

DEPARTMENT OF THE NAVY  
Office of the Chief of Naval Operations  
2000 Navy Pentagon  
Washington DC 20350-2000

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3 December 1996

OPNAV INSTRUCTION 5305.7

**From:** Chief of Naval Operations  
**To:** All Ships and Stations (less Marine Corps field addressees not having Navy personnel attached)

**Subj:** REAR ADMIRAL WILLIAM THOMPSON AWARDS FOR EXCELLENCE IN PUBLIC AFFAIRS

**Encl:** (1) Rear Admiral William Thompson Awards Program  
(2) Rear Admiral William Thompson Award Entry Format  
(3) Tips for a Successful Entry  
(4) Judge's Score sheet for Rear Admiral Thompson Awards

**1. Purpose.** To describe the Rear Admiral William Thompson Awards Program and issue guidelines for participation.

**2. Background.** Rear Admiral William Thompson was the first designated public affairs officer selected for flag rank. He served as Chief of Information from 1971 until his retirement in 1975. Upon retirement, Rear Admiral Thompson donated a trophy to recognize Navy public affairs excellence. A subsequent Chief of Information named the trophy in honor of Rear Admiral Thompson. The award bearing his name promotes professionalism and excellence--as personally exemplified by Rear Admiral Thompson--by recognizing Navy public affairs achievements.

**3. Scope.** All active duty Navy commands and activities with either military or civilian primary or collateral duty public affairs personnel assigned, except the Office of Information (CHINFO), are eligible. As in the past, regional field activities of the Office of Information are not eligible. Programs submitted for consideration may be designed and executed by more than one eligible member.

**4. Responsibility**

a. Commanding Officer, Naval Media Center will serve as program director. The program director will be responsible for ensuring judging panels are established, guidelines are followed, and deadlines are met.

b. Judging will be the responsibility of a select panel convened by the Chief of Information. Judging will be based upon criteria set forth in enclosure (1), paragraph 4.

**5. Action.** Addressees are requested to distribute the information contained in this instruction, as appropriate. Entry guidelines and deadlines are outlined in enclosures (1) through (4). Entries will be judged in May of each year. Winners will be announced no later than June.

**6. Reports.** The reporting requirement contained in this instruction is exempt from reports control by SECNAVINST 5214.2B.

KENDELL PEASE  
Chief of Information

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**REAR ADMIRAL WILLIAM THOMPSON AWARDS PROGRAM**

1. Program Objectives. The Rear Admiral Thompson Awards Program is designed to:

a. Recognize and reward the accomplishments and achievements of active duty command public affairs programs and personnel.

b. Serve as a vehicle for circulating effective public affairs programs throughout the Navy and encourage similar efforts by other commands.

2. Eligibility. All active duty commands and activities with military and civilian personnel performing primary or collateral duty public affairs responsibilities, with the exception of CHINFO, are eligible to submit entries. Participation in this awards program is voluntary. Programs must be designed and implemented by the submitting command.

3. Entry Guidelines

a. Categories. Entries may be submitted in any of the following categories:

(1) Community Relations. Long-term programs aimed at achieving cooperation and improving relations with surrounding communities, organizations, and/or publics exhibiting interest in the Navy or in which the Navy shares a specific interest.

(2) Special Events, Observances and Special Publics. Short-term programs which commemorate anniversaries, special embarkations, commissionings, embarkations, innovative base tours, national or local celebrations, openings of new facilities or other unique activities aimed at directing the public's attention to the event and other programs directed to special publics for specific purposes. (Be explicit in specifying the purpose.)

(3) Emergency Activities. Public affairs programs initiated in direct response to disaster, contingency or emergency situations. Emergencies are defined as sudden, unpredictable events with high potential for adverse news coverage: fires, explosions, industrial type accidents, outbreaks of contagious or fatal diseases (such as AIDS). Emergency situations also include: protest demonstrations; allegations of improper procedures or conduct on the part of the command or Navy; the arrest of command members for actions which will generate adverse public and/or press interest or other such incidents.

(4) Internal Communications. Specific long-term programs designed to improve understanding, efficiency, education and morale among Navy and civilian personnel and their families through implementation of effective internal communication tools or methods.

b. Entry

(1) A command or activity may submit one entry per category. At their discretion, judges may move an entry into another category. If a command has already entered the category, both submissions will be judged. All entries should be submitted under a single cover letter signed by the commander, commanding officer or officer in charge.

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(2) Each entry must use the format provided in enclosure (2), and include, as appropriate: samples of news releases prepared by the command; published print, audio or audiovisual products; itineraries of special events or other materials from the program. If the entry revolves around a major news event, be certain to describe your specific contributions and include print, audio or audiovisual news clips that were the direct result of the command's efforts.

