5. Action

a. Media Queries. Any query from a news media representative shall be referred to the NAVPHIBASE LCREEK Public Affairs Officer at 462-7923.

b. Short-Term Visitor's Bureau. Requests for tours of NAVPHIBASE LCREEK shall be forwarded in writing to the NAVPHIBASE LCREEK Public Affairs Officer, 2600 Tarawa Court, Suite 112, Norfolk, VA 23521-3297.

c. Fleet Hometown News Program. This program, if properly and fully used, represents an effective means by which the command can communicate with a broad segment of the American public through the news media. The Public Affairs Officer shall coordinate this program for NAVPHIBASE LCREEK.

d. Media Interest. NAVPHIBASE LCREEK Department Heads/Storefront Managers and tenant commands shall keep the Public Affairs Officer informed of any event under their purview which may result in media interest. The NAVPHIBASE LCREEK Public Affairs Officer shall coordinate any official interviews between news media representatives and command personnel. The Public Affairs Officer is also responsible for authorizing all media access to the base through the Security Precinct and also ensure escorts are assigned and remain with the media while onboard NAVPHIBASE LCREEK.

  
G. E. COOPER

Distribution:

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

NAVPHIBASELCREEKINST 5728.3D

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Stocked by:  
Commanding Officer  
Naval Amphibious Base Little Creek  
2600 Tarawa Court, Suite 100  
Norfolk, VA 23521-3297