



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

OPNAVINST 5726.8C
N09C
16 Dec 2019

OPNAV INSTRUCTION 5726.8C

From: Chief of Naval Operations

Subj: OUTREACH: AMERICA'S NAVY

Ref: (a) DoD Instruction 5410.19 of 13 November 2001
(b) SECNAVINST 5720.44C
(c) OPNAVINST 5720.2N
(d) CNATRAININST 5452.23G

1. Purpose

a. 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 of the Navy's missions, personnel, and recruiting in a coordinated, targeted manner with special emphasis on non-fleet concentration areas. These efforts will be measurable to ensure the most effective use of the Navy's resources.

b. This revision provides updated direction to Commander, U.S. Fleet Forces Command (COMUSFLTFORCOM) and Commander, U.S. Pacific Fleet (COMPACFLT) regarding the execution of the Navy's "Leaders to Sea" underway embark programs, and funding and implementation of a legacy flight program for public airshows and open house events. This instruction is a complete revision and should be reviewed in its entirety.

2. Cancellation. OPNAVINST 5726.8B.

3. Background. Per references (a) through (d), educating the American public about the capability, importance, and value of today's Navy is an essential responsibility of those who serve. Because naval forces and personnel are based primarily on the coasts, the Navy is challenged to communicate its mission away from fleet concentration areas. Using the full menu of community outreach programs, the goal of Navy outreach is to increase Americans' awareness, knowledge, and favorability of the Navy, and inspire them to support or serve in the Navy. This will be achieved through a coordinated and focused demonstration of equipment capabilities, public speaking events, music performances, local media outreach, and one-on-one engagement of media and civilian influencers by Navy personnel at every level of leadership. While a wide range of individual community outreach programs take place each year, this instruction:

- a. establishes community outreach as a program of record;
- b. establishes Chief of Information (CHINFO) (CNO N09C) as the single process owner responsible for community outreach;
- c. synchronizes efforts across multiple agencies so they support and enhance each other;
- d. sets outreach requirements;
- e. formally tasks commanders with budgeting for and executing these requirements;
- f. establishes the requirement to assess the effectiveness and cost of outreach events; and
- g. ensures Navy's outreach efforts are coordinated, targeted, and properly funded.

4. Applicability. Community outreach requires a Navywide approach, involving and integrating all echelons of command. CHINFO is the single process owner responsible for Navy's long-range engagement planning process and for the coordination and publication of an annual community outreach plan, per this instruction. The commands listed below in subparagraphs 4a through 4m are stakeholders in the process.

- a. COMUSFLTFORCOM
- b. COMPACFLT
- c. Commander, Navy Installations Command (CNIC)
- d. Chief of Naval Personnel (CHNAVPERS)
- e. Commander, Navy Recruiting Command (COMNAVCRUITCOM)
- f. Commander, Navy Reserve Forces Command (COMNAVRESFORCOM)
- g. Director, Navy History and Heritage Command (NAVHISTHERITAGECOM)
- h. Chief, Bureau of Medicine and Surgery (BUMED)
- i. Office of Naval Research (ONR)
- j. Commander, Naval Special Warfare Command (COMNAVSPECWARCOM)
- k. United States Naval Academy (USNA)

l. Chief of Naval Air Training (CNATRA)

m. United States Navy Band

5. Policy. Navy outreach will leverage existing civilian community events where possible to capitalize engagement opportunities with media and civilian influencers. Participation should include, but is not limited to: surface, air, submarine, medical, Navy installation and naval special warfare equipment, the Blue Angels, legacy flights, Leap Frogs, recruiting command assets, Navy museums, and Navy bands. Recruiting goals are a significant, but not an exclusive, aspect of Navy outreach and should be integrated to the maximum extent possible. Diversity should be a key consideration in determining which events to commit Navy outreach elements; however, commands should holistically consider market opportunities. Media outreach will leverage Sailors' local connections to communities across America as well as the relationships that exist between Navy units and their namesake cities and states. The primary focus of media outreach will be sharing Sailors' stories with media across the country in markets that generally do not receive Navy news and information. All media products for public release should include local connections for any Sailors identified in stories and photos. Local connections may include hometown, location of high school or college attended, etc.

