



DEPARTMENT OF THE NAVY

OFFICE OF INFORMATION  
1200 NAVY PENTAGON  
WASHINGTON DC 20350-1200

IN REPLY REFER TO

OPNAVINST 5305.7B CH-1

N09C  
05 APR 2010

OPNAV INSTRUCTION 5305.7B CHANGE TRANSMITTAL 1

From: Chief of Naval Operations

Subj: THOMPSON-RAVITZ AWARDS FOR EXCELLENCE IN NAVY PUBLIC  
AFFAIRS

Encl: (1) Revised Page 1 of basic instruction  
(2) Revised Page 4 of enclosure (1) and new page 4a

1. Purpose. To transmit new page 1 of the basic instruction, which corrects erroneous information, and page 4 of enclosure (1), which provides clarification on award submission guidelines.

2. Action. Remove page 1 of the basic instruction and page 4 of enclosure (1) and insert enclosures (1) and (2) of this change transmittal, respectively.

  
D. J. MOYNIHAN  
Chief of Information

Distribution:

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



DEPARTMENT OF THE NAVY  
OFFICE OF THE CHIEF OF NAVAL OPERATIONS  
2000 NAVY PENTAGON  
WASHINGTON, D. C. 20350-2000

IN REPLY REFER TO  
CH-1 of 05 APR 2010

OPNAVINST 5305.7B  
N09C  
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OPNAV INSTRUCTION 5305.7B

From: Chief of Naval Operations

Subj: THOMPSON-RAVITZ AWARDS FOR EXCELLENCE IN NAVY PUBLIC AFFAIRS

Encl: (1) Thompson-Ravitz Awards Program Entry Criteria and Guidelines

1. Purpose. To describe the Thompson-Ravitz Awards Program for Excellence in Navy Public Affairs and to issue guidelines for participation.

2. Cancellation. OPNAVINSTs 5305.6A and 5305.7A.

3. Background. In the spirit of Active-Reserve Integration and in an effort to recognize the efforts of the entire Navy public affairs team in one awards program, the Chief of Information (CHINFO) directed the consolidation of the Rear Admiral William Thompson Awards for Excellence in Public Affairs and the Rear Admiral Robert A. Ravitz Awards for Public Affairs Excellence in the United States Naval Reserve. The awards bear the names of Rear Admiral William Thompson, the first designated public affairs officer selected for flag rank, and Rear Admiral Robert A. Ravitz, one of the first directors of the Naval Reserve public affairs program and special assistants to the CHINFO. The awards promote cooperation between the active duty and Reserve components, professional expertise and excellence -- as personally exemplified by these Rear Admirals -- by recognizing Navy public affairs achievements.

4. Scope. All Navy commands and activities with military and civilian personnel who perform public affairs as a primary or collateral duty are eligible to submit unit entries. All personnel who perform public affairs duties, either as a primary or collateral duty, are eligible for the individual categories if they meet the criteria as listed in enclosure (1) of this instruction. CHINFO is not eligible for unit awards. Programs submitted for consideration may be designed and executed by more than one eligible member.

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5. Responsibility

a. The Assistant Chief of Information for Requirements, Policy and Professional Development (OI-8) 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.

6. Action. Addressees should distribute the information contained in this instruction, as appropriate. Entry guidelines and deadlines are outlined in enclosure (1). Entries will be judged in April of each year. Winners will be announced on or about 15 June via Navy administrative message.

7. Records Management. Records created as a result of this instruction, regardless of media and format, shall be managed in accordance with Secretary of the Navy (SECNAV) Manual (M-) 5210.1.

8. Reports. The reporting requirement contained in this instruction is exempt from reports control by SECNAV M-5214.1.

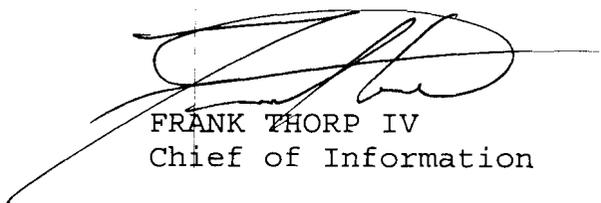
9. Forms. The following forms are available on Naval Forms Online, <https://navalforms.daps.dla.mil/web/public/home>:

a. OPNAV 5305/4, Thompson-Ravitz Individual Award Entry Form.

b. OPNAV 5305/5, Thompson-Ravitz Unit Award Entry Form.

c. OPNAV 5305/6, Thompson-Ravitz Unit Scoresheet - Unit Award.

d. OPNAV 5305/7, Thompson-Ravitz Award Scoresheet - Individual Award.



