



DEPARTMENT OF THE NAVY  
OFFICE OF THE CHIEF OF NAVAL OPERATIONS  
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18 Dec 2014

OPNAV INSTRUCTION 5305.7C

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. A summary of the changes includes changes in the unit and individual award categories, and the addition of new award categories to the program. This instruction is a complete revision and should be reviewed in its entirety.

2. Cancellation. OPNAVINST 5305.7B.

3. Background. This program bears 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 Navy Chief of Information (CHINFO). The awards promote professional expertise and excellence as personally exemplified by these admirals by recognizing Navy public affairs achievements.

4. Applicability. All Navy commands and activities 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.

5. Policy

a. The Assistant Chief of Information for Requirements, Policy and Professional Development (CHINFO OI-8) will serve as program director. The program director shall be responsible for

distributing annual guidance on submission procedures, establishing judging panels, reviewing judging results, and making award-selectee recommendations to the CHINFO.

b. Judging will be based upon criteria set forth in enclosure (1).

c. The Assistant Chief of Information for Administration and Resource Management (CHINFO OI-1) shall support the preparation and distribution of award letters and certificates.

d. The Assistant Chief of Information for Navy Media Services (CHINFO OI-2) shall support the information technology requirements for the receipt, processing and display of entries.

6. Records Management. Records created as a result of this instruction, regardless of media and format, shall be managed per Secretary of the Navy (SECNAV) Manual M-5210.1 of January 2012.

#### 7. Forms and Reports

a. The reporting requirement contained in this instruction is exempt from reports control per SECNAV M-5214.1 of December 2005, part IV, subparagraph 7p.

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

(1) OPNAV 5305/4, Thompson-Ravitz Individual Award Entry Form.

(2) OPNAV 5305/5, Thompson-Ravitz Unit Award Entry Form.

(3) OPNAV 5305/6, Thompson-Ravitz Unit Scoresheet - Unit Award.

(4) OPNAV 5305/7, Thompson-Ravitz Award Scoresheet - Individual Award.



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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 outreach, 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 or 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. Entries must be submitted by the unit that planned and executed the program.

3. Competition Year and Performance Periods

a. The competition year is the calendar year immediately preceding the calendar year entries are judged and winners selected. The competition year will be included in the title of the program.

b. All entries in the individual category awards will be based on performance during the competition year.

c. Entering unit category awards can be more complex.

(1) The research, planning, implementation and assessment of a non-recurring public affairs program, such as an internal communication program about safety in the shipyard or a special observance such as the War of 1812, might take more than 1 year. Therefore, a command may either enter a program that completed during the competition year or enter a program in progress at the end of the competition year. If the command enters a program in progress at the end of the competition year, it may also submit the program in the following competition year

if it is completed during that competition year. Depending on the program's quality and its competition, it can win the award twice. Although this is unusual, it is preferred over a command not being able to submit a program only once because it doesn't line up perfectly to the annual calendar.

(2) Continual public affairs programs, such as ship visiting or routine release of information to the public, are best put on a "research, plan, implement, assess cycle" conforming to the competition year. This allows the continual programs to show all complete facets of the cycle each year.

#### 4. Unit Award Categories and Subcategories

a. Community Outreach Category. This category recognizes standing programs aimed at direct contact with the community to achieve good relations and cooperation with the citizens, leaders, and organizations in surrounding communities. Examples are visiting programs, speaking programs, community service projects, and committees or other bodies with command and community representatives formed to collaborate on issues of mutual interest to the command and the community.

b. Special Events and Projects Category. This category recognizes programs such as national or local observances; heritage celebrations; anniversaries; special recognition of military and civilian personnel, families, veterans and similar groups; commissionings; and other activities.

c. Public Information Category. This category recognizes planned short- or long-term public information programs not considered community outreach. This will generally include media relations activities, but are not a required element of the program. Examples are communicating about the command and its missions; noise abatement; command accomplishments; outstanding command members; supporting a healthy command environment; and business or employment opportunities.

d. Crisis Communication Category. This category recognizes public affairs responses to emergent situations. Emergent situations are defined as sudden, unpredictable events with high potential for adverse news coverage. Examples are accidents, disasters, fires, explosions, outbreaks of contagious or fatal

diseases, protest demonstrations, and allegations of improper actions or conduct on the part of individuals in a command.

e. Internal Communication Category. This category recognizes specific programs that organizations use to establish and maintain communication with its military and civilian personnel and their families.

f. Subcategories. Each of the five categories is divided into four subcategories based on the combination of command type and public affairs staff size assigned to the command.

(1) The command types are afloat and shore. Afloat commands are deployable units. Shore commands include those in the United States and overseas.

(2) The public affairs staff sizes are large and small. Large staffs are four or more people. Small staffs are three or less people.

