DEPARTMENT OF THE NAVY
COMMANDER IN CHIEF
U.S. ATLANTIC FLEET
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MASTER COPY
CLF STAFF ADMIN

CINCLANTFLTINST 5726.3I
(N02P)
AUG 15 2002

ORIGIN

CINCLANTFLT INSTRUCTION 5726.3I

Subj: PUBLIC AFFAIRS--OVERSEAS NAVY RELATIONS (ONR) AND EXTERNAL PUBLIC RELATIONS (EXREL) PROGRAMS

Ref: (a) CINCLANTFLTINST 7042.1R
(b) CINCLANTFLTINST 7042.4A
(c) SECNAVINST 5720.44A

Encl: (1) Overseas Navy Relations (ONR) Expenditure Guide
(2) External Relations (EXREL) Expenditure Guide
(3) Authorized Major Fund Holders
(4) OPTAR Management of ONR and EXREL Funds
(5) End of the Quarter BA-4 Expenditure Report

1. Purpose. To establish policy and provide fiscal management guidelines for the conduct of Overseas Navy Relations (ONR) and External Public Relations (EXREL) Programs. These programs are often referred to as Community Relations (COMREL) programs even though each is separate of the other.

2. Cancellation. CINCLANTFLTINST 5726.3H.

3. Administrative Information. This instruction contains numerous revisions to the previous instruction; therefore, individual paragraph notation of changes are not indicated.

4. Discussion

a. Overseas Navy Relations (ONR). This program stresses direct public relations contact between members of the Fleet and the overseas public, with emphasis on ship visits/open house and rehabilitation/repair projects at schools, orphanages, senior citizen residences, hospitals, etc. References (a) and (b) provide descriptions of other special purpose funds (e.g., Official Representation Funds (ORF), Latin American Cooperation (LATAM COOP) Funds) so they may be distinguished as separate from the ONR program. Enclosure (1) is a guide to events and activities considered suitable for expenditure of ONR funds. Overseas Navy Relations programs support national and command goals of promoting goodwill and understanding between the United States Navy and the overseas populations where Atlantic Fleet Units operate and/or maintain facilities. Although community groups vary from port to port, intended groups are identified as those that include the media, local/state civic and community leaders and influential personnel who impact on decision makers or the general public.

Goals of the Overseas Navy Relations Program are:

(1) To encourage an understanding of the Navy's role in overseas areas where port visits are made or facilities maintained.

(2) To contribute to the preservation of peace through mutual understanding, respect and goodwill between the people of the United States and people in overseas communities.

Extreme caution must be used to avoid the support or appearance of influence in the internal political process of an overseas community/foreign country. This must be resisted at every instance. Commanders/Commanding Officers should be especially careful to avoid giving the appearance or impression that the United States is anything but neutral in any host nation's internal political situation.

Note: The U.S. Navy Civic Action Program should not be confused with the ONR program. The Civic Action Program involves non-military self help to foreign countries characterized by low key U.S. Navy involvement. It differs from the ONR program in that the ONR program seeks to win friends for the United States through highly visible deeds of unselfish service by the U.S. Navy, with little or no indigenous or military involvement.

b. External Public Relations (EXREL). An external public relations program includes all activities which are primarily for the purpose of good public relations between personnel of the U.S. Navy/U.S. Atlantic Fleet and all segments of the general public civilian population at home in the United States.

The program's primary purpose is to provide official information about the U.S. Navy/U.S. Atlantic Fleet to the general public and public information communication sources, and other similar outlets. It is not intended to support private individuals or organizations/groups. For this type of function requiring mutual support, see reference (c). Enclosure (2) is a guide to events and activities considered suitable for expenditure of EXREL funds.

