CHAPTER 6

COMMAND RELIGIOUS PROGRAM PUBLICITY, MATERIALS, AND FACILITIES SUPPORT

The purpose of this chapter is to delineate ways in which Religious Program Specialists can provide publicity, materials, and facilities support to Navy chaplains in their efforts to administer the Command Religious Program. In rendering this support, Religious Program Specialists relieve Navy chaplains of many of the administrative functions related to personnel support for religious programs. This administrative support includes:

- Publicizing religious program activities.
- Preparing, organizing, and distributing devotional and religious education materials.
- Preparing audiovisual displays.
- Coordinating the maintenance of chapels and religious program facilities.
- Submitting job orders and work requests for printing, audiovisual material, and other related services.
- Preparing Worship Bulletins.

PROGRAM PLANNING AND SUPPORT

Planning and programming religious program support requirements for a publicity program, a materials program, and a facilities program requires close coordination between the command chaplain and the Religious Program Specialist. The process begins with the identification of specific needs for religious ministry by the command chaplain and the development of a publicity program, materials program, and facilities program which will best meet those needs.

Once specific needs and priorities have been determined by the command chaplain, the Religious Program Specialist (RP) should prepare or provide the necessary services and materials to implement the goals of the religious program. Funds are often limited, and adequate dollars to satisfy all service, material, and facilities requirements for the Command Religious Program may not be available. Consequently, programs in the essential areas of information, materials, and facilities, may have to be scaled down, with projects eliminated, and priorities reestablished. This means that detailed attention must be given to the determination of needs, the selection of goals which will adequately meet those needs, and the establishment and reestablishment of priorities to bring the anticipated support requirements of the Command Religious Program into alignment with available resources. The Command Religious Program (CRP) and its associated publicity, materials, and facilities support programs are discussed in the following sections.

PUBLICITY WITHIN A COMMAND RELIGIOUS PROGRAM

Publicity is an important tool of the Command Religious Program. Lack of publicity may prevent the Command Religious Program from meeting the needs of the command and the people for whom it exists. Each CRP should develop a publicity program, determine the goals and objectives which must be met through this publicity program, and determine how best

to reach those goals. This will require CRP personnel to work closely with the local Navy or Marine Corps Public Affairs Office (PAO), as appropriate, in order to disseminate religious program information and to realize the CRP publicity goals. This section provides information which may be helpful to CRP personnel concerned with Command Religious Program publicity.

DETERMINING PUBLICITY REQUIREMENTS

With the help and guidance of the chaplains, Religious Program Specialists who are concerned with publicity must determine in advance what activities and events require publicity. Advance publicity for religious program activities is a very effective means of eliciting the support of the command and the participation of the chapel community. An accurate assessment of the nature, purpose, and goals of a particular religious program activity or event will help religious program personnel determine the type of publicity that should be used. Religious, community, and family activities which may require publicity include but are not limited to:

- Divine services
- Administration of sacraments and religious ordinances
- Weddings
- Funeral services
- Devotional activities
- Religious instruction
- Religious conferences, seminars, and retreats
- Community, youth, and family religious activities
- Personal response, people-to-people, and Navy Handclasp activities
- Audiovisual presentations offered through the religious program

Religious Program Specialists should obtain from the cognizant chaplain the following information pertaining to the activities which are to be publicized:

- The target audience
- A description of the event
- The advantages of attending
- The location of the event
- The time of the event
- The goal of the publicity
- The publicity media which should be used
- When the publicity should be released
- When evaluation of the publicity should occur

After all the information concerning each activity has been obtained, it should be recorded in the future file of the CRP for release to the PAO or for reference purposes by the RP at the appropriate time.

The Future File

The future file is a planning tool which is used to release religious program publicity information to the public affairs office and internal media in a timely manner.

The future file may consist of a collection of file folders, each containing advance information about a particular upcoming event. It can also be as simple as a calendar pad with sufficient space in its blocks to write “key” words which serve as reminders. A large grid under glass or a plastic sheet which can be marked with a grease pencil also works well. Another variation of the future file is the “date-box.” In this arrangement, 31 file folders contain advance material-one for each day of the month.

Whatever the arrangement, RPs should maintain a good system of recording upcoming events to assure complete coverage and publicity of all activities included in the CRP which the command chaplain and other religious program personnel have earmarked for publicity.

PUBLICITY MEDIA

Numerous print and nonprint formats may be used in developing materials to disseminate information. Printed formats include information sheets, fliers, brochures, pamphlets, posters, business cards, newletters, magazines, newspaper articles, directories, and charts. Nonprint formats include radio and TV spots/programs, sound/slide presentations, speeches, briefings, photos, videotapes, cassette tapes, and special film showings. Information about the target audience and the purpose of the publicity effort will greatly influence the medium selected. When selecting a medium for publicity, you must consider cost constraints and availability. Certain media may be available only if there is a long lead time or only for certain "official" or "authorized" events. Other media may be available but less effective because they reach only a limited portion of the target population. The RP should select the medium that will be most effective in getting the message across to the target audience.

Sections 5100 and 6500 of the *Chaplain's Manual,* OPNAVINST 1730.1, and the *Department of the Navy Public Affairs Regulations,* SECNAVINST 5720.44 provide additional information in regard to publicity and the use of various media for the purpose of publicity. The *Marine Corps Public Affairs Manual,* MCO P5720.60, offers additional guidance.

Standard Navy News Release

Certain types of information will necessitate the use of a standard Navy news release. A Navy news release is an official Navy statement prepared in news story form. The release of religious program information is accomplished by or with the assistance of the Command Public Affairs Officer (PAO) since other personnel within the command are not authorized to release information for public dissemination. As a Religious Program Specialist, you are not expected to be a journalist, but you are expected to be able to prepare short news and publicity drafts that concern religious program activities and events. The command chaplain will normally provide the "who, what, where, when, and why," information to be released. However, the RP may be required to draft the copies which are to be submitted to the public affairs office.

Most public affairs offices at larger commands use a printed heading for their news releases. The headlines are attractive and help media representatives identify the source of the news release more readily, but they are by no means necessary. If a printed heading is used, it should be kept simple, concise, in good taste, and appropriate for all types of releases. The news value of material—not the package in which it comes—is the important thing. A sample release format is shown in figures 6-1 and 6-2.

Certain information should always be included in the heading of a news release. If a printed form is not used, the release should include:

1. Name, address, ZIP Code, and telephone number of originating command
2. Release date (when the material may be used by media)
3. A release number

News releases should be double-spaced, typed on one side of the paper only, and legible. Economy directives regarding duplication on both sides of the paper do not apply to news releases.

RPs should be familiar with the form and format of news releases used at the command to which they are assigned. A properly prepared draft will aid the PAO and expedite the release of important religious program information.

TIMING OF NEWS RELEASES.—The timing of news releases is almost as important as their content. An inappropriately timed news release may be lost in the editorial process which it must go through.

★★★ NEWS RELEASE

Commander First Fleet

Flagship: USS PROVIDENCE (CLG-6) Phone: 435-9465

FOR IMMEDIATE RELEASE

RELEASE # 1-73
January 12, 1973

SHORT HEADLINE HELPS EDITORS
IDENTIFY STORY'S NEWS PEG

WITH THE FIRST FLEET, Jan. 12 -- This is the recommended first-page format for Navy news releases. It is for immediate release under a dateline. The "heading" contains the office of origin, telephone number, the release number and the date.

Other recommended styles of datelines are:

1. For release originating ashore:

   SAN DIEGO, Calif., Jan. 12

2. For releases originating at sea:

   ABOARD THE USS JOHN F. KENNEDY AT SEA, Jan. 12

If there is more than one page of copy in a Navy news release, end each page, except the last, with the word 'more."

- more -

165.9.1

Figure 6-1.—Sample news release format (first page).

Navy News Release Format--2

Second and subsequent pages of the release should be "slugged" for identity and numbered as shown above.

Don't hyphenate words between lines, and don't break sentences or paragraphs between pages. Paragraphs are indented five spaces. Begin your first paragraph about one-half of the way down the first page.

The copy itself should be neatly typewritten, double spaced in lines about 60 characters in length with one-inch or better margin all around. This allows the editor to edit or make notes right on the release.

When a number of copies of a release is necessary, use Mimeograph, Ditto, Multilith or any other method of reproduction which produces copy quickly. Make sure that each copy is legible and free of smudges. When a number of pages is involved, check to see that the pages are in order and that there are no blanks.

It should go without saying -- don't clutter the newsman's desk with a news release unless you tell him something that's newsworthy.

Finish your story on the last page with either "-30-," "-end-" or "-USN-" to indicate the end.

-USN-

165.9.2

Figure 6-2.—Sample news release format (second and subsequent pages).

Most Navy stories are distributed FOR IMMEDIATE RELEASE. This authorizes the story to be used as soon as it is received. Occasionally, however, it is necessary to submit a story on a HOLD FOR RELEASE basis. This tag, along with the authorized date of release, is attached to important feature stories and is usually typed in the spot where FOR IMMEDIATE RELEASE appears in the sample release form.

To illustrate, assume that the Chief of Chaplains accepts a speaking engagement in the local community. If an advance copy of the speech is available, it may be released to news media on a HOLD FOR RELEASE basis. This would give news media several advantages; first, reporters covering the event would not have to take notes of the speech since they could simply check their future release to make sure the speaker followed the text; second, newsfilm, TV, or radio commentators may not want to film or record the entire speech and could use an advance copy to film key portions; third, newspapers/editors who decide to publish the speech verbatim could use the advance copy and set it in type beforehand so that it could be published immediately after delivery.

