



Landing the Navy Message

Alison Simon and Rodd Wagner

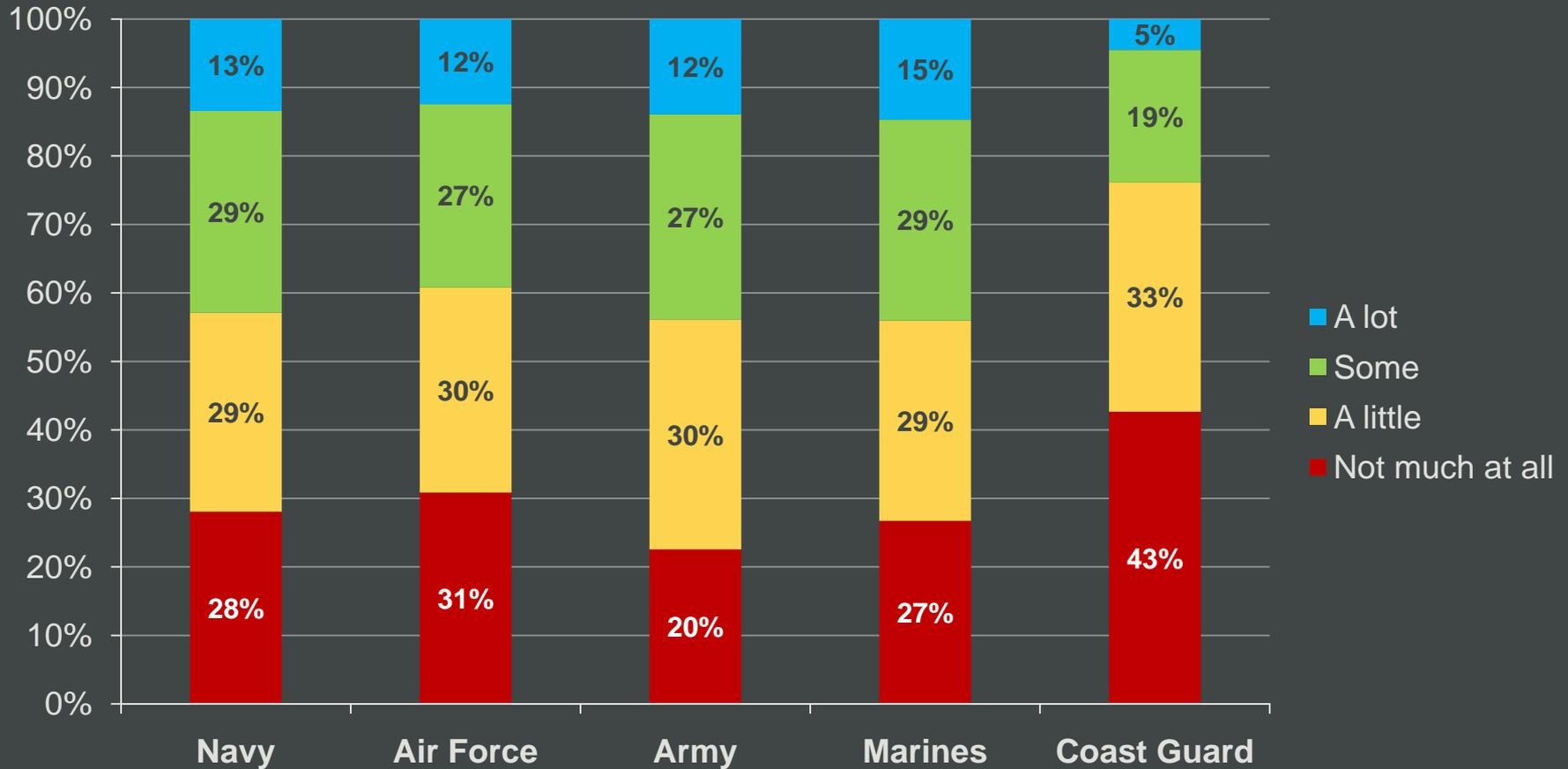
Gallup Navy Research Relevant for Today

- Representative national telephone sample in late 2009.
- Focus groups in Navy Weeks of Little Rock, Milwaukee, and Boston in early 2010.
- Navy Week phone surveys in 2010.
- Navy Week on-site interviewing 2010.



