



**DEPARTMENT OF THE NAVY**  
**OFFICE OF THE CHIEF OF NAVAL OPERATIONS**  
**2000 NAVY PENTAGON**  
**WASHINGTON, DC 20350-2000**

OPNAVINST 1500.85  
N09C  
8 Oct 2015

OPNAV INSTRUCTION 1500.85

From: Chief of Naval Operations

Subj: PUBLIC AFFAIRS-VISUAL INFORMATION TRAINING WITH INDUSTRY PROGRAM

Ref: (a) DoD Instruction 1322.06 of 15 November 2007  
(b) ASN(M&RA) memo of 26 Jan 2010 (NOTAL)  
(c) OPNAVINST 6110.1J

Encl: (1) MOU Template  
(2) Required Subjects for TWI Ethics Brief

1. Purpose. To establish policies and procedures for the Public Affairs (PA)-Visual Information (VI) Training with Industry (TWI) Program following references (a) and (b).

2. Background. Reference (a) sets forth guidelines for TWI programs and authorizes the Secretary of the Navy (SECNAV) to establish them. Reference (b) delegates that authority to the Chief of Naval Operations and Commandant of the Marine Corps for their respective Service. The PA-VI TWI program gives Navy PA personnel opportunities to work closely with non-government civilian professionals in the field of mass communication. This program provides the PA community with flexibility to meet current and emerging Department of the Navy (DON) requirements that cannot be met through existing military and advanced civilian education programs. Typical assignments are with news media, public relations, media production and other organizations in the field. The emphases of TWI assignments are for participants to learn about the host organization's products, procedures and best practices; and how the mutual efforts of the Navy and the host organization can best inform external and internal publics.

3. Policy

a. The Chief of Information (CHINFO) and echelon 2 and 3 commands are authorized to conduct PA-VI TWI programs. Where operationally, administratively, and geographically feasible, these commands should collaborate on a single program.

b. PA-VI TWI assignments are only authorized for officers with the designators of 165X or 647X, mass communication specialists, and civilians in the 10XX series.

c. PA-VI TWI assignments will:

(1) Be given only to personnel who have demonstrated consistently outstanding performance and have high potential for success during future service.

(2) Only be authorized to allow the participant to acquire a skill, knowledge, or ability to fulfill a present need, anticipated requirement, or future capability contributing to the effectiveness or transformation of the Navy PA-VI mission.

(3) Only provide training or development of skills in private sector procedures and practices not available through existing military or advanced civilian education programs, or other established training and education programs.

(4) Not exceed 26 weeks. No prescribed length specified as training need will imply or dictate.

(5) Normally be local and at very low or no cost.

d. Upon completion of a TWI assignment, participants must immediately return to or transfer to a billet in which they will use the knowledge gained during the assignment. If it cannot be done immediately, a plan to do so must be made within 30 days after completion of the assignment.

e. A memorandum of understanding (MOU) between the command, host organization, and participant will be created prior to starting each TWI assignment using enclosure (1) as a template.

f. The Navy continues to pay the individual's normal pay and allowances while they are assigned to the host organization. All participants must receive temporary additional duty orders.

g. The command and the host organization retain the right to end the PA-VI TWI assignment for any reason. The participant can request to end it, pending concurrence from the host organization and the command.

h. Participants must not work on host organization projects concerning the Department of Defense and any entity within it.

i. Reserve Component personnel are prohibited from local assignments with competitors of their civilian employer(s).

#### 4. Responsibilities

a. CHINFO and echelon 2 and 3 commands conducting a PA-VI TWI program will:

(1) Establish specific procedures for the program and ensure it complies with the requirements of this instruction and references (a) and (b).

(2) Establish an MOU between the command, host organization, and participant prior to starting each TWI assignment using enclosure (1) as a template.

(3) Ensure program participants receive an ethics brief from a DON ethics counselor, including issues more likely to arise in a TWI setting than the participant's normal workplace. The brief must at a minimum address subjects in enclosure (2) and any other known, related subjects.

(4) Ensure personnel accountability requirements are met.

(5) Submit an annual program review of their PA-VI TWI program no later than 15 January to the Deputy Assistant Secretary of the Navy for Military Personnel Policy (DASN(MPP)) per references (a) and (b). The program review requirements are listed in paragraph 6.

b. Echelon 2 and 3 commanders will also:

(1) Advise CHINFO of their intent to have a PA-VI TWI program and consult with CHINFO on its establishment.