a. Planning, management, funding, and execution of outreach events are the responsibility of COMUSFLTFORCOM; COMPACFLT; Commander, Naval Air Forces (COMNAVAIRFOR); Commander, Naval Air Force Atlantic, (COMNAVAIRLANT); CNIC; CHNAVPERs; COMNAVCRUITCOM; COMNAVRESFORCOM; BUMED; ONR; COMNAVSPECWARCOM; CNATRA; Naval Sea Systems Command; and Director, NAVHISTHERITAGECOM. Funding of outreach events must 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.

b. All participants of Navy outreach events will have thorough knowledge of current Navy outreach messages, which are available to all public affairs professionals on the CHINFO Portal (NOTAL) (<https://portal.secnav.navy.mil/orgs/CHINFO/>).

6. Responsibilities and Action

a. CHINFO

(1) Direct Policy. Serve as the single-process owner for this instruction.

(a) Host an outreach support meeting annually. The meeting will be attended by representatives from COMUSFLTFORCOM, COMPACFLT, CNIC, BUMED, CHNAVPERs, COMNAVCRUITCOM, COMNAVRESFORCOM, NAVHISTHERITAGECOM, COMNAVSPECWARCOM, CNATRA, and ONR to establish the Navy's outreach plan, review

current public opinion trends regarding the Navy, identify annual outreach requirements, and serve as the coordination forum for execution across stakeholders.

(b) Create and issue an annual community outreach plan based on guidance received from the office of the Assistant Secretary of Defense for Public Affairs in reference (a).

(c) Continue to contract for an assessment capability that measures the impact of community outreach events. Ensure this data is shared with all key stakeholders and is used to inform decisions on future events.

(d) Maintain the Navy Community Outreach Web site, <http://outreach.navy.mil>, to include updated information about aviation support, bands, executive engagement, media outreach, Navy Weeks, and a speakers resource library.

(2) Navy Weeks. Coordinate and execute approximately 15 Navy Weeks annually. The location of approximately 25 percent of the yearly Navy Weeks will be determined in conjunction with the Deputy Chief of Naval Operations, Manpower, Personnel, Training, and Education (CNO (N1)), Diversity Directorate's (OPNAV N1D) prioritized cities. The Navy Week Program will inform the public about their Navy and include:

(a) flag officer or senior executive service (SES) civilian hosts;

(b) contracted professional event planners from the private sector via a Navy Week support contract;

(c) high-level engagement across all market sectors, to include corporate, civic, education, government, veterans, media, general public, community service, and diversity organizations;

(d) targeted shipboard embarks prior to and following Navy Weeks;

(e) statistically significant assessments of awareness and understanding; and

(f) as many outreach assets and supporting units as possible from across the Navy, to include: ship visits where feasible; the Blue Angels; Leap Frogs; Navy bands; aviation assets; USS *CONSTITUTION* Sailors and exhibits; Navy medicine; explosive ordnance disposal units; Seabees; Navy divers; Navy environmental experts and displays; Navy history experts and displays; Navy science technology engineering and mathematics (STEM) programs; Sailors from namesake ships and submarines; Sailors with local connections and local Navy assets; Navy recruiting districts; Navy operational support centers (NOSC); and Navy Reserve Officer Training Corps units.

(3) Navy Band. Facilitate Navy Band outreach across America, to include policy support and developing material to facilitate key message delivery during performances.

(4) Aerial Performances and Flyovers

(a) Oversee policy, process requests submitted on DD Form 2535 Request for Aerial Support of Performances, and render eligibility rulings for naval aviation outreach support nationwide.

(b) Chair the Aviation Outreach Working Group, comprised of representatives from CHINFO; Navy Office of Community Outreach (NAVCO); Commander, Naval Air Force U.S. Pacific; CNATRA; and COMNAVAIRLANT.

(c) Assist the Blue Angels, Leap Frogs, tactical demonstration squadrons assigned to COMNAVAIRFOR, and participants in the COMNAVAIRFOR Legacy Flight Program, with schedule coordination to maximize participation in outreach events.

(5) Executive Engagement Visit. Execute the Navy's Executive Engagement Visit Outreach Program. Annually develop and execute a program that brings flag officers and SES civilians to at least 25 cities around the country. Additionally, manage the Navy's national Speakers Bureau and organization liaison programs, staffing outside requests for Navy speakers utilizing DD Form 2536 Request for Military Support in Public Events (non-aviation).

