

## **UNIT REQUIREMENTS FOR RESERVE PUBLIC AFFAIRS OFFICERS**

- **NAVAL WAR COLLEGE (NWC)**
  - **COMMANDER, U.S. NAVAL FORCES EUROPE / COMMANDER, U.S. SIXTH FLEET**
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- **NAVAL WAR COLLEGE (NWC) RESERVE PAO REQUIREMENTS:**

**Point of contact: CDR Susan Haeg, NWC PAO, (401) 841-2220**

The primary mission is media training.

Reservists MUST drill in Newport during the Joint Military Operations war games. This occurs, nominally, during the last week of February and the first week in June. Last month, NWC PAO facilitated more than 65 press conferences and published the "Early Worm" each day. In order to prepare for the media training, the Reservists must arrive in advance and study the scenario. They should know more about SE Asia than the students. They also receive a bootstrap from the NWC PAO on the style of their specialized media training. This equates to about 10-12 days of duty in both February and June. Therefore, the Reservists forego much of the monthly weekend drill, and instead, apply all of their days to these war games. This means that Reservists from anywhere in the U.S. can apply for this Unit, and buy only 2 airline tickets.

This media training is designed for 550 future leaders of our military. Student critiques consistently rate this experience as the "best of" the war game, JMO, and, sometimes, their NWC experience. Students leave NWC with new knowledge about using their PAO, how to engage the media, and "life skills" in communicating their message.

- **COMMANDER, U.S. NAVAL FORCES EUROPE / COMMANDER, U.S. SIXTH FLEET RESERVE PAO REQUIREMENTS:**

**Points of contact: Captain Gordon Hume, COMUSNAVEUR PAO, 011-44-20-7514-4251; CDR Cate Mueller, C6F PAO, 011-39-0771-709-994**

CNE/C6F Reserve Personnel will be expected to support CNE/C6F Public Affairs requirements throughout the EUCOM AOR during a variety of operational and exercise evolutions, as well as providing backup support to the CNE/C6F PA office.

Assigned personnel should expect to focus their drill periods and ATs on planning and execution of operations, exercises or special events within the European theatre. Due to travel requirements and scope of most exercises, personnel should expect to expend the majority of their AT days on one trip to the region per year. ADT funding may be available on a case-by-case basis and should be considered the exception and not the rule when considering funding.

The Director and Deputy Director should be well versed in operational public affairs planning with direct experience in planning and execution of exercises or real-world operations. Both the

Director and Deputy Director should be prepared to act as the lead PAO for the operation/exercise, Chief Spokesman for the operation/exercise or Director/Deputy Director of a Press Information Center (USN, Joint or Combined). They should also be knowledgeable of deployment requirements, ensuring all members of the unit are deployable and are up-to-date on current CNE/C6F theatre issues.

Action Officers assigned to the unit should be trained to be PA planners including PAG development, media embark and escort process, and should be prepared to perform duties as Media Liaison/Escort Officers and to be part of a Press Information Center staff.

Enlisted members of the unit (JO/PH) will be expected to be trained and prepared to provide support to the same operations, exercises and events, with the primary focus being on the preparation of material for internal publications and programs. Senior enlisted (E-7 and above) should be prepared to provide in-rate training, technical support, management and leadership of junior enlisted personnel and should be prepared to perform similar duties as the PA Action Officers. All members of the unit can expect to be involved in PA plan concept, development and subsequent execution. In some cases, unit members may be requested to backfill the CNE/C6F PA office.

- **COMMANDER, SEVENTH FLEET RESERVE PAO REQUIREMENTS:**

**Point of Contact: CDR Scott Gureck, C7F PAO, 011-813-11-743-7220**

Billet Description

Supporting Unit: NR NIB 111, NRC Fort Worth, UIC 86288  
ADDU to C7F, Drills with C7F reserve unit at NRC Fort Worth

Billet descriptions/requirements:

Director: 1655

Projected Need: normal drill cycle (12 weekends/48 drills) and normal OCONUS AT cycle (17 OCONUS days). Desired AT site is embarked USS BLUE RIDGE (LCC 19), Yokosuka, Japan, even years; Exercise TALISMAN SABRE (formerly TANDEM THRUST) odd years (starting FY05) as CIB director.

