

CENTENNIAL OF NAVAL AVIATION



“CELEBRATING 100 YEARS OF NAVY, MARINE CORPS, AND COAST GUARD AVIATION”

STRATEGIC COMMUNICATION PLAN

July 2010-December 2011

CONTACT:

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BACKGROUND:

In 2011, the Department of the Navy will recognize the 100th anniversary of Naval Aviation. On 8 May 1911, Navy Capt. Washington Irving Chambers, Officer in Charge of Aviation, requisitioned the Navy’s first aircraft from aviator and inventor Glenn H. Curtiss. After 100 years, Naval Aviation has grown from a tactical afterthought and support capability to a primary instrument of our national security. From the Curtiss A-1 Triad, to the F/A-18 Superhornet, from the USS LANGLEY (CV 1) to the USS GEORGE H. W. BUSH (CVN 77), Naval Aviation has scored an impressive list of achievements in peace and war. The first crossing of the Atlantic by air, victory at the Battle of Midway, and the first American in space, to name a few, put Naval Aviation at the forefront of our national destiny. It is appropriate that during the Centennial year of Naval Aviation, Department of Navy, Coast Guard personnel, the American public, and friends and Allies overseas be afforded the opportunity to recognize the historic achievements of Naval Aviation and become acquainted with its rich and colorful heritage. Commander, Naval Air Forces is the executive agent for planning and executing all events associated with the 100th Anniversary of Naval Aviation and has formally established a Centennial of Naval Aviation Task Force with representation from those organizations associated with Naval Aviation to synchronize activities throughout calendar year 2011. The Centennial of Naval Aviation affords the opportunity to reaffirm to the American public that their country’s security is assured by a strong Navy, Marine Corps, and Coast Guard. It will honor our legacy and recognize the ongoing contributions of Naval Aviation to our country’s safety, security, and prosperity.

INTENT:

- Increase American public’s confidence in Navy, Marine Corps, and Coast Guard’s ability to assure national security.
- Increase pride and esprit de corps among men and women in Navy, Marine Corps, and Coast Guard aviation and their families thereby positively affecting retention.
- Increase pride and support among Navy, Marine Corps, and Coast Guard veterans.

- Increase congressional support for current and future Navy, Marine Corps, and Coast Guard Aviation endeavors.
- Attract high-quality men and women to serve in Navy, Marine Corps, and Coast Guard Aviation and garner support from their families.
- Maintain and/or increase support from key organizations, industry stakeholders, and local communities.
- Strengthen partnership with friends and allies overseas.

ENABLING OBJECTIVES:

- Honor a century of mission-ready men and women in Navy, Marine Corps, and Coast Guard Aviation and recognize Naval Aviation achievements, heritage, and progress.
- Highlight Naval Aviation's singularity and reputation for excellence. Emphasize the unique aspects of Navy, Marine Corps, and Coast Guard Aviation that set them apart from the other services.
- Highlight Naval Aviation's critical role in the Maritime Strategy.
- Highlight the future of Navy, Marine Corps, and Coast Guard Aviation and its requirements.

STRATEGY:

- Formally brand 2011 as the Centennial of Naval Aviation banner year, blanketing all outreach activities with the Centennial of Naval Aviation theme.
- Use regional and national mainstream media to engage internal and external key audiences.
- Use new/emerging media to engage internal and external key audiences.
- Use internal media outlets to engage internal audiences.
- Engage key audiences through influencers within those key audiences who are informed enough to be able to articulate core messages (i.e. retired flag officers, notable veteran naval aviators, industry and business leaders, office-holders in veterans' and support organizations).
- Engage key audiences through conferences, symposiums, base tours, receptions, community outreach activities or other appropriate functions.

KEY AUDIENCES / HIGH-PRIORITY TARGETS

INTERNAL

1. Sailors and their families.
2. Marines and their families
3. Coast Guard personnel and their families

EXTERNAL

4. Veterans
5. Prospective Sailors, Marines, Coast Guard personnel and their families
6. Congress
7. Support/key organizations

8. Allied naval forces
9. Industry stakeholders
10. Local community members
11. American public

CORE MESSAGES:

(C-1) Naval Aviation has remained a leader in innovation and heroism for one hundred years. From the Curtiss A-1 Triad, to the F/A-18 Superhornet, from the USS LANGLEY (CV 1) to the USS GEORGE H. W. BUSH (CVN 77), Naval Aviation has scored an impressive list of achievements in peace and war. The first crossing of the Atlantic by air, victory at the Battle of Midway, the first life rescued by helicopter at sea, and the first American in space, to name a few, put Naval Aviation at the forefront of our national destiny.

(C-2) Naval Aviation contributes to each core component of the Maritime Strategy; forward presence, deterrence, sea control, power projection, maritime security, and humanitarian assistance/disaster relief. U.S. Naval Aviation is an unrivaled maritime force. No other nation has the comparable aircraft, weapons, systems, or personnel to conduct operations as successfully using such a wide variety of capabilities.

