



DEPARTMENT OF THE NAVY

OFFICE OF INFORMATION
1200 NAVY PENTAGON
WASHINGTON DC 20350-1200

IN REPLY REFER TO

OPNAVINST 5726.8 CH-1
N09C

01 APR 2010

OPNAV INSTRUCTION 5726.8 CHANGE TRANSMITTAL 1

From: Chief of Naval Operations

Subj: OUTREACH: AMERICA'S NAVY

Encl: (1) Revised Page 7 and New Page 7a
(2) Revised enclosure (1)

1. Purpose. To revise page 7 of the basic instruction and replace enclosure (1) with updates to the Navy's key long range outreach requirements looking across a ten year horizon.

2. Action

a. Remove page 7 of the basic instruction and insert enclosure (1) of this change transmittal.

b. Remove enclosure (1) of the basic instruction and insert enclosure (2) of this change transmittal.


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DEPARTMENT OF THE NAVY
CHIEF OF NAVAL OPERATIONS
2000 NAVY PENTAGON
WASHINGTON DC 20350-2000

IN REPLY REFER TO
OPNAVINST 5726.8
CHINFO
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OPNAV INSTRUCTION 5726.8

From: Chief of Naval Operations

Subj: OUTREACH: AMERICA'S NAVY

Ref: (a) SECNAVINST 5720.44B
(b) OPNAVINST 5720.2M
(c) CHINFO Playbook 2008 - "A Cooperative Strategy"
(d) CNATRAININST 5452.23E
(e) DoD 8910.1-M of June 1998
(f) SECNAV M-5214.1

Encl: (1) Significant Outreach Events (CY 09-15)

1. Purpose. To establish policy and assign responsibilities for the Navy's Community Outreach Plan, hereafter referred to as "Outreach: America's Navy." "Outreach: America's Navy" will enhance public awareness, especially in non-Fleet concentration areas of Navy missions, personnel, and recruiting. Awareness will be created through a coordinated and focused demonstration of public speaking events, equipment capabilities, music performances, and one-on-one engagement of media and civilian influencers by Navy personnel at every level of leadership. These efforts will be measurable to ensure the most effective use of our resources.

2. Background. Per references (a) through (c), 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 (DoN). While a wide-range of individual community outreach programs take place each year, this instruction:

a. Establishes a single process owner responsible for community outreach.

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b. Creates a long range planning process for identifying, prioritizing, and coordinating Navy outreach efforts with all stakeholders across a 10-year time horizon. The planning process is designed to facilitate programming and budgeting for long lead time events, and inform the annual "Calendar for America."

c. Connects a broad spectrum of agencies to create synergy in resources and marketing efforts.

d. Identifies outreach requirements.

e. Formally tasks commanders with executing these requirements.

f. Establishes a system to assess the effectiveness and cost of outreach events.

g. Ensures Navy's outreach efforts are well coordinated, targeted, and properly funded.

3. Scope and Applicability. Community outreach requires a Navy-wide approach, involving all echelons of command. The Chief of Information (CHINFO) is the single process owner responsible for Navy's long range engagement planning process and for the coordination and promulgation of the annual "Calendar for America" in accordance with this instruction. The following commands are stakeholders in the process:

a. Commander, U.S. Fleet Forces Command (USFF)

b. Commander, U.S. Pacific Fleet (COMPACFLT)

c. Commander, Navy Installations Command (CNIC)

d. Chief of Naval Personnel (CNP)

e. Commander, Navy Recruiting Command (CNRC)

f. Commander, Navy Reserve Force (CNRF)

g. Director, Navy History and Heritage Command (DNHHC)

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4. Policy. Navy outreach will leverage existing community events, in which the Navy may participate, to optimize Navy personnel engagement with media and civilian influencers. Participation shall include surface, air, subsurface, Navy installation and Naval special warfare equipment, facilities and personnel, including the Blue Angels, Leap Frogs, recruiting command assets and Navy bands. Recruiting goals are a significant, but not exclusive, aspect of Navy outreach and should be integrated to the maximum extent possible with overall outreach efforts. Diversity events shall be a key consideration in determining what events to commit Navy outreach elements, however, activities shall consider overall market opportunities.

