DEPARTMENT OF THE NAVY
U.S. NAVAL SUPPORT ACTIVITY
PSC 817 BOX 1
FPO AE 09622-0001

NAVSUPPACT NAPLES INST 5700.2C
N01P

8 MAR 2011

NAVSUPPACT NAPLES INSTRUCTION 5700.2C

From: Commanding Officer, U.S. Naval Support Activity, Naples, Italy

Subj: SPECIAL EVENT PUBLICITY IN THE PANORAMA

Ref: (a) SECNAVINST 5720.44 (Series)

1. Purpose. To establish policies and guidelines for the publicity surrounding special events and events of interest sponsored by charitable or private organizations in the Naples area.

2. Cancellation. NAVSUPPACT NAPLES INST 5700.2B

3. Scope. The Panorama is a Civilian Enterprise (CE) newspaper published per reference (a). Under terms of the current contract, for every page of advertisement sold by the publisher, Stampa Generale S.r.l., the U.S. Naval Support Activity Naples, Italy, (NAVSUPPACT Naples) Public Affairs Office (PAO) receives one page of editorial copy. The minimum number of pages for any given issue under terms of the contract is 16. The inclusion of news on charitable and special events in the Naples and Gaeta areas are a service provided by the NAVSUPPACT Naples PAO on a space available basis. Any submission is subject to editing by the Panorama staff. Final approval of all copies is the responsibility of the Panorama Editor.

4. Definition. A special event or event of interest in the text of this instruction shall mean any event which is held for the purpose of raising money for charitable organizations (i.e. International Charity Bazaar, USO Gala, Red Cross events) or providing a special service to the community (i.e., Archeological Society Tour of Baia Baths). All organizations requesting to run a news item on a fundraising event must first be listed on NAVSUPPACT Naples, Italy command approved list and/or subject to approval by JFC PAO for NATO sponsored organizations.

5. Action. The following will be the maximum publicity which will be given to all organizations and events with space availability and fairness to all organizations in the area:

a. One month prior to the event or end of ticket sales: Inclusion in the community calendar on the "Inside Page" column. (Not to exceed one paragraph.)

b. Two weeks prior: An article with a photo or art (if available) on an inside page of the paper.

c. One week prior: Same as the week before.

d. All input will be provided by the organization or publicity committee for the event and submitted to the Panorama not later than one week prior to publication. Late submissions may be rejected for failure to meet a deadline. All material should be provided via E-Mail: (naplespanorama@eu.navy.mil).

e. Event publicity is the responsibility of the event organizers, however, the NAVSUPPACT Naples, Italy, PAO will aid and advise with publicity at their discretion. The PAO and Panorama Editor will share contact information of similarly interested commands, clubs and organizations with event organizers to assist with publicity and event promotion. Due to the fact that each organization determines its own mission and what is newsworthy to its members, NAVSUPPACT Naples, Italy, PAO cannot guarantee outside interest.

f. It is stressed that all of the above is the maximum, and that it may be modified on the judgment of the PAO or Panorama Editor. Possible reasons for this would be community news, current events, etc., which may be judged more time sensitive than the charitable event's publicity. Every effort will be made to include the material in another section of the newspaper or an upcoming edition.

g. Recruitment of volunteers, meetings held by committees, and other events which are deemed community "news items" do not fall under these restrictions.

h. No paid ads will be created or designed by the PAO, nor will the equipment of that office be utilized for this purpose. All paid advertising must be coordinated with the newspaper publisher.

i. Those organizations requiring publicity/services in excess of this instruction may purchase ads/space for publication from the Panorama, Stampa Generale S.r.l. publisher.

6. Exceptions. Exceptions to this policy will be granted on a case-by-case basis by the NSA Naples PAO. A written request stating the reason for the excess publicity must be submitted to the PAO, NAVSUPPACT Naples, no later than two weeks prior to the requested start date of publicity. The PAO will then make a determination based on past community participation/interest, significance of event to the organization (i.e., major fund raising event for the year), available copy space in upcoming editions, and any other considerations which are deemed appropriate. Final disapproval of exceptions to policy will be made by the Commanding Officer, NAVSUPPACT Naples, Italy.

R. B. RABUSE

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