



# *OUTREACH FROM THE FLEET*

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Overall Classification of this Briefing is: **UNCLASSIFIED**

**UNCLASSIFIED**



# AGENDA

- Justification
- Overview
- Scope / Scale
  - 2011 Review
  - Highlights
- Reoccurring Messages
- Goods / Others / Future
- Questions





# JUSTIFICATION

“Well-planned and executed community relations (COMREL) programs earn public support and understanding of the Department of Navy (DON) and enhance the morale of DON members.”

- SECNAVINST 5720.44B “PUBLIC AFFAIRS POLICY AND REGULATIONS”

“ ...educating the American public about the capability, importance, and value of today’s Navy is an essential responsibility of those who serve. Effective outreach is also essential to creating positive awareness among influencers and youth, which not only translates to greater understanding of the Navy, but often to increased recruiting and retention across the Department of the Navy.”

- OPNAVINST 5726.8 “OUTREACH: AMERICA’S NAVY”

“It is imperative that all THIRD Fleet commanding officers develop and maintain an effective public affairs program, composed of an aggressive public information program, and effective community relations program and an informational internal relations program.”

- ANNEX F TO COMTHIRDFLT OPORD 201 “PUBLIC AFFAIRS”



# JUSTIFICATION

The mission of the Navy is to maintain, train and equip combat-ready Naval forces capable of winning wars, deterring aggression and maintaining freedom of the seas, with an emphasis on those activities that *prevent war and build partnerships:*

- *Forward Presence*
- *Deterrence*
- *Sea Control*
- *Power Projection*
- *Maritime Security*
- *Humanitarian Assistance & Disaster Response*





