



Naval History and Heritage Command



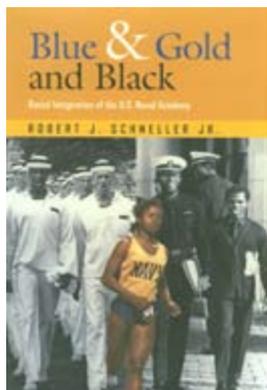
2012-2015
"Our Flag Was Still There"



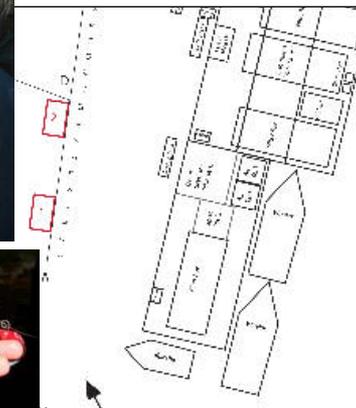
Commemorations



Museums & Heritage Centers



DICTIONARY
of American
Naval Fighting Ships



Archives and Scholarship

Underwater Archeology

RMDL Jay DeLoach, USN (Ret.), Director, NHHC





2012-2015

"Our Flag Was Still There"

The Naval History & Heritage Command is the official history program of the Department of the Navy. Its lineage dates back to 1800 with the founding of the Navy Department Library by President John Adams. The Command includes museums, art galleries, The Navy Library, archives, underwater archaeology, curators, researchers, writing programs, and commemorations.



**NAVAL
HISTORY &
HERITAGE**
★ **COMMAND** ★

Mission of the Naval History & Heritage Command:

- Collect, preserve, protect and make available the artifacts, documents, and art that best embody our naval history and heritage for present and future generations.
- Advance the knowledge of naval history and heritage through professional research, analysis, interpretation, products and services.
- Make naval history and heritage "come alive" for our Sailors and Marines to enhance readiness and esprit de corps.
- Remind America of its need to maintain a strong Navy and Marine Corps to protect its citizens, their freedoms and the nation's maritime commerce.



Unclassified



Commemoration Activities & Support



2012-2015

"Our Flag Was Still There"

- www.history.navy.mil provides a broad range of resources to support official commemoration activities.

- Connect with local museums to bring history alive.

- Encourage maximum participation in commemorative events.

Yearly Commemorations

Pearl Harbor

Midway*

Navy Birthday*

Special Commemorations

Bicentennial of Naval Aviation (2011)

150th Anniversary Civil War (2011-2015)

Bicentennial of The War of 1812 (2012-2015)*

Centennial of CNO Office (2015)

Centennial of WWI (2017-2019)

60th Anniversary of the Korean War

50th Anniversary Vietnam War



MIDWAY / Navy Birthday



2012-2015

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MIDWAY

NHHC & CHINFO

- Baselined Navy wide efforts in 2009
- Developed a public affairs plan for Navy
- Created tools to support public affairs plan
- Elevated events to the 4 star level
- Continued process improvement

NAVY BIRTHDAY

- NHHC & CHINFO will follow the same course of action as MIDWAY.
- PAO LCDR Heidi Lenzini, NHHC will start the data collection to baseline Navy Birthday.
- All stakeholders meeting scheduled for JAN12 to determine the way ahead based upon baseline data.



Unclassified



1812 Guidance



2012-2015
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“Utilize the forthcoming War of 1812 Bicentennial as a lever to jumpstart interest in naval history and heritage, ...”

SECNAV 2DEC08



Unclassified



1812 NAVADMIN

Specific CNO Direction



2012-2015

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- 12 JAN 2010: IN THAT SPIRIT, I DIRECT THE FOLLOWING ACTIONS:
- A. *NAVY HISTORY AND HERITAGE COMMAND (NHHC)*: LEAD A CORE TEAM, SUPPORTED WITH REPRESENTATIVES FROM USFF, CNIC, CNATRA, OCNR, CHINFO, CNRC, AND ADDITIONAL COMMANDS AS REQUIRED TO DEVELOP THE WAR OF 1812 PROGRAM, AND DEVELOP THE 1812 COMMEMORATION OPOORDER.
- B. *CORE TEAM*: DEVELOP A UNIFIED THEME AND MESSAGE FOR THE COMMEMORATION OF THE WAR OF 1812. ***ALL 2012 FLEET WEEKS, NAVY WEEKS, AND NAVY MUSEUMS SPECIAL EXHIBITS SHOULD PROMOTE THE UNIFIED THEME ACROSS THE NATION.***
- C. *USFF*: THE CORE TEAM WILL TURN OVER THE WAR OF 1812 OPOORDER TO USFF FOR EXECUTION IN 2012.