a. Planning, management, and execution of outreach events are the responsibility of individual commands as designated by USFF, COMPACFLT, CNIC, CNP, CNRC, CNRF, and DNHHC. Funding of outreach events should come from within existing programmed and budgeted resources. Supported commanders, as designated herein, are the lead organization responsible for the planning of resources, operational commitments, and overall theme of the events listed in enclosure (1).

b. All participants of Navy outreach events will have thorough knowledge of current Navy outreach messages, which are available through CHINFO and local public affairs assets.

c. Analysis will be conducted and desired outreach effects identified prior to and assessment conducted following each event.

5. Action

a. CHINFO shall:

(1) Serve as the single-process owner for "Outreach: America's Navy."

(a) Host an annual outreach support conference in June. Conference will be attended by representatives from USFF, COMPACFLT, Director of Navy Staff (DNS), CNIC, CNP, CNRC, CNRF and DNHHC, to establish the Navy's long range outreach plan, identify annual outreach requirements, review the next year's "Calendar for America," and serve as the coordination forum for execution across stakeholders.

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(b) Promulgate the long range outreach plan which looks at least 10 years downrange via an Office of the Chief of Naval Operations Notice (OPNAVNOTE) in October of each year.

(c) Promulgate and distribute the Navy's "Calendar for America," identifying significant outreach events for the coming calendar year via OPNAVNOTE discussed in paragraph 5a(1)(b) above.

(d) Review this instruction annually, and if required, submit update to Chief of Naval Operations (CNO) for promulgation no later than 1 December.

(e) Create outreach assessment tools that measure the impact of outreach events, and ensure this data is used to inform decisions on future events.

(f) Consolidate outreach assessments provided by all Fleet Commanders, CNIC, CNP, CNRC, and CNRF, and provide report to CNO by 1 September annually in order to support approval of "Outreach: America's Navy" for the following year.

(2) Coordinate and execute approximately 20 Navy Weeks annually. Location of five Navy Weeks will be determined in conjunction with the Deputy Chief of Naval Operations, Manpower, Training, and Education (DCNO N1) Diversity Directorate's prioritized cities. The Navy Weeks program will inform the public about their Navy and include:

(a) 3/4-star hosts.

(b) Professional event planners.

(c) Engagement with the highest level of corporate, government, and civic leadership.

(d) Targeted "Leaders to Sea" embarks prior to and post Navy Week.

(e) Targeted hometown news stories of Sailors serving globally.

(f) CNO letters to local, state, and national politicians representing host city.

(g) Statistically significant assessments of awareness and understanding.

(h) At least one diversity outreach event at every Navy Week and Fleet Week.

(i) Navy awareness booths set up at each Navy Week and Fleet Week.

(3) Facilitate Navy Band, Blue Angel, and Leap Frog participation in outreach events.

(4) Develop the Flag Officer Engagement Program. This program will include:

(a) Supporting material maintained at www.chinfo.navy.mil.

(b) A database of organizations, such as Navy League Councils, veteran service organizations, diversity organizations, and non-traditional organizations, such as non-governmental organizations, professional associations, and labor unions.

(c) A CNO-approved flag officer liaison assignment list matching a flag officer with each of the organizations maintained in the database.

(5) Develop appropriate communication content and products for outreach events.

(a) Produce, in concert with Deputy Chief of Naval Operations for Information, Plans, and Strategy (DCNO N3/N5), monthly operational videos to communicate the strategy, capability, and accomplishments of the Navy that can be used by Navy leaders in public presentations.

(b) Produce, in concert with DCNO N3/N5, monthly speech inputs to communicate the strategy, capability, and accomplishments of the Navy that can be used by Navy leaders in public presentations. Create Web-based speaker templates.

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(c) Produce, in concert with DCNO N3/N5, monthly PowerPoint slides to communicate the strategy, capability, and accomplishments of the Navy that can be used by Navy leaders in public presentations.

(d) Maintain Public Affairs Resources web page (www.chinfo.navy.mil) with all tools available to support and assist Navy leaders with outreach events.