(C-3) We proudly honor our Naval Aviation heritage and courageous forerunners who greatly inspire the men and women of today's Navy, Marine Corps and Coast Guard. Our hope is the Centennial celebration will inspire others to serve in their wake.

(C-4) As we commemorate the past 100 years of progress and achievement in Naval Aviation, we are particularly grateful for our long and cherished friendships with local communities, regions, and global neighbors.

(C-5) We deeply appreciate the sustained support from our service members, their families, our government, the American public, and friends and allies overseas. We cannot continue functioning as the most capable Naval air force in the world without this support.

(C-6) From its inception, Naval Aviation has been a "Global Force for Good." Naval Aviation is a symbol of power, a force for stability in an increasingly unstable and interconnected world. Naval Aviation involves everything from engaging in combat and warfare support, to keeping waterways safe and open for global commerce, to deterring sea piracy and drug trafficking. And when called upon, it provides humanitarian assistance and disaster relief anywhere, anytime – to help American citizens and citizens of the world. Exceptional people, leading technology, and incredible capabilities all focused on making the world a better place.

Appendices

Appendix A: Core Elements Matrix

Appendix B: Talking Points

Appendix C: Questions and Answers

Appendix D: Sample Press Release

APPENDIX A: CORE ELEMENTS MATRIX

1. Purpose. This core elements matrix has been developed to identify specific tactics, assign responsibilities and provide a working timeline for the Centennial of Naval Aviation commemoration communication activities.

2. Matrix:

Date	Tactic	POC	Targets	Message / Status / Notes
Summer 2010	Art Museum Curator Embark	CNAF PAO	External- Art Community	- Messages C-3,C-4 - Awareness of NHHC art available for loan to museums
Fall 2010	The Hook- magazine article	CNAF	Internal- Aviators	- Include list of events - Messages C-4, C-6
Fall 2010	Update Blue Angels narrator script	CNAF	Internal- SM's and Families External- General Public	- Messages C-1, C-3, C-4, C-5, C-6
Fall 2010	Wings of Gold	CNAF	Internal- Aviators	- Upcoming events - Messages C-4, C-6
9-12 SEP 2010	Tailhook Reunion	Tailhook POC	Internal – Aviators External- Veterans	- Introduce CONA - Seek support from current and former aviators
11 SEP 2010	Christening of USS Washington Chambers (T-AKE 11)	PEO Ships PAO	Internal- Navy families External- General Public	- Messages C-1, C-3, C-6
OCT 2010	Army- Navy Spirit Spot Aviation candidate/ historical	CNAL PAO	Internal- Navy families External- Military enthusiasts	- The Midshipmen are the future leaders of the Naval Forces.
12 NOV 2010	Eugene Ely Commemoration Ceremony@HM-14 Hangar	CNAL PAO, Navy League	Internal- CNO, senior leadership, service members External- Industry business	- Ceremony will commemorate Eugene Ely's flight from USS Birmingham (CL-2) on Nov 14th, 1910.

			leaders, general public	- Message C-1
NOV 2010	Aviation Dominance Rhumb Lines Week 1- CONA Week 2- JSF (Jax testing) Week 3- Maritime strategy	CNAF CHINFO (OI-5)	Internal-Navy leadership	- Aviation dominance plays a key role in the Maritime Security Strategy. - All messages
NOV 2010	All Hands- photos and article	CHINFO/DMA CNAF, CONA	Internal- SMs, Navy leaders External- Partner nations' navies	- Historical photos and sidebar on history of aircraft carriers. - List of Tier 1 events. - Profile Sailors in aviation ratings (possibly with naval aviation legacies) - Messages C-1, C-2
NOV 2010	CNAF/CONA Social MediaBloggers Roundtable	CNAF PAO CHINFO (OI-5) DMA	Internal-Navy service members External- Military Enthusiasts	- Conduct roundtable with DOD Bloggers roundtable, Navy Live, or Navy Institute - Messages C-1, C-6
DEC 2010	CNAF/CONA Social Media	CNAF PAO	Internal-Navy service members External- Military Enthusiasts	- Warbird radio interview with CONA Director about upcoming events
JAN 2011	Ronald Reagan's 100th Birthday	RGN PAO	Internal- CVN 76 Alumni External- Reagan Enthusiasts	- Messages C-2, C-3, C-4
Winter 2011	The Hook — magazine article	CNAF	Internal- Aviators	- Showcase historical photos and articles. - Messages C-4, C-6
Winter 2011	Approach- magazine article	CNAF	Internal- Aviators	- Showcase historical safety record of Naval Aviation and role of the maintainers in