1812 Establishing a Template for the Future



Unclassified

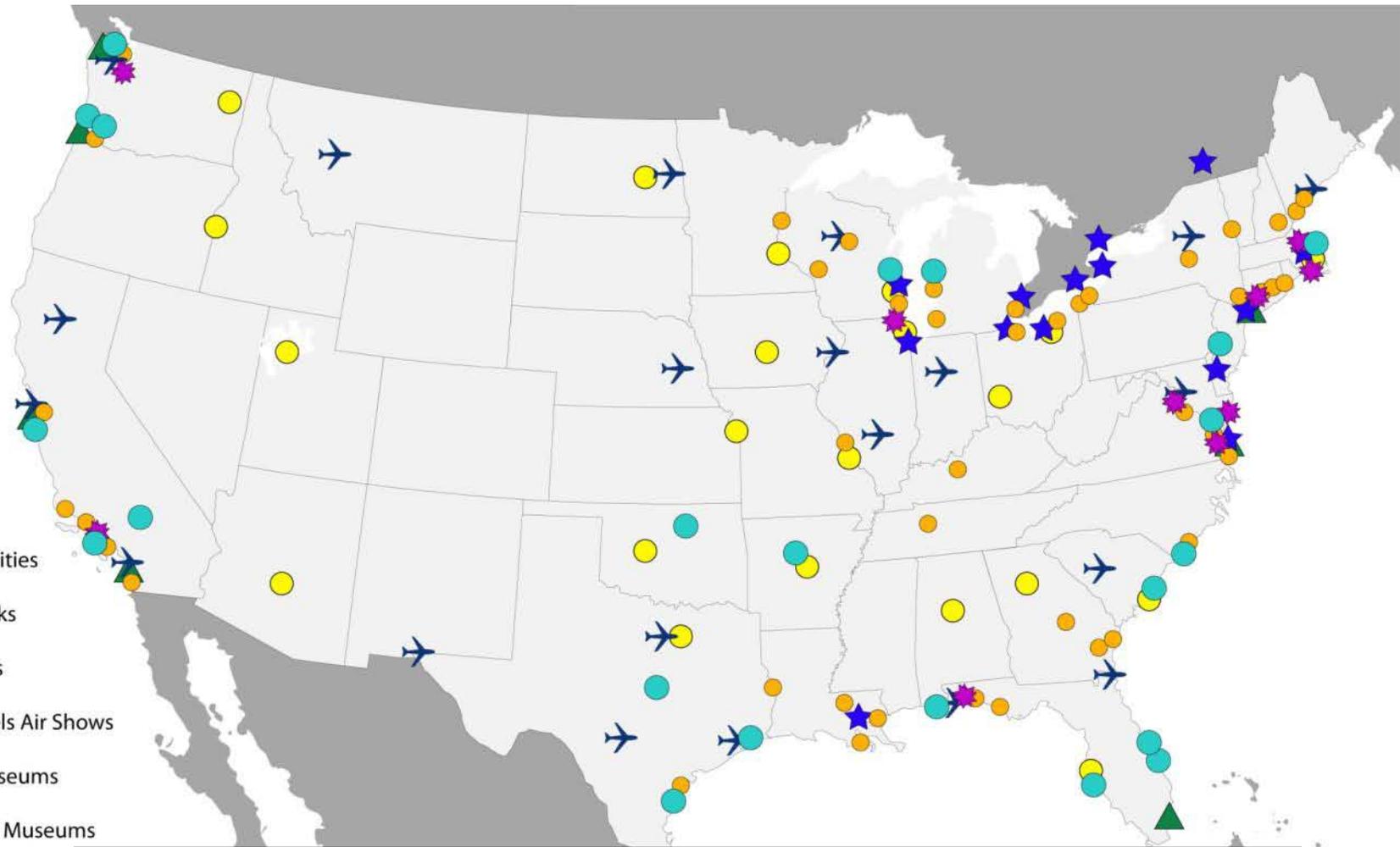


...We have Never Done this Before!

Multiple, Integrated Events for Lasting Impact



2012-2015
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- KEY**
- ★ 1812 Focus Cities
 - 21 Navy Weeks
 - ▲ 7 Fleet Weeks
 - ✈ 36 Blue Angels Air Shows
 - ★ 11 NHHM Museums
 - 163+ Partner Museums
 - Ships / Museum

Focusing Navy resources around a single theme
with integrated planning!