In general, news media representatives prefer to use news as soon as it is received. The public affairs office should not be given a story marked HOLD FOR RELEASE unless there is a good reason for delaying the release,

RELEASE NUMBERS.—As a means of quick reference and orderly filing, a release number is assigned to all outgoing stories by the public affairs officer. There are various systems of assigning release numbers. Most commands follow the practice of starting a new series of release numbers at the beginning of each calendar year. For example, the first release sent out in 1982 would have a release number of 1-82. The second release would be 2-82 and so forth. All releases are numbered consecutively in this manner until the end of the calendar year. Release numbers are assigned to each story, not to each copy of a story. If one release is sent to 17 different media representatives, all 17 copies would bear the same release number. The release number assigned by the PAO should be recorded on the chapel reference copy.

A copy of all CRP news releases and related photographs, if any, should be forwarded to the Office of the Chief of Chaplains (OP-09GA1) and/or the Commandant of the Marine Corps (Code REL), as appropriate. The Office of the Chief of Chaplains is responsible for Navy Department liaison with American churches and religious bodies and has a continuing need for news items and photographs which highlight the ministry to sea services personnel and their dependents. News releases which focus on the areas of religious ministry relating to missions and community service, relations with civilian churches and religious bodies, and charitable or service activities such as Navy Handclasp are particularly desired. At the time news releases are submitted to the news and broadcast media, copies should be forwarded by the public affairs officer to:

Chief of Chaplains (OP-09GA1)
Office of the Chief of Naval Operations
Washington, DC 20370

Evaluating Religious Program Publicity

Evaluation of religious program publicity involves not only judging its success as it is being presented but also evaluating the results after it has been completed. If goals are to be attained, the evaluation of publicity programs is essential. You should determine what was done right, what was done wrong, whether the goals of the program were met, and whether improvements should be made.

Success will not be determined by the amount of news that was released, but rather by how much of the publicity was actually received and acted upon by command personnel and the chapel community. This points up the importance of selecting the right medium for each message, and of preparing the message with sufficient professional skill to induce people to respond in the appropriate manner. Most news releases will be based upon activities or special events that emphasize the religious themes being developed by the chaplain(s). The most important criteria for the success of the CRP publicity

will be whether the command chaplain's publicity goals and objectives have been met.

RELIGIOUS PROGRAM MATERIALS

The Command Religious Program makes extensive use of audiovisual and printed material. These materials may be either procured or prepared locally. Printed materials are used to disseminate information concerning religious programs within the command. A few of the media which may be utilized to disseminate information about the CRP to military personnel and their families are presented in figure 6-3. The primary target group for each medium is also indicated. Some of the most widely used media will be discussed in the following paragraphs.

RELIGIOUS TRACTS

The term "religious tracts" may be used to encompass a wide variety of devotional and religious literature. These tracts are selected by the chaplain and are made available to the public through the use of literature racks and displays placed in chapels and other religious program facilities. One type of tract which may be selected by the chaplain is one which presents Bible selections. A source for this type of tract is the American Bible Society which publishes such material in many different languages. The command chaplain will normally specify the sources from which religious tracts for the Command Religious Program should be obtained.

WORSHIP BULLETINS

Worship bulletins are printed outlines of devotional and religious services conducted

Welcome Aboard Packets—Incoming personnel

Plan-of-the-Day/Week (POD/POW)—Active duty members

Indoctrination Programs—Incoming personnel

Ombudsmen & Wives Club Newsletters—Spouses

Familygrams—Families

Predeployment Briefings—Active duty members and spouses

Announcements at Quarters—Active duty members

Command/Unit Staff Meetings—Line managers

Gate Signs—Passers-by

Bulletin Boards—General Navy population

Magazines— Selected audiences

Ship Videotapes—Deployed units

Base Newspapers—Military members, dependents, and civil service employees

Civilian Newspapers—General population

TV and Radio—General population

Open House and Exhibits—General population

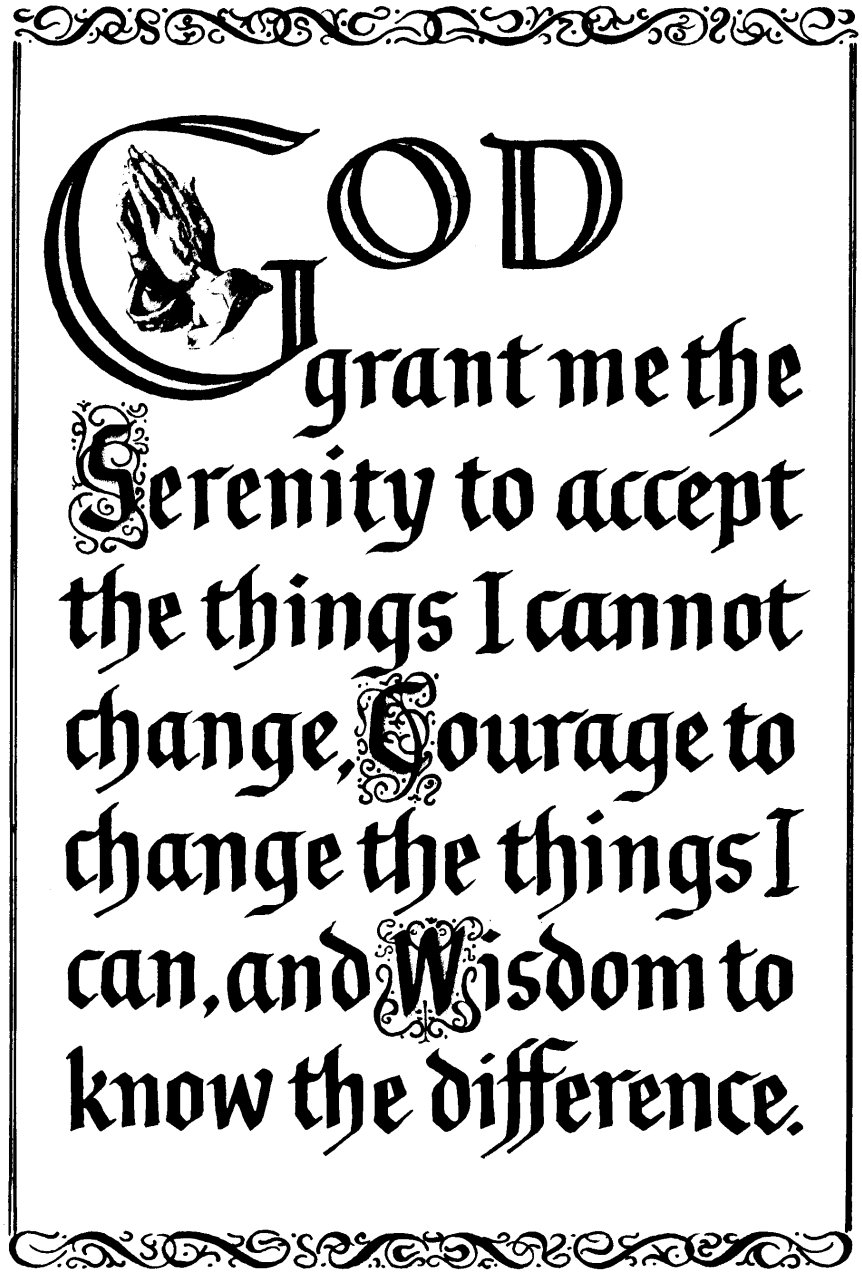
Fliers distributed at NEX or Commissary—Military members, dependents, and retired personnel

Figure 6-3.—Media available to the Command Religious Program.

287.36(M1)

Figure 6-4.—A worship bulletin with a seasonal theme.

within a Command Religious Program. Worship bulletins may be used to provide the congregation with an "order of worship" or to provide announcements and schedules of devotional and religious services. A bulletin may be used at funerals and memorial services. This type of bulletin usually contains an order of worship and biographical information about the deceased. Some worship bulletins may emphasize a religious holy day or special season by the



287.37(M1)

Figure 6-5.—A worship bulletin without a seasonal theme.

use of pictures or symbols (see figures 6-4 and 6-5). Examples of such special days or seasonal themes include:

- Advent/Christmas
- Lord's Supper/Holy Communion/Eucharist
- Easter/Lent
- Yom Kippur

- Reformation
- Pentecost
- Passover
- Ramadan
- Id al Adna
- Id al Fitr

A list of some worship bulletins and their themes may be found within the most current edition of NAVSUP Pub 2002 (Section II—Forms). The worship bulletins in which outlines for religious services may be printed can be "open purchased" or ordered on MILSTRIP Requisition (DD 1348) directly from Naval Publications and Forms Center, 5801 Tabor Ave, Philadelphia, PA 19120. For Marine Corps activities, the worship bulletins are ordered through the unit/activity supply office. Religious Program Specialists should order an adequate but not excessive supply of worship bulletins. Orders for large quantities should be placed early so as to provide the lead time needed for procurement and stocking.

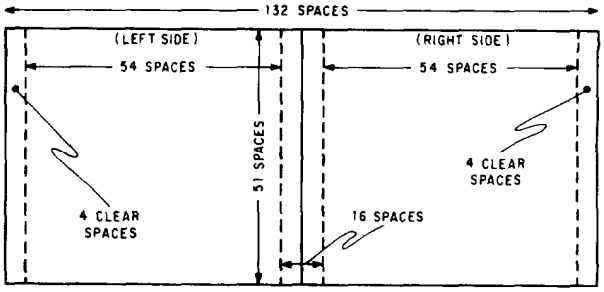
PREPARATION OF WORSHIP BULLETINS.—The photo-ready copy of an order of worship is typed in its final form on a worship bulletin. After it is typed, it is usually photographed and placed on a duplicating master. Use of the photo-ready copy is especially desirable when a number of announcements need to be placed in a single worship bulletin. The material can be reduced in size in order to provide space for a maximum number of announcements in a standard size bulletin.

The standard worship bulletin form is 8-1/2 inches (from top to bottom) by 11 inches (from side to side). The form is divided in half, consequently, one page of the bulletin is typed on each half.