				keeping it safe. - Messages C-1, C-5
Winter 2011	Naval Air Forces video	CONA PAO	Internal- SM's and their families External- General Public	- 3-5 minute video for distribution to regional events - Messages C-1, C-2, C-3, C-4 - Potential for 30 second and 60 second PSA's
JAN/FEB 2011	Naval Aviation News	CONA	Internal- Aviators External- Military Enthusiasts	- Early years of Naval Aviation article (highlighting specific historical dates)1911-1936 - Messages C-1, C-3, C-5
Winter 2011	Wings of Gold	Editors	Internal- Aviators External- Military Enthusiasts	- Historical link with bases and communities. Pre-WWII - Messages C-1, C-3, C-5
JAN 2011	CNAF/CONA Social Media	CONA PAO	Internal- SM's and their families External- General Public	- Feature article on start of naval aviation - Recap of previous events
JAN 2011	Ronald Reagan's 100th Birthday	RGN PAO	Internal- CVN 76 Alumni External- Reagan Enthusiasts	- Messages C-2, C-3, C-4
22-29 JAN 2011	Tampa Navy Week and Gasparilla Pirate Festival	NAVCO	Internal- FL service members External- FL residents and visitors	- Message C-4
FEB 2011	Aerial Review (250+ Airplane Flyover)	CONA	Internal- SM's and Families External- General Public	- Messages C-1, C-3, C-4, C-5,
FEB 2011	CNAF/CONA Social Media	CONA PAO	Internal- SM's and their families External- General Public	- Feature article on Christenson Family Aviation Legacy - Recap of previous events

10-13 FEB 2011	San Diego Kick-off	CONA	Internal- SM's and Families External- Key Decision Makers	- Donor Reception at Air and Space Museum - Kickoff Gala aboard USS MIDWAY - Messages C-1, C-3, C-4
MAR 2011	CNAF/CONA Social Media	CONA PAO	Internal- SM's and their families External- General Public	- Feature article on other legacy families, including aircrews and maintainers
12-20 MAR 2011	Austin Navy Week and Rodeo Austin	NAVCO	Internal- TX service members External- TX residents	- Message C-4
19-27 MAR 2011	Jackson Navy Week & NAS Meridian Air Show (Tier 1)	NAVCO, Base PAOs	Internal- MS service members External- Mississippi residents and visitors	- Message C-4 - Feature article on history of Air Station and surrounding community
Spring 2011	The Hook - magazine article	Editors	Internal- Aviators External- Military Enthusiasts	- Showcase historical photos and articles. - Messages C-4, C-6
Spring 2011	DoD Bloggers Round Table	CHINFO	External-General Public	- Messages C-2, C-5, and past service as an indicator of future needs.
MAR/APR 2011	Naval Aviation News	CONA	Internal- Aviators External- Military Enthusiasts	- WWII/ Midway article (highlighting specific historical dates 1937-1961) - Messages C-2, C-3
Spring 2011	Wings of Gold	Editors	Internal- Aviators External- Military Enthusiasts	- Messages C-4, C-6
APR 2011	CNAF/CONA Social Media	CONA PAO	Internal- SM's and their families	- Feature article on WWII aviators and air crews,

			External- General Public	highlight family heritage
9-10 APR 2011	NAS Corpus Christi Salute to 100 Years of Naval Aviation (Tier 1)	Base PAOs	Internal- TX service members External- TX residents	- Message C-4 - Feature article on history of Air Station and surrounding community
15-17 APR 2011	NAS Ft. Worth JRB Air Power (Tier 1)	Base PAOs	Internal- TX service members External- TX residents	- Message C-4 - Feature article on history of Air Station and surrounding community
23 APR – 3 MAY 2011	Ft. Lauderdale Fleet Week and Beachfest	NAVCO	Internal- FL service members External- FL residents	- Message C-4 - Feature article about Navy’s relationship with Port Everglades
30 APR- 1 MAY 2011	MCAS Beaufort Air Show (Tier 1)	Base PAOs	Internal- SC service members External- SC residents	- Feature article on history of Air Station and surrounding community - Message C-4
MAY 2011	Marine Week St. Louis (Tier 1)	Base PAOs	Internal- MO service members External- MO residents	- Messages C-1, C-3, C-4
MAY 2011	All Hands	CONA PAO	Internal- SMs, Navy leaders External- Partner nations’ navies	- Historical Timeline - Possible Aerial Review story/photos
MAY 2011	Birth of Naval Aviation Ceremony aboard an Aircraft Carrier (CVN-TBD)	CNAF/CNAL PAOs, Carrier PAO	Internal- DVs, Aviators External- Former Aviators, Industry leaders, VA/NC Residents, Mayors (OLF)	- Direct tie to Battle of Midway - Messages C-1
May 2011	25th Anniversary of “Top Gun” Embark	NAVINFO	Internal-SM’s and Families External- General Public	- Embark actors and producers from “Top Gun” and PACOM