Schedule of 1812 Events

Signature Events

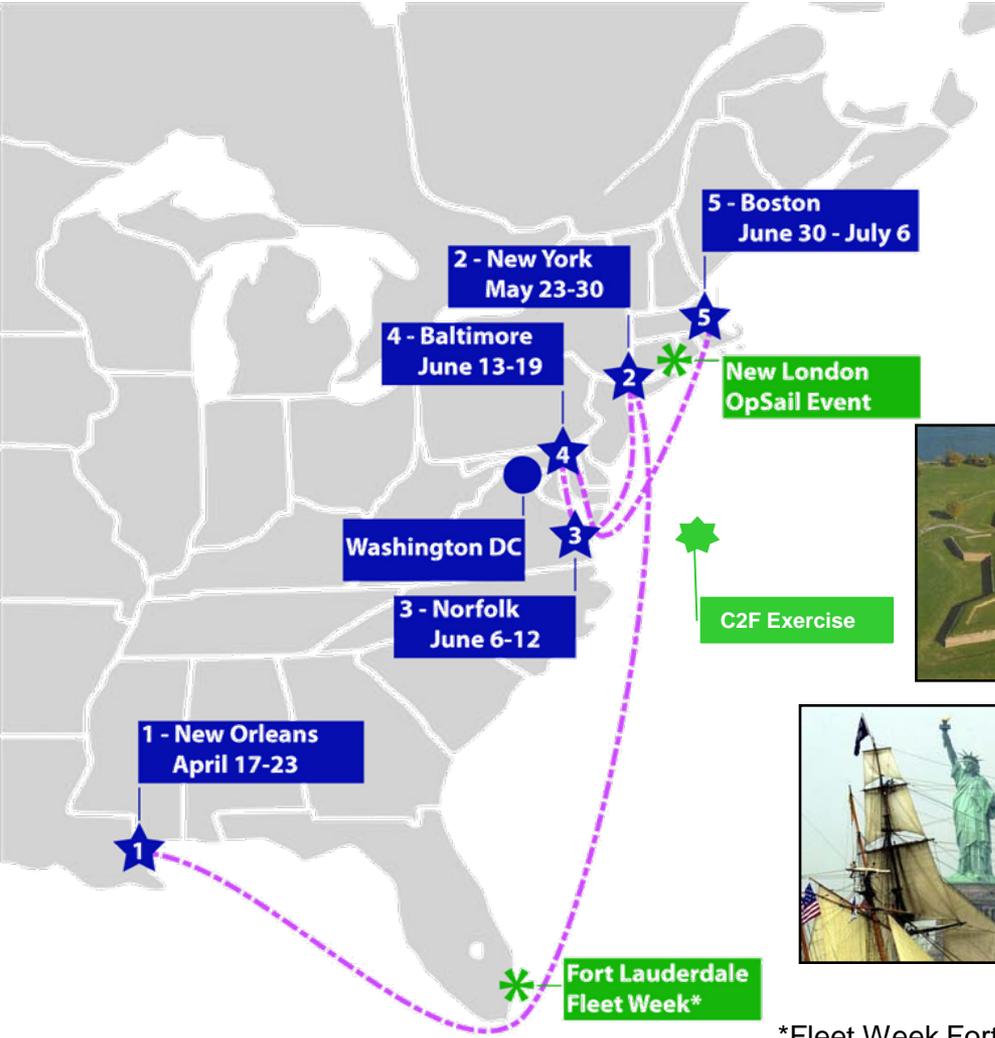


- Follow on Events:**
- Great Lakes / Toronto (2013)
 - New York City Fleet Week (2014)
 - Baltimore / Washington (2014)
 - Norfolk Fleet Week (2014)
 - New Orleans (2015)

Location	Start Date	End Date
Washington DC	TBD (April)	TBD (April)
New Orleans	17-April	23-April
New York	23-May	30-May
Norfolk/VB	2-June	12-June
Baltimore	13-June	19-June
C2F Exercise	20-June	29-June
Boston	30-June	6-July
New London	7-July	9-July

 Signature Event

www.OurFlagWasStillThere.org



*Fleet Week Fort Lauderdale – an optional stop for ships transiting to NYC (Date TBD)