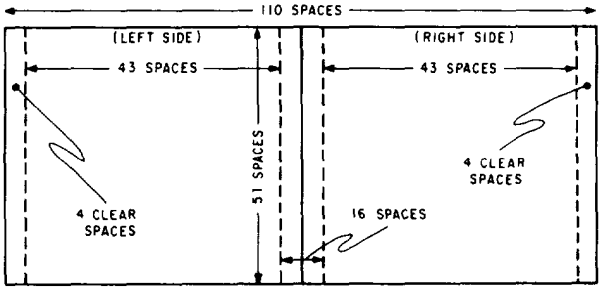
The form is 132 typing spaces wide (for 12-pitch type), therefore, each side (page) will be 66 spaces wide.

Experience has shown that typed lines consisting of 54 spaces on each side or page works well. The outer left margin and the outer right margin should each be four spaces. This leaves eight spaces each to the left of center and right of center. More space is needed in the center to allow for folding the bulletin.

FIRST STEP.—Using the illustration in figures 6-6A and B as an example, clear all of the typewriter tabs and set the left margin four clear spaces from the left edge of the paper. This will give the correct point to begin typing for the body of the bulletin on the left side. Next, space 53 times and set the tab. This setting will serve as the right margin for the left side of the bulletin. Return the typewriter carriage to the left margin, count off 26 spaces and set the tab. This setting will be the centering point for headings, song



287.38A(M1)
Figure 6-6A.—Preparation of worship bulletins—12 pitch.



287.38B(M1)
Figure 6-6B.—Preparation of worship buileting—10 pitch.

titles, etc. Center the heading on the left side of the program folder <u>four lines from the top.</u>

NOTE: When you are centering a title of a song or sermon which is enclosed with quotation marks, be sure to count the quotation marks as part of the title.

SECOND STEP.—Set up the text of the bulletin itself. It is typed in book format in block style. This means every line of the text starts at the left margin—four spaces from the edge of the paper—and ends at the exact right margin. You will get a clearer idea of this step by visualizing the bulletin being typed in newspaper style—where right and left margins must be strictly adhered to. See the example below:

> We, the people of the United States, in order to form a more perfect Union, establish justice, insure domestic tranquility, provide for the common defense, promote the general welfare, and secure the blessings of liberty to ourselves and our posterity, do ordain and establish this Constitution for the United States of America.

When you are blocking a paragraph, it is very time consuming to count all of the spaces in each line to determine whether there are more or less than 54 spaces. A more practical method is to put the paper in the typewriter, set the margins, and then, instead of counting all the spaces in each line, type each line on a rough draft and TYPE LARGE Xs at the end of the lines if there are less than 54 spaces. If, in typing a line you see that the last word will only extend past the margin ONE space, type the whole word. If the line is going to extend beyond the margin by more than one space, either hyphenate the word and add Xs at the end of the line, or put the whole word on the next line. When this has been accomplished, all that you need to do when typing the final copy is add one extra space for each X on a line. Only one space should be added to any given space between words or after a period, comma, etc. If a line extends one space beyond the margin, the ideal situation is to take away a space after a period. Below is an example of what the material would look like before it is blocked.

```
ETERNAL FATHER, STRONG TO SAVE, whose arm hathxxxxxxxxx
bound the restless wave, who bidd'st thexxxxxxxxxxxxxxx
mighty ocean deep; its own appointed limits keep,xxxxxx
O hear us when we cry to thee, for those inxxxxxxxxxxxx
peril on the sea.
```

After the left and right margins have been blocked, the material would look like this.

```
ETERNAL  FATHER,  STRONG TO SAVE,  Whose arm hath bound
the restless wave,  who  bidd'st the mighty ocean deep;
its own appointed  limits keep,  O  hear us when we cry
to thee, for those in peril on the sea.

<----------------------54 spaces---------------------->
```

After you complete the entire left side of the bulletin, set the <u>right margin</u> leaving four clear spaces from the extreme right-hand side of the paper. Backspace 54 times from the right-hand margin and set the tab. This setting will serve as the <u>left margin</u> for the right side of the bulletin.

THIRD STEP.—Count off 26 spaces and set the tab. This is the center for the second page in case headings need to be centered. All bulletins should be blocked. Each line should be exactly 54 spaces in length.

NOTE: Because worship bulletins tend to vary in length by one or two spaces, make sure that the far-left and far-right margins are four clear spaces and that the body on each page is 54 spaces. The number of spaces between the center margins may vary somewhat—but the margins on the far-right and far-left should always be four spaces.

FOURTH STEP.—The bulletin has been centered horizontally, it should now be centered vertically.

Vertically centering the bulletin simply means to center it from top to bottom. There are 51 lines on the paper. To verticality center

material on this page, count the number of lines that must be typed (from the rough copy) and subtract the total from the number of available lines (51); then divide the remainder by two and place half of the lines at the top of the page and the rest at the bottom, For example:

There are 45 lines that must be typed. How many clear lines should be left at the top and bottom of the page?

The solution is found by:

51 available lines minus
– 45 lines that must be typed leaves

6 remaining clear lines

Divide the answer (6) by 2. This will leave three clear lines at the top and three clear lines at the bottom of the worship bulletin. For an uneven number like five, the best solution would be to put three lines at the top and two lines at the bottom of the page.

NOTE: The left side and the right side of the bulletin should be even. The last line of the left side of the bulletin and the right side of the bulletin should not vary more than two lines in length.

If you follow the procedure outlined above and center the material horizontally and vertically—you should have an attractive, properly blocked worship bulletin (see figure 6-6C).

CHAPEL NEWSLETTERS

Chapel newsletters can be a very effective means for chaplains to provide information concerning devotional and religious activities scheduled as a part of the Command Religious Program. The format of the newsletter is determined by the chaplain. As the RP, you may have an opportunity to make suggestions as to the design and layout of the newsletter. The following are important points to remember:

- Don't attempt to say too much in the space allotted.

- Use illustrations or graphic art when feasible.

- Ensure that the use of "Postage and Fees Paid" indicia on the newsletter complies with the instructions or regulations for its use,

WELCOME ABOARD PACKETS

Information concerning the Command Religious Program and its activities should always be included in any welcome aboard packet forwarded to personnel in receipt of orders to the command. Religious Program Specialists should prepare religious program inserts to the command's welcome aboard packets. These inserts should include at least:

- The location of the chapel and chaplains' offices;

- A chapel directory listing the office telephone numbers where religious program information may be obtained;

- The schedule and location of divine services listed by faith groups;

- The location and schedule of the command's religious education (RE) programs;

- Activities of chapel organizations, outreach programs, spiritual retreats, and devotional activities.

CHAPEL INFORMATION KITS

Chapel information kits generally contain the same information which is included in religious program inserts for the command's welcome aboard packets. In some cases, chapel information kits may be used in lieu of the inserts. They differ only in the amount of information which is presented to the recipient and the purpose for which they are prepared.

Chapel information kits may be prepared for newly reporting personnel, command visitors, or news media representatives. In addition to information normally enclosed with command welcome aboard packets, chapel information

THE NAVY CHAPLAIN

Chaplains have been providing front line spiritual guidance for Navy Men and women since 1776 when the first Chaplain was appointed.

Chaplains are Navy officers. But, first of all, they are ministers, priests, or rabbis. Their commission from Almighty God must come before their commission from the Navy. Their foremost duty lies in their Divine Service, according to the rites and practices of their own church.

The effectiveness of their leadership is enhanced by the fact that they wear the uniform of the people they serve. At the same time, the cross or the tablet distinguishes and emphasizes their spiritual vocation.

The Navy accepts the responsibility of a religious ministry to its personnel. It endeavors to meet this responsibility by means of certain activities of the Commanding Officer, the Chaplain, and the cooperation of civilian religious leaders. Just as the Commanding Officers are responsible for the moral and military character of personnel, they have a definite responsibility for meeting the religious needs of their commands. According to Navy Regulations, "the Commanding Officer shall cause Divine Services to be performed...." and to "use all proper means...to preserve the moral and spiritual well-being of the personnel under the Commanding Officer's command."

As a specialist in the field of religious guidance, the Chaplain is an advisor to the Commanding Officer on all matters pertaining to moral, spiritual, and religious welfare of Naval Personnel. The Chaplains conduct Divine Services in accordance with the customs, traditions, and rules of their own church. This is especially true of religious ministries such as baptism, communion, confirmation, marriage and such other services as may be required. There are times when the Chaplain is called upon to provide religious services for those who have faiths differing from his own. In these instances, the Chaplain's responsibility includes such functions as inviting appropriate clergypersons aboard, providing proper material and ecclesiastical equipment to facilitate the performance of such Divine Services; or if such a clergyperson is not available, arranging for services by a lay leader.

THE CHAPLAIN SERVICE

One of the chief concerns of the Chaplain Service in this command is to provide for the spiritual well-being of the patient. This need is met by daily ward visitations and worship provisions. If you as a patient have a special need or concern, please notify the Chaplain yourself or through ward personnel.

JEWISH PATIENTS

Rabbi Buscher of Bethel synagogue visits this command every Wednesday afternoon. If you desire to see him, arrangements are made through the Chaplain Service.

PASTORAL COUNSELING

The Chaplain Service provides marriage, religious guidance, and spiritual counseling. These services are available for those who seek help in solving personal or spiritual problems. Appointments may be made during office hours or at other times as situations arise.

CHAPLAINS ATTACHED

CDR RICHARD M. NEWTON.....Southern Baptist
LT PAUL E. CARPENTER.....Lutheran (Missouri Synod)
LT JOSEPH SESTITO.....Roman Catholic

287.38C(M1)

Figure 6-6C.—Completed worship bulletin.

kits may contain: chaplain biographies with photographs; pertinent facts about the chapel facility; history of the chapel and its construction; and the population which it serves; and any other useful information which supports the purpose for which the kit is prepared.