(6) Create an outreach opportunity map with point of contact information. This Web-based application will highlight opportunities and point of contacts geographically that will benefit all Navy outreach stakeholders.

(7) Establish a centralized database of Distinguished Visitors (DVs) and influencers for future engagement opportunities, as well as Fleet-level follow-up with "Leaders to Sea" alumni.

(8) Enhance the Navy Expanded Hometowners Program in order achieve at least 1,500 hometown news articles annually. This effort will better connect forward-deployed Sailors participating in operations of national and international news interest with hometown and regional media.

(9) Produce a documentary that communicates the strategy, capability, and accomplishments of the Navy that can be used at Naval Historical Centers across the nation.

(10) Produce periodic Rhumb Lines to inform Navy leaders of the strategy, capability, and accomplishments of the Navy that can be used by Navy leaders in public presentations, to include at a minimum the following:

(a) First of the month to include CNO's priority communication elements.

(b) Second of the month to include examples of "A Cooperative Strategy for 21st Century Seapower" in action.

(c) A list of specific Navy operations being conducted on one specific day that demonstrates the capability, importance and value of today's United States Navy.

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b. Commanders, USFF AND COMPACFLT shall:

(1) Develop a centralized 'Leaders To Sea' embark program that maximizes Carrier Vessel Nuclear (CVN) underway opportunities and seeks to increase embark opportunities on surface ships and submarines to the greatest extent ship schedules allow.

(a) Manage a centralized database of DVs and influencers for future engagement opportunities as well as Fleet-level follow-up with "Leaders to Sea" alumni.

(b) Conduct 100 dedicated underway "Leaders to Sea" embarks per year per fleet. An individual embark is defined as a group of people sponsored by either the same command or belonging to the same organization. For example, 20 people fly aboard carrier X. Ten of this group are educators from a local school system, five are congressional staffers, and five are community leaders from an upcoming Navy Week city. The total number of 'embarks' conducted would be three. USFF and COMPACFLT are directed to track 1) total embarks conducted, 2) total number of people embarked, and 3) percentage of groups embarked using the guidelines established in this instruction. Each of these numbers are to be reported annually to CHINFO no later than 15 January of each year.

1. 10 percent for CHINFO (Secretary of the Navy (SECNAV) and CNO).

2. 10 percent for CNO (N1) Diversity Directorate.

3. 10 percent for CHINFO/Navy Office of Community Outreach.

4. 10 percent for USFF.

5. 10 percent for COMPACFLT.

6. 5 percent for CNIC.

7. 5 percent for CNRC.

8. 5 percent for Deputy Assistant Secretary of the Navy for Environment (DASN (E)).

9. 5 percent for CNRFC.

10. 5 percent for the Office of Legislative Affairs.

(c) Host or conduct discussions and presentations demonstrating the capability, importance and value of today's United States Navy.

(d) Follow-up with participants by the Fleet Commander using CHINFO-produced products as well as locally-produced products.

(e) USFF will ensure all "Leaders to Sea" opportunities maintain the spirit of outreach as defined in this instruction. Emphasis will be to minimize expending resources on those who are already familiar with the Navy, such as retired flag officers.

(2) Assign a ship, submarine aviation squadron, Seabee unit or Sea, Air, Land (SEAL) unit to sponsor all Naval Reserve Officer Training Corp (NROTC) units, utilizing the list maintained by CNP.

(3) Assign a ship, submarine or aviation squadron to sponsor all maritime high schools and Naval Junior Reserve Officer Training Corp (NJROTC) units, utilizing the list maintained by CNP.

(4) Ensure each deploying ship conducts Expanded Hometowners with at least five percent of the crew during deployment.

(5) Ensure at least five percent of all Individual Augmentees participate in Expanded Hometowners.

(6) Ensure Navy ships visit at least 40 non-Navy ports in Continental United States (CONUS) per year. Ensure CONUS non-Navy port visits include:

(a) Media day (pierside press availability and a shipboard tour).

(b) Very Important Person (VIP) reception.

(c) VIP tours for local civic and community leaders.

(d) The maximum amount of public visitation possible to the extent that time and force protection restrictions permit.