Grand Celebration in 2012 / Follow On Events from 2013-2015





1812 Great Lakes Events

American & Canadian Cities



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Location	Start Date	End Date
Halifax	20 July	23 July
Quebec	26 July	30 July
Montreal	31 July	03 August
Milwaukee	08 August	13 August
Chicago	15 August	20 August
Toledo	23 August	27 August
Cleveland	27 August	04 Sept
Detroit/Windsor	05 Sept	10 Sept
Buffalo	12 Sept	17 Sept
Hamilton	18 Sept	21 Sept



Grand Celebration in 2012 / Follow On Events from 2013-2015





2012-2015
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West Coast Events

American Cities



Location	Start Date	End Date
Seattle	August 2012	August 2012
Portland	May 2012	May 2012
San Francisco	October 2012	October 2012
San Diego	August 2012	August 2012



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Grand Celebration in 2012 / Follow On Events from 2013-2015

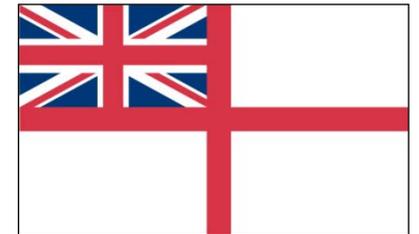




Our 1812 Commemoration Partners



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2012-2015
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Call to Action



- ❑ **2009: Budget** for O:AN requirements

- ❑ **2010: Sustainment**
 - Example: 1812 Commemoration runs 2012-2015

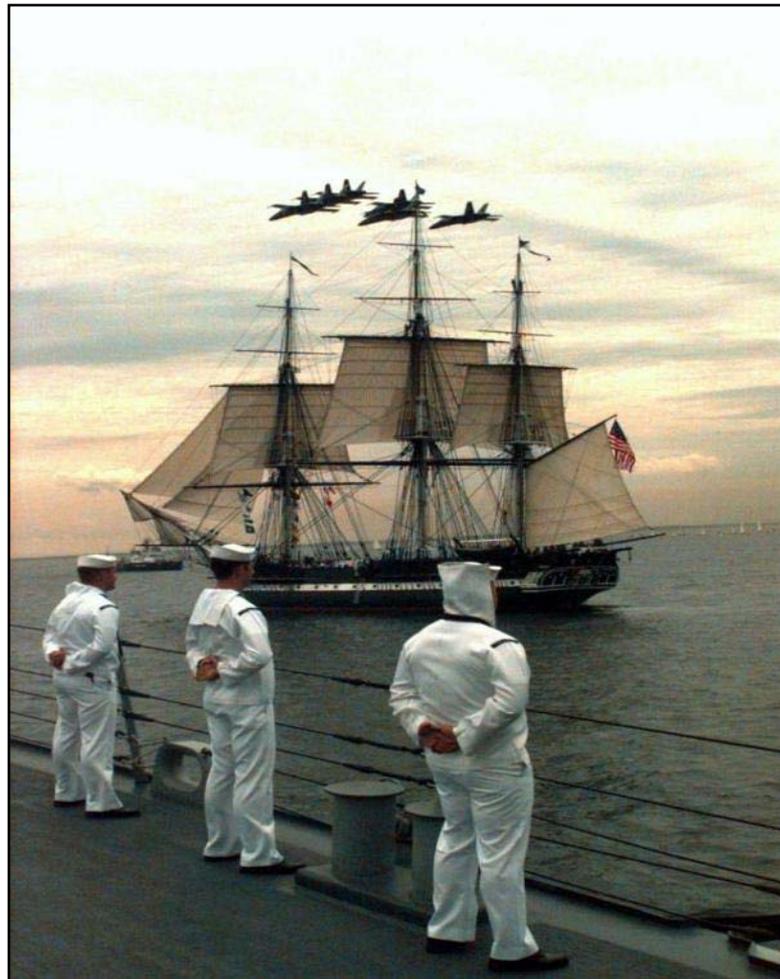
- ❑ **2011: Execution:** Work to include 1812 in all O:AN activities as directed by CNO NAVADMIN
 - Example: Weave 1812 messages into Midway events



2012-2015
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*DONT GIVE UP
THE SHIP*

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USS Constitution, the world's oldest commissioned warship afloat

www.history.navy.mil

Questions?