Kits may also be prepared for shipboard or field use. They may be given with other command information to visiting dignitaries or guests who are on board for fleet operations or in the field for field exercises. Items of information relating to areas where chaplains contribute to the command's overall public affairs effort can include:

- The chaplains' ministry
- Mission and community service activities
- Activities associated with civilian churches in the area
- Navy Handclasp, service, or charitable activities

Chapel information kits may be prepared for use in conjunction with open house and other special occasions. Aboard ship, they may be forwarded with other command information for advance news releases to local media representatives in ports which are scheduled to be visited. American officials overseas may utilize information provided by the command for advance publicity when ships are scheduled to visit ports in the countries where they are assigned.

CHAPEL BROCHURES

Chapel brochures are an excellent medium for disseminating information, both internally and externally, concerning the Command Religious Program. You should prepare brochures which outline the procedures for chapel weddings, (see Chapter 4), military funerals, administration of sacraments and ordinances, and other information which is requested frequently. The recipient of a religious program folder or chapel brochure may take it home, read it, and possibly even keep it as a souvenir.

A GOOD BROCHURE: Because brochures vary so greatly in purpose, size, and format, it is impossible to lay down hard and fast rules for their preparation; however, some helpful tips for preparing a good brochure are:

- Plan and prepare it with a definite objective in mind. Avoid making it a collection of miscellaneous information which serves no useful purpose.
- Write it simply, clearly, accurately, and interestingly.
- Be informal. An occasional bit of humor should be injected if possible.
- Illustrations should be used, preferably one on each page. A good picture is still worth more than a thousand words, regardless of how overused the expression may be.
- The brochure should convey the message without overstatement.
- The brochure should have a distinct design with an attractive format. Make it worthwhile and worth keeping. Be original and imaginative.
- Be practical. Select a format and printing process which the command can afford.

Preparation of Religious Program Brochures

At this point, it is appropriate to take a quick glance at how a typical religious program brochure is prepared, and what it contains. The basics presented here will apply to the preparation of all religious program brochures and most other religious program printed materials.

COVER: An attractive cover will go far toward getting the brochure read. There are two types of covers that can be used:

- Self-Cover: The cover is printed on the same paper stock as the body or inside pages of the brochure. Its biggest advantage is economy. The entire brochure can be produced in a single

printing form, with the cover and contents printed simultaneously. Printing costs, therefore, are lower and the cost of a separate cover is eliminated. Care should be taken, however, to use a good paper stock so that the printing won't show through pages which are printed front and back.

● Separate Cover: This makes it possible to use coated paper stock for the cover and a cheaper grade of paper for the inside pages. However, the cost of printing and binding is more expensive for this type of brochure.

Colored paper stock may be used effectively for sketches and illustrations. Strive for originality in the cover—avoid such cover designs as a giant replica of the ship or unit insignia. For the sake of economy, use both sides of the front and back covers.

SIZE AND FORMAT: You can save a lot of time and unnecessary expense by discussing the size and format of the brochure with the printer BEFORE you start to put it together. The following points should be taken into consideration:

● Content. Content should always be determined and approved by the command chaplain who is ultimately responsible for the content and the issuance of religious program materials.

● Size. Small, pocket-sized brochures seem to work best. If the brochure is too big, the recipient may be tempted to discard it rather than carry it home. A small brochure is easy to carry as it fits comfortably in the handbag or pocket.

● Number of Pages. This is determined by what needs to be said and how much room it will take to say it. Eight to twelve pages is normally sufficient for "welcome aboard" brochures. It is also a good practice to plan the brochure so that it contains pages in multiples of four. By doing this, the wasted cost of blank pages can be avoided as well as the extra expense of assembling and binding loose pages.

● Paper. Paper is manufactured in various colors, weights, and finishes. Select the paper which is most economical and best suits your needs.

● Printing Process. The printer will provide advice as to the printing process that is most economical and best suited to the brochure to be produced.

Requests for Printing

Procedures for handling requests for printing vary from one type of command to another. On some ships, all printing requests must be approved by the repair officer or the ship's secretary; at shore commands, requests are usually approved by the administrative officer, Within the Marine Corps, almost all Marine Corps printing requests are approved by the officer in charge of the local Marine Corps reproduction office. You should be familiar with the printing officer's policy on accepting work. You should make sure that all requests are routed through the proper channels—as requested by the printing officer.

The RP who is requesting the printing furnishes the printer with a requisition form similar to those shown in figures 6-7A and B, or else the request may be submitted in the form of a memorandum. In any case, the form should supply instructions as to the size, quantity, color of ink, kind of stock, date needed, and other pertinent information.

The instructions should be double checked to ensure that they are complete and that all necessary information has been furnished. In requesting information from the chaplain, remember to get as complete a picture of the job as possible. It is better to get more information than is needed than to end up with too little information.

Once all the information has been provided, the printer assigns a serial number to the printing request form DD 844 or DD 282. Printing requests are generally prepared in duplicate. One copy is filed, while the other copy accompanies the job until it is completed. Printing requirements should be anticipated as early as possible in order to provide the printer with the necessary lead time to complete printing by the desired date.

REQUISITION FOR LOCAL DUPLICATING SERVICE

DATE OF REQUEST | DATE REQUIRED | JOB NUMBER

TO:

FROM: (Organization and room number)

1 FOR REFERENCE CONSULT (Name and Phone No.)

3a DELIVER TO

2 DESCRIPTION (Title, form number, etc.)

b NAME AND PHONE NUMBER OF PERSON TO CALL IF TO BE PICKED UP

4 NO OF ORIGINALS

5 NO COPIES EACH

6 TYPE OF REPRODUCTION ☐ OFFSET ☐ MIMEO ☐ OTHER Specify

7 SECURITY CLASSIFICATION ☐ UNCLASSIFIED ☐ OTHER

8 DISPOSITION OF ORIGINALS ☐ RETURN ☐ DESTROY

9 PAPER SPECIFICATIONS ☐ OFFSET DUPLICATION ☐ SPIRIT DUPLICATION ☐ OTHER (Specify) ☐ 8 x 10½ ☐ 8 x 12½ ☐ 8½ x 14 ☐ OTHER (Specify) ☐ WHITE ☐ OTHER (Specify)

11 PRINT ☐ 1 SIDE ☐ H TO H ☐ H TO F ☐ HEAD TO ☐ L ☐ R

12 COLLATE ☐ YES ☐ NO STAPLE ☐ YES ☐ NO

10 COLOR INK ☐ BLACK ☐ OTHER

14 SIGNATURE OF REQUESTER (This requisition contains no copyrighted material other than that indicated on attached copy right release.)

13 ADDITIONAL SPECIFICATIONS (Including distribution punching, padding location of staples, etc.)

15 SIGNATURE OF APPROVING OFFICIAL

FOR REPRODUCTION UNIT USE ONLY

16 DATE RECEIVED | 17 PRIORITY | 18 OPERATOR | 22 DATE REQUESTER NOTIFIED JOB IS COMPLETE

19 NO OF COPIES REPRODUCED | 20 DATE DELIVERED | 21 JOB RECEIVED BY

DD FORM 1 OCT 78 844 PREVIOUS EDITION WILL BE USED ☆U. S. Government Printing Office: 1979—603-188/6619 2-1 S/N 0102-LF-000-8440

287.39A(M1)

Figure 6-7A.—Printing request form, DD 844.

PLAN-OF-THE-DAY/ PLAN-OF-THE-WEEK (POD/POW)

An item which states the scheduled time and location of divine services should be included in the plan-of-the-day or plan-of-the-week. The POD/POW may also be used to carry a chaplain's "thought of the day" if this is desired by the command. Religious Program Specialists should convey religious program information submitted by the command chaplain for inclusion in the POD/POW far enough in advance in order to provide the typist adequate lead time prior to publication.

FAMILY OMBUDSMEN NEWSLETTERS

Family Ombudsmen play an important role in establishing and maintaining effective communication between the command, and assigned personnel and their dependents. They utilize newsletters, familygrams, and other mailed material to maintain effective communication. Religious Program Specialists should ensure that religious program information which deals with activities affecting the health, welfare, and morale of command personnel and their families is routinely submitted to the appropriate Ombudsman.

SHIP AND STATION NEWSPAPERS

Ship, station, base, or area newspapers are published by individual activities for their own personnel. These papers provide local information and help boost the morale of personnel attached to the command. Chaplains frequently make use of the command newspaper to disseminate information pertaining to devotional and religious activities.

DOD PRINTING REQUISITION / ORDER

CLASSIFICATION (Requisition automatically becomes "UNCL" when detached from classified material.)

FOR PLANT USE

REQUISITION NO. | DATE OF REQUEST | REQUESTED DEL'Y | EST. COST

(PLANT JOB NUMBER)

FOR REFERENCE CONSULT | PHONE | SCHEDULED COMPLETION DATE | ESTIMATED COST

Appropriation and Subhead	Object Class.	Bureau Control No.	Sub-allot.	Authorization Acct'g Act'y	Trans. Type	Property Acct'g Act'y	Cost Code	FUNDING AUTHORIZATION BASIC REQN. NO.	AMOUNT

FORM/PUBLICATION NO. AND TITLE (In that order)

QTY. (Specify sets, etc.) | PAGES | QTY. WILL LAST MOS. | JOB TO BE REPRINTED ☐ YES ☐ NO | JOB IS ☐ NEW ☐ REVISED ☐ A RE-PRINT | LAST JOB NO.