Routine Tasks: Coordinate with AC (active component) C7F PAO for RC tasking. Coordinate with C7F reserve unit at NRC Fort Worth to ensure unit members are briefed and aligned with current C7F ops, plans and issues. Assist AC C7F PAO with major strategic planning and long-range issues. Available for short-fused tasking to augment C7F staff (onsite OCONUS or virtual).

Deputy Director: 1655

Projected Need: normal drill cycle (12 weekends/48 drills) and normal OCONUS AT cycle (17 OCONUS days). Desired AT site is embarked USS BLUE RIDGE (LCC 19), Yokosuka, Japan.

Routine Tasks: Coordinate with AC C7F Deputy PAO for RC readiness, deployment and admin issues (security clearances, medical readiness, etc.) Coordinate with C7F reserve unit at NRC Fort Worth to ensure unit members are briefed and aligned with current C7F ops, plans and issues. Assist AC C7F Deputy PAO with reserve backfill planning and long-range issues. Available for short-fused tasking to augment C7F staff (onsite OCONUS or virtual).

Action Officers: multiple O3-O4/1655 (or prior enlisted O1-O2)

Projected Need: normal drill cycle (12 weekends/48 drills) and normal OCONUS AT cycle (17 OCONUS days). MORE IF POSSIBLE. AT: Exercise TALISMAN SABRE (formerly TANDEM THRUST) odd years (starting FY05) as CIB action officer, Terminal Fury (annually aboard USS Blue Ridge) backfill C7F AC staff throughout year for leave, etc. Represent COMSEVENTHFLT at PACOM-sponsored Subject Matter Expert Exchange (SMEE) events held around the AOR every few months. CONUS (West Coast) can be IDTT, OCONUS can be AT for longer events.

Routine Tasks: Maintain knowledge and understanding of current/planned C7F operations, plans and issues. Focus on supporting one major C7F initiative (PA plan, event, or exercise) per FY. Contribute to planning of event throughout year.

- **NAVY OFFICE OF COMMUNITY OUTREACH (NAVCO) RESERVE PAO REQUIREMENTS:**

**Point of contact: Captain Betsy Bird, PERS 448 (901) 874-4091**

NAVCO Reserve Field Representatives will work in traditionally "non-Navy" areas. The Field Reps will operate independently in their cities under the NAVCO. They will drill in their hometowns by supporting NAVCO efforts and at least twice a year at the NAVCO office in Millington.

NAVCO Field Reps will primarily drill on a Flex Drill schedule that will dovetail into regional and local events as planned by the NAVCO Region AE. AT schedule will be dictated by local and regional events schedule. They will be required to conduct some regional travel. This travel will be supported with orders and funding from NAVCO if it requires overnight stays of is a prohibitive distance to commute from home. NAVCO Field Reps will be responsible for gathering regional/local events lists and developing relationships with local centers of influence, media and governmental leaders.

The selected NAVCO Field Representatives will be assigned orders to NAVCO in the following markets, depending on residence of reserve member. We will fill markets depending on skills and where our reserves live. The following markets are locations where we will accept requests. You must live in the greater metro area of these cities to receive these jobs.

Chicago	San Francisco	Indianapolis
Detroit	Dallas	Austin
Houston	San Antonio	Milwaukee
Philadelphia	Atlanta	Columbus
Miami	Phoenix	Baltimore
Minneapolis/St. Paul	Cleveland	Oklahoma City
St. Louis	Kansas City	Nashville
Pittsburgh	Denver	Portland (OR)
Omaha	Boston	

- **COMMANDER, U. S. PACIFIC FLEET RESERVE PAO REQUIREMENTS:**

**Point of contact: CAPT (Sel) Matt Brown, COMPACFLT PAO (808) 471-3769**

Supporting Unit: NAVINFO 119, Los Angeles (transitioning to CPF)

Drill location: Currently Los Angeles - may relocate to San Diego

Billet descriptions/requirements:

Director: O6/1655

Projected Need: normal drill cycle (12 weekends/48 drills) and normal OCONUS AT cycle (17 OCONUS days). Planned AT site is CPF headquarters, Makalapa, Pearl Harbor, HI. Focus of AT periods will include performance as Naval component PAO backfilling for CPF PAO during JTF 519 operations and exercises.

Additionally, the director should plan to participate in ADSW and ADT opportunities for theater-specific operational plan focused exercises and conferences.

Director should have a TS clearance facilitating participation in OPT efforts and briefings.