(e) Two community relations projects, such as beach clean-ups, Habitat for Humanity, school visits, etc., with appropriate media coverage.

(7) Support the following Fleet Weeks with ship visits and appropriate activities and events that demonstrates the capability, importance, and value of today's United States Navy:

- (a) Fleet Week, New York
- (b) Fleet Week, San Francisco
- (c) Seattle Sea Fair
- (d) Portland Rose Festival
- (e) Fleet Week, Hampton Roads
- (f) Fleet Week, San Diego
- (g) Fleet Week, Fort Lauderdale

(8) Provide assets to at least 10 tactical air demonstrations and static displays per Fleet outside of Fleet concentration areas.

(9) Ensure commanding officers of ships with geographical namesakes maintain active engagement with namesakes to include:

(a) Relationship with elected leadership (mayors, governors, Members of Congress, etc.) and other influencers.

(b) At least eight crewmembers from each ship make a namesake crew visit each year.

(10) Coordinate outreach for ship commissioning ceremonies to ensure maximum impact.

(11) Assess outreach efforts identified above, as well as self-generated outreach efforts, and submit report to CNO, via Vice Chief of Naval Operations (VCNO), DNS, and CHINFO, no later than 1 September annually.

(12) Ensure 20 commands maintain official blogs, to include at least one command per deployed strike group.

(13) Ensure commands routinely plan, acquire, and forward visual information documentation of Fleet operations to Navy Visual News Service (Navy Visual Information, CHINFO OI-7), to help improve public understanding and enhance the content of outreach products and related media engagements.

(14) Publish USFF and COMPACFLT outreach instruction delineating the above tasks to next echelon commands.

c. CNIC shall:

(1) Conduct significant outreach events that include inviting public to activities on each installation.

(2) Ensure Navy shore leadership conducts several public speaking events in surrounding community at each installation.

(3) Coordinate several community leaders embarks with appropriate Fleet units each year.

(4) Publish CNIC outreach instruction detailing above tasks.

(5) Be the supported command for the seven designated Fleet Weeks.

(6) Be the supported command for 25 Navy air shows.

(7) Be the supporting command for all other outreach events where required.

d. CNP shall:

(1) Maintain a comprehensive list of NROTC and NJROTC units.

(2) Maintain a comprehensive list of all maritime high schools.

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(3) Oversee diversity outreach activities, and assist in identifying diversity outreach venues for "Calendar for America" events in addition to maintaining the diversity calendar.

(4) Develop diversity messages for internal and external audiences.

(5) Be lead in building relationships with affinity and mentoring groups at national level, and assist CNRF, USFF, COMPACFLT, and CNIC with local and regional relationship development.

(6) Manage DoN participation with national affinity and mentoring groups across the diversity continuum.

(7) Coordinate with CHINFO to ensure priority events are included in "Calendar for America."

(8) Disseminate priority target areas, communities, and groups to all involved in outreach activities.

(9) Disseminate priority events to public affairs community to ensure appropriate media coverage (internal and external).

(10) Continue to develop influencers database and input as appropriate to the CHINFO DV database to ensure tracking of visits and embarks, and relationship management.

(11) Facilitate Flag and Fleet participation in sponsored diversity outreach activities.

(12) Develop and maintain contact list for affinity and mentoring groups at the national and regional levels; make available as a web-based resource for DoN engagement.

(13) Designate naval recruiting district commanders to support each Navy Week.

e. CNRC shall:

(1) Provide support for national and regional outreach events where feasible. Recruiting booths, flight simulator,

SEAL simulator, and music for recruiting and other recruiting assets will be provided to best support Navy awareness and recruiting efforts.

(2) Provide support to diversity affinity group outreach events as prioritized by the DCNO N1 Diversity Directorate.

(3) Develop contact lists, center of influence databases and provide to CHINFO and the DCNO N1 Diversity Directorate as appropriate.

(4) Allocate promotional items to support "Calendar for America," diversity affinity group and Fleet engagement events.

(5) Establish procedures for Navy commands requesting promotional items for Navy awareness/outreach efforts outside of normal recruiting venues (i.e., ship visits, namesake visits by individual commands, non-recruitable audiences, etc.)