5. Accountable Authority

a. The Secretary of the Navy/Chief of Naval Operations provides annual BA-4 appropriated funds to CINCLANTFLT for COMREL activities. In turn, CINCLANTFLT distributes this fund for use by major subordinate commands listed in enclosure (3). The Commander of each command authorized BA-4 funds is the **accountable authority** for expenditure of funds within the policies and guidelines of this instruction.

b. The CINCLANTFLT Public Affairs Officer (PAO) and each Type, Regional, Numbered Fleet or Force PAO are the respective fund managers responsible to their respective Commander for the administration and use of this fund. The PAO must maintain records of authorized expenditures and monitor activities within their respective area of responsibility (AOR) to ensure compliance with this instruction and reference (c).

c. Scope. In the Atlantic Fleet, the intended purpose of BA-4 funding is to promote mutual understanding, respect and goodwill between the U.S. Navy and peoples of the United States and the overseas populace that are visited by LANTFLT units. CINCLANTFLT ONR and EXREL funds are intended to support activities within the LANTFLT AOR. The total fund authorization received from CNO is small; therefore, careful screening and prioritization of expenditures is required by major fund holders. Commands in the LANTFLT AOR which do not report to CINCLANTFLT for major claimancy (i.e., communication stations, Naval Security Group Activities, Marine Corps units, etc.) should seek funding from their major claimants.

d. Funds Allocation. CNO provides resource authorization to CINCLANTFLT to finance ONR and EXREL programs. CINCLANTFLT PAO is responsible for the administration of this fund. CINCLANTFLT Comptroller (N02F) distributes funds on a quarterly basis to the fund holders listed in enclosure (3). These fund holders are authorized to conduct activities to promote understanding and cooperation between the Navy and local communities where Atlantic Fleet assigned units are based or conduct visits within the Atlantic Fleet AOR. Funding for a specific event or project may be sub-allocated by a funds holder to an activity/operating unit along with commensurate authority for the commanding officer to obligate and expend funds. However, accountability and reporting responsibility remains with the Commander of each major fund holder initially receiving funds from CINCLANTFLT (activities listed in enclosure (3)). Enclosure (4) addresses OPTAR management of funds and PAO reporting procedures. Enclosure (5) is a sample format for reporting BA-4 expenditures to CINCLANTFLT (see paragraph 6 below).

6. Reporting Requirements

a. Each expenditure of ONR or EXREL (BA-4) funds must be documented on a vendors sales receipt/bill of sale or other purchase documentation when a sales receipt/bill of sale is not available or practical. These records of purchase must be retained on file by the major fund holder's PAO for four years (current fiscal year plus three past fiscal years) in the event questions arise over a previous purchase.

b. The **Public Affairs Officer** of each major fund holder listed in enclosure (3) will submit a report of expenditure to CINCLANTFLT (N02P) no later than the fifteenth day following the end of a quarter (i.e., 15 January, April, July and October). The report should be signed by the Commander, but in his/her absence the report may be signed by the Chief of Staff. However, the Commander is ultimately responsible for all expenses incurred against the fund. The information provided to CINCLANTFLT (N02P) must be in the format of enclosure (5).

c. Each authorized fund holder's PAO will ensure that the expenditure documentation retained on file describes the nature of each expenditure/purchase in a clear manner. Notes clarifying an item may be attached to the documentation. This action will enable reviewing officials to determine that the funds were utilized per requirements and policies contained in this instruction. In some instances, U.S. embassies overseas may pay BA-4 invoices on behalf of CINCLANTFLT commands. In these cases, commands should retain a legible copy of the embassy disbursing officer's paid voucher or other expenditure document as part of their records.

d. Excess funds will be identified on reports and may be recaptured by CINCLANTFLT for redistribution. Advance coordination will be effected between CINCLANTFLT and the fund holder's PAO or Comptroller before any recapture action is initiated.