(6) Speakers Resource Library. Maintain a speakers resource library with appropriate communication content and products for outreach events, accessible via the CHINFO Portal and <http://outreach.navy.mil/Speakers>.

(7) Friends of the Navy. Continue management of the Navy's centralized distinguished visitor (DV) database, providing quarterly Navy updates to the "Friends of the Navy" in the database.

(8) Media Outreach. Establish and maintain a media outreach program to share the Navy story in media across the country serving markets that generally do not receive Navy news and information. Leverage Sailors' local connections to communities across America - hometown, location of high school or college attended, etc. - as well as the relationships that exist between Navy units and their namesake cities and states, to ensure Americans throughout the country better understand their Navy, its mission, and its contribution to national security.

b. COMUSFLTFORCOM and COMPACFLT

(1) DV Embark Programs. Execute centralized DV Embark Programs underway aboard aircraft carriers, submarines, and surface ships to the greatest extent operational schedules will allow. All Leaders To Sea opportunities should maintain the spirit and purpose of community

outreach as defined in this instruction and avoid expending resources on those who are already familiar with today's Navy. These programs will include the fundamentals contained in the following subparagraphs 6b(1)(a) through 6b(1)(f).

(a) Using OPNAV 5720/11 Distinguished Visitor (DV)/Friends of the Navy (FON) Embark Request and OPNAV 5720/12 Distinguished Visitor (DV)/Friends of the Navy (FON) Embark Medical Assessment, embark at least 1,000 individuals per year per fleet aboard aircraft carriers, surface ships, and submarines.

(b) Ensure at least 40 percent of all underway embark opportunities are reserved for educators and local civic and community leaders.

(c) The parameters listed below in subparagraphs 6b(1)(c)1 through 6b(1)(c)8 will guide the distribution of embark opportunities and seats within the Navy.

1. Ten percent for CHINFO and NAVCO.
2. Ten percent for COMNAVCRUITCOM.
3. Ten percent for the Office of Legislative Affairs, Secretary of the Navy (SECNAV) and Chief of Naval Operations (CNO).
4. Ten percent for COMUSFLTFORCOM for COMNAV AIRLANT embarks.
5. Ten percent for COMPACFLT for Pacific Fleet embarks.
6. Ten percent for CNIC.
7. Five percent for Deputy Assistant Secretary of the Navy for Environment.
8. Five percent for COMNAVRESFORCOM.

(d) Ensure underway embarks reflect a whole of Navy approach, highlighting the Navy's contributions to the Nation's security and the dedicated service of Navy Sailors.

(e) Ensure a backup plan is in place to show "leaders" other Navy platforms, missions, and capabilities in the event their at-sea embark is suddenly delayed or canceled.

(f) All participants in DV embark programs will be entered in the Navy's Friends of the Navy database so the Navy may continue to communicate with them.

(2) Continental United States (CONUS) Port Visits. Host an annual CONUS port visit scheduling meeting in the spring, alternating between COMPACFLT and

COMUSFLTFORCOM annually to develop a CONUS port visit plan for the coming year. Attendees will include COMUSFLTFORCOM, COMPACFLT, CHINFO, and NAVCO. Ensure Navy ships visit at least 20 non-naval ports in CONUS per year. CONUS port visits should include the following activities in subparagraphs 6b(2)(a) through 6b(2)(e), wherever possible.

(a) Media day (pier-side press availability and a shipboard tour) and additional media outreach opportunities can be coordinated with NAVCO by e-mailing navyoutreach@navy.mil.

(b) DV reception.

(c) DV 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 service projects, such as beach clean-ups, Habitat for Humanity, school visits, etc., with appropriate media coverage.

(3) Fleet Weeks. Serve as the supporting command for all fleet weeks with ship visits and appropriate activities and events that demonstrate the capability, importance, and value of today's United States Navy.

(4) Tactical Air Demonstrations. Provide assets to at least 40 tactical air demonstrations or static displays per fleet outside of fleet concentration areas.

(5) Namesake Visits. Ensure commanding officers of ships with geographical namesakes maintain active engagement with namesake cities to include:

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

(b) at least four crewmembers from each ship make a namesake crew visit each year as respective budgets support; and

(c) local media outreach in coordination with NAVCO.