(6) Provide local recruiting points of contact to CHINFO, USFF, COMPACFLT, DCNO N1 Diversity Directorate, and CNIC to assist with outreach events.

(7) Purchase local billboards, and commercial television and radio advertisement airtime during prime time hours to support each Navy Week.

f. CNRF shall:

(1) Provide local Navy Operational Support Center (NAVOPSPTCEN) support for significant outreach activities, including all Navy Weeks.

(2) NAVOPSPTCENS will provide contact lists of key influencers (leaders in education, business and government) in each community to CHINFO.

(3) Ensure reserve resources are coordinated in support of "Calendar for America."

g. Chief of Naval Air Training (CNATRA) shall:

(1) Ensure Blue Angels maximize engagement in non-Fleet concentration areas, prioritizing show performance venues per CHINFO and recruiting priorities to include performances at Navy Weeks.

(2) Solicit a list of key influencers from all flag officers as candidates for Center of Influence rides with the Blue Angels, per reference (d) and the Blue Angels Support Manual.

h. DNHHC shall:

(1) Host an annual national historical conference in May of even numbered years to better synchronize historical event celebrations and commemorations with the Navy's long range engagement calendar and the annual "Calendar for America."

(2) Produce process guidance on commemorative activities for use by supported commands, to include planning, sponsorship, execution and record keeping responsibilities.

(3) Identify traditional commemorative activities and events carried out by the United States Navy.

(4) Produce a long term listing of historically significant events worthy of national, regional, or local commemoration by the United States Navy for consideration by the CHINFO annual outreach support conference, and approval by CNO. Include recommendations for supported commands for specific commemorative events at the national and regional level.

(5) Produce process guidance for annual commemorations of the Battle of Midway for use by commanding officers in performing annual "history stand downs" on or near the anniversary of this seminal event.

(6) Provide CNO, VCNO, and DNS and supported commands specific advice on the ongoing conduct of commemorative activities through the decennial cycle of this instruction.

(7) Review and comment on after action reports produced by supported commands for all historic commemoration events.

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i. DCNO N3/N5 shall:

(1) Develop a strategic script and work with CHINFO to identify a flag-level briefer in support of the Navy Weeks series of outreach discussions around the nation designed to communicate the Maritime Strategy and create awareness and discussions with the American people.

(2) Support CHINFO production of monthly operational videos to communicate the strategy, capability, and accomplishments of the Navy that can be used by Navy leaders in public presentations.

(3) Produce, in concert with CHINFO, monthly speech inputs to communicate the strategy, capability, and accomplishments of the Navy that can be used by Navy leaders in public presentations.

(4) Produce, in concert with CHINFO, monthly PowerPoint slides to communicate the strategy, capability, and accomplishments of the Navy that can be used by Navy leaders in public presentations.

j. DCNO N4 shall:

(1) Directly support at least five outreach events annually with an environmental exhibit, information materials, and staff to communicate the Navy's environmental message to the general public and interested media.

(2) Support other commands' requests for assistance with their environmental exhibits.

(3) Support the ODASN (E) and the Fleet to coordinate at least four environmental ship embarks annually.

k. Navy Flag Officer Community shall:

(1) Participate in all Navy Weeks to include, at a minimum, public speaking engagements and media interviews. Specific Navy Week assignments will begin on a volunteer basis beginning with 4-star flag officers and proceed by rank until all opportunities are filled.

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(2) Ensure at least one flag officer participates in every affinity group related event in the diversity calendar.

1. Every Navy Flag Officer shall:

(1) Actively engage, as a designated liaison, with the organization assigned in the Flag Officer Engagement Program. Organizations in the program will include: Navy League Councils, veteran service organizations, diversity organizations, and non-traditional organizations, such as non-governmental organizations, professional associations, labor unions, etc. Each flag officer will maintain their liaison role with the designated organization throughout their career. This requirement includes:

(a) Reaching out and engaging with organization leadership.

(b) Maintaining contact with organizations and providing appropriate introductions to enhance Navy awareness.

(c) Recommending Navy involvement in the designated organization's meetings and conventions.