(3) The actual entry, without supporting materials, should not exceed three pages of normal type on 8-1/2 x 11 inch size paper. Limit each entry with supporting data to one hard-cover binder, not more than 3 inches thick.

(4) Audiovisual products submitted as entries must be accompanied by a written entry form as outlined in enclosure (2). Supporting data should be submitted within the guidelines above and the three-page written portion of the entry should be able to stand on its own.

c. Deadlines. Although planning for a program may have been initiated prior to 1 January of the competition year to be considered, the program must have been implemented between 1 January and 31 December of the competition year. Entries must be received at Naval Media Center no later than the third Friday in April. There will be no exceptions. Mail entries to:

RADM Thompson Awards  
Naval Media Center, CNO (N09C4)  
Naval Station Anacostia Bldg 168  
2701 South Capitol Street SW  
Washington DC 20373-5819

4. Judging. Entries will be judged under the following criteria:

a. Type of Command. Judges will consider the type of command, afloat and shore. Afloat commands comprise deployable units. Shore commands include continental United States and overseas commands.

b. Public Affairs Staff size. Judges will consider the size of the public affairs staff assigned to the command. There will be two levels of entries for each category, level one for three people or fewer and level two for four people or more. Staff size must include the public affairs officer.

c. Problem. Judges will determine whether the problem or issue is clearly and concisely defined. The goals which the command sought to achieve and the command's attempts to reverse adverse or neutral public opinion must be specifically spelled out.

d. Planning. Judges will examine the statement of objectives and will consider the originality and judgment applied in selecting strategies and applying public affairs techniques. Judges will consider the steps leading up to the event as well as the event itself.

e. Execution. Judges will measure the quality of writing, materials prepared, activities described, publications produced, audio or audiovisual productions and other tools and techniques against accepted standards of professionalism. Judges will focus equally on the campaign and the results. They will consider whether the employment of materials and activities were used effectively in relation to the audience(s), and whether the stated problem was comprehensively addressed by the program.

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f. Evaluation. Judging will examine the command's appraisal of how well the objectives were met, means used in arriving at each conclusion (feedback, questionnaires, witnessed and/or perceived changes or results) and estimation of need or desirability for continuing or repeating such a program.

5. Awards. Awards for the winners in each category will consist of a plaque and letter of commendation. Depending on the quality of entries, judges may decide not to select a winner in a particular category. Judges also have the option to name one of the winning entries as an overall winner each year.

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**REAR ADMIRAL WILLIAM THOMPSON AWARD  
ENTRY FORMAT**

1. Command.
2. Name and address of next senior command.
3. Category. Name one category only.
4. Afloat or Shore Command. Indicate type of command
5. Public Affairs Officer. Individual primarily responsible for designing and executing the program. Rank and full name of person to receive award.
6. Number of personnel assigned to the public affairs staff. Include the public affairs officer.
7. Problem/Background. Brief statement of the problem, issue or circumstances providing the opportunity for this public affairs program. Entry should demonstrate initial research or "fact-finding" which clearly established the need for the program. This includes identifying and analyzing factors which led to the situation or problem.
8. Planning
  - a. Objectives -- goals to be achieved in meeting the problem or issue. Be sure objectives are measurable.
  - b. Audiences -- indicate specific audiences to be targeted and why. What "markets" should your public affairs program be serving?
  - c. Strategies -- clear description of the program's strategies and how they were designed to accomplish the objectives.
  - d. Messages -- information to be communicated to each audience.
  - e. Media -- describe media used, both in order of priority and their planned effectiveness. Did you "rifle" or "shotgun" your message?
  - f. Events -- describe any organized events conducted in order of priority.
9. Execution. How was the plan implemented, what materials were used and were any in-progress adjustments made to the plan? How was the chain of command kept informed? What difficulties were encountered and what adjustments made to deal with the difficulties?
10. Evaluation. What means were used to evaluate the effectiveness of the program? How well were the objectives achieved and to what degree were the problems solved? Results should be measurable. How well did this program or objective earn audience understanding and acceptance? Be specific in reporting the results.

Enclosure (2)

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TIPS FOR A SUCCESSFUL ENTRY

1. It is extremely important to follow the entry format -- this cannot be stressed enough. If the entry does not meet these guidelines, it will be disqualified. Remember, the typed entry form may not exceed three pages. All entries must be submitted in a hard-cover binder, not more than three inches thick.