ENCLOSURES (Submit clean, well protected copy) PAGES COPY | NEGA-TIVES | PLATES | (If other, specify)

PROOFS (Specify only if necessary) ☐ NOT REQ'D | SEND TO:

SPECIFICATIONS

FINISHED SIZE X | MARGINS (Top) (Left/Bind) | INK (If not black)

FOLD TO (Size) X | PRINT ☐ ONE SIDE ☐ HEAD TO HEAD ☐ HEAD TO FOOT ☐ OTHER (SEE COPY ATTACHED)

ASSEMBLE ☐ IN SETS ☐ PAGE SEQ | WIRE STITCH (Staple) Number Stitches: ☐ UPPER LEFT ☐ TOP ☐ OTHER (Specify)

STANDARD PUNCH (Drill) ☐ 2-HOLE TOP ☐ 3-HOLE LEFT | OTHER (Number) (Diameter) (Ctr. to ctr.) (Location)

PERFORATE/SCORE ☐ SEE COPY | PAD SHTS SETS ☐ TOP ☐ LEFT (Location) | PRONG FASTENERS ☐ YES ☐ NO

COMPOSING/PROCESSING (Prepare/alter copy; fotolist; offset; etc.) | WRAP (No. per pkg.)

GRADE OF PAPER*	WEIGHT*	COLOR*
1.		
2.		
3.		
4.		
5.		
6.		
7.		

*NOTE: Grades and weight of paper will be in accordance with specifications issued by the Congressional Joint Committee on Printing. No deviations permitted unless justified.

DISPOSITION OF NEGS. ____ ORIG. ____ H-HOLD D-DESTROY R-RETURN

FOR PLANT USE ONLY

NUMBER ORIG. | LINE H.T.

IMAGE SIZE X

PRESS	PLATES	IMP.

PRESS SHEET SIZE X

TRIM SIZE X

PLANNED BY

SPECIAL INSTRUCTIONS/REMARKS

SERIAL NUMBERING, REGISTRATION, ETC.

ORDERING OFFICE (If other than delivery address)

LIAISON OFFICE APPROVAL (Signature and date)

APPROVING OFFICE (Signature and date)

SEND CONFIRMATION/BILLING COPY TO (Insert complete mailing address)

DELIVER TO (Complete address)

DISTRIBUTION REQUIRED ☐ LIST / ☐ LABELS ATTACHED

WILL PICK UP - PLEASE NOTIFY: (Ext.) ☐ HOLD

MATERIAL RECEIVED (Signature and date)

DD FORM 1 APR 71 282 (NAVY) REPLACES EDITION OF 1 JUN 66 WHICH MAY BE USED STOCK NO. - 0102-LF-002-6601 (PLANNING FILE COPY)

287.39B(M1)

Figure 6-7B.—DOD printing requisition/order form, DD 282.

Stars and Stripes

Stars and Stripes is a daily newspaper published for the overseas military community. It supplements information provided by ship and station newspapers overseas and is published in Pacific and European editions for military personnel and their dependents, and Department of Defense civilian employees. *Stars and Stripes* publishes regional and area news events. It is also used as a forum for news releases by chaplains deployed in its publishing area. RPs should submit information and news items provided by chaplains to the PAO for release to *Stars and Stripes.*

CIVILIAN NEWSPAPERS

Special religious program activities or events which occur on board a ship or station and which are newsworthy should be released to local newspapers. Standard Navy news releases are often used by civilian newspapers.

MAGAZINES

Magazines have many advantages as information media for chaplains. They often reach a larger audience than newspapers and have the advantage of longer life. Whereas newspapers are often quickly discarded, magazines may be retained and reread. Another advantage of the magazine medium for chaplains is that the material for magazines is normally written more in depth. A story concerning Navy religious program activities in a newspaper, radio, or TV spot may present only the bare facts, whereas a magazine article can give details, color, and additional background information. Articles concerning religious programs and activities may be submitted to the following publications:

- *All Hands* magazine
- *Leatherneck* magazine
- *HQMC Hotline*
- *Navy Chaplains Bulletin*
- Any internal publication which can be used to reach the chaplains' target audience
- *Navy Times*

Directories and Guides

Directories and guides provide an opportunity to publish a list and description of the installation's religious programs. Color photographs of religious program facilities are often used in these publications. Such publications are frequently published by civilian firms in locations containing large Navy and Marine Corps complexes such as San Diego and Norfolk.

Religious Publications

Religious publications frequently publish news about the religious activities of military chaplains and other service members. Religious publications are interested in news items concerning shipboard religious activities and the religious ministries provided by Navy chaplains to Navy Seabee and Marine Corps units in the field. Religious Program Specialists should try to provide the Office of the Chief of Chaplains with any pictures, news items, and articles pertaining to religious ministry in the sea services that are newsworthy. The Office of the Chief of Chaplains serves as the Navy Department liaison with American churches and the church press, which have a continuing need for items of interest to the general public.

INFORMATION FLIERS

Publicity information concerning religious program activities and events, when appropriate, may be placed in areas where people meet, such as the commissary, exchange, and other personnel support areas.

FAMILYGRAMS

One of the best ways to boost morale of family members is to keep them informed, and one of the best ways to accomplish this task is the familygram. Familygrams, although not easy

to prepare, have proved to be enormously effective. Chaplains are frequently assigned this responsibility.

A familygram is an informal letter from the commanding officer to the families of assigned personnel. Familygrams are published by ships, squadrons, and advanced bases when Navy members are separated from their families for lengthy periods of time. They are written in an informal manner, describe operations at sea and ports of call, and contain bits of news that may give dependents or relatives a feeling of knowing what's going on in the fleet.

There is normally no set time for issuing familygrams. They can be initiated monthly, at set intervals during a deployment, or as circumstances dictate.

AUDIOVISUAL MEDIA

Chaplains may make extensive use of audiovisual materials to present devotional and religious information to the command. Audiovisual materials used normally include:

- Graphic art
- Still photography
- Slides and filmstrips
- Transparencies
- Motion picture/news film
- Audiotape
- Videotape
- Multimedia

Although most of the audiovisual materials used in the Command Religious Program are purchased, or otherwise obtained by the command, some of the audiovisual (AV) items requested by the command chaplain will have to be prepared locally. Chaplains may also make use of local, internal broadcast media to disseminate devotional and religious information. These media include:

- Shipboard Information, Training, and Entertainment Closed Circuit Television (SITE-CCTV) System.
- Armed Forces Radio and Television Service (AFRTS) Outlets Overseas

Graphic Art

Graphic or line art is used to draw attention to print and nonprint media, to emphasize subjects and to keep readers or viewers interested. The public affairs office may have a graphic artist who can be helpful in selecting and developing appropriate line art to be used in the Command Religious Program. Work requests for graphic art to be used in devotional, religious, or publicity materials for the Command Religious Program should be submitted on an audiovisual activity job order.

Some important points to remember in the use of graphic art are:

- SIMPLICITY—keep to essentials—if it cannot be verbally explained, don't show it; avoid clutter—take one element at a time.
- CLARITY—Make the visual pertinent to the subject; if the visual is not recognizable, do not use it; do not show a visual for its own sake, no matter how good it is.
- NEATNESS—Be neat! Many good visuals lose their effectiveness because of a sloppy appearance. Neatness contributes to the clarity of a visual.

Photography

The command chaplain may request that photographs for use with devotional, religious, or publicity material be taken by a Navy or Marine Corps photographer or photojournalist. Before submitting an audiovisual work request, the RP should determine exactly what type of photograph or picture story will be most effective for the purpose intended. Planning is

essential if photography is to be used effectively. In addition to the common single photocaption, there are four other basic types of picture stories which may be requested. They are generally classified as:

- Illustrated text
- Picture-text combination
- Pure picture story
- Picture story within the text

ILLUSTRATED TEXT.—The text, or story, is usually written first by the chaplain, then one or more photographs are used to illustrate, or dramatize its content. In reality, this is not a true picture story, since the pictures are incidental to the story rather than being an integral part of the text. The photographs are used to dress up the page, make it attractive, give it character, or establish a mood. Many magazines use the illustrated text format. They frequently introduce each story with a single illustration, full page size, which serves to attract the reader's attention and encourage the reading of that particular story.

PICTURE-TEXT COMBINATION.—As the name indicates, the picture-text combination employs both pictures and text. The pictures, however, carry the weight of the story. The text is important and provides worthwhile information relative to the pictures, but it is secondary to the pictures. This is the easiest type of picture story to develop, and the one most commonly used in the Navy.

PURE PICTURE STORY.—In the pure picture story there is no text, except for a brief introduction. Of the four basic picture story types, this is the most difficult to develop. Pure picture stories frequently are presented in sequences of pictures taken at brief intervals. For example, a pure picture story of a VIP's arrival might show the person deplaning, shaking hands with a member of the greeting party, inspecting an honor guard, and entering a limousine. Pure picture stories normally are used only when the action is simple and familiar enough to the average reader to require no word description.

PICTURE STORY WITHIN THE TEXT.—A picture story within the text actually presents two separate but related stories. One story is told in words, the other in pictures. Both are complete in themselves. The text may be used without the picture story, or the picture story may be used without the text. The combination of the two in a single layout, however, makes the spread much more effective than either would be alone.

THE SINGLE PICTURE.—The single picture story is the most basic form of photojournalism. The objective is to allow the viewer to "feel" the action and thus become involved with the subject. It sums up the subject, evokes some emotion, or keys the action or the setting.

Every photographic situation is different so there is no magic formula for the photographer to use in order to put impact or strength into a picture. Occasionally, the single meaningful picture is simply a matter of luck—being at the right place at the right time. More often the picture is the result of careful planning. In either case, the event is only captured because of the timing of the photographer.

Timing means capturing the moment of greatest significance. There is no exact way of predicting that moment. To be successful, the photographer must anticipate what is coming and be ready when it arrives. Prior to the actual photo session, the RP should brief the photographer as fully as possible about the activity or event which is to occur, so that the photographer can plan the shots that will be the most effective.

THE PHOTO SESSION.—Once it has been determined what photographs are desired, the Religious Program Specialist should defer to the photographer. Suggestions for the photo session which the RP should keep in mind include:

- Establish a firm time for the photo session and notify everyone concerned. A call on the day of the event or the day before the event might avoid an embarrassing situation.