(2) Submit a copy of their annual PA-VI TWI program review to CHINFO no later than 15 January.

(3) Attend, in person or remotely, a PA-VI TWI program meeting organized by CHINFO on or about 15 July each year.

c. Program participants will:

(1) Ensure they receive an ethics brief from a DON ethics counselor, including issues more likely to arise in a TWI setting than the participant's normal workplace. The brief must at a minimum address subjects in enclosure (2).

(2) Act and present themselves professionally at all times, remembering they are representatives of the Navy regardless of their work environment.

(3) Adhere to the dress standards for the company to which they are assigned. There is no supplemental clothing allowance for civilian attire.

(4) Not solicit the host organization for civilian employment.

d. Military participants in the program will also:

(1) Adhere to Navy standards of conduct.

(2) Adhere to Navy grooming standards.

(3) Maintain physical readiness and participate in physical readiness assessments per reference (c).

(4) Prior to the assignment, agree in writing to a service commitment for a minimum period of three times the length of the training, beginning upon conclusion of the TWI assignment. Since the TWI assignments do not exceed 26 weeks, there is no service commitment required of civilians.

5. Participation Requests

a. Personnel wishing to participate in the TWI program will submit a letter via the chain of command to the applicable command authorized to conduct a PA-VI TWI program. The letter must include the following information:

(1) The length and what the requestor wants to learn via a TWI assignment to improve current and future performance.

(2) How this learning via a TWI assignment is expected to improve current and future performance.

(3) How participation in the TWI program will enable the learning that the requestor is seeking.

(4) The results of the requestor's search for this learning through existing military or advanced civilian education programs, or other established training and education programs.

(5) Recommendations, if any, about what private organizations can best provide the learning via a TWI assignment.

(6) A detailed biography, typically one page, including past assignments.

b. Military personnel wishing to participate in the PA-VI TWI program will also include in their letter:

(1) Their projected rotation date (PRD), and if applicable, their end of active obligated service (EAOS).

(2) These statements:

(a) "To participate in the PA-VI TWI program, prior to beginning a TWI assignment, I understand I must agree in writing to a service commitment for a minimum period of three times the length of the TWI assignment, beginning upon conclusion of the assignment. This obligation can be served concurrently with other service obligations."

(b) "To participate in the PA-VI TWI program, I understand I must have upon completion of a TWI assignment, a minimum of 6 months remaining prior to my projected rotation date and end of Active or Reserve Component obligated service, if applicable."

c. The command's first endorsement must:

(1) State whether the requestor has demonstrated consistently outstanding performance and has high potential for success during future service.

(2) State how the requestor's learning will be utilized upon completion of the assignment.

(3) Confirm the requestor's statement that no disciplinary action is pending or has occurred within the last 2 years.

(4) For military, confirm their PRD and EAOS, if applicable, and the status of their physical readiness per the requirements of reference (c).

6. Annual Program Reviews. The commands conducting a PA-VI TWI program will review the program annually and forward the results to the DASN(MPP) no later than 15 January. The review will include:

a. The number of personnel who commenced a TWI assignment during the preceding calendar year, including the duration and completion status of each assignment.

b. The rank, rate, and active-reserve, or civilian grade and series, of each person who completed a TWI assignment during the year.

c. A narrative assessment of each TWI assignment completed during the year. The narrative assessment will be no longer than one page. It will include the participant's command and rank, rate, or civilian grade and series; the name of the host organization; the learning objectives achieved and learning objects not achieved by the participant; comments on the host organization's performance; and any other comments helpful to understanding the usefulness of the assignment.

d. The number of personnel who are participating in a TWI assignment at the end of the year.

e. The rank, rate, or civilian grade and series of each person who is participating in a TWI assignment at the end of the year.

f. Recommendations for improvement of the PA-VI TWI program, to include preparations in advance of a TWI assignment.

OPNAVINST 1500.85  
8 Oct 2015

7. Records Management. Records created as a result of this instruction, regardless of media and format, must be managed per SECNAV Manual 5210.1 of January 2012.