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Backup Slides



Align Requirements to Sustain Engagement



2012-2015

"Our Flag Was S"

5 – 10
Years

PLAN

Event Year

EXECUTE

3 – 36
Months

SUSTAIN

- POM – 5 Years
- O:AN – Calendar for America – 10 Years
- SECNAV
- SECDEF
- Congress

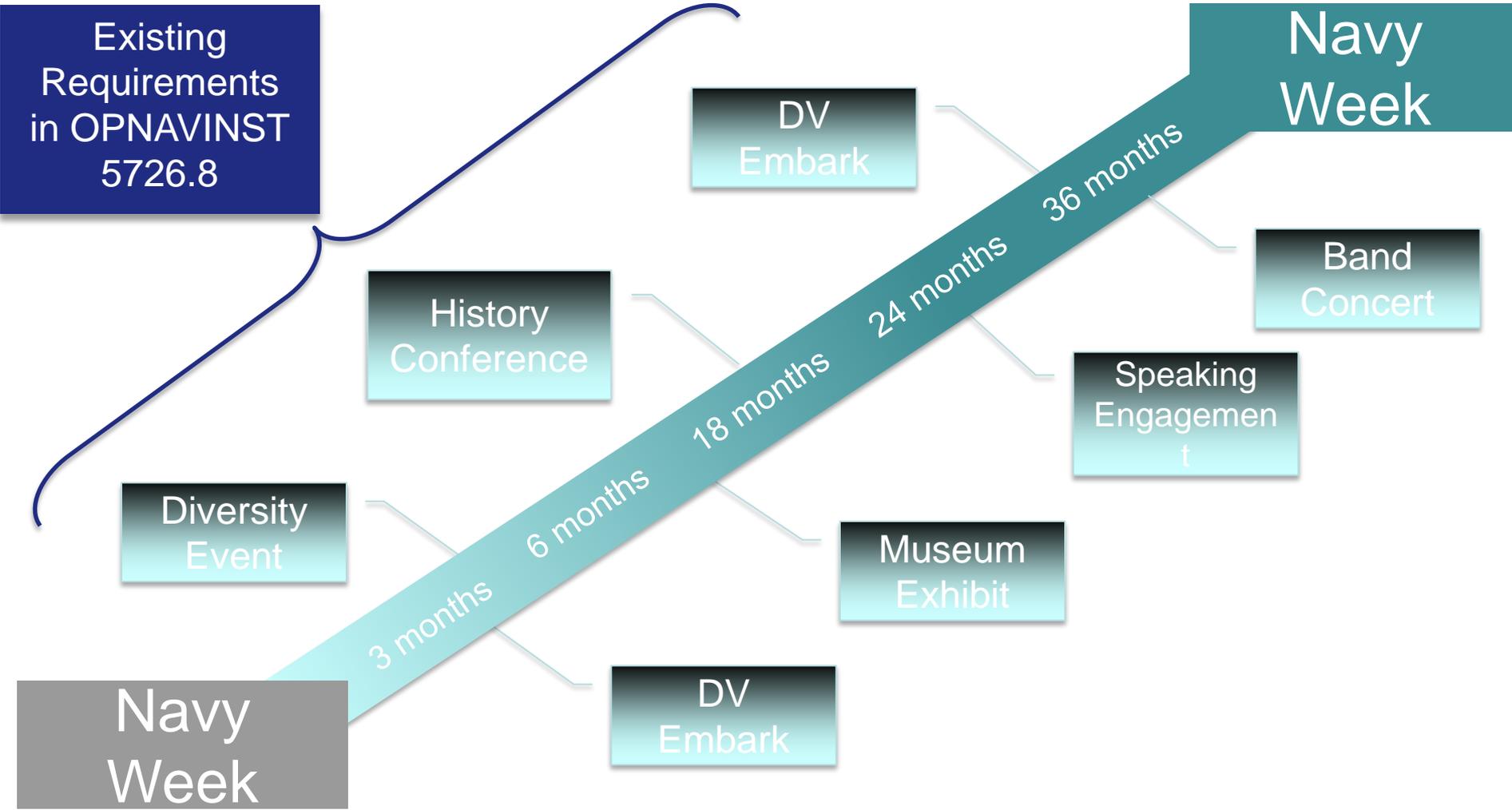
- Commemorative Events
- 20+ Navy Weeks / year
- 25 Navy air shows / year
- 7 Fleet Weeks / year

- 60+ Embarks / year
- 40+ visits / year to non-Navy ports
- Flag level / CO speaking engagements
- Diversity events
- USS CONSTITUTION/Old Ironsides across America
- Museum exhibits

Reinforcing the Message



Reinforcement



Maintaining Relationships thru Sustained Engagement