● Choice of camera, grade of film, and placement of lighting all demand technical photographic training. Since most RPs cannot be expected to double as photographers under ordinary circumstances, it is better to leave such matters to a skillful and qualified cameraman. Even RPs who are gifted as amateur photographers should not tread on the professional's toes by giving directions. Leave the technical work to the expert.

● Inspect the location. Remove the glasses, coffee cups, and the litter. Have a window washed or a section of a wall painted if it is dingy. Also, make sure everyone is in proper uniform and that they meet acceptable standards of personal appearance.

● Do not interfere with the photographer, but be ready to assist if requested. Leave most of the posing to the photographer.

● Don't overorder prints. Determine what your print requirements are going to be so as to avoid placing unnecessary requirements on the photo lab. If contact prints are desired, indicate this on the photo request or job order.

SUBMISSION OF PUBLICITY PHOTOGRAPHS.—Publicity pictures are normally printed on glossy paper, size 8 by 10 inches or 5 by 7 inches. Each print is numbered on the back for ready identification.

The photograph caption should not be written or typed on the back of the picture. It should be noted on a separate strip of paper and lightly fastened with rubber cement or scotch tape either to the back or along the bottom edge of the picture. The same number should appear on the caption strip as on the print itself. Captions should be written in clear, concise language. An ideal caption would consist of only one line.

Remember that the glossy surface of the print is brittle. Do not write or type on the back since any break or crack may ruin the print for purposes of reproduction. To protect the prints, a sheet of stiff corrugated cardboard, cut to size, should be inserted in the envelope with prints. This should be done whether the package is to be mailed or delivered by hand.

Slides and Filmstrips

Any photograph can be made into a slide. Slides are used in all types and levels of presentations and are relatively inexpensive to produce.

Filmstrips are frequently used for educational purposes. The frames of the 35mm filmstrip can be arranged in such a way that an entire story or lesson can be contained in one strip. A major disadvantage of filmstrips is that they cannot be repaired (spliced) without losing a portion of their information.

Transparencies

As used here, transparencies refer to large vu-graph transparencies projected with overhead projectors. Depending on the time factor, the information to be presented, and the quality of transparency desired, the production methods may vary from information typed on clear plastic to complex illustrations on colored film. The standard size for a transparency is 7-1/2 x 9 inches (19 x 23 cm). At many Navy and Marine Corps installations transparencies are widely used to present information in scheduled briefings. This medium is useful in instances where the information to be presented changes frequently and must be updated between briefings.

Motion Pictures

Motion pictures are used extensively in Navy and Marine Corps training and information programs. Until recently, 16mm motion pictures were the primary visual aid in these programs. However, 16mm films are expensive to produce, often more general in nature than is required by the course curricula, and often become obsolete in a short time because of changes in policy, equipment, or procedures. Eight-millimeter (8mm) single-concept films have replaced 16mm motion pictures in many instances because 8mm films are less expensive to produce, require less expensive equipment for presentation, and can

more easily be geared to present a single idea or concept.

TELEVISION NEWSFILM.—Navy or Marine Corps newsfilm of purely local interest can be prepared and released directly to local television outlets by the command public affairs office. Whenever religious programs or events occurring within the command are of interest to local news media, the command public affairs office (PAO) should be notified as far in advance as possible. Release of quality material regarding command activities is an important function of the command PAO. Television is the major outlet for Navy and Marine Corps newsfilm. Local television stations may prefer to cover command activities in order to provide their own coverage; otherwise, film may be provided by the command PAO. When Navy or Marine Corps film is used, the TV station should be provided with a complete and detailed fact sheet. Normally, television stations prefer to edit the film and write the copy themselves.

Television stations use 16mm black and white and color film. Normally, film exposed in the afternoon will appear on the evening news broadcast.

An audiovisual activity job order, OPNAV 3160/16, should be used to request audiovisual services.

Audio and Visual Tapes

Audio and visual tapes are media which can be effectively used in the Command Religious Program.

AUDIOTAPE.—Audiotapes or soundtracks are utilized to some extent with most audiovisual materials which are prepared within the Navy. Language and music are often recorded on audiotape or soundtracks to explain and enhance visual images which are presented. The command chaplain may desire that special activities or events within the Command Religious Program be recorded using audiotape alone or in conjunction with other audiovisual (AV) media.

VIDEOTAPE.—Videotapes or video disks are increasingly being used in the area of religious education. Chaplains may utilize this media:

- To tape a chaplain's religious education presentation when this is desired.

- To provide religious services and programs to patients in the hospital.

- To tape inservice training material for the religious education staff.

- To tape model wedding rehearsals—to enable couples to select the type of ceremony that they desire.

- To provide worship instruction for altar servers. The action may be stopped to emphasize the various movements.

- To tape programs for religious holy days and other special times of the year.

Religious films which were formerly available only in 16mm have recently been released in video cassette. Video cassettes are relatively inexpensive because they can be erased and re-recorded numerous times. These are but a few of the many ways in which videotape maybe adapted for use within the Command Religious Program. NOTE: (See also SITE-CCTV System.)

Multimedia

Multimedia is a presentation technique which employs a combination of audiovisual formats. A combination of prerecorded audiotape, usually a cassette, and appropriate 35mm slides can be used to make a multimedia presentation. The tape track or channel is recorded with the narration and the change signal is recorded on the remaining channel. After the tape and slides are coordinated, the audience hears the narration while the recorded synchronizer sends signals to the projector, changing the slides at the appropriate place in the narration. Training specialists have found that seeing pictures and hearing a presentation at the same time enhances the learning process. This is why motion pictures are so popular.

Motion pictures, however, have some disadvantages. They are expensive to produce and the subject matter often becomes outdated in a short period of time because of changes in equipment, procedures, or Navy policy. The multimedia approach is an economical alternative.

A multimedia slide-tape program can be developed on nearly any subject and used as an effective teaching tool. The budget for producing a slide-sound program is modest. The raw material for a 10- to 15-minute production costs about $15.00. This includes the price of the audiotape and the processed film if a camera is used. The equipment is generally available at every duty station.

Slide-tape packages provide a very convenient and flexible instructional program. Slides are easily stored in trays, carousels, cartridges, or files and can be arranged to suit the needs of the user. If there is a need to update the presentation, an old slide can simply be replaced with a new one. Audiotapes and cassettes also lend themselves to modification and updating by means of the erasure and re-record features on the audio machines. The combined visual-sound production can be packaged, easily indexed, and stored in lockers for easy accessibility.

Because of the operational simplicity and portability of the equipment involved, slide-tape programs lend themselves to a variety of settings. This type of media can be utilized effectively in a number of ways, including individualized study or repeated presentations with large and small groups of students.

Audiovisual Activity Job Order, OPNAV 3160/16

The audiovisual activity job order (OPNAV 3160/16) is the form which is usually utilized to request audiovisual products and services. (See figure 6-8.) While work orders differ from place to place, many of the entries required for initiating work orders are the same. Such entries as work order number, requester, organization, type of material needed, amount, and the due date are all typical entries. One of the single most important entries on a work order is the description of the work desired. Sufficient detail and data on what is being requested should be given. However, in cases of multiple aids, such as slides or illustrations, an entry such as "manufacture per attached samples" should be placed in the proper block and sketches of the desired work enclosed. A work order utilizing the audiovisual activity job order, OPNAV 3160/16, should be completed down to the signature line by the RP, and signed by the command chaplain.

American Forces Radio and Television Service (AFRTS)

One means by which chaplains may convey information to command personnel is through the American Forces Radio and Television Service (AFRTS) outlet. Today there are many AFRTS stations located throughout the world and on board Navy ships and submarines at sea. Even Antarctica, an international territory, has an AFRTS outlet, and an AFRTS Mini-TV outlet serves personnel at the U.S. Defense Attache´ Office at the American Embassy in Moscow. It is impossible to determine with any accuracy the size of the total AFRTS audience at any one time, but it has been estimated to be as large as 1,250,000 service personnel and dependents with a "shadow" audience of perhaps 20 million people in the various host nations.

The mission of American Forces Radio and Television Service is to provide a means for rapid dissemination of local command information; DOD and service-unique internal information; national and international news; sports, special events, and entertainment. This service is provided for Navy ships and submarines at sea, and DOD civilians and their dependents who are located in areas which have no adequate English language radio and television broadcasting available. American Forces Radio and Television Service outlets under Navy control ashore or at sea are normally operated as a branch of the command public affairs organization.