7. Responsibilities for Planning and Coordination

a. Type and Regional Commanders sponsor ONR and EXREL programs for units and stations under their cognizance and coordinate the activities of units visiting within the LANTFLT AOR. Type and Regional Commanders shall coordinate ONR and EXREL funding for activities and units under their geographic or administrative/operational control.

b. Commander, SECOND Fleet sponsors ONR programs of assigned afloat forces and, where applicable, will coordinate ONR activities and funding with Type/Regional Commanders. Exception: Commander, U.S. Naval Forces, Southern Command coordinates and expends funds for all UNITAS activities.

c. For overseas port visits within the LANTFLT AOR involving more than one unit, the Senior Officer Present Afloat (SOPA) will coordinate community relations programs and funding. For ships/units deployed or deploying overseas out of the LANTFLT AOR, funding for specific ONR projects/use should be requested from the appropriate commander to whom they will report at the time of the event.

d. To facilitate advance planning, USDAOs should advise COMUSNAVSO of ONR opportunities as early as possible prior to a ship's or unit's arrival.

e. EXREL funding for CONUS port visits is ONLY available for special events. Only activities coordinated with and approved by the Type, Regional or Numbered Fleet Commanders as part of a special event may be funded on a case-by-case basis as deemed appropriate. In the case of visits involving more than one ship/unit to the same port for the same event, the SOPA will coordinate community programs/activities for all ships/units present. SOPA, in turn, should effect advance coordination with the Public Affairs Office of the Regional Commander in whose AOR the event/visit will occur.

f. Stations should request EXREL funding for specific events/ activities from the Public Affairs Office of the Regional Commander to whom the activity reports.

8. Advisories

a. Advisories on routine activities and suballocation of funds are not required or desired at CINCLANTFLT Headquarters. This does not eliminate the accountability reporting requirements contained in enclosures (4) and (5) and as amplified in paragraph 6 above.

b. Requirements for BA-4 funds for the ensuing fiscal year will be provided to the CINCLANTFLT Public Affairs Officer upon request. Funding requirements will be fully justified by outlining proposed plans for use.

c. This instruction may be reproduced locally as initial distribution quantities are depleted.

A. H. KONETZNI, JR.
Deputy and Chief of Staff

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OVERSEAS NAVY RELATIONS (ONR) EXPENDITURE GUIDE

1. Overseas Navy Relations funding is for use OUTCONUS and its intended purpose is to allow the U.S. Navy to reach the **widest possible segment of the general public**. Care must be exercised to ensure the most efficient/economical use of these funds. Following are events/activities considered suitable for ONR funding.

a. Materials for specific repairs to equipment at playgrounds, schools, orphanages, hospitals or similar institutions. (Note: Not to exceed $500 per event without prior approval of the major fund holder issuing the funds, or higher authority.)

b. Expenses incidental to command participation in local celebrations, displays or sporting events that **the general public** is invited to attend.

c. Expenses incidental to translation and printing of public information items (e.g., Welcome Aboard brochures/pamphlets) or production of exhibits or static displays for use during open house or public visiting.

d. **Inexpensive souvenirs** with command theme or logo (e.g., self-sticking ship decals and bumper stickers, self-sticking vinyl command emblems/logos or pennants, balloons, individual ball point pens or pencils, postcards, and inexpensive lithographs of the unit with command data on reverse side), all for **dispensing to the general public**. The object, of course, is to get the largest quantity possible for the amount of money available.

e. Items for donation to orphanages, schools, senior citizens homes, etc., such as inexpensive toys, textbooks, library materials, and athletic equipment.

f. U.S. flags, commemorative plaques, wreaths and similar items for donation to monuments, memorials, institutions or other such places designed to commemorate a special relationship between the United States or the U.S. Armed Forces and the local populace.

g. The purchase of **light** refreshments (e.g., cookies, juice, soft drinks, ice cream, pretzels, potato chips) for organized groups on orientation visits.

h. Direct costs for products and services developed to meet Navy public affairs initiatives or requests from the public or media. Indirect costs are not included.

i. Expenses incidental to the travel or transportation of:

(1) Organized Navy groups or command representatives who participate in local or national celebrations, observances or events of an official or semi-official nature. This may include athletic teams, color guards, bands, etc. Reasonable prudence and judgment must be used in this regard. **Not** included in this category is travel that is strictly mission essential or operationally oriented and is not specifically for public affairs/community relations.