Routine Tasks: Coordinate with active component CPF PAO and staff for tasking and to maintain current situational awareness. Will ensure subordinates within the augmentation unit are familiar with current CPF operations, issues, initiatives, and planning efforts. Assist CPF PAO with major strategic planning and long-range issues. Available for short-fused tasking to augment CPF staff (either onsite OCONUS or virtual).

Deputy Director: O5/1655

Projected Need: normal drill cycle (12 weekends/48 drills) and normal OCONUS AT cycle (17 OCONUS days). Planned AT site is CPF headquarters, Makalapa, Pearl Harbor, HI. Focus of AT periods will include performance as Deputy Fleet PAO backfilling for CPF DPAO during contingency operations and exercises.

Additionally, the deputy director should plan to participate in ADSW and ADT opportunities for theater-specific operational plan focused exercises and conferences. Deputy Directors should have a TS clearance facilitating participation in OPT efforts and briefings.

Routine Tasks: Coordinate with active component CPF DPAO and staff for tasking and to maintain current situational awareness. Will ensure subordinates within the augmentation unit are familiar with current CPF operations, issues, initiatives, and planning efforts. Assist CPF PAO with major strategic planning and long-range issues. Available for short-fused tasking to augment CPF staff (either onsite OCONUS or virtual).

Action Officers: O1-O4/1655's

Projected Need: normal drill cycle (12 weekends/48 drills) and normal OCONUS AT cycle (17 OCONUS days). MORE IF POSSIBLE. AT:

In support of PACFLT operations, O-Plan focused exercises (including Terminal Fury and RSOI) and multi-national exercises (including RIMPAC and CARAT), and

major community relations efforts (including Fleet Weeks and Commemorations for WWII and Korea battles). Available for short-fused tasking to augment CPF staff (either onsite OCONUS or virtual). Should ensure Secret clearance data is current, with TS clearance initiated preferred.

Routine Tasks: Maintain knowledge and understanding of current CPF operations, issues, initiatives, and planning efforts.

- **JOINT PUBLIC AFFAIRS SUPPORT ELEMENT – RESERVE (JPASE-R) REQUIREMENTS:**

**Point of contact: Captain Greg Smith, JFCOM PAO, (757) 836-6555**

The Navy reserves that will be supporting JFCOM will form the corps of the Joint Public Affairs Support Element - Reserve (JPASE-R). For those unfamiliar with JPASE, a point paper is attached which reflects the mission of the active unit -- the reserve element will mirror the active unit in every aspect.

As it currently stands, the plan is for the Navy to assign its reserves to a CHINFO controlled UIC and then administratively reassign them to JFCOM. The JFCOM PAO will then take the Army, Air Force and Marine Corps reserve personnel (all toll, about one-third of the total Navy contribution) from the existing Joint Reserve Unit and fold them under the Navy-led JPASE(R) unit. This will ensure that the active duty PAO of the gaining command has the authority to sign the fitness reports of the senior members of the unit.

All officers and perhaps some of the key enlisted billets will need to have Top Secret Clearances. This will ensure that there is maximum flexibility when assigning personnel to fill billets during mission rehearsal training events, for contingency planning, or for actual deployment to ongoing operation within a combatant commanders AOR.

While the rank structure has been determined by CHINFO, the team will need to be senior by nature, given their expected responsibilities to train Joint Task Force Commanders staffs. This is especially true of the enlisted members. With the merging of various enlisted ratings into a media/visual information specialty, this will afford a cross-trained cadre of expertise.

The OPTEMPO of the unit will depend largely on commitments of the active duty JPASE counterpart. If the active duty JPASE is not deployed and conducting its peacetime training mission, then the JPASE-R unit can expect to have a predictable OPTEMPO in support of specific exercises and other training being conducted by JFCOM. At present, JFCOM conducts approximately 40-50 major exercises each year, with over 250 associated exercise-planning conferences. JFCOM also conducts mission rehearsal exercises and training for Joint Task Force commanders. Last year, over a dozen of these short notice mission rehearsals were conducted. JPASE-R will also share in supporting the one-star Flag/General officer CAPSTONE training conducted by JFCOM. This 4-day operations focused training module takes place four times per year. JFCOM is also starting a 4-day program for 3-Star officers that will involve public affairs training.

In contrast, if the active duty JPASE is partially or completely deployed in support of ongoing operations, then the JPASE-R can expect to fulfill, to the extent possible, the void left in training with the deployment of the active unit. It is also expected that the reserve unit could deploy in

part or whole as a rotational force to support ongoing operations. Of course, Presidential call up authority and other considerations of deploying the reserves would apply.