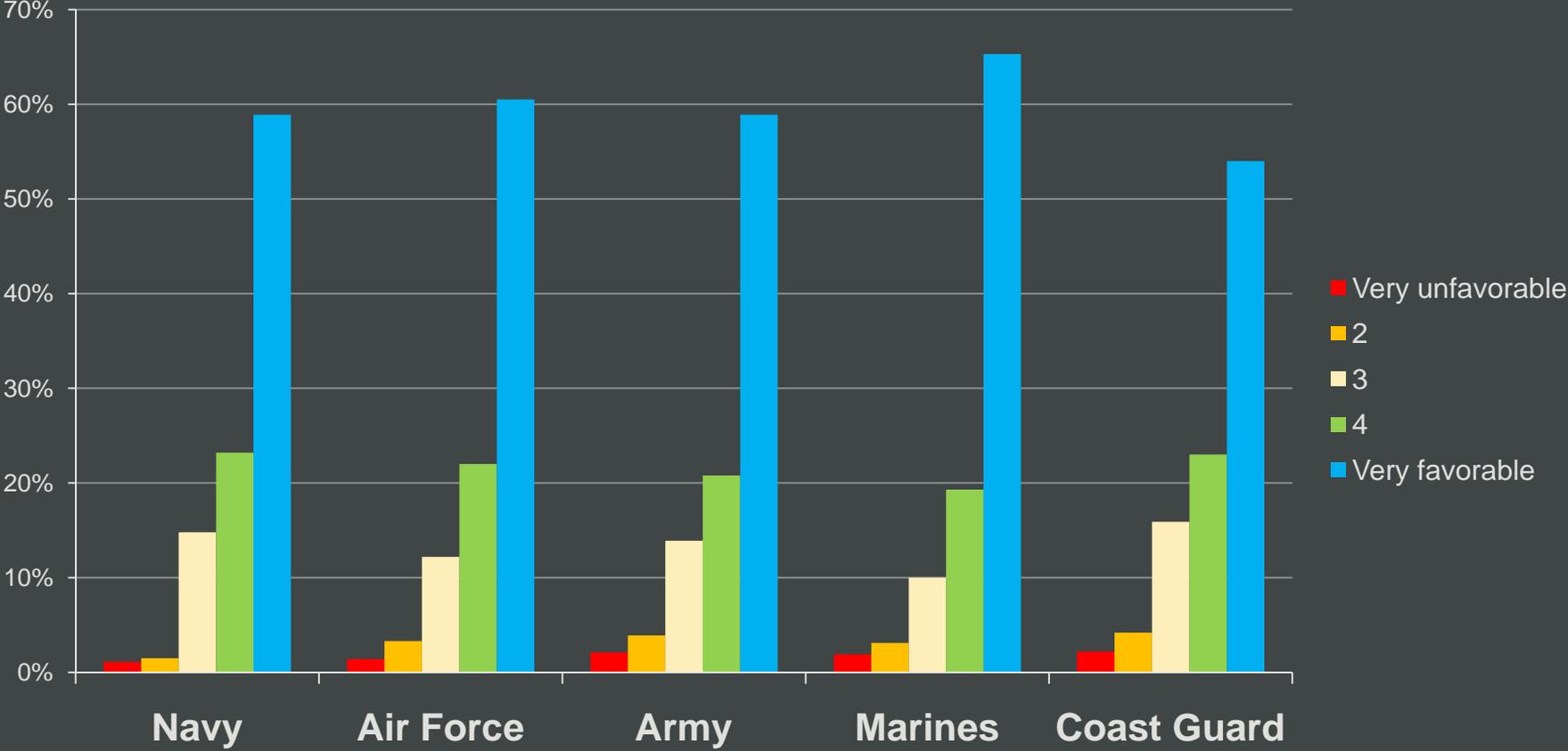
The Public Doesn't Know Much About Any of the Branches

"Please let me know if you feel like you know a lot, some, a little, or not much at all about each of the following branches of the U.S. military."