(2) Overseas movement of materials/equipment necessary to support certain ONR projects approved by the fund holder or higher authority (e.g., to move Project Handclasp materials from ship to in-country recipient, as necessary). ONR funds may not be used for the movement or transportation of materials/equipment in CONUS.

2. The following activities are **not** considered suitable for ONR funding and are **not authorized:**

a. Normal mission related activities and responsibilities and procurement of materials/services which can be charged to other appropriate Navy funds. This includes travel that is mission essential or operationally oriented, and long-term projects that would require a continuing expenditure of funds (i.e., homeless shelters, monument/memorial upkeep, etc.). In addition, it includes materials, supplies, equipment, services and related incidental expenses, including vehicle rental, which are not exclusively related to the public affairs mission and are intended for internal/ command consumption/use. These items are more appropriately funded from other budget sources.

b. Items that ***give the perception of being a personal gift/ souvenir***, those which tend to circumvent or supplement other specific provisions of law or those solely for the entertainment of VIPs/DVs or other dignitaries, regardless of position/nationality. Although not all inclusive, some examples of items that can be **perceived** to be a personal gift/souvenir and therefore **not authorized** are: ball caps, embroidered command patches, command coins, tote bags, coffee cups, mugs, ink pen and pencil sets, command plaques, pictures or paintings/prints and framing, books, greeting cards for any occasion regardless of motif or message, et cetera. References (a) and (b) contain information on other funds that may be available for these purposes.

c. The purchase of any souvenir/memento or the supply of food/ refreshments in conjunction with extending official courtesies to local civic officials/dignitaries or other distinguished guests/ visitors, regardless of nationality or position in the community. civilian equivalent, use of ONR funds is not considered appropriate. ONR funds will NOT be used or expended for the purpose of honoring or entertaining VIPs/DVs. A useful but not all inclusive rule of thumb is that if the individual is of flag/general officer rank or civilian equivalent, use of ONR funds is not considered appropriate. References (a) and (b) contain information on other funds available for this purpose.

d. Any project, event, or other program generated to honor, promote, reward or otherwise support U.S. citizens or foreign nationals employed by the U.S. Government. BA-4 funds may not be used to buy plaques or any other item for presentation to Sailor/ Civilian of the Month/Quarter/Year, etc., or similar Navy or command programs.

e. Military or civilian meetings, conferences, seminars, conventions, etc., that are not specifically for public affairs or community relations purposes.

f. Direct or indirect costs for products and services that were not specifically developed to meet Navy public affairs initiatives or requests from the public or media.

g. Any item or expense that could be considered personal in nature.

3. For guidelines on restricted use of funds for EXREL (in CONUS) purposes, see enclosure (2).

4. Questions concerning the propriety of expending ONR funds should be addressed to the major fund holder that granted or will grant the allocation. Major fund holders will communicate unresolved questions to the CINCLANTFLT PAO (N02P) for resolution as necessary.

EXTERNAL RELATIONS (EXREL) EXPENDITURE GUIDE

1. The use of EXREL funds in CONUS is extremely limited (restricted) by Congress. The following costs, directly related to the performance of external public relations functions, are properly chargeable to public affairs (EXREL) funding:

a. Civilian wages/salaries of employees who spend more than 50 percent of their time directly engaged in public (community) relations activities. Note: Establishment of a new position using BA-4 funds for labor costs, or the upgrading of an existing position, **must be pre-approved by the CINCLANTFLT Public Affairs Officer**, otherwise funding will **not** be provided from available BA-4 funds. Because BA-4 funding is very limited, the creation of new positions will generally not be approved. All requests for new positions or upgrading of an existing position, with justification and projected annual cost, must be received at CINCLANTFLT (N02P) from the major fund holder to whom the activity reports.

b. Direct costs for products and services developed to meet Navy public affairs initiatives or requests from the public or media. Indirect costs are not included.

c. Public affairs related equipment/supplies for use within the public affairs mission, such as cameras, projectors, tape recorders, camcorders, portable computers and printers, media related software, TVs and VCRs, and cellular phones and pagers. This does not include items normally procured as unit or organizational clothing/equipment or the purchase of personal clothing/items.