				(TBD) - Highlight how much Naval Aviation has changed since 1986 - Messages C-1, C-3, C-6
MAY 2011	CNAF/CONA Social Media	CONA PAO	Internal- SM's and their families External- General Public	- Feature article about influence of airpower during WWII and battle of Midway - Recap of previous events
MAY 2011	Rhumb Lines- Battle of Midway Commemoration	CNAF PAO NHHC	Internal- Navy Leaders External- Military Enthusiasts	- Messages C-1, C-3, C-5
2-8 MAY 2011	Denver Navy Week and Cinco de Mayo	NAVCO	Internal- CO service members External- CO residents	- Messages C-1, C-4, C-5
3-9 MAY 2011	Centennial of Naval Aviation Week Pensacola (Tier 1)	Region PAO	Internal- FL service members External- FL residents	- Message C-4 - Feature article on history of Air Station and surrounding community
5-11 MAY 2011	New Orleans Navy Week & Air Show (Tier 1)	NAVCO, Base PAOs	Internal-LA service members External- LA residents	- Messages C-1,C-4, C-5
13-15 MAY 2011	MCAS New River Air Show (Tier 1)	Base PAOs	Internal- WI service members External- WI residents	- Feature article on history of Air Station and surrounding community - Message C-4
20-22 MAY 2011	DoD Joint Services Open House (Tier 1)	Base PAOs	Internal- MD service members External- MD residents	- Messages C-2, C-5, and past service as an indicator of future needs.

20-22 MAY 2011	DoD Joint Services Open House	Base PAOs	Internal- VA/DC/MD service members External- VA/DC/MD residents	- Messages C-2, C-5, and past service as an indicator of future needs.
22 MAY – 2 JUN 2011	NY Fleet Week & Jones Beach Air Show (Tier 1)	NAVCO	Internal- NY service members External- NY residents	- Messages C-1, C-4, C-5
22 MAY - 6 JUN 2011	Portland Fleet Week and Rose Festival	NAVCO	Internal- OR service members External- OR residents	- Messages C-1, C-4
23- 29 MAY 2011	Philadelphia Navy Week & Milville AAF Show (Tier 1)	NAVCO	Internal- PA & NJ SMs External- PA & NJ residents	- Messages C-1, C-4
MAY/JUN 2011	Naval Aviation News	CONA	Internal- Aviators External- Aviation Enthusiasts	- Vietnam article (highlighting specific historical dates 1962-1986) - Messages C-3, C-5
Summer 2011	Wings of Gold	CONA	Internal- Aviators External- Aviation Enthusiasts	- Highlight Family legacy stories - Messages C-3, C-4
JUN 2011	CNAF/CONA Social Media	CONA PAO	Internal- SM's and their families External- General Public	- Feature about Korean War Aviation and Aviators - Recap of events - Feature on future pilots from Academy graduation and future air crews and maintainers
4-5 JUN 2011	Rockford AirFest 2011 (Tier 1)	Region PAO	Internal- IL service members External- IL residents	- Messages C-1, C-4, C-5

11-12 JUN 2011	Evansville Freedom Festival (Tier 1)	Region PAO	Internal- IN service members External- IN residents	- Messages C-1, C-4, C-5
11-19 JUN 2011	Chattanooga Navy Week and Riverbend Festival	NAVCO	Internal- TN service members External- TN residents	- Messages C-1,C-4, C-5
16-22 JUN 2011	Davenport Navy Week & Quad Cities Air Show (Tier 1)	NAVCO	Internal- IA service members External- IA residents	- Messages C-1,C-4, C-5
25-26 JUN 2011	National Guard Association of Rhode Island Open House & Air Show (Tier 1)	Region PAO	Internal- RI service members External- RI residents	- Messages C-1,C-4, C-5
25 JUN – 4 JUL 2011	Chicago Navy Week, Taste of Chicago, and NSGL Centennial	NAVCO	Internal- IL service members External- IL residents	- Messages C-1,C-4, C-5
JUL 2011	CNAF/CONA Social Media	CONA PAO	Internal- SM's and their families External- General Public	- Feature article about Vietnam Era Aviators and families - Recap of events
11-17 JUL 2011	Rochester Navy Week & ESL International Airshow (Tier 1)	NAVCO, Base PAOs	Internal- NY service members External- NY residents	- Messages C-1, C-5
18-24 JUL 2011	Detroit Navy Week & Thunder Over Michigan Airshow (Tier 1)	NAVCO, Base PAOs	Internal- MI service members External- MI residents	- Messages C-1, C-5
23-31 JUL 2011	Sacramento Navy Week and California State Fair	NAVCO	Internal- CA service members External- CA residents	- Messages C-1, C-5
25-31 JUL 2011	Los Angeles Navy Week and Summer X Games	NAVCO	Internal- CA service members External- CA residents	- Messages C-1, C-5