Overseas, AFRTS outlets offer chaplains an ideal means of conveying information to their respective command personnel. Time can be

AUDIOVISUAL ACTIVITY JOB ORDER
OPNAV 3160/16 (4-79) S/N 0107-LF-031-5090

	(PRINT LEGIBLY OR TYPE) SECURITY CLASSIF. OF JOB
REQUESTING ACTIVITY	JOB NO. (INTERNAL USE)
REQUESTED PRIORITY ☐ ROUTINE ☐ URGENT ☐ PRIORITY	ACTIVITY JOB NO.
LOCATION OF WORK / PERSON REQUESTING JOB	TELEPHONE NO.
REQUESTING ACTIVITY POINT OF CONTACT	REQUIRED DUE DATE

DESCRIPTION OF SPECIFIC AUDIOVISUAL SERVICE OR PRODUCT REQUIRED

SIGNATURE	DATE	UPON COMPLETION, CALL

FOR INTERNAL USE ONLY

DATE & TIME JOB REC'D	RECEIVED BY	DEPARTMENT
JOB ORDER APPROVED BY	WORK TO BE ACCOMPLISHED ☐ IN-HOUSE ☐ CONTRACT	

ROUTE JOB TO
☐ PHOTO LAB ☐ GRAPHICS SHOP ☐ TELEVISION STUDIO ☐ SOUND STUDIO

AUDIOVISUAL PRODUCTS COMPLETED	ORIGINATED	DUPLICATED
MOTION PICTURE FILM	FOOTAGE	FOOTAGE
VIDEO TAPE/DISC	MINUTES PLAYING TIME	MINUTES PLAYING TIME
AUDIO TAPE/DISC	MINUTES PLAYING TIME	MINUTES PLAYING TIME
COMBINATION MEDIA	MINUTES PLAYING TIME	MINUTES PLAYING TIME
STILL PHOTOS	NO. CAMERA EXPOSURES	NO. OF PRINTS
GRAPHIC ART	NO. OF UNITS	NO. OF UNITS
AIDS DISPLAYS & DEVICES	NO. OF UNITS	NO. OF UNITS
OTHER	AS APPLICABLE	AS APPLICABLE

REMARKS

FUNCTION SUPPORTED (Check One Only)	Education & Trng. (a)	Internal Info. (b)	Public Info. (c)	Recruiting (d)	Research Develop. Test & Eval. (e)	Intel. Recon., Crim. Invest., Comm. Security (f)	Combat Readiness (g)	Other Support (h)	Med. & Dental (i)

REQUESTING ACTIVITY NOTIFIED BY	DATE	TIME
AUDIOVISUAL PRODUCTS RECEIVED BY	DATE	TIME

REPLACES NAVAIR 3160/4 WHICH IS OBSOLETE (CONTINUED ON REVERSE)

287.40(M1)

Figure 6-8.—Audiovisual activity job order, OPNAV 3160/16.

made available by the program director to area chaplains through programming which is prepared, produced, and supervised locally at the command's AFRTS outlet.

Chaplains may also be asked to provide short inspirational messages for the local AFRTS outlet to be used at the station sign-on and sign-off. In addition to local programming featuring the chaplain, religious programming for AFRTS is provided by AFRTS Los Angeles and by AFRTS Washington.

Religious broadcast material is selected for AFRTS use by the Armed Forces Chaplains Board for distribution and broadcast. Religious programming selected by the Armed Forces Chaplains Board is representative of all faith groups which supply chaplains to the Armed Forces of the United States. A religious program series may be presented weekly, or it may be shipped in alternate 13-week cycles with other religious series, or it may be given time in the weekly omnibus series called "Banners of Faith."

Religious music is also programmed with other types of music for broadcast by AFRTS stations. Questions concerning religious programs and programming should be sent to the Navy Broadcasting Service for coordination with the Armed Forces Chaplains Board.

Shipboard Information, Training, and Entertainment Closed Circuit Television (SITE-CCTV) System

At sea, the Navy SITE-CCTV System (see figure 6-9) provides shipboard chaplains with an extremely flexible communication tool to assist them in fulfilling their responsibilities.

The first SITE (Shipboard Information, Training, and Entertainment) closed circuit television system was installed on USS *Josephus Daniels* in January 1973. At that time, SITE TV systems were basic, austere, standardized, compatible CCTV systems designed for ships with crews of more than 350 personnel (less aircraft carriers) that could provide cable TV throughout a ship from one of four programming sources—live camera, 16mm film, 35mm slides, and 1-inch videotape. By mid-1977, 139 more ships had been equipped with SITE.

By 1979, a smaller TV system for ships with crew sizes of less than 350, called Mini-SITE (see figure 6-10), had been successfully tested and was being installed in the smaller surface ships. Mini-SITE was followed by Sub-SITE, a CCTV system specifically designed for submarines. The first production model Sub-SITE system was installed in 1980. Mini-SITEs and Sub-SITEs utilize 1/2-inch videotape, and all SITE-1 systems were converted to 1/2-inch videotape. They were later replaced by the newer state-of-the-art SITE-2 systems.

By 1984 all deploying ships and submarines will have a SITE family CCTV system. All ships with a SITE system are American Forces Television (AFTV) outlets.

Religious programming is normally a part of each SITE system's regular broadcast schedule. Short sermons or religious instructions are often used for weekend viewing in fringe or nonprime time slots. Public affairs personnel normally manage the SITE systems aboard ships where chaplains and RPs are assigned and may ask the chaplain for ideas or suggestions concerning local programming dealing with religious subjects. A copy of the SITE BROADCASTERS HANDBOOK may be obtained from:

Director
Navy Broadcasting Service (OP-007C)
Office of Information
Department of the Navy
Washington, DC 20350

RELIGIOUS PROGRAM FACILITIES

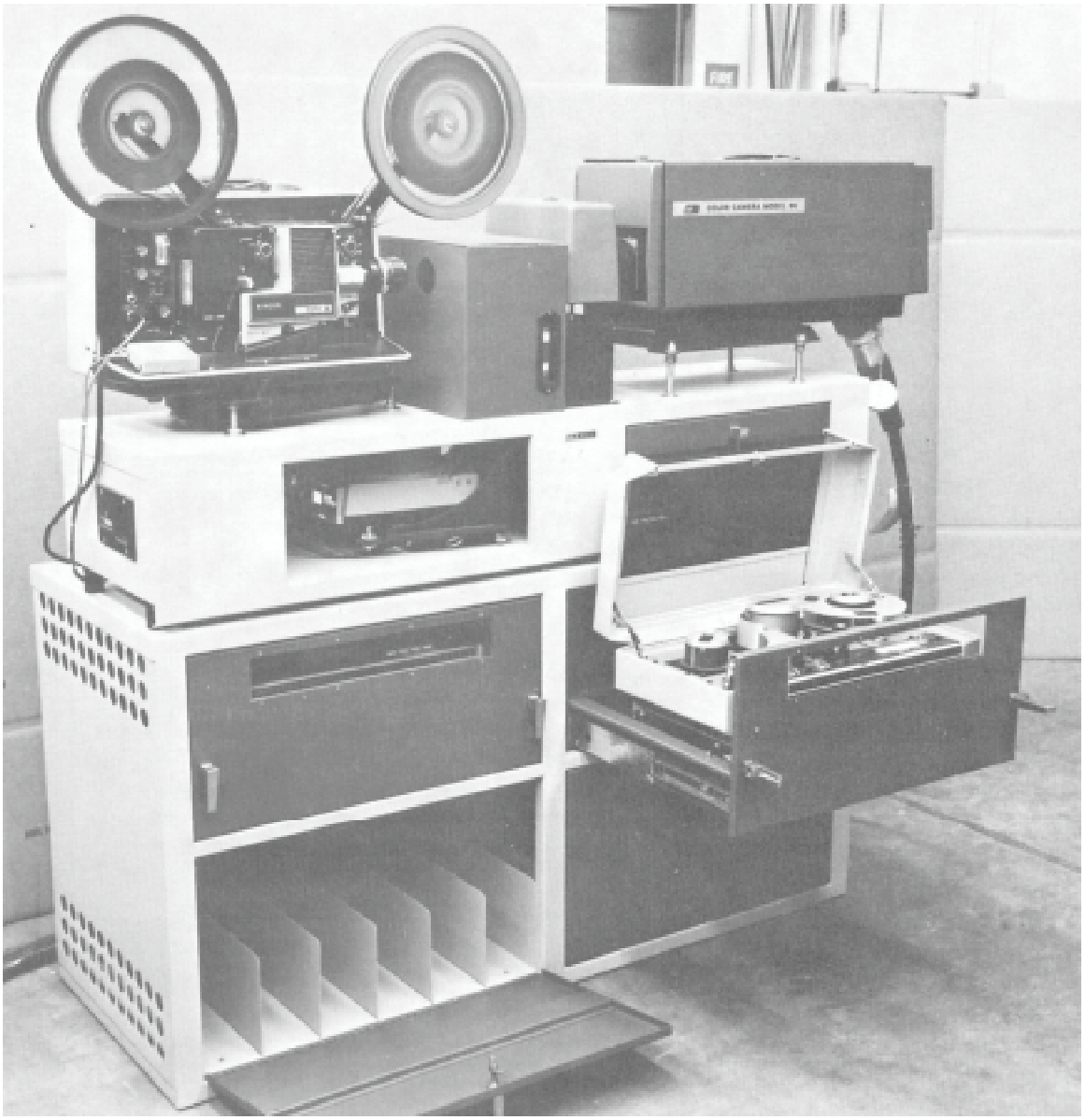
The chapel with its related religious program facilities comprise the physical center for the Command Religious Program. It serves as the center for divine services and other devotional and religious activities in the command. The chapel and its related facilities should be kept clean and in good order at all times. Chapel surroundings should be conducive to the religious activities and events which occur there.

287.41(M1)

Figure 6-9.—The major components of the SITE 1 system.

Anything which detracts from divine services should be identified and corrected. Factors which should be considered by Religious Program Specialists in regard to religious program facilities include:

- Directional signs to the chapel and religious program facilities
- Maintenance of chapel grounds
- Chapel lighting
- Chapel literature racks and displays
- Seasonal displays for religious program facilities



287.41(M1)

Figure 6-9.—The major components of the SITE 1 system—Continued.

- Colors used in the maintenance of religious facilities
- Electrical, plumbing, and miscellaneous fixtures
- Availability of Navy Public Works Center (NPWC) and Marine base support services

Each of these factors is discussed in the following paragraphs.

Directional Signs

With command approval, directional signs should be posted at each entrance and at major

287.42(M1)

Figure 6-10.—The primary component of the Mini-SITE system.

intersections on base to indicate the location of the station chapel. The office of the chaplain should be similarly identified if it is not a part of the main chapel facility. Directional signs should be functional and should be visually attractive.

Chapel Grounds

Chapel grounds should be cleared of any debris and be kept neat and well trimmed. Shrubs and flowers may be added to enhance the chapel grounds.

Chapel Lighting

The chapel should be well lighted inside and out. Spotlights or floodlights can be used to accentuate some special feature of the chapel at night. Energy conservation measures should be considered however, when spotlights or floodlights are used. Timers are usually installed for this purpose.

