



Mission Statement

Using print, video and electronic media products, Naval Media Center supports the Chief of Naval Information (CHINFO) mission of keeping the Navy/Marine Corps team up-to-date on issues that affect their careers and their lives.

www.mediacen.navy.mil

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Naval Media Center... Informing the Fleet!

Naval Media Center

Washington, DC



All Hands

The flagship magazine of the U.S. Navy for more than 80 years, *All Hands* is published monthly for every member of the Navy. While its target audience is the 18-24 year-old, first-term enlisted Sailor, its high-impact, photo-driven layout appeals to the entire Navy audience, including family members, civilians, Reservists and retirees. Stories promote the Navy lifestyle and seek to reinforce the idea that joining the Navy was a wise decision. In 2001, *All Hands* was recognized by the Department of Defense as the top service magazine and by the Public Relations Society of America as the best magazine designed primarily for an internal audience. Monthly circulation is 90,000, and it is also available on *Navy NewsStand*.



Navy/Marine Corps News

The flagship weekly television news and information program of the Navy and Marine Corps for more than 19 years, *Navy/Marine Corps News* is distributed via satellite and videotape to all Navy and Marine Corps units worldwide. More than 320 commercial cable outlets broadcast the show, giving it a huge shadow audience of family members, Reservists, retirees and civilians with an interest in the U.S. Navy. In addition, highlights are available via streaming video on *Navy NewsStand*. Its target audience is the 18-24 year-old, first-term enlisted Sailor and Marine. In 2001, the Department of Defense recognized *Navy/Marine Corps News* as the top DoD television news program.



Navy NewsStand

Navy NewsStand is our newest flagship news product. Located on the Web at www.news.navy.mil, it provides our internal and external publics with an innovative, database-driven, fully searchable news site that integrates all Media Center products. *Navy NewsStand* also features online management software that allows public affairs professionals anywhere in the world to create, edit and selectively display their news stories and photos on self-managed, local *NewsStand* pages. For more information about this exciting feature, see www.news.navy.mil/local/.



Direct-to-Sailor Television

Direct-to-Sailor (DTS) TV is a satellite television service available to more than 160 Navy and Coast Guard ships. Using the latest in compressed digital video technology, Sailors and Marines at sea can now watch news, sports (much of it live) and entertainment, including newly-released movies, on three separate television channels via the ship's Shipboard Information, Training and Entertainment Television (SITE-TV) system.



Daily News Update

Naval Media Center produces three *Daily News Update (DNU)* newscasts: a two-minute cast, a one-minute cast and a one-minute Navy News Service headline cast. Developed specifically for Sailors and Marines at sea, *DNU* is broadcast throughout the day and evening on *DTS* and via streaming video on *Navy NewsStand*. Check your local *DTS* program schedule for airtimes.

Navy News Service (NavNews)

Each business day, *Navy News Service (NavNews)* is sent by e-mail to Navy public affairs professionals and to listserv subscribers. Every edition contains all stories posted to the *Navy NewsStand* Web site since the last *NavNews* e-mail. There is also a hyperlink to take the reader directly to the story page on the *NewsStand*, which often includes photographs and an associated *Captain's Call Kit*.



Captain's Call Kit

Many *NewsStand/NavNews* stories contain particularly important messages that are evergreen in content and could serve Sailors' needs in the future. As such, these stories are repackaged as full-color flyers accessible via www.news.navy.mil/search/ccklist.asp that can be opened and printed using the free and widely available Adobe Acrobat® reader.



Visual Information

The Commanding Officer, Naval Media Center, advises and assists CHINFO in his role as CNO's Warfare Sponsor for the Visual Information (VI) & Combat Camera program. Media Center Visual Information Department provides policy guidance, is the primary advisor for VI ratings and serves as the Navy Component Accessioning Point. It also manages Navy VI productions, several award programs and the shipboard digital photo lab program.



Broadcasting Services

Naval Media Center operates eight AFRTS TV/radio stations overseas. These stations provide vital English language news, command information, public service announcements and operational security updates to Navy and Marine Corps audiences overseas. Manned stations are located in Rota, Spain; Keflavik, Iceland; Souda Bay, Crete; Diego Garcia, British Indian Ocean Territory; Roosevelt Roads, Puerto Rico; and Guantanamo Bay, Cuba. Unmanned stations are located in Lisbon, Portugal; and McMurdo Station, Antarctica.

Fleet Support

Naval Media Center provides television and radio service to all Navy ships through six Fleet Support Detachments (FSDs). Ships receive video and audio programming via tape and CD from CONUS, plus timely news, sports and interview tapes from Duplicating Facilities (DUPFACs) located in Sigonella, Sicily; Yokosuka, Japan; and Manama, Bahrain. *DTS* equipped ships also receive *DTS* programming via satellite. FSDs Norfolk, San Diego and Pearl Harbor provide crews with additional training and technical support prior to deployment.



Navy Live

With its own satellite television production truck, Naval Media Center can produce live and live-to-tape broadcast quality television programs using satellite and fiber optic uplinks and downlinks worldwide. Programs produced by *Navy Live* have included live coverage of special events, live interactive "Town Hall" meetings, satellite media tours, and coverage of important meetings and conferences.

Still Portrait Services

In addition to its core mission of producing internal news products for the entire Navy, Naval Media Center also provides still portrait services to all Navy personnel in the National Capital Region. The portrait studio provides this service to more than 1,000 officers and Sailors every year, including the Secretary of the Navy, the Chief of Naval Operations, and the Master Chief Petty Officer of the Navy.

Media Training

With a state-of-the-art television studio and a cadre of professional print and video journalists, Naval Media Center routinely supports CHINFO media training given to senior Navy leaders. This highly realistic training provides an opportunity for leaders to experience the most common types of media encounters - including remotes, stand-ups and a press conference - in an environment where they can learn how to give more effective interviews.

Video and Print Production Services

Using established commercial production companies, as well as talented in-house production personnel, Naval Media Center produces, top-quality, custom, informational spots for insertion during breaks in AFN and *DTS* programming. Additionally, Naval Media Center produces short-subject videos that are used for internal information, recruiting, retention and general education.

Naval Media Center routinely produces custom print products, including magazine ads, special brochures, booklets and posters in support of high-visibility programs such as Task Force EXCEL, Navy Recruiting, Project SAIL, Fleet Hometown News and the Center for Career Development.