Navy's Favorability Rating are Comparable to Other Branches

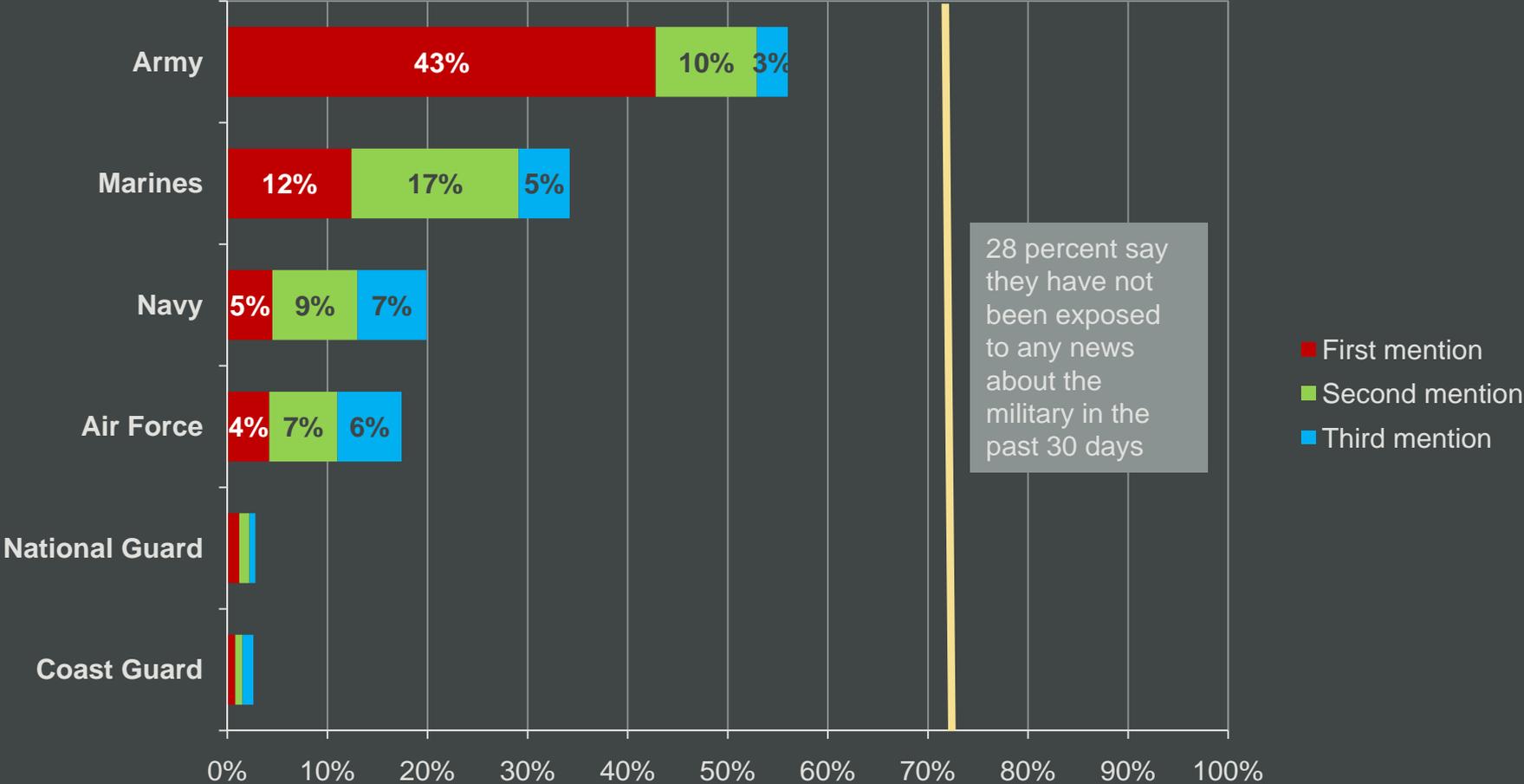
"In general, how do you feel about the . . .