(6) Commissioning Ceremonies. Coordinate outreach for ship commissioning ceremonies to ensure maximum impact.

(7) Navy Weeks. Ensure fleet support is provided to CHINFO's Navy Week Program. Typical support will include Navy divers, explosive ordnance disposal teams, Seabees, aviation squadrons, Navy medicine ambassadors, fleet hometown Sailors, namesake crew Sailors, and, when possible, ship visits.

c. CNIC

(1) Public Visitation Events. Conduct significant outreach events that include inviting the public to activities on each installation. A significant outreach event is defined as any event in which a command engages 150 or more civilians during the course of a single event.

(2) Executive Outreach. Ensure Navy shore leadership conducts annual public speaking events in the surrounding community of each installation.

(3) Leaders to Sea. Submit Leaders To Sea nominations for several community leaders to the appropriate aviation, surface, or submarine type command public affairs office.

(4) Fleet Weeks. Serve as the supported command for the fleet weeks listed below in subparagraphs 6c(4)(a) through 6c(4)(i) with ship visits and appropriate activities and events that demonstrate the capability, importance, and value of today's United States Navy.

(a) Fleet Week, New York

(b) Fleet Week, Hampton Roads

(c) Fleet Week, Fort Lauderdale

(d) Fleet Week, Baltimore, Boston, or New Orleans (on a rotational basis)

(e) Fleet Week, San Francisco

(f) Seattle SeaFair

(g) Portland Rose Festival

(h) Fleet Week, San Diego

(i) Fleet Week, Los Angeles

(5) Air Shows. Serve as the supported command for 10 Navy air shows onboard naval bases.

(6) Events. Serve as the supporting command for all other outreach events where required.

(7) Policy. Publish the CNIC outreach instruction detailing the above tasks in subparagraphs 6c(1) through 6c(6).

d. CHNAVPERS

(1) Planning. Oversee diversity outreach activities and work with CHINFO to ensure those activities are included in the Navy's annual community outreach plan. Disseminate priority target areas, communities, and groups to all key community outreach stakeholders.

(2) Messaging. Develop diversity talking points for internal and external audiences.

(3) Relationship Building. Be the lead in building relationships with affinity and mentoring groups at the national level, and assist COMNAVRESFORCOM, COMUSFLTFORCOM, COMPACFLT, and CNIC with local and regional relationship development.

(4) Navy Involvement. Manage Navy participation with national affinity and mentoring groups across the diversity continuum.

(5) Executive Engagement. Facilitate flag and senior civilian participation in diversity outreach activities.

e. COMNAVCRUITCOM

(1) Outreach Event Staffing. Provide support for national and regional outreach events where feasible. Recruiting booths, interactive displays, and other recruiting assets will be provided to best support Navy awareness and recruiting efforts.

(2) Giveaways. Allocate promotional items to support community outreach events when feasible.

(3) Points of Contact. Provide local recruiting points of contact to CHINFO, COMUSFLTFORCOM, COMPACFLT, OPNAV (N1D), and CNIC to assist with outreach events.

(4) Leaders To Sea. Synchronize the COMNAVCRUITCOM Educators to Sea Program with the CHINFO Leaders to Sea Program to accommodate the maximum opportunity for educators to participate in underway embarks, based on asset availability.

(5) Army-Navy Game. Provide recruiting assets for the annual Army-Navy football game, including interactive displays, recruiting booths, and other assets to best support Navy awareness and recruiting efforts.

(6) Assessment. Survey new recruits to identify what most influenced them to consider serving in the Navy.

(7) Speaking Engagements. As Navy recruiting districts often serve as the only Navy presence in inland markets, Navy Recruiting District leadership should actively seek out speaking opportunities in their cities, and fulfill speaker requests via the Navy Speakers Bureau in cities near their district.

f. COMNAVRESFORCOM

(1) Navy Weeks. Provide local NOSC support for significant outreach activities, including all Navy Weeks.

(2) Event Support Staff. Ensure reserve resources are coordinated in support of the Navy's annual community outreach plan.

(3) Speaking Engagements. As NOSC often serve as the only Navy presence in inland markets, NOSC leadership should actively seek out speaking opportunities in their cities, and fulfill speaker requests via the Navy Speakers Bureau in cities near their NOSC.

g. NAVHISTHERITAGECOM

(1) Planning. Produce a long-term listing of historically significant events worthy of national, regional, or local commemoration that key stakeholders should consider highlighting in Navy community outreach events throughout the year. Include recommendations on specific commemorative events for supported commands to execute.