# OUTREACH AS A MISSION

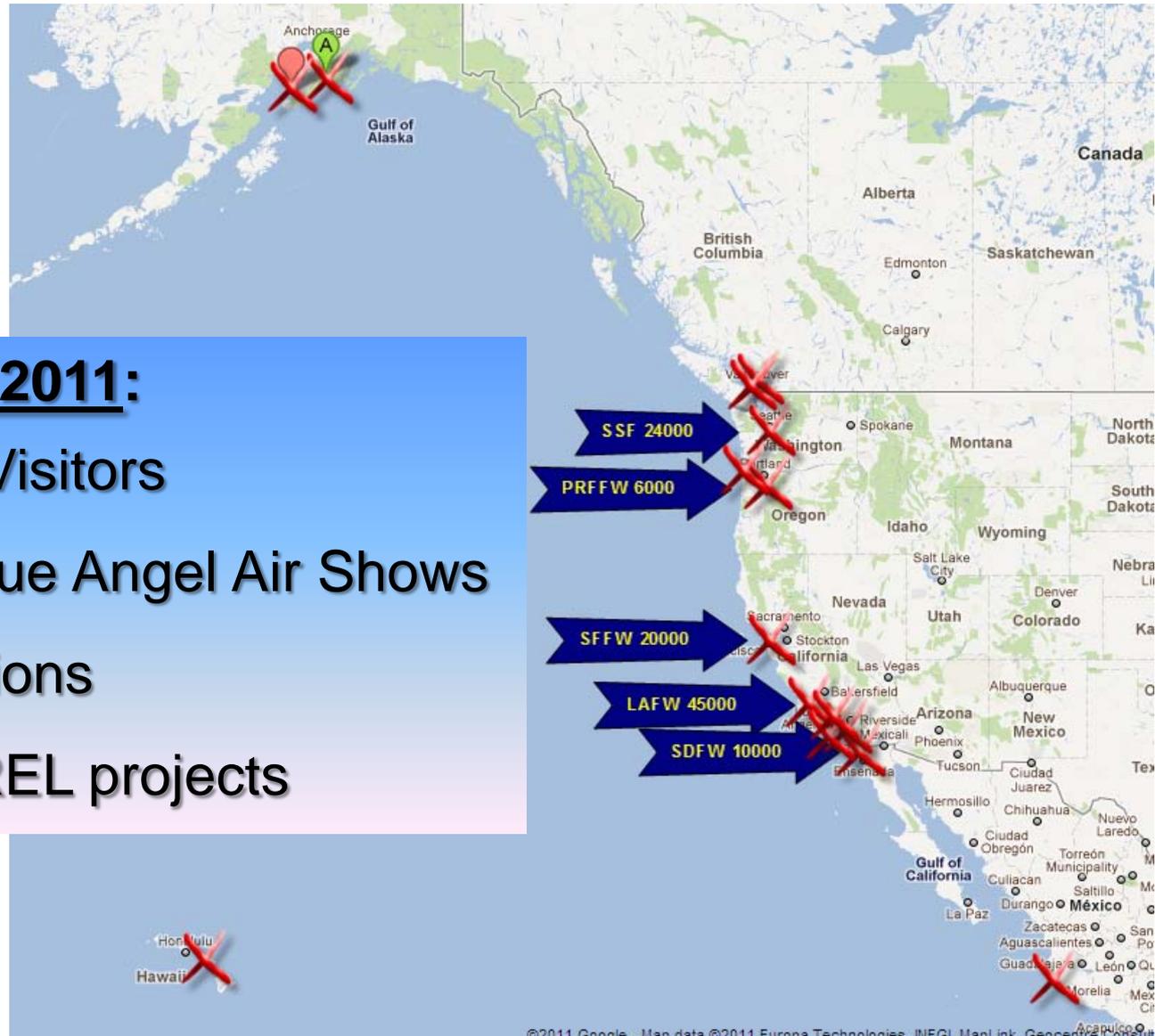


- CVN DVs
- Leaders To Sea
- Scientists To Sea
- In Port Tours
- Theater Security Cooperation
- Pacific Partnership
- Community Engagement
- Fleet Weeks
- Q.O.L. Port Visits





# SCOPE / SCALE



## FLEET WEEKS 2011:

- + 105,000 Ship Visitors
- + Over 1M for Blue Angel Air Shows
- + 100M Impressions
- + 100s of COMREL projects

# PORTLAND ROSE FESTIVAL



Downtown Berth for USN





# PORTLAND ROSE FESTIVAL

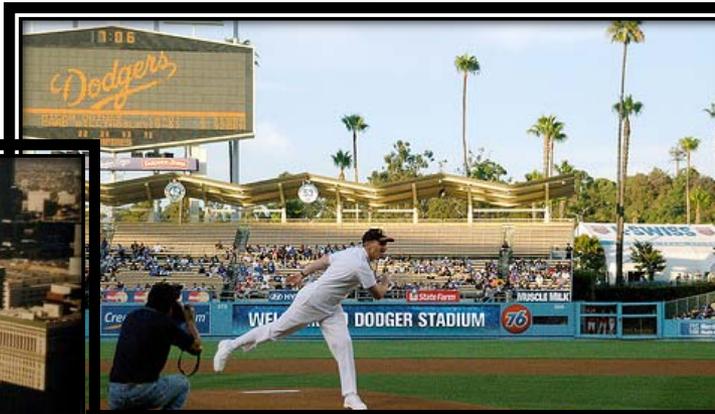


## HIGHLIGHTS:

- DV Lunch w/area business leaders
- VA medical center visit
- CPO/Officer/Enlisted Receptions
- Breakfast w/educators
- Royal Rosarians Knighting Ceremony
- Rose Festival Parade
- American Legion BBQ
- Ship Tours = 6000



# LOS ANGELES NAVY WEEK



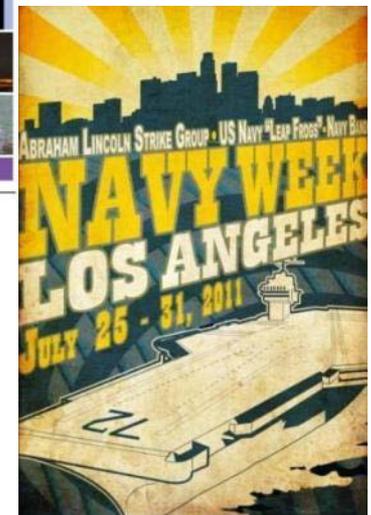
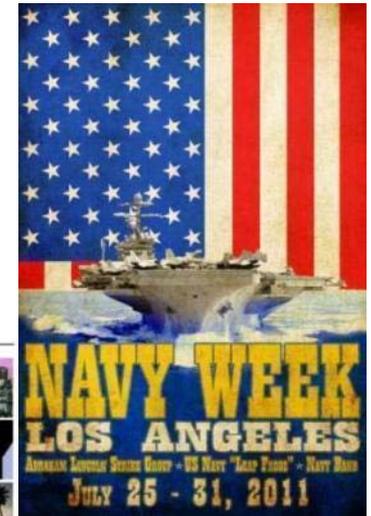
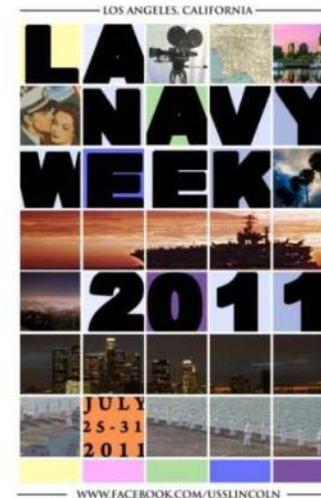