d. Selected subscriptions of publications, periodicals and brochures used as handouts to enhance public relations and public affairs efforts of the Navy and Atlantic Fleet, or the enhancement of public affairs initiatives.

e. Expenses incidental to printing/reproduction of brochures and pamphlets, official photos or lithographs, fact sheets and other display or hand-out materials, and production of exhibits or static displays for use during open house or public visiting.

f. **Inexpensive souvenirs** with Navy or command theme/logo (e.g., self-sticking ship decals and bumper stickers, self-sticking command logos or pennants, balloons, individual ball point pens or pencils with command logo, command logo postcards, and inexpensive lithographs (without frame) of the unit with command data on reverse

side), all for dispensing **to the general public** at **special events** (e.g., Armed Forces Day, Fleet Week, Navy Day). **Note**: Funds for this purpose are extremely limited/restricted and expenditure should be carefully considered within context of overall mission.

g. U.S. flags, commemorative plaques, wreaths and similar items for presentation or use at monuments, memorials or other such places designed to commemorate a special event and relationship between the U.S. Navy or the U.S. Armed Forces and the local populace.

h. Travel that is **not** mission essential or operationally oriented, to include vehicle rental, when such travel **is directly performed for public affairs purposes**. For example:

(1) Travel associated with the escort of media representatives by public affairs employees.

(2) Travel by commanding officers or their direct representatives to their ships' namesake area for the express purpose of fostering community relations. Reasonable prudence and judgment must be used in this regard, carefully evaluating costs involved.

(3) Local travel in support of public affairs functions other than media escort (color guards for ceremonial purposes or parades, bands (when deemed absolutely essential), etc.). Costs must be carefully evaluated and considered in these instances.

2. The following activities are **not** considered suitable for EXREL funding and are **not authorized**:

a. Materials, supplies, equipment, services and related items, including vehicle rental, which are not exclusively related to external public relations use and are intended for internal/command consumption/use. These items are more appropriately funded from other budget sources.

b. Subscriptions to publications, periodicals, brochures, newspapers and magazines, which are exclusively for **internal command use** and do **not** contribute to the enhancement of external public relations with media or the general public (e.g., trade magazines, publications, periodicals, local or national newspapers or magazines; any item that is designed for internal use by Navy Department personnel (military or civilian)).

c. Miscellaneous expenses such as food/refreshments, fireworks, membership fees/dues, change of command/retirement ceremonies or commissioning/decommissioning ceremonies and associated events, and fees for the hire of professional entertainment/services for events such as air shows and open house.

d. No support of private groups or organizations is authorized except as approved in current SECDEF/SECNAV regulations. Prior approval must be obtained from CINCLANTFLT to expend BA-4 (EXREL) funds in support of groups or organizations not currently authorized by SECDEF/SECNAV. Approval will only be granted in exceptional instances. For events of primary interest to the Navy, or of mutual interest to both the Navy and a private group or organization, see reference (c).

e. Mission/operational travel that is **not** essentially for public affairs purposes, such as military or civilian meetings, seminars, conferences, etc. These are usually mission related or operationally oriented and generally not for public affairs.

f. Direct or indirect costs for products and services that were not specifically developed to meet Navy public affairs initiatives or requests from the public or media.

g. Items that ***give the perception of being a personal gift/ souvenir***, those which tend to circumvent or supplement other specific provisions of law or those solely for the entertainment of distinguished visitors, local officials, community/civic leaders or other dignitaries, regardless of nationality. Although not all inclusive, some examples of items that can be **perceived** to be personal and therefore are **not authorized** include: ball caps, embroidered command patches, tote bags, coffee cups, mugs, ink pen and pencil sets, command plaques or command coins, pictures, paintings/prints and framing, books, greeting cards for any occasion regardless of motif or message, et cetera. See references (a) and (b) for other funds that may be available for these purposes.

h. Any project, event, or other program generated to honor, promote, reward or otherwise support U.S. Government employees, military or civilian. BA-4 funds may not be used to buy plaques or other items for presentation to Sailor/Civilian of the Quarter/Year, etc., or similar programs.

i. EXREL funds will not be used for the purchase of any item, souvenir, memento, food or refreshments for presentation to or use in entertaining VIPs/DVs, regardless of the individuals nationality or position in the community.

j. Any item or expense that could be considered or perceived as personal in nature.