FRANK THORP IV  
Chief of Information

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**THE THOMPSON-RAVITZ AWARDS PROGRAM  
FOR EXCELLENCE IN PUBLIC AFFAIRS  
ENTRY CRITERIA AND GUIDELINES**

1. Program Objectives. The Thompson-Ravitz Awards Program is designed to:

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

b. Encourage Navy units to maintain a public affairs program designed to: keep the internal and external audiences informed on current U.S. Navy activities, promote community relations, and foster continued mutual support in total force public affairs to include special projects and events.

2. Eligibility. All Navy commands and activities with military and civilian personnel who perform public affairs as a primary or collateral duty, with the exception of CHINFO, are eligible to submit unit entries. Those personnel who perform public affairs duties, either as a primary or collateral duty, are eligible for the individual categories if they meet the criteria as listed in subparagraph 3b of this enclosure. Participation in this awards program is voluntary. Programs must be designed and implemented by the submitting unit.

3. Entry Guidelines

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

(1) Community Relations. This category recognizes long-term programs aimed at achieving cooperation and improving relations with surrounding communities, organizations, and/or public's exhibiting interest in the Navy or in which the Navy shares a specific interest. The actual conduct of a sound, goal-oriented community relations program will vary considerably from one unit to the next for many reasons, such as mission and allowable degree of public access, local public attitude toward the military, events providing opportunity for direct interface with the public, and local issues which divide or unite the military and the community.

(2) Special Events/Projects, Observances and Special Publics. This category recognizes short-term programs commemorating anniversaries, special embarkations, commissionings, innovative base tours, national or local

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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) Proactive Public Information/Media Relations/ Reactive Public Information/Media Relations Activities. This category recognizes short- or long-term public information programs that would not be considered community relations. This will generally require the inclusion of media relations activities, although that is not a required element. Additionally, public affairs operations can be initiated in direct response to disaster, contingency or emergency situations. Emergency situations are defined as sudden, unpredictable events with high potential for adverse news coverage, such as, fires, explosions, outbreaks of contagious or fatal diseases, protest demonstrations, allegations of improper procedures or conduct on the part of individuals or within a command.

(4) Internal Communications. This category recognizes specific programs designed to improve understanding, efficiency, education and morale among Navy and civilian personnel and their families through implementation of internal communication tools or methods. It is the means by which an organization establishes, maintains, and employs two-way channels of communication to link leadership and the people of the organization.

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

(1) Junior Public Affairs Officer of the Year. This award recognizes the junior officer (O-1 to O-3, designator 165X) who has made outstanding contributions to the promotion of excellence in Navy public affairs operations or programs. This award is granted to an individual who made an extraordinary impact on Navy public affairs in the last calendar year. The awardee will have demonstrated exceptional initiative, commitment, effort and competence.

(2) Junior Reserve Public Affairs Officer of the Year. This award recognizes the junior officer (O-1 to O-3, designator 1655) who has made outstanding contributions to the promotion of excellence in Navy public affairs operations or programs. This award is granted to an individual who made an extraordinary impact on Navy public affairs during the competition year. The

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awardee will have demonstrated exceptional initiative, commitment, effort and competence.

(3) Junior Civilian Public Affairs Officer of the Year. This award recognizes the civilian public affairs professional working at a level of GS-11-equivalent or below. This award is granted to an individual who made a significant impact on Navy public affairs during the competition year. The awardee will have demonstrated exceptional initiative, commitment, effort, and competence.

(4) Enlisted Public Affairs Officer of the Year. This award recognizes the enlisted Servicemember in a public affairs officer billet who has made outstanding contributions to the promotion of excellence in Navy public affairs operations or programs during the competition year. The awardee will have demonstrated exceptional initiative, commitment, effort and competence.

c. Submission Guidelines for Unit Entries:

(1) All entries and their requisite entry forms will be submitted electronically using the formats described below.

(a) Cover Letter. 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, officer in charge or by the public affairs officer with by direction authority. The letter should be scanned and submitted electronically as a ".pdf" file.

(b) Entry Form. Each entry must be accompanied by an OPNAV 5305/5 Thompson-Ravitz Unit Award Entry Form. Ensure all blocks are filled out accordingly. The electronic form will accept up to 8,000 characters in each block. Save the electronic version of the form and submit electronically with each entry. Be certain to list any supporting documents/products in the "Supporting Documents/Products" block and include a list of the print, audio or video news products as necessary. Ensure the entry form file name matches the title of the entry. For example, an entry titled Oil Spill should have an electronic entry from titled "oilspill\_entry\_form.pdf".