Excludes respondents who said they knew "not much at all" about the branch.

Monthly Reach of Navy News is Roughly One in Five Adults

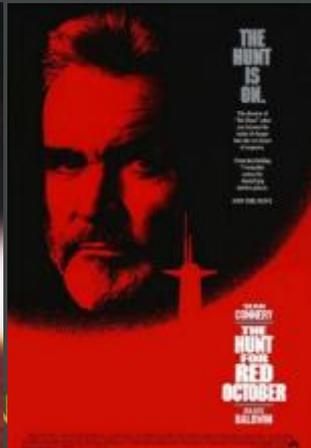
Which branches have you read, seen, or heard anything about in the past 30 days?



Recall of Navy News

- Working together, the focus groups were able to assemble a partial recollection of the Navy's involvement in Haiti relief efforts and of the Maersk Alabama incident.
- “I think we don't hear too much about the Navy because there's not too many battles going on at sea. It's more land battles with the Marines and the Army and stuff and Iraq and Afghanistan, so we don't really know what their role is in the war, except maybe I'm assuming to bring supplies to our military.”
- “I think it was yesterday or the day before yesterday I saw something on the news where they were either considering or they had approved for women to go on the submarines.”
- “What about the Cuban missile crisis? Was the Navy involved in that?”

Top-of-Mind Associations with the U.S. Navy



Top-of-Mind Associations with the U.S. Navy

Moderator: What is the first thing that comes to mind when I say “Navy”?

Panelist: A blank.

Moderator: You draw a blank?

Panelist: I draw a blank because I don't have any, you know, contacts with anyone who has spent time in the Navy, so blank.

People are Curious about Basic Navy Facts

- “I would like to know what they do every day.”
- “How involved is the Navy in some of the current issues right now? A lot of us didn't have a lot of solid answers. As far as Afghanistan, Iraq, or where is the Navy's major concentration at right now as it relates to war?”
- “I would be curious what kind of a ship he's on. Does he have a desk job? What kind of aircraft are on his ship? Any kind of question about what he does because it's kind of fascinating to me.”

Current State of Navy Awareness

- Not much Navy news breaks through the “clutter.”
- Impressions are assembled from movies, TV shows, bits of news coverage, and recollections from history class.
- Navy’s mission is poorly understood.
- People are quite curious about basic facts.
- Aspects of the Navy that you take for granted are “fascinating”

You have a busy, distracted, uninformed, but appreciative and curious audience.