2. Entries are due at the Naval Media Center no later than close of business of the third Friday in April.

3. Include representative materials such as photographs, graphics, letters, scripts, news clippings, news releases, questions and answers, videotapes, cassettes and copies of other materials that were a direct result of your command's efforts. Examples must fit in the binder. Videotapes may be separate from the binder.

4. Examples of audiovisual coverage may be submitted on a single cassette (Beta or VHS format) of not more than 5 minutes duration. All audio submissions must be on standard audio cassette. The 5 minute limit does not apply if the audiovisual material was created by the command to be an element of the plan, such as a radio or TV program. A copy of the written entry submission must accompany all audiovisual material to ensure tapes do not become separated from the entry.

5. All audiovisual material must be clearly labeled with the following information:

- \* Name of Command
- \* Category
- \* Length
- \* Synopsis of material

Ensure the videotape/cassette container sleeve is securely attached to the entry binder.

6. Send only materials that can be included in a 3 inch binder and/or audio, videotape cassette. No other materials will be considered by the judges. Leave the cover of the binder free of drawings or other artwork. Identify your binder with a simple label which contains the command name, category entered and the title of the program.

7. Submissions should be focused and give specifics with some statistics as well as anecdotes and a clear evaluation of results. Stress a precise, direct writing style and a clean appearance when assembling your entry(s).

8. The entry (three typewritten pages) should be able to stand on its own, but documentation to support the entry should be included. A video is best if it is of a newscast which reports the command's efforts supporting the objective. Print media documentation is also important and may demonstrate how the plan was put into practice. Be sure to include news releases, questions and answers and if applicable, public affairs plan.

9. Retain a copy of the entire entry. Entries will not be returned to commands. Winning entries will be retained by CHINFO for use as teaching aids and case studies to train public affairs personnel.

Enclosure (3)

## REAR ADMIRAL THOMPSON AWARDS JUDGE'S SCORESHEET

Category:

Command:

Type of Command:    AFLOAT    SHORE

Staff Size:    LARGE (4 or more) or SMALL (3 or fewer)

Description of Program:

Supporting Information Enclosed:

News Releases:\_\_\_\_ Newspaper Clippings:\_\_\_\_ Videotapes:\_\_\_\_ Correspondence:\_\_\_\_

Public Affairs Plan:\_\_\_\_ Audiocassettes:\_\_\_\_ Questions & Answers:\_\_\_\_

Score each category from 1 to 10, using the following guide:

1-2	3-4	5-6	7-8	9-10	N/A*
Poor	Fair	Good	Excellent	Outstanding	Not Applicable

\* All judges must agree as to the use of N/A.

1. Problem/Background. Program, problem or purpose clearly stated? How much fact-finding conducted? Does fact-finding clearly lay the groundwork and demonstrate the need for the public affairs plan? How comprehensive was the information presented?

2. Planning

a. Objectives. Are objectives clearly defined? Measurable? Realistic? Obtainable? Did command plan on specific accomplishments?

b. Audience. Was a specific audience appropriately targeted to meet objectives?

c. Strategies. Were strategies designed to accomplish objectives? Did the command effectively plan how to achieve objectives with its strategies?

d. Media. Planning includes selecting appropriate media. Were media listed in order of priority to obtain best results? Were internal media used such as the base newspaper, bulletin boards, Plan of the Day, etc.? Were external media contacted?

e. Events. Were targeted events organized in order of priority? Were they planned effectively to meet objectives?

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3. Execution

a. How well does the quality of the material prepared, activities described, writing and/or publications produced, audio or video productions developed or other tools and techniques meet accepted standards of professionalism?

b. Where appropriate, was a proper media mix used to achieve maximum results? Check media used:

Navy internal print media: \_\_\_\_\_ Local commercial print media: \_\_\_\_\_  
Navy internal video media: \_\_\_\_\_ Local commercial cable/TV: \_\_\_\_\_

c. Were appropriate levels of the chain of command advised, kept informed or actually involved?

d. Were the materials and activities effectively designed for the target audience?

e. If difficulties were encountered, how effectively were objectives redefined or strategies altered to achieve results?

4. Evaluation

a. How well does the finished product or results meet the original objectives?

b. Was a proper and honest evaluation effort attempted? Use of feedback, questionnaires, witnessed and/or perceived changes of results.

c. Was the evaluation process comprehensive and thorough? If all objectives were not achieved was an explanation given?

d. Considering limitations of manpower and resources, was the presentation package for the Rear Admiral Thompson Award competition reflective of good planning, solid execution and careful evaluation?

TOTAL POINTS:

AVERAGE SCORE:  
(Carry to third decimal - 9.123)

5. Comments:

Enclosure (4)