(c) Print Products. Any samples of news releases prepared by the command, itineraries of special events or other

print materials from the program should be scanned and submitted electronically as low res, distilled .pdf files not to exceed five megabytes. Published print products such as news stories that were the direct result of the command or individual's efforts should follow the same standard as above. Entrants may submit no more than five print samples.

(d) Audio Products. Any samples of radio broadcasts prepared by the command or radio pieces that were the direct result of the command or individual's efforts should be submitted as digital files, either ".wav" (44,100 stereo/22050 mono, 16 bit, Windows Pulse-Code Modulation (PCM) or ".mp3" (not less than approximately 129 kbps). Entrants may submit no more than five audio samples.

(e) Video Products. Because samples of audiovisual products prepared by the command, and news clips or other audiovisual products that were the direct result of the command or individual's efforts, will only be used to determine effectiveness of the command's communication efforts, any audiovisual products should be saved electronically as an Audio Video Interleave (AVI) file or should be saved using Microsoft's Windows Media Video 9 codec where possible. Frame size should be kept at the broadcast standard 720 x 486 and frames per second should be set at 29.97. Entrants may submit no more than five video samples.

(2) Winning entries will be uploaded to the World Wide Web to serve as training tools.

d. Submission Guidelines for Individual Entries:

(1) A command or activity may nominate one individual per category using OPNAV 5305/4 Thompson-Ravitz Individual Award Entry Form. The entry should be submitted under a single cover letter signed by the commander, commanding officer, officer in charge or by the senior public affairs officer with by direction authority. The letter should be scanned and submitted electronically as a ".pdf" file.

(2) Each nomination should be accompanied by a summary (no more than 8,000 characters) of the accomplishment in clear, complete and concise terms that illustrates why the candidate warrants selection. Appropriate supporting documentation such as communication plans, news releases or published print, audio or audiovisual products may also be included in the nomination package. Use the same file conventions and sample limitations listed above for supporting documentation and ensure each item is listed in the "Supporting Documentation/Products" block.

e. 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

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received at CHINFO no later than the last Friday in March of each year. There will be no exceptions. Entries must be submitted as digital files, preferably on one disc or electronically. Contact CHINFO OI-8, 703-692-4754 for electronic submission requirements. Due to possible destruction of computer discs as a result of the Pentagon mail screening process, it is highly recommended that entries that cannot be submitted electronically be shipped via a commercial shipping agency such as Federal Express to the following address:

Thompson-Ravitz Awards  
Chief of Information (OI-8)  
1200 Navy Pentagon  
Washington, DC 20350-1200

4. Unit 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 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 the command sought to achieve and the command's attempts to inform, reverse adverse or neutralize 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

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effectively in relation to the audience(s), and whether the program comprehensively addressed the stated problem.

f. Evaluation. Judges 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.

g. Judge's Scoresheet. Judges will use OPNAV 5305/6 Thompson-Ravitz Unit Scoresheet - Unit Award for compiling the scores for each unit entry.

5. Individual entries will be judged under the following criteria:

a. Contribution to Communication Objectives. Judges will consider the breadth and depth of contribution the individual made to the unit's communication objectives. The individual's level of involvement throughout the communication analysis/research, planning, execution/implementation and assessment/evaluation phases in the unit's operations will be an important factor.

b. Professional Development. Judges will consider the individual's efforts to broaden public affairs and military skills. Attendance at required schools will not necessarily be considered a distinguishing accomplishment, but taking such courses via distance learning, graduation as number one in the class, or other distinguishing factors as part of required schools may provide the judges with additional information upon which to make their decision.

c. Initiative and Effort. Judges will consider the individual's consistency of initiative and effort throughout the competition year. Superior performance on a single project is noteworthy, but true value comes from consistently strong performance over long periods.

d. Leadership. Judges will consider how well the individual demonstrated leadership skills during the competition year. Although many junior personnel may not have subordinates, leadership can be expressed in many ways, such as with peers within the public affairs office or entire unit, and people external to the command with whom the individual conducts public affairs' projects.

e. Judge's Scoresheet. Judges will use OPNAV 5305/7 Thompson-Ravitz Award Scoresheet - Individual Award for compiling the scores for each individual entry.

6. Awards. First place and honorable mention may be awarded in all categories. Where entries are deemed poor quality, no award will be given. Winners in each category will receive a certificate and letter of commendation. Judges also have the option to name one winner as "Best Overall."