Navy Weeks Executive Summary

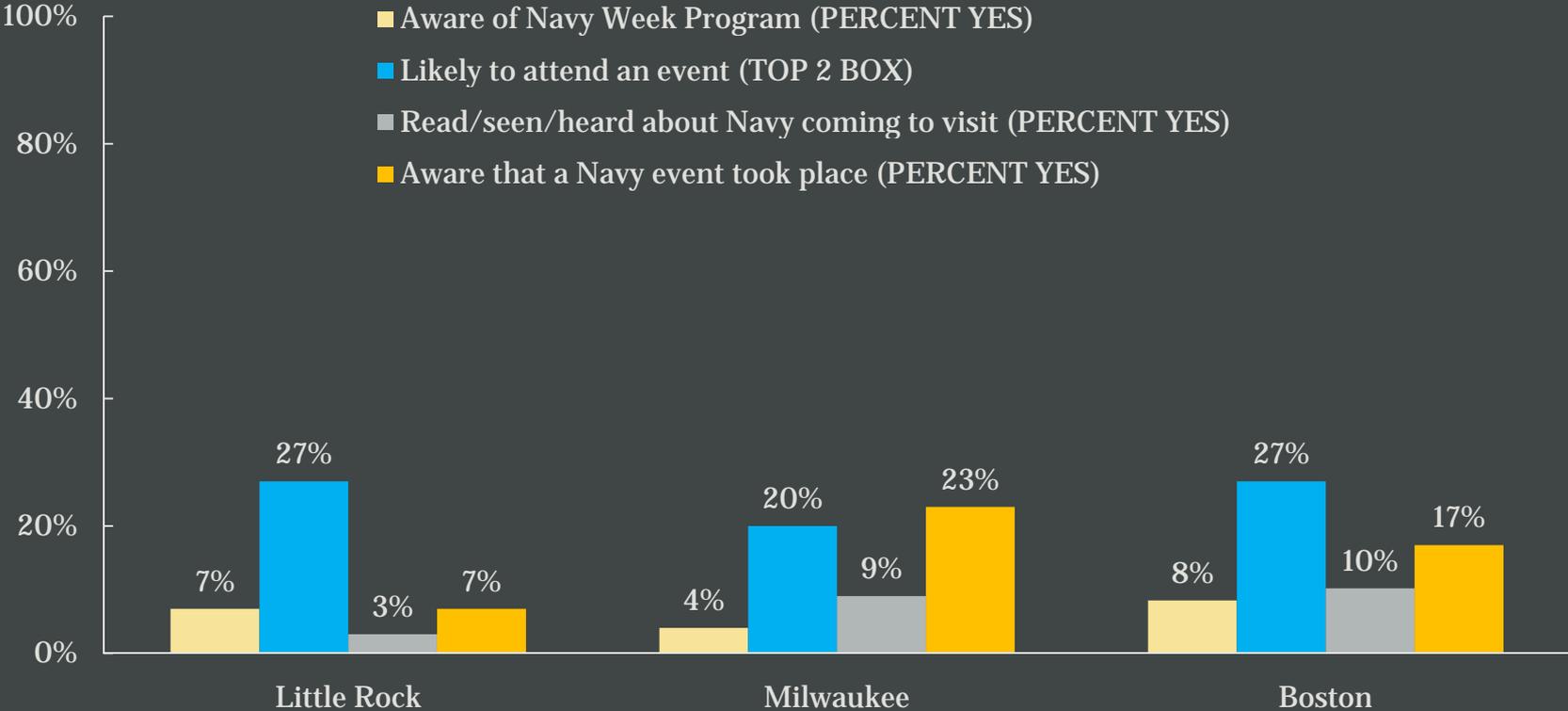
- Awareness of Navy Week is low
- Navy Weeks has a willing media, but coverage varies widely.
- The public perceives different purposes (recruiting, goodwill, education, showcasing capabilities) for different assets.
- Messages delivered during Navy Week are inconsistent.

Keep in mind: Navy Week occurs in a general environment of ignorance about the Navy (including the media)



Pre & Post Survey Results: Navy Week Has Low Awareness

- Are you aware of the Navy Week program?
- How likely would you be to attend a Navy Week event if it were taking place in your community? (PRE-ONLY)
- In the past 30 days, have you read, seen, or heard anything about the Navy coming to visit?
- Did you know that there was a Navy Week event in your community during the week of []? (POST-ONLY)

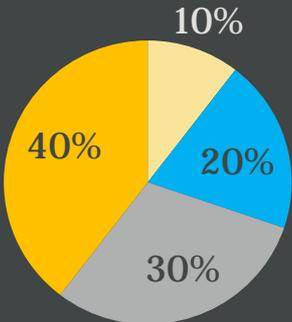
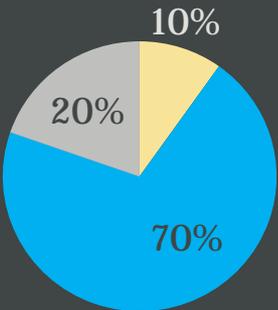