## 5. Individual Categories

a. Junior Public Affairs Officer of the Year. This award recognizes an active duty junior officer (O-1 to O-3, designator 1650 or 6470) who made outstanding contributions to the promotion of excellence in Navy public affairs operations or programs in the competition year. The nominees will have demonstrated exceptional initiative, commitment, competence and accomplishment.

b. Junior Reserve Public Affairs Officer of the Year. This award recognizes a reserve junior officer (O-1 to O-3, designator 1655) who made outstanding contributions to the promotion of excellence in Navy public affairs operations or programs in the competition year. The nominees will have demonstrated exceptional initiative, commitment, competence and accomplishment.

c. Junior Civilian Public Affairs Specialist of the Year. This award recognizes a junior civilian public affairs specialist, GS-11-equivalent or below, who made outstanding contributions to the promotion of excellence in Navy public

affairs operations or programs in the competition year. The nominees will have demonstrated exceptional initiative, commitment, competence and accomplishment.

d. Junior Collateral Duty Public Affairs Officer of the Year. This award recognizes an officer (O-1 to O-4), enlisted or civilian (GS-13 and below) who was assigned to collateral duties in public affairs who made outstanding contributions to the promotion of excellence in Navy public affairs in the competition year. The nominees will have demonstrated exceptional initiative, commitment, competence and accomplishment.

e. Enlisted Public Affairs Officer of the Year. This award recognizes a mass communication specialist in a public affairs officer billet who made outstanding contributions to the promotion of excellence in Navy public affairs in the competition year. The nominees will have demonstrated exceptional initiative, commitment, competence and accomplishment.

## 6. Submission Guidelines for Unit Entries

a. All entries will be submitted electronically using the formats described below.

(1) Cover Letter. A command or activity may submit one entry per category. 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 portable document format (pdf) file. If an entry does not meet the description of the category submitted, the judges may recommend to CHINFO OI-8 the entry be moved into another category. If the command already has an entry in that category, the command's entry will be judged and the entry recommended for moving will be disqualified.

(2) Entry Form. Each entry must be accompanied by an OPNAV 5305/5 Thompson-Ravitz Unit Award Entry Form. Upload the electronic version of the form (MS Word), not a .pdf. Be certain to list any supporting documents or 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 form titled "oilspill\_entry\_form.pdf".

(3) Print Products. Print products submitted as part of the entry should be scanned and submitted electronically as low resolution, distilled .pdf files not to exceed 5 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.

(4) Audio Products. Audio products submitted as part of the entry 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 kilobit per second (kbps)).

(5) Video Products. Because video products submitted as part of the entry may be very large files, DO NOT UPLOAD ANY VIDEO FILES: ONLY WORKING, PUBLICLY-ACCESSIBLE INTERNET LINKS need be cited in the video section of block 17.

## 7. Submission Guidelines for Individual Entries

a. A command or activity may nominate one individual per category using OPNAV 5305/4 Thompson-Ravitz Individual Award Entry Form.

b. Each nomination should be accompanied by a summary (no more than four pages) of the accomplishment in clear, complete and concise terms that illustrates why the candidate warrants selection. Appropriate supporting documentation, including written products (e.g., communication plans; news releases; responses to media or public queries; event notices and scripts; speeches; and published articles), audio, visual, and multimedia products may be included in the nomination package. Use the same file conventions listed subparagraph 6a of this enclosure for supporting documentation and ensure each item is listed in the "Supporting Documentation/Products" block.

8. Deadlines. Entries must be received at CHINFO no later than the last Friday in March of each year, unless indicated otherwise in the annual call for entries.

9. Unit Entries will be Judged Under the Following Criteria

a. Research. 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 or neutralize adverse public opinion must be specifically spelled out.

b. 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.

c. Implementation. 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 program comprehensively addressed the stated problem.

d. 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.

e. Judge's Scoresheet. Judges will use OPNAV 5305/6 Thompson-Ravitz Unit Scoresheet - Unit Award for compiling the scores for each unit entry. The criteria on the scoresheet are scored using a 10-point scale.

10. Unit Awards. Winners will be selected in each category. If none of the entries in a category are deemed to be of good quality, however, no award will be given in that category. If two entries are deemed to be of good quality or better, and their judging results are extremely close, an Honorable Mention may be awarded to the second best entry. The program director will recommend to the CHINFO one of the category winners as "Best in Show."

11. 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, implementation, and assessment or 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, graduating first 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 on multiple projects over long periods.

d. Leadership. Judges will consider how well the individual demonstrated leadership skills in the performance of public affairs and visual information duties. 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 with 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.

12. Individual Awards. Only one winner will be selected in each category. No honorable mention awards will be given. If all entries in a category are judged not worthy of distinction, no award will be given. The winner in each category will receive a trophy, certificate and letter of commendation from the CHINFO.

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13. Winning entries will be Uploaded to the Internet to Serve  
as Training Tools