Chapel Bulletin Boards, Literature Racks, and Literature Displays

Chapel bulletin boards, literature racks, and literature displays which are well placed and properly maintained may be useful tools in support of the religious program.

BULLETIN BOARDS.—A bulletin board, placed in a conspicuous place in the chapel, should be used to post a copy of the chapel fund Statement of Operations and Net Worth (figure 6-11) at the end of each fiscal quarter. Chapel bulletin boards should also display notices of coming chapel events and activities. Only current information should be displayed. Outdated material should be removed on a scheduled basis. The Federal Supply Classification FSC 7195 should be used to identify bulletin boards when they are requisitioned.

CHAPLAINS MANUAL OPNAVINST. 1730.1 **(COMMAND NAME) CHAPEL FUND** **STATEMENT OF OPERATIONS AND NET WORTH**	TO: (INCLUDE ZIP CODE)			FROM: (INCLUDE ZIP CODE)			PERIOD FROM_____ TO_____
DESCRIPTION	PROTESTANT ACCOUNT	CATHOLIC ACCOUNT	JEWISH ACCOUNT	(OTHER) ACCOUNT	(OTHER) ACCOUNT	(OTHER) ACCOUNT	TOTAL
1. NET WORTH, BEGINNING OF PERIOD Date_____							
2. ADD: RECEIPTS (PER RECEIPT AND EXPENDITURE RECORD)							
3. TOTAL (LINE 1 PLUS LINE 2)							
4. LESS: DISBURSEMENTS (PER RECEIPT AND EXPENDITURE RECORD)							
5. NET WORTH, END OF PERIOD							
RECAPITULATION OF NET WORTH							
6. CASH IN BANK AND ON HAND							
7. PETTY CASH							
8. OTHER							
9. NET WORTH, END OF PERIOD							
10. TOTAL AMOUNT OF ORDERS PLACED BUT NOT PAID							
TYPED NAME AND GRADE OF FUND ADMINISTRATOR				SIGNATURE			

287.43(M1)

Figure 6-11.—Chapel fund statement of operations and net worth.

LITERATURE RACKS AND DISPLAYS.—Religious literature and devotional aids which have been selected by the chaplain for display and use should be placed by the RP in the literature rack or prominently displayed. Literature racks and displays should be neatly and attractively arranged. Material which is out of date should be removed and replaced with current material. An RP should be designated to ensure that the literature racks and displays are properly organized and maintained.

Colors Used in Religious Facilities

Religious Program Specialists are responsible for keeping Government facilities designated for divine services and religious activities in good order and as attractive as possible. The physical appearance of these chapel and religious facilities is as important to the military community as similar facilities are to the civilian community. Whenever interior or exterior painting of the chapel is required, the colors selected should contribute to the dignity of the chapel. The Navy chapel should always provide a pleas-ant background for worship. For the main area of the chapel, snow white or gull gray are recommended. Acceptable alternatives are pale green and sand beige. Natural wood or stained wood pews are preferable to pews which are painted as they require less maintenance and are more practical. If pews are painted, however, snow white should be used. For the chapel vestibule, sacristy, vestry, and office, pale green or sand beige is recommended. The interior of kindergarten or Sunday school rooms should be pale yellow or

287.44(M1)

Figure 6-12.—An indoor chapel display prepared for the Christmas season.

aqua. Polar white is usually best for the siding, trim, steeples, and other exterior details of Navy chapels, except for those chapels with brick, copper, stone, or other natural finishes. Information in regard to painting may be found within the publication *Color for Naval Shore Facilities,* NAVFAC P-309.

Devotional and Religious Displays

Devotional and religious displays are often used to dramatize the significance of holy days or holidays. Prior to Christmas (see figure 6-12), Easter, Passover, or other holy days or special occasions, the command chaplain may request a specific devotional or religious display for use within the chapel, on the chapel grounds, or at other religious program facilities. To obtain such a display, the RP should submit a work request to the local public works or civil engineer's office. When you are submitting the work request, allow sufficient lead time to permit construction by the date requested.

Maintenance of Electrical, Plumbing, and Miscellaneous Fixtures

When you are submitting work requests to the local public works or civil engineer's office for electrical, plumbing, and miscellaneous service, standard questions must be addressed. These questions are addressed in figures 6-13, 6-14, and 6-15.

ELECTRICAL CHECKLIST QUESTIONNAIRE TO BE USED WHEN FILLING OUT THE "TF-1" OR OTHER FACILITY WORK REQUEST

What is wrong with the item (if known)?

Where is the item located?

What type of facility is this (chapel, RE facility, etc.)?

How many items require repair (if more than one)?

What type of electrical item is it (electrical light, switch, panel, receptacle, etc.)?

Lights: What type (fluorescent, incandescent, etc.)?

How long have they been out?

Are some lights still burning?

Electrical switches: Which switches are not working?

Electrical panels: Are they hot or smoking?

Have they tripped?

Electricity: Has there been a power failure?

Receptacle or socket: No current? broken?

Figure 6-13.—Electrical checklist questionnaire.

PLUMBING CHECKLIST QUESTIONNAIRE TO BE USED WHEN FILLING OUT THE "TF-1" OR OTHER FACILITY WORK REQUEST

What is wrong with the fixture?

Where is the fixture located?

What type of facility is this (chapel, RE facility, etc.)?

How many fixtures require repair (if more than one)?

What type of plumbing fixture is it (faucet, wash bowl, toilet, shower, piping, etc.)?

Faucet: Leaking? Broken?

Wash bowl or toilet: Stoppage or leak? Broken?

Faucet or valve: Leaking or broken? Will it shut off?

Showers: Does handle need replacing? Are the pipes leaking?

Are the shower heads functional?

Piping: Is it leaking? If so, where (valve, joint, etc.)?

Is there a hole in the pipe?

Water: Is water available? Is it clean?

Figure 6-14.—Plumbing checklist questionnaire.

MISCELLANEOUS CHECKLIST QUESTIONNAIRE TO BE USED WHEN FILLING OUT THE "TF-1" OR OTHER FACILITY WORK REQUEST

What is wrong with the item (if known)?

Where is the item located?

What type of facility is this (chapel, RE facility, etc)?

How many items require repair/maintenance (if more than one)?

What is required to correct the item (if known)?

What type of item is it (window, door, lock, carpeting, air-conditioning, heating, thermostat, ventilators, etc.)?

Windows:	Will they open or close? Are they broken? How many panes are broken? What size are they? Are they single pane or double paned? Are they stained glass or clear? Is there a wood frame or metal frame?
Doors:	Will they open or close? Are the hinges loose? What size are the doors? Are they wooden or metal? Can they be locked?
Locks:	Are they functional? Are they properly installed? Are keys required? Are stronger locks required?
Carpeting:	Badly worn or soiled areas? Does it require replacing or cleaning?
Air-Conditioners:	Will it run? Does it cool? Do filters require cleaning or changing? Is the problem electrical or mechanical?
Heater:	Does it operate? Does it heat? Is it steam, gas, or electrical heating?
Thermostat:	Does it operate? Does it centrally control building temperature?
Ventilators:	Are ventilators electrical or mechanical? If electrical, will fan operate? Is the fan loose or unusually noisy? Does it provide effective ventilation? If ventilator is mechanical, will it turn?

Figure 6-15.—Miscellaneous checklist questionnaire.

Requesting Navy Public Works Center or Marine Base Support Services

To obtain the services of the Navy Public Works Center (NPWC), a work request must be submitted to the station civil engineer or public works. The Customer Request, NAVFAC 9-11014/TF-1, (figure 6-16), is the officially recognized method of obtaining NPWC services except in emergencies. This request form must be completed for specific, recurring, and minor work, engineering consultations and investigations, contracts, special project preparation, and scheduled transportation services. As the initial input to NPWC, the Customer Request should contain information that is as complete as possible to assist in speedy processing. Additional information that might enhance understanding of the services desired should be included on or attached to the Customer Request. For Marine Corps bases and air stations you should refer to Marine Corps Order, MCO P11000.7B and its local implementing directive in the 11000 series.

EMERGENCY SERVICE can be requested by the RP by calling the maintenance department emergency service reception desk. Emergency work is defined as work which requires immediate action to accomplish any or all of the following purposes:

(a) Prevent loss or damage to Government property.

(b) Restore essential services that have been disrupted by breakdown of utilities.

(c) Eliminate hazards to personnel or damage to equipment.

CUSTOMER REQUEST
NAVFAC-9-11014/TF-1 (REV. 4-75)

1. PRI	2. JOB ORDER NO.	3. AMEND NO.	4. REQUEST NO.

PART I – REQUEST *(By Customer)*

TO NAVY PUBLIC WORKS CENTER

5. FROM

6. BRIEF TITLE

7. TYPE OF SERVICE REQUESTED (Check One)

- ☐ SCOPING ESTIMATE
- ☐ FUNDABLE ESTIMATE ESTIMATED FUNDING DATE _____
- ☐ MINOR WORK AUTHORIZATION M- _____
- ☐ RECURRING ESTIMATE
- ☐ CONTRACT ESTIMATE
- ☐ ENGINEERING INVESTIGATION
- ☐ SPECIAL PROJECT PREPARATION
- ☐ OTHER *(Specify)* _____

8. FOR FURTHER INFORMATION CALL	9. PHONE	10. REQUESTOR *(Signature)*	11. DATE

12. PART II – DESCRIPTION OF PROBLEM/REQUIREMENT *(By Customer)*

13. STATEMENT OF CONSTRAINTS

14.

- ☐ SKETCH/PLAN NO. _____
- ☐ INVESTIGATION OR INSPECTION REPORT
- ☐ OTHER *(Identify)* _____

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Figure 6-16.—Customer request, NAVFAC 9-11014/TF-1.