Perceived Purpose for Navy Week Assets Varies Greatly

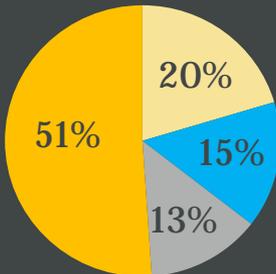
Q7. What do you think is the main reason why the Navy was here today?
 (Combined On-Site Data from Little Rock, Milwaukee, and Boston Navy Weeks 2010)

Sporting Event w/Navy Presence

Rotary Club

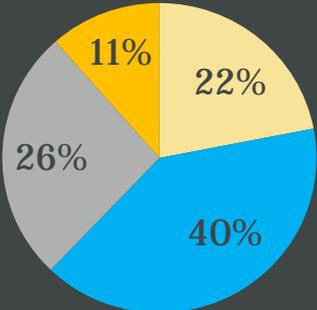


Navy Bands

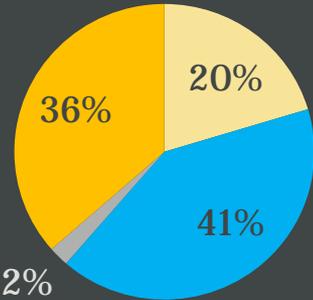


- To showcase the Navy's capabilities
- To educate people on the mission of the Navy
- To recruit people to the Navy
- To generate good will in this community

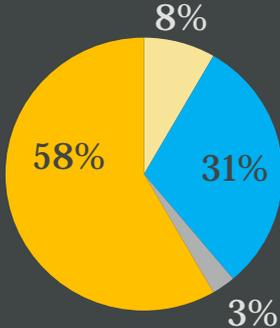
Navy Vehicle Assets



Ship Tour



Commemorative Ceremony



Interactivity and Approachability are Keys to Events



- Guns, paintball, hunting, interaction, I mean, it'd go over real well. **Especially if you could be interactive with young (people)**, someone over a certain age and they'd probably be walking around Riverfest the rest of the day with splotches on their clothes and everybody would be like, where'd you get that?
 - – Little Rock influencer

■ I think it would be best if they displayed the stuff that they use like maybe the body suits or the big heavy pack backs or something, **it'll make people want to go over there and ask.**

– Little Rock African-American teenager

Top Imperative for Landing the Navy Message

- Navy Week and all Navy communications must have a consistent message, regardless of the command.
(This is not meant as a criticism of any individual command or its work, but an observation on the need to coordinate better among Navy commands.)



Navy Weeks utilize several incredible assets to enable the public to experience the wide variety of jobs performed in the U.S. Navy. Some of these assets include Ship and namesake crew visits, the [Blue Angels](#), "[Leap Frog](#)" Parachute Team, [Navy Bands](#), [Explosive Ordnance Disposal \(EOD\) Dive Tanks](#), [SEAL Accelerator](#), [Blue Angels F/A-18 Flight Simulator](#), [Accelerate Your Life Experience \(AYLE\) Simulator](#), [Navy theme-wrapped Suburban](#), [Navy Tactical Air Demonstrations](#) and [Flyovers](#).



Guided-missile frigate USS Stephen W. Groves (FFG 29) drops anchor in Bristol

AMERICA'S
NAVY

A GLOBAL FORCE FOR GOOD.™

The Stage is Well Set at Many Events





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Mixed Messages, Missed Opportunities

- Flight simulator is set up at local air show. Free mugs are given away. Their message: “Accelerate Your Life.”
- A member of one of the Navy’s elite teams is interviewed by a local TV station. He talks about how members are selected. No mention of “A Global Force for Good,” any aspect of the Maritime Strategy, or even of the Navy.
- Culinary specialist makes sub sandwich to connect with coming city namesake submarine. Promotes specific Navy Week activities at end of segment. No mention of Navy strategy or current role.
- An admiral is interviewed during the local news at noon. He mentions local connection and promotes Navy Week activities, but there is no mention of the Maritime Strategy or Navy’s current role or relevance.

Mixed Messages, Missed Opportunities



US Navy . . .