(2) Seek at least one speaking opportunity at their alma mater, hometown or other venue where personal connections exist.

(3) Report all public speaking events to Navy Office of Community Outreach for consolidation by filling out OPNAV 5726/3 Speaking Engagement Report Form.

m. Every Commanding Officer shall:

(1) Seek at least one speaking opportunity at their alma mater, hometown or other venue where personal connections exist.

(2) Support command members in attending affinity group and outreach events, to include government funding and official orders when available.

(3) Support command members on the Hometown Area Recruiting Program and Officer Hometown Area Recruiting Program.

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6. Any questions concerning the guidelines set forth in this instruction can be directed to CHINFO at (703) 697-7391.

7. Records Management. Records created as a result of this instruction, regardless of media and format, shall be managed in accordance with SECNAV Manual 5210.1.

8. Forms and Reports

a. OPNAV 5726/3 Speaking Engagement Report Form is available for download from Naval Forms OnLine <https://navalforms.daps.dla.mil/web/public/home>.

b. The data collections contained in paragraphs 5a(4)(b), 5a(6), 5a(7) and 5b(1)a of this instruction shall follow public reporting requirements, Office of Management and Budget Report Control Symbols (RCS), per references (e) and (f).

c. Per references (e) and (f), the data collections contained in paragraphs 5a(1)(f), 5b(11), and 5g(2) of this instruction have been assigned OPNAV RCS 5726-5.


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Significant Outreach Events CY 2010 - 2020

Fiscal Year	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
CHINFO											
Navy Weeks	20	20	20	20	20	20	20	20	20	20	20
USFF/COMPACFLT											
CONUS PVSTS	40	40	40	40	40	40	40	40	40	40	40
TACAIR Demos	10	10	10	10	10	10	10	10	10	10	10
War of 1812	-	-	6	1	4	1	-	-	-	-	-
Leaders To Sea U/W Embarks	100	100	100	100	100	100	100	100	100	100	100
DNHHC											
150th Anniversary of the Civil War	-	1	1	1	1	1	-	-	-	-	-
50th Anniversary of the First American in Space	-	1	-	-	-	-	-	-	-	-	-
Battle of Midway	1	1	1	1	1	1	1	1	1	1	1
CNO Office Establishment Centennial	-	-	-	-	-	1	-	-	-	-	-
War of 1812 (Supporting / Lead for planning)	-	-	6	1	4	1	-	-	-	-	-
Naval Aviation Centennial (Supporting)	-	1	-	-	-	-	-	-	-	-	-
USS Monitor vs. CSS Alabama	-	-	1	-	-	-	-	-	-	-	-
Navy Birthday	1	1	1	1	1	1	1	1	1	1	1
World War II - 75th Anniversary	-	-	-	-	-	-	1	1	1	1	1
Landings at Normandy	-	-	-	-	-	-	-	-	-	1	-
World War I - 100th Anniversary	-	-	-	-	-	-	-	1	-	-	-
Women in the Navy Yeoman (F) Rating (100th)	-	-	-	-	-	-	-	1	-	-	-
Women in the Navy - WAVES (75th)	-	-	-	-	-	-	-	1	-	-	-
CNRF											
100th Anniversary of the US Navy Reserve Force	-	-	-	-	-	1	-	-	-	-	-
CNAF											
Naval Aviation Centennial	-	1	-	-	-	-	-	-	-	-	-
CNATRA											
Blue Angels Performances	36	37	36	36	36	36	36	36	36	36	36
CNIC											
Fleet Weeks	7	7	7	7	7	7	7	7	7	7	7
CNP Diversity											
African American Events	16	16	16	16	16	16	16	16	16	16	16
Asian Pacific Islander Events	15	16	16	16	16	16	16	16	16	16	16
Hispanic Events	14	14	14	14	14	14	14	14	14	14	14
American Indian/Alaska Native Events	2	2	2	3	3	3	3	3	3	3	3
Women's Events	10	10	10	10	10	10	10	10	10	10	10
Multiple Groups Represented	7	7	7	7	7	7	7	7	7	7	7
Total Annual Events:	279	285	294	284	290	286	282	285	282	283	282