



DEPARTMENT OF THE NAVY
U.S. NAVAL SUPPORT ACTIVITY
PSC 817 BOX 1
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NAVSUPPACTNAPLESINST 5720.1
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NAVSUPPACT NAPLES INSTRUCTION 5720.1

From: Commanding Officer, U.S. Naval Support Activity, Naples, Italy

Subj: U.S. NAVAL SUPPORT ACTIVITY, ITALY, NAPLES, INSTALLATION MARQUEE MESSAGE BOARDS

Ref: (a) SECNAVINST 5720.44C, Department of the Navy Public Affairs Policy and Regulations

1. Purpose. To provide guidance on and establish procedures for maintenance, operation, and requirements for the U.S. Naval Support Activity, Activity (NAVSUPPACT) Naples, Italy Capodichino and Gricignano Support Site marquee message boards.

2. Applicability. This directive applies to all Supported Commands at NSA Naples installations.

3. Policy

a. The NSA Naples Public Affairs Office (PAO) manages the electronic marquees located at Capodichino and Support Site to announce time-sensitive and recurring information to base members. Requests to display content on a marquee must be submitted at least one week prior with an attachment of the image to be displayed. Requests should be submitted no more than four weeks prior to the projected message start date. Images must be either .png or .jpg format. For best legibility, use high contrast colors and large blocked letters. Limit lines of text to three-to-four. To submit a marquee request please email: nsanaplespao@us.navy.mil

NOTE: Senior leader requests from Commanding Officers and Commander's front offices have PRIORITY status and take precedence.

NOTE: Memory constraints limit both marquees to 10 images for display at any one time.

b. Messages are limited to welcome messages for distinguished visitors, announcing base-wide events, force protection conditions, weather alerts, and retirement messages for general officers and above.

c. The marquee will not be used to promote fundraising or to display items or services for sale.

d. The marquee will not display commercial advertisements, political messages or any non-mission essential messages.

e. Display of QR codes and website addresses cannot be posted for safety concerns.

3. Responsibilities

a. The Executive Officer is overall responsible for the Marquee program at NSA Naples.

b. The Public Affairs Officer is responsible for the collection, prioritization, and display of all messaging on the marquee message boards at both Capodichino and Support Site.

c. The Emergency Management Officer is responsible for the maintenance and operational status of the Capodichino Marquee via daily checks.

d. The Child and Youth Programs Director is responsible for the maintenance and operational status of the Support Site Marquee via daily checks.

e. The Public Works Officer is responsible for supplying both site marquees with electrical power and connectivity to required utilities.

4. Action

a. Supported Commands. To submit a message request, email your request to nsanaplespao@us.navy.mil using the following steps:

(1) Submit request at least one week prior with an attachment of the image you want displayed. Requests should be submitted no more than four weeks prior to the projected Marquee Start Date.

(2) Create all images in .png or .jpg format. For best legibility, use high contrast colors and large blocked letters.

(3) Limit lines of text to three-to-four.

(4) At a minimum, include all pertinent information below:

(a) What (event)

(b) When (date/time)

(c) Where (event location)

(d) A phone number or contact e-mail address

b. Executive Officer. Oversee the marquee program and act as the final decision authority on any message conflicts.

c. Emergency Management Officer and Child and Youth Programs Director

(1) Ensure continued operational capability of the marquees at their respective locations.

(2) Conduct at least daily operational checks and document status in a log.

(3) Report any malfunctions and expected outages to the Executive Officer and place trouble calls using the Public Works Department process.

- (4) Maintain a local standard operating procedure governing process for upkeep of the marquees.

d. Public Affairs Officer

- (1) Collect all requests for marquee messaging and display messaging per this instruction.
- (2) Post all messaging and remove the messages on the first business day following the posted event.
- (3) Verify all messaging meets requirements of reference (a).

e. Public Works Officer. Maintain continuance electrical supply to the marquees at both installation sites. Maintain visibility in the area of the marquees for all passing traffic.

5. Records Management

a. Records created as a result of this instruction, regardless of format or media, must be maintained and dispositioned per the records disposition schedules located on the Department of the Navy Assistant for Administration, Directives and Records Management Division portal page at: <https://portal.secnav.navy.mil/orgs/DUSNM/DONAA/DRM/Records-and-InformationManagement/Approved%20Record%20Schedules/Forms/AllItems.aspx>.

b. For questions concerning the management of records related to this instruction or the records disposition schedules, please contact the local records manager or the OPNAV Records Management Program (DNS-16).

6. Review and Effective Date. Per OPNAVINST 5215.17A, NAVSUPPACT Naples will review this instruction annually on the anniversary of its effective date to ensure applicability, currency, and consistency with Federal, Department of Defense, Secretary of the Navy, and Navy policy and statutory authority using OPNAV 5215/40 Review of Instruction. This instruction will be in effect for 10 years unless revised or cancelled in the interim and will be reissued by the 10-year anniversary date if it still required, unless it meets one of the exceptions in OPNAVINST 5215.17A, paragraph 9. Otherwise, if the instruction is no longer required, it will be processed for cancellation as soon as the need for cancellation is known following the guidance in OPNAV Manual 5215.1 of May 2016.

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<https://cnreurfcent.navy.afpims.mil/Installations/NSA-Naples/About/InstallationGuide/Department-Directory/N1-Administration-Department/Instructions/>