The attached paper outlines many of the functions members of the unit will be expected to perform in both peacetime and in support of operations. Any potential candidate interested in becoming a member of the JPASE-R team, should read this document carefully and ask questions as needed.

The intent is for JPASE-R to drill in support of existing JFCOM missions. That means that the vast majority of drill periods and AT will be flexible in nature. While some activity necessarily exists on weekends, most of the work will be during weekdays that perhaps overlap into a weekend. Some, but not all of the activity will take place at the Joint Warfighting Center in Suffolk, Virginia. The remainder activity will be spread throughout the world in support of the Combatant Commanders training and operations requirements. Bottom line is that flex-drills will be the norm in accomplishing the mission of JPASE-R.

Lastly, members of this unit will become experts at joint operations and will provide a valuable pool of joint trained expertise within the Navy's 1655 and associated enlisted communities.

- **U.S. FLEET FORCES COMMAND RESERVE PAO REQUIREMENTS:**

**Point of contact: CAPT Tom Van Leunen, (757) 836-4432**

Supporting unit: NAVINFOBUR Det. 102, Norfolk (transitioning to FFC)

Drill location: Norfolk, Va.

Billet descriptions/requirements:

Director: 06/1655

*Projected need:* Normal drill cycle (12 weekends/48 drills) and normal CONUS AT cycle (17 CONUS days). Planned AT site is FFC Headquarters, Norfolk, Va. Focus of AT periods will include performance as Active Component PAO backfilling for FFC PAO during either period(s) of leave and or TAD. Additionally, the director should plan to participate in ADSW and ADT opportunities for FFC-specific operational plan focused exercises, as in COMPTUEX and/or JTFEX.

*Special requirements:* Director should have TS clearance facilitating participation in OPT efforts and briefings. Should have experience working one-on-one with senior officers and executives.

*Routine tasks:* Coordinate with Active Component FFC PAO and staff for tasking and to maintain current situational awareness. Will ensure subordinates within the augmentation unit are familiar with FFC operations, issues, initiatives, and planning efforts. Assist FFC PAO with major strategic planning and long-range issues. Should be available for short-fused tasking to augment FFC staff.

Deputy Director: 05/1655

*Projected need:* Normal drill cycle (12 weekends/48 drills) and normal CONUS AT cycle (17 CONUS days). Planned AT site is either FFC Headquarters, Norfolk, Va. or in support of major fleet exercise or operation. Purpose of AT would be Active Component PAO backfilling for FFC

Deputy PAO during either period(s) of leave and or TAD, or to lead/augment Joint Task Force Exercise PA efforts embarked afloat. Additionally, the Deputy Director should plan to participate in ADSW and ADT opportunities for FFC-specific operational plan focused exercises, as in COMPTUEX and/or JTFEX.

*Special requirements:* Deputy Director should have TS clearance facilitating participation in OPT efforts and briefings.

*Routine tasks:* Coordinate with Active Component FFC Deputy PAO and staff for tasking and to maintain current situational awareness. Will ensure subordinates within the augmentation unit are familiar with FFC operations, issues, initiatives, and planning efforts. Assist FFC PAO with major strategic planning and long-range issues. Should be available for short-fused tasking to augment FFC staff.

16 Action Officers: 01-04/1655

*Projected need:* Action officers to be divided into accounts to support the following:

- FFC Gray Team Accounts
- FFC Blue Team Accounts
- FFC Gold Team Accounts
- FFC Comrel
- TYCOM Support - SURFLANT
- TYCOM Support - AIRLANT
- TYCOM Support - SUBLANT
- SECONDFLT

Normal drill cycle (12 weekends/48 drills) and normal CONUS AT cycle (17 CONUS days). Flex drill capability highly desired to work specific projects and account needs.

In support of FFC Public Affairs Plan, all action officers will have direct, one-on-one counterparts within assigned accounts, providing clear ownership and management. Action officers should be available to flex drill several days in a row to support various projects within their accounts. ADT/ASDW opportunities will be routinely available.

*Routine tasks:* Maintain direct liaison with Active Duty counterparts to keep abreast of current account issues and planned initiatives. The expectation would be to perform normal drills (flex if possible) with their Active Duty counterparts to gain in-depth knowledge of account.