25 JUL – 1 AUG 2011	EAA AirVenture Oshkosh (Tier 1)	Region PAO	Internal- WI service members External- WI residents	- Messages C-1, C-4, C-5
31 JUL- 8 AUG 2011	Seattle Fleet Week & SeaFair (Tier 1)	NAVCO, Base PAOs	Internal- WA service members External- WA residents	- Feature article on history of Air Station and surrounding community - Messages C-1, C-4, C-5
AUG 2011	CNAF/CONA Social Media	CONA PAO	Internal- SM's and their families External- General Public	- Feature article about Cold War Era Aviators and families (E-6, P-3's, Helo's) - Recap of events
8-14 AUG 2011	Fargo Navy Week and Air Show (Tier 1)	NAVCO	Internal- ND service members External- ND residents	- Messages C-1, C-4, C-5
13-22 AUG 2011	Indianapolis Navy Week and Indiana State Fair	NAVCO	Internal- IN service members External- IN residents	- Messages C-1, C-4, C-5
26-27 AUG 2011	The Great State of Maine Air Show (Tier 1)	Region PAO	Internal- ME service members External- ME residents	- Messages C-1, C-4, C-5
29 AUG – 5 SEP 2011	Cincinnati Navy Week and Riverfest	NAVCO	Internal- OH, KY service members External- OH, KY residents	- Messages C-1, C-4, C-5
Fall 2011	The Hook - magazine article	Editors	Internal- Aviators	- Historical photos and articles - Messages C-4, C-6
JUL/AUG 2011	Naval Aviation News	CONA	Internal- Aviators External- Military Enthusiasts	- Modern Naval Aviation/ Desert Storm article (highlighting specific historical dates 1987-2011)

				- Messages C-2, C-5, C-6
SEP 2011	CNAF/CONA Social Media	CONA PAO	Internal- SM's and their families External- General Public	- Feature article about Desert Storm and Kosovo Aviators - Recap of previous events
3-4 SEP 2011	NAS Pax River Air Expo '11 (Tier 1)	Base PAOs	Internal- MD service members External- MD residents	- Feature article on history of Air Station and surrounding community - Messages C-1, C-4, C-5
6-11 SEP 2011	Omaha Navy Week & Guardians of Freedom Air Show (Tier 1)	NAVCO	Internal- NE service members External- NE residents	- Messages C-1, C-4, C-6
8-11 SEP	Tailhook Reunion	Tailhook POC	Internal-Aviators External-former Aviators	- Messages C-1, C-2, C-3
14-18 SEP 2011	National Championship Air Races (Tier 1)	Region PAO	Internal- NV service members External- NV residents	- Messages C-1, C-3, C-6
17-18 SEP 2011	Memphis AirFest (Tier 1)	Base PAOs	Internal- TN service members External- TN residents	- Messages C-1, C-4, C-5
19 SEP- 2 OCT 2011	San Diego Fleet Week & MCAS Miramar Air Show (Tier 1)	NAVCO, Base PAOs	Internal- CA service members External- CA residents	- Feature article on history of Air Station and surrounding community - Messages C-1, C-4, C-5
20-22 SEPT 2011	Centennial of Naval Aviation Symposium	CNAF/CNAL, CONA	Internal- DOD service members External- Regional Public, Aviation Enthusiasts, DOD retirees	- Naval Aviation has a rich tradition, symposium highlights the history and achievements in Naval Aviation - Message C-6
22 SEPT 2011	Wings over America Golf	NAS Oceana	Internal- VA service	- Message C-6

	Tournament	PAO, CNAL	members External- VA residents, former Aviators	- Messages C-5
20-25 SEP 2011	NAS Oceana Air Show & AIAA Centennial Convention (Tier 1)	Base PAOs	Internal- VA service members External- VA residents	- Feature article on history of Air Station and surrounding community - Messages C-1, C-4, C-5
24 SEP – 2 OCT 2011	Springfield Navy Week and The Big-E/ New England Fair	NAVCO	Internal- MA service members External- MA residents	- Messages C-1, C-4, C-5
OCT 2011	CNAF/CONA Social Media	CONA PAO	Internal- SM's and their families External- General Public	- Feature article about OEF and OIF aviators - Recap of previous events
1-9 OCT 2011	Albuquerque Navy Week and International Balloon Fest	NAVCO	Internal- NM service members External- NM residents	- Messages C-1, C-4, C-5
8-9 OCT 2011	San Francisco Fleet Week (Tier 1)	NAVCO , Region PAO	Internal- CA service members External- CA residents	- Messages C-1, C-4, C-5
15-16 OCT 2011	NAS Lemoore Air Show (Tier 1)	Base PAOs	Internal- CA service members External- CA residents	- Feature article on history of Air Station and surrounding community - Messages C-1, C-4, C-5
15-24 OCT 2011	Raleigh Navy Week and North Carolina State Fair	NAVCO	Internal- NC service members External- NC residents	- Messages C-1, C-4, C-5
17-23 OCT 2011	El Paso Navy Week & Amigo Air Show (Tier 1)	NAVCO, Base PAOs	Internal- TX service members External- TX residents	- Messages C-1, C-4, C-5