R. R. BRAUN  
Performing the Duties as  
Director, Navy Staff

Distribution:

Electronic only, via Department of the Navy Issuances Web site  
<http://doni.documentsservices.dla.mil/>

MOU TEMPLATE

1. This memorandum outlines the responsibilities of the [Navy Command] and [Company], who are entering into an internship program partnership. The internship program will place one member of the [Command's] public affairs office at [Company] for no more than 26 weeks, as part of the Navy's "Training with Industry" Program.

2. The internship will direct its focus towards public affairs related skills. The intern will observe and assist with editing, production, journalism, media engagement, public relations, photography, research, and social media for the [Company] with as much hands-on experience as possible. The intern is expected to meet or exceed all workplace expectations and manage tasks within the assigned work schedule. At the end of the program the intern will be assessed by assigned supervisors.

3. Interns understand that the news is a 24 hours a day, 7 days a week business, and they may have to work extra days and hours. The intern's hours will be accounted for by the internship supervisor and accountable to the intern's Navy supervisor.

4. Interns will wear appropriate business casual apparel that is within standards of [Company].

5. The [Command] will provide information to the [Company] concerning the interns' ethics obligations to the Federal Government under the Joint Ethics Regulation, DoD 5500.07-R of 30 August 1993, and other applicable standards. [Company] will make best efforts to avoid placing the intern in a position where those standards are likely to be compromised.

6. The [Command] may require the intern to leave immediately if a military necessity arises. If such a situation arises, the [Command's] internship coordinator will coordinate with [Company].

7. [Company] or [Command] may choose to terminate an intern or the internship program at any time. Termination of either an intern or the program requires verbal and or written communication with the justification of the termination.

OPNAVINST 1500.85  
8 Oct 2015

8. This agreement is effective until either party chooses to terminate it.

---

Date:  
Name:  
Title:  
Phone:  
Email:

---

Date:  
Name:  
Title:  
Phone:  
Email:

REQUIRED SUBJECTS FOR TWI ETHICS BRIEF

1. Prior to participating in TWI programs, Navy participants, with assistance from their chain-of-command, must receive an in-person ethics brief from the first ethics counselor (judge advocate or general counsel) in the chain of command. This brief must include at minimum discussion of the following topics: standards of conduct; relations with non-federal entities; conflicts of interest; political activities; gifts; and contractual obligations. This list is not exclusive. All ethics counselors are encouraged to tailor their briefs to address any case-specific issues that they identify.

2. A Navy TWI participant remains under the Navy's administrative control while in the TWI program. As a Federal employee, a TWI participant may NOT:

a. Use their official position to solicit, or coerce the offering of a gift.

b. Accept money or reimbursement directly from the company under any circumstances.

c. Accept a gift in exchange for being influenced in the performance of official action.

d. Accept a gift in violation of a regulation or statute.

e. Accept gifts from the same or different sources so frequently that a reasonable person would conclude that the employee is using his or her public office for private gain.

f. Aid in prosecuting a claim against the Government on behalf of the company.

g. Assist in contract negotiations on behalf of the company with the Government.

h. Lobby the Government on behalf of the company.

3. The TWI participant must adhere to the Navy's core values, the Uniform Code of Military Justice, the Joint Ethics Regulation, DoD 5500.07-R of 30 August 1993,, and other rules that apply. The participant must also abide by the company's

rules and regulations in so far as they do not conflict with the Navy's regulations. As a rule of good practice, the TWI participant will follow whichever rules are more stringent. A participant that notices a conflict between the respective rules of the Navy and industry must notify the approving command immediately.

4. The Navy will enter into an MOU with a company that participates in the TWI program. A designated official from the command that approves a TWI will enter into contract with the company on behalf of the Navy. The command must enter into this MOU prior to the commencement of the TWI.

5. The ethics counselor that briefs the TWI participant must inform the participant not to sign any additional contracts, agreements, or liability releases with the company. Moreover, the ethics counselor must inform the participant to forward any such documents to the approving command for review.

6. The TWI participant must not work on any project dealing directly with a Navy-specific contract or a pending Navy procurement action. If a compelling reason exists for an exception to this policy, the approving command must obtain written approval from the contracting officer and government program manager responsible for the project.

7. A TWI participant that is unsure of how to handle any situation should immediately contact the approving command to receive guidance from the appropriate official.