The Nation's Global Engagement Force for Good



***Protecting the Seas:
Maritime Security: America's
Interest and Future***

Rear Admiral [REDACTED]

Commander, [REDACTED]

[REDACTED] Navy Week

Speaking Civilian

Legalese

English

Petition for writ of *certiorari* (“cert”)

Appeal to the U.S. Supreme Court

Interrogatories

Formal questions between litigants

Petition for a writ of *habeas corpus*

Request for release from jail

SCOTUS

Supreme Court of the United States

Voire dire

Pre-trial interviews of jurors

Allen charge

Instruction to jury to keep trying

Sua sponte

Court acts on its own

Recusal

Disqualify oneself from a case

Amicus curiae

“Friend of the Court” filing

De novo

A new issue

Stare decisis

Bias for following precedent

The Potential for Confusion is Great



“Army guy”



“Hurt Locker”



“Red Cross ship”



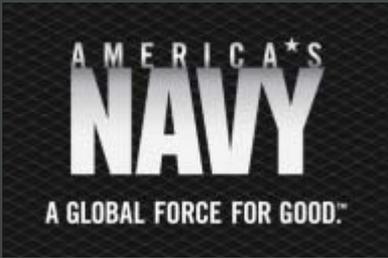
“What does LCS stand for?”
“What does littoral mean?”



“Air Force planes”

The Message Lands Best Near the Water





Maritime Strategy Core Capability

What it means

An example

- FORWARD PRESENCE**
- DETERRENCE**
- SEA CONTROL**
- POWER PROJECTION**
- MARITIME SECURITY**
- HUMANITARIAN ASSISTANCE
AND DISASTER RESPONSE**

Deploying Sailors and vessels around the globe to be ready for any need.

Essex Amphibious Ready Group underway in the Sulu Sea.

Ensuring potential enemies know the U.S. Navy will strike, if necessary.

Nuclear submarines patrol the coast of North Korea

Keeping the sea open to U.S. Navy vessels and to global trade

Navy ships and submarines patrol the Strait of Hormuz

Using Navy vessels and aircraft to sustain land forces or wage war on the ground

USS Nimitz launches sorties to Afghanistan from Gulf of Oman

Stopping piracy, terrorism, weapons proliferation, and drug trafficking

The *Maersk Alabama* piracy incident and subsequent rescue

Move personnel and supplies to areas where people are suffering.

Relief efforts in Haiti following the January 2010 earthquake



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An Example of Landing the Message Well

In answer to a question about fighting piracy:

It's a new mission, but it's the oldest mission we have, because that's the beginning of the United States Navy, was going after the pirates in the Mediterranean on the Barbary Coast. That's our origin, and it's kind of ironic we've gone full circle in 200-plus years.

What we are doing with many other countries is patrolling an area off the east coast of Africa. The area that we're patrolling is not small. **It's 130 times the size of the state of Massachusetts. The coastline is the same as the coastline that runs from Maine to Florida.**

On any given day there'll be about 20 to 25 ships out there. And it's a very rich partnership. It's kind of an unusual partnership. China is involved, Russia is involved, NATO, the European Union, of course the United States. Malaysia has had ships, Korea has had ships, Japan has had ships. So it's a gathering of countries that otherwise would not normally be working together, but we find that with this common threat to commerce that we do come together. ... **Navy's role is really to allow the oceans of the world to be used for the prosperity of nations.**

Speaking
civilian

Landing a
point about
the
maritime
strategy



Admiral Roughead in WBUR's studio.



WBUR's "Radio Boston"
Broadcast July 1, 2010

A Draft Scorecard for Landing the Message

- On message
 - Mentions and explains "Global Force for Good"
 - Hits one of the core capabilities
- Well written
 - Compelling, newsworthy
 - Free of euphemisms and acronyms
 - Speaks civilian
- High reach or well targeted
- Synchronized with other Navy communications
 - Graphically consistent with other Navy materials
 - Mentions other Navy events or communications
- Delivered with ease and enthusiasm
- Answers basic questions about the Navy



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