24-30 OCT 2011	San Antonio Navy Week and Randolph AFB Airshow	NAVCO	Internal- TX service members External- TX residents	- Messages C-1, C-4, C-5
NOV 2011	CNAF/CONA Social Media	CONA PAO	Internal- SM's and their families External- General Public	- Feature article on the future of naval aviation and UAV's. focus on human aspect - Recap of previous events
5-6 NOV 2011	NAS Jax, Birthplace of the Blue Angels Air Show (Tier 1)	Base PAOs	Internal- FL service members External- FL residents	- Feature article on history of Air Station and surrounding community - Messages C-1, C-4, C-5
11-12 NOV 2011	Pensacola Homecoming (Tier 1)	Base PAOs	Internal- FL service members External- FL residents	- Feature article on history of Air Station and surrounding community - Messages C-1, C-3, C-4, C-5,
DEC 2011	CNAF/CONA Social Media	CONA PAO	Internal- SM's and their families External- General Public	- Feature article recapping the entire Centennial and tossing to the USMC.
DEC 2011	Rhumb Lines- Wrap up and segue to Centennial of Marine Aviation	CONA	Internal- Navy Leaders External- Key Government Officials	- Wrap up events conducted and support developed - Messages C-2, C-5, C-6
3 DEC 2011	Washington, DC Closing Ceremony	CONA	Internal- Navy Leaders External- Key decision makers	- Wrap up events conducted and support developed - Messages C-2, C-5, C-6
TBD	CONA book release	Brad Elward	External- General Public	- Release date TBD, limited ability to promote due to restrictions on advertising.
TBD	Wings of Gold Documentary	PBS	External- General Public	- NAVINFO West

				coordinating
TBD	IMAX Centennial Film	NAVINFO WEST	External- General Public	- Various proposals in the works with NAVINFO West

APPENDIX B: TALKING POINTS

HISTORY / CENTENNIAL

- The 100th Anniversary of Naval Aviation is an extraordinary milestone that gives the United States Sea Services an opportunity to commemorate the unique contributions Naval Aviation has made to our National security.
- The Centennial will be commemorated with hundreds of air shows, conventions, flyovers, festivals, tributes and open houses that will take place at the national, regional and local level.
- Honoring Naval Aviation's 100th year of flight underscores our commitment to sustaining a Navy, Marine Corps, and Coast Guard responsive to the challenges of the 21st century.
- The invention of flight revolutionized the way wars were fought and allowed for naval engagement to take place at vast distances, well beyond that of a surface ship or submarine.
- The beginning of Naval Aviation is marked by the Navy's first requisition by Capt. Washington Irving Chambers to purchase an aircraft from aviation pioneer and inventor Glenn H. Curtiss.
- The Coast Guard's introduction to aviation took place in 1903 when the surfmen from the Kill Devil Hill Life Boat Station of the US Life saving Service provided the Wright Brothers with additional man power during the pre-launch activities of that epic flight. They helped transport the Wright biplane to its launch site. Surfman J.T. Daniels took the only photograph of the event. By act of Congress, the US Life Saving Service was merged with the Revenue Cutter Service to form the United States Coast Guard.
- One of Glenn H. Curtiss' pilots, Eugene Ely, proved the concept of shipboard operations by taking off from a cruiser anchored off the Virginia coast in November 1910 and landing aboard a cruiser in San Francisco bay January 2010.
- In 1944, Frank A. Erickson, the Coast Guard's first rotary winged aviator, received a commendation for conducting, in violent winds and snows, the first lifesaving mission with a helicopter.
- History shows that Naval Aviation has been at the cutting edge of aerospace expeditions, from the first successful crossing of the Atlantic by an aircraft, exploration of the Arctic and Antarctic, to journeys of discovery into outer space.
- Naval, Marine Corps, and Coast Guard Aviation share a long and proud history. Honoring and preserving it allows the honorable men and women who have served our country over the past century to continue to offer their strength, zeal and experience to all of us.

NAVAL AVIATION TODAY / NAVAL AVIATION'S SINGULARITY

- Never has there been a better time to be a part of Naval and Marine Corps Aviation. In the past 100 years, Naval Aviation has grown from a marginal force fulfilling a niche role in the nation's military strategy, to the centerpiece combat force that is powerfully and uniquely well-suited to conduct expeditionary operations and lethal sea-based power projection.
- The United States Coast Guard is the world's premiere maritime life saving agency. Aviation is a key component to the proud past and powerful future of this organization and has been instrumental in the growth of mission set and capability in the last century.
- The exceptional collection of warfighters, civilian employees, and contractor personnel in Naval and Marine Corps Aviation define our success. With their diverse talents Naval and Marine Corps Aviation deters and defeats disruptive forces that threaten the security of our nation.
- The Coast Guard has 11 missions including National Defense. Coast Guard aviation is deployed around the world conducting counter narcotics and maritime security missions in support of the Global War on Terror. Alongside Naval assets, the Coast Guard is instrumental in helping to stem the rising water borne threats to Homeland and global security.
- Naval Aviation today is an essential element of U.S. power. In a century it has grown from a minor tactical and support capability to a primary instrument of executing national policy.
- Naval and Marine Corps Aviation is an unrivaled maritime force. No other nation has the comparable aircraft, weapons, systems, or personnel to conduct operations as successfully using such a wide variety of capabilities.
- The intent of Naval Aviation is, along with our coalition partners, to deter aggression and enable the full spectrum of diplomatic, economic and political channels to defuse swelling international tension.
- Naval Aviation is deployed around the world 24/7, assuring allies, deterring potential adversaries and forging cooperative partnerships to maintain security at home and sea.
- A strong Navy and Coast Guard are vital to the free flow of trade across oceans. American's Navy helps ensure safe passage of goods and ideas around the world. The Coast Guard's first response capability is vital to the assurance of our maritime safety and security.
- Today Naval Aviation is comprised of thousands of aircrafts performing diverse missions that support our national interests around the world.