(2) Commemorative Event Toolbox. Produce process guidance for use by supported commands in celebrating historical events, to include sample event scripts, digital and multimedia products, and plan of the day notes. Produce guidance for annual commemorations of the Battle of Midway and the Navy's Birthday for use by commanding officers in performing annual "history standdowns" on or near the anniversary of these seminal events.

(3) Event Advice. Provide CNO, Vice Chief of Naval Operations, and Director, Navy Staff, and supported commands specific advice on the ongoing conduct of commemorative activities through the cycle of this instruction.

(4) Ship Naming. Coordinate with SECNAV, CNO, and CHINFO offices with ship naming recommendations.

h. BUMED

(1) Event Support. Provide medical assets, including medical personnel participation, flag officer participation, and medical demonstrations, for significant outreach activities. To the greatest extent possible, support the Navy Week Program.

(2) Medical Outreach Engagements. Conduct significant outreach events year round, defined as medical engagements, consisting of workshops, presentations, conferences, speaking opportunities, and community engagements.

i. ONR. Conduct annual, nationwide STEM and other science related outreach events. Provide STEM booths, displays, and statics to outreach events, and provide STEM talking points and presentation materials for use in outreach engagements.

j. USNA

(1) Support community service events for Army-Navy football game week, both locally and in host city.

(2) Administer USNA community outreach programs in the greater local area.

(3) Support STEM, reading, and physical fitness outreach by USNA to local schools and community centers. Support local outreach programs for veterans. Conduct USNA tours to educate publics on the USNA mission to develop midshipmen mentally, morally, and physically.

(4) Expand reach and impact of the USNA Speakers Bureau. Liaise with the USNA admissions office on outreach events supporting recruiting efforts.

(5) Incorporate diversity themes for affinity months into community events throughout local schools, community centers, and events with local officials and other key influencers.

k. COMNAVAIRFOR and CNATRA

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

(2) Key Influencer Orientation Flights. Coordinate with CHINFO and all key Navy community outreach stakeholders to ensure key influencer orientation flights are maximized.

(3) Legacy Flight Program. Establish, implement, and fund a legacy flight program for Navy and Marine Corps aircrew and vintage aircraft pilots to train and safely fly in formation at public airshows and open house events. Coordinate with CHINFO and COMNAVCRUITCOM to maximize engagement in non-fleet concentration areas that have not been scheduled for a Department of Defense (DoD) jet demonstration team.

1. Navy Flag Officer and SES Community

(1) Navy Weeks. Participate in all Navy Weeks to include, at a minimum, public speaking engagements and media interviews. Specific Navy Week assignments will be on a volunteer basis.

(2) Executive Engagement Visit Program. Participate in CHINFO's Executive Engagement Visit Program. Specific city assignments will be on a volunteer basis with attention to specific geographical ties.

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

m. Commanding Officer

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

(2) Support and facilitate travel of command members to participate in community outreach and other representational events that demonstrably help achieve the Navy's outreach mission.

(3) Ensure all command members are afforded the opportunity to participate in the Navy's Media Outreach Program located at <http://outreach.navy.mil/Media-Outreach>.

(4) Ensure all internally produced media products for public release include local connections for any Sailors identified in stories and photos. Local connections may include hometown, location of high school or college attended, etc. Although NAVCO reviews photos and stories shared with navy.mil, Defense Video and Imagery Distribution System, and many other sources, commands are also encouraged to send photos and stories via e-mail directly to navyoutreach@navy.mil.

(5) Support media production visits from NAVCO. These small production teams produce feature stories and accompanying photos on assigned Sailors, which are provided to media where those Sailors have local ties. NAVCO provides each participating command with detailed media feedback reports with links to all coverage, and conducts training with command public affairs teams on how to produce and share their own stories. All content is also posted to NAVCO's media outreach blog, allowing Sailors to share their stories via their social media networks. The blog is available at <http://navyoutreach.blogspot.com>.

(6) Encourage participation in NAVCO's radio shout-out service. A toll-free telephone service (1-855-OUR-NAVY or 1-855-