# LOS ANGELES NAVY WEEK



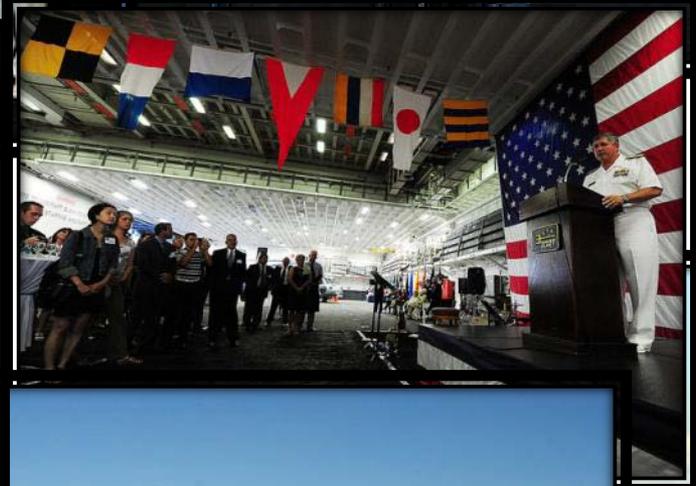
## HIGHLIGHTS:

- First CVN in 15+ years pierside
- X-Games
- VCNO Visit
- LA City Council Navy Week proclamation
- Tonight Show / America's Got Talent / NCIS / Disney / Knott's Berry Farm
- Numerous Sailor social & Comrel
- Total Impressions ~ 32M
- Ship Tours = 45000





# SEATTLE SEAFAIR





# SEATTLE SEAFAIR

## HIGHLIGHTS:

- Ship riders fm Everett to Seattle
- Navy Night @ Mariners
- Navy Night @ Sounders
- NRD Lunch for Educators
- USNL Business Leaders Lunch
- Hydro Races
- Blue Angels Air Show
- Ship Tours = 24000





# SAN DIEGO





# SAN DIEGO

## HIGHLIGHTS:

- Big Bay Family Festival

## Downtown

- Padres Navy Night
- Enlisted recognition at Seaworld
- Coronado Speed Fest
- Sailors Brief at Waterfront
- USNL Lunch
- Miramar Air Show featuring Blue Angels
- Ship Tours = 10000





# SAN FRANCISCO





# SAN FRANCISCO

## HIGHLIGHTS:

- DSCA-focused Senior Leader Seminar
- Largest Fleet Week
- Italian Heritage Parade
- 49ers Military Salute
- Significant presence on Marina Green
- Crew BBQ
- Blue Angels Air Show
- Ship Tours = 20000

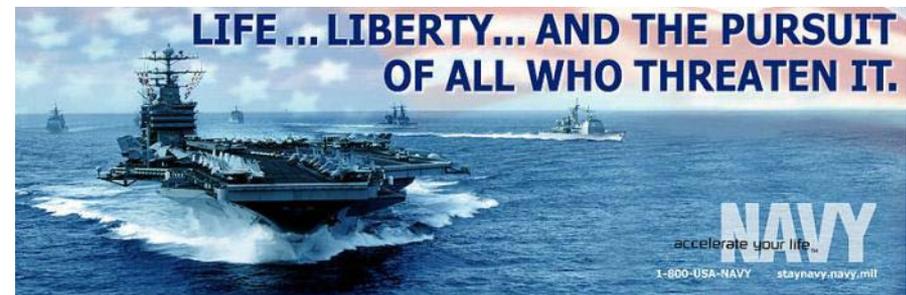
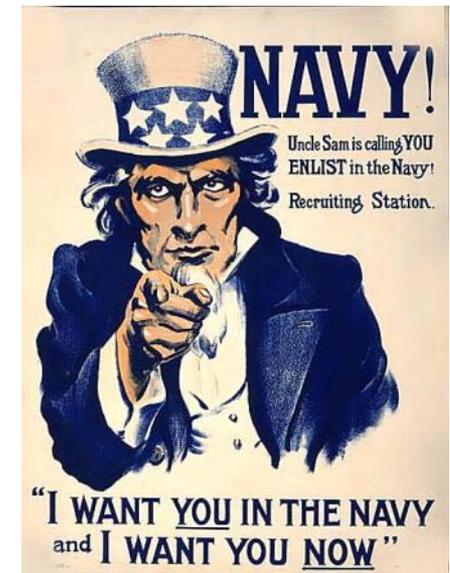




# KEY MESSAGES 2011



- America's Navy is a Global Force for Good
- On – Under – Over
- 70 – 80 - 90
- HA-DR and DSCA
- Environment and Energy leader
- Relationship Building / Trust and Confidence
- Maritime Heritage
- Navy / Marine Corp Team





# GOODS / OTHERS / FUTURE



## GOODS

- Annual Presence
- City Center
- Sailors want to go
- Public wants us
- Senior leaders engaged
- Partnerships & Networks
- Business & Community Engagement

## OTHERS

- Better @ media
- \$\$
- Need for better assessments
- Public access to ships
- Schedules for Sr. Ldrs
- Business & Community Engagement

## FUTURE

- Merge w/ Navy Weeks system
- Prioritize
- Partnerships with...
- Improve messages on Navy value





QUESTIONS?