3. Questions concerning the propriety of expending EXREL funds should be addressed to the major fund holder that granted or will grant the allocation. Major fund holders will communicate unresolved questions to the CINCLANTFLT PAO (N02P) for resolution as necessary.

AUTHORIZED MAJOR FUND HOLDERS

Commander in Chief, U.S. Atlantic Fleet

Commander, Naval Air Force, U.S. Atlantic Fleet

Commander, Naval Surface Force, U.S. Atlantic Fleet

Commander, Naval Submarine Force, U.S. Atlantic Fleet

Commander, SECOND Fleet

Commander, U.S. Naval Forces, Southern Command

Commander, Navy Region Southeast

Commander, Navy Region Mid-Atlantic

Commander, Navy Region Northeast

OPTAR MANAGEMENT OF
ONR AND EXREL FUNDS

1. Designated Type, Regional, Numbered Fleet and Force Commanders are issued public affairs funding (BA-4) OPTARs from the CINCLANTFLT public affairs operating budget by the CINCLANTFLT Comptroller. Fund (OPTAR) holders are required to perform OPTAR accounting in accordance with current directives. Basic procedures are:

a. Ensure each financial transaction by document number is properly recorded, to include fund grants, requisitions, disbursement vouchers, TAD travel claim vouchers, suballocations of funds to subordinate commands (ships, squadrons, units), etc.

(1) Record all ONR costs (except TAD) as chargeable to fund code "4R."

(2) Record only ONR TAD costs as chargeable to fund code "4S."

(3) Activities having civilian employee salaries paid from this fund record all EXREL CIVPERS labor costs as chargeable to fund code "4T."

(4) Record all other EXREL costs as chargeable to fund code "4U."

(5) Record only EXREL TAD costs as chargeable to fund code "4V."

b. A monthly OPTAR report must be submitted by message to DFAS (Defense Finance and Accounting Service) Norfolk. Only the heading, columns 21 and 22, and line 31 (OPTAR grant FYTD) are applicable.

c. In addition to the above required reporting by commands, the **Public Affairs Officer** of each major fund holder listed in enclosure (3) will submit a quarterly fund expenditure report to CINCLANTFLT (N02P), normally signed by the Commander, but in his/her absence the report may be signed by the Chief of Staff. This report should be in the format of enclosure (5). Refer to paragraph 6 of this instruction for further reporting requirements/guidance. Failure to comply with this reporting requirement may result in reduced funding in follow-on years due to CINCLANTFLT's inability to determine need for, or proper use of, funding.

From:
To: Commander in Chief, U.S. Atlantic Fleet (N02P)

Subj: OVERSEAS NAVY RELATIONS/EXTERNAL PUBLIC RELATIONS FUND (BA-4) OBLIGATION/COMMITMENT REPORT FOR QUARTER ENDING (Month/Year)

Ref: (a) CINCLANTFLTINST 5726.3I

1. Obligations/commitments for the reported quarter and Fiscal Year-to-date are as follows:

a. Reported month's obligations
   (1) For goods/services: $_____
   (2) For travel: $_____
   (3) For civilian payroll (as applicable): $_____
   (4) Total month's obligations: $_____

b. FY-to-date total obligations
   (1) For goods/services: $_____
   (2) For travel: $_____
   (3) For civilian payroll (as applicable): $_____
   (4) Total FY obligations: $_____

c. Funds committed but not yet obligated: $_____

d. FY-to-date total obligations/commitments: $_____
   (Line b4 added to line c)

e. FY-to-date funds granted (thru current qtr): $_____

f. Funds remaining (line e minus line d) $_____

g. Amount available for recapture: $_____
   (Report during 4th quarter only)

_____
(Signature of Commander/Chief of Staff)