- The Navy and Marine Corps are often the first to be called upon in a crisis and the most versatile and effective arm of these services is Naval Aviation.
- The men and women of Naval, Marine Corps, and Coast Guard Aviation are a diverse, innovative and technically superior force package who train, fight, and win in a complex and unpredictable global environment.
- The Coast Guard has embarked on a modernization program which includes a broad based upgrade of existing rotary winged aircraft and the purchase of new fixed wing aircraft. These state of the art systems will further increase the multi-mission effectiveness of Coast Guard aviation.
- The Navy, Marine Corps, and Coast Guard are maritime forces. The planet is a maritime environment. Our military's ability to operate and execute in this environment is vital to our national interests, and it is the unique province of our seagoing services.
- Naval and Marine Corps Aviation possess the combat power required to limit regional conflicts, deter major power wars, and, in the event that conflict cannot be avoided, convincingly win those wars.
- The Navy and Coast Guard's airborne drug interdiction capability present a unified, global front against the threat of narco-terrorism and transnational smuggling.
- The Navy and Coast Guard enjoy a special bond with the communities that host its bases, air stations, and installations and appreciates the support and hospitality you have provided us.

NAVAL AVIATION'S ROLE IN MARITIME STRATEGY

- Naval Aviation accomplishes a prominent role in every core capability of the Maritime Strategy – forward presence, deterrence, sea control, power projection, maritime safety, environmental stewardship, maritime security, and humanitarian assistance and disaster relief. Individually and collectively, these capabilities are essential to ensuring the security, prosperity, and vital interests of the United States and its allies. They are at the heart of U.S. maritime power.
- **Forward Presence** establishes maritime forces in regions throughout the world. A maritime presence in proximity to areas of interest builds partnerships while also better preparing the United States to deter and defeat threats should they arise. The deployability and expeditionary character of Naval Aviation distinguishes it as the centerpiece of this core capability.
- **Deterrence** is aligned to the national belief that preventing wars is as important as winning wars. Naval Aviation forces alone can serve effectively as goodwill

ambassadors and simultaneously anchor an aircraft carrier just offshore to serve as a display of national determination and unquestioned lethal potential.

- **Sea Control** protects the ability to operate freely at sea. Piracy and the increasing number of nations possessing submarines threaten freedom of access for all nations. Surveillance, detection, and attack of coastal, surface, and subsurface platforms are missions readily executed by Naval Aviation assets in support of this capability.
- **Power Projection** from the sea is the essential combat element of the Maritime Strategy. Operating from aircraft carriers, amphibious ships, or forward operating bases, Navy and Marine Corps forces develop an understanding of an adversary's capabilities, possess superior strategy, commit to disciplined training, and have technological advantages to defeat those who mean the United States and its allies harm.
- **Maritime Security** is the maintenance of security at sea and the mitigation of threats short of war. Combating terrorism, piracy, drug trafficking, and other threats enhance global stability and protect U.S. shorelines. Naval Aviation assets collaborate with other services and agencies to keep watch, to disrupt, and, when absolutely necessary, to destroy those aggressors that seek to limit the sanctuary of the seas for others.
- **Maritime Search and Rescue** is the core mission of the U.S. Coast Guard. Coast Guard Aviation is recognized worldwide as a leader in the field of airborne search and rescue and has a long history of partnership with the Navy in both training and operations. America's 24/7 SAR responsiveness is key to ensuring maritime commerce and transportation.
- **Humanitarian Assistance / Disaster Relief** is a human obligation and the foundation of the American character. The majority of the world's population lives within a few hundred miles of the ocean, meaning that access is best achieved by maritime forces. Bringing aid, offering relief and escape from disaster sites, or conducting non-combat evacuations from unsafe situations are results accomplished most effectively through the use of Naval Aviation assets.

FUTURE OF NAVAL AVIATION

- Naval Aviation will continue to develop, deliver, and sustain the aircraft, weapons, and systems our Sailors and Marines need to serve America in defense of freedom. We embrace the privilege of this awesome responsibility with pride, determination, and enthusiasm.
- Naval and Marine Corps Aviation will adapt to the challenges of a changing world environment to operate jointly and with partners at sea, on land, and in the air, space, and cyberspace. Naval Aviation will develop new platforms, sensors, and weapons to meet future threats with novel capabilities that will replace aging systems.

- The future of Naval Aviation will consist of carriers and air wings equipped to deter and to defeat future threats to our national security. On carriers, manned strike fighters will be complemented by unmanned tactical aircraft. These advanced aircraft will refuel other aircraft, deliver cargo; gather intelligence, surveillance, and reconnaissance data; and carry out air-to-air, air-to-surface, and electronic attack missions. The rotary-wing force will perform critical anti-surface and anti-submarine warfare, mine countermeasures, and humanitarian assistance.
- Construction of *Gerald R. Ford* (CVN 78), the lead ship of the new class of aircraft carriers, began in 2008. Manpower requirements for the Ford class and their embarked air wings will be reduced by as many as 1,200 Sailors. These reductions couple with improved reliability and reduced maintenance requirements for the carrier will enable the Navy to realize more than \$5 billion of cost savings during the life of each ship.
- The Coast Guard's procurement of new manned and unmanned aircraft continues to strengthen Maritime Domain Awareness. Procurement of Cutters with greater capability for aviation assets, along with the implementation of a new C4IT SAR response system, will significantly increase Coast Guard Aviation's ability to respond in a timelier manner, decreasing the loss of life and property at sea.
- In the next 20 years, new aircraft in many Navy and Marine Corps mission areas will commence development to replace their aging counterparts and provide the bridge to the future. The Navy and Marine Corps are committed to marshaling the resources wisely to acquire the optimum mix of aircraft and weapon systems to meet the nation's security needs.

APPENDIX C: QUESTIONS AND ANSWERS

Q1. Why does the Navy want to commemorate the Centennial of Naval Aviation?

A1. Commemorating the 100th anniversary of Naval Aviation honors our rich heritage and underscores our commitment to sustaining a Navy, Marine Corps and Coast Guard responsive to the challenges of the 21st century.

Q2. How were commemoration locations determined?

A2. Many of the airports and airfields were original locations of Naval Aviation squadrons or training commands and carry with them rich aviation history, such as those in Pensacola, Fl., and San Diego, Calif. We also took into consideration cost effectiveness and outreach potential.

Q3. What will these events cost?

A3. Normally occurring and long-standing annual events, such as air shows, are being used to commemorate the Centennial of Naval Aviation. The activities planned to observe the 100th anniversary will be accomplished at minimal cost to taxpayers. Several volunteer organizations, non-profit groups and organizers will also participate in Centennial celebrations with separate, non-governmental funds to cover additional costs.

Q4. How is the inception of Naval Aviation relevant today?

A4. In 100 years, Naval Aviation has grown into a primary instrument of executing national policy. The commemoration provides an opportunity for our Sailors, Marines, Coast Guard personnel, and veterans to honor those who have paved the way as well as share our rich heritage with the American public and allies. The commemoration honors our legacy and recognizes the ongoing contributions of Naval Aviation to our country's safety, security, and prosperity.

Q5. How can I find more information?

A5. Please visit the Centennial website at <http://www.public.navy.mil/airfor/Pages/home.aspx> or contact the Centennial of Naval Aviation public affairs officer, LCDR Alli Myrick-Ellison, (619) 545-4147, allison.myrick@navy.mil.

APPENDIX D: SAMPLE PRESS RELEASE

NOTE: The following advisory/release should be tailored for use at specific Centennial events in order to inform the local media and officials.

Base Air Show Highlights Naval Aviation's Centennial

DATELINE, Xx – **[base name]** will honor 100 years of Naval flight and celebrate the unique century-long friendship between Naval Aviation and our local community during this year's **[air show name]** kicking off **[date]**.

May 8, 1911, Navy Capt. Washington Irving Chambers, officer in charge of aviation, prepared the requisition for the Navy's first aircraft to be purchased from aviation pioneer and inventor Glenn H. Curtiss. The requisition of the first aircraft is considered the beginning of Naval Aviation, which still remains an essential element of U.S. power, ever present, and continually influencing events in this unsettled world by engaging forward with our presence and power.

The Centennial will serve as the central theme to this year's air show with booths, historical experts, handouts and other materials designed to educate and entertain air show attendants.

{NOTIONAL} "Naval Aviation has grown from a tactical afterthought and support capability to a primary instrument of our national security," said Chief of Naval Operations Adm. Gary Roughead in an official Naval message. "From the Curtiss A-1 Triad, to the F/A-18 Super Hornet, from the USS Langely (CV 1) to the [USS Ronald Reagan (CVN 76), Naval Aviation has scored an impressive list of achievements in peace and war." **[or insert quote from base skipper/air show coordinator.]**

The intent of Naval Aviation's presence is, along with our coalition partners, to deter aggression and enable the full spectrum of diplomatic, economic and political channels to defuse swelling international tension. In the 100 years since, Naval Aviation has figured prominently on both the national and international stage during both peace and wartime and is emblematic of America's ingenuity, ability and forward thinking. 2011, marks the 100th Anniversary of Naval Aviation - a milestone unparalleled by any achievement and worthy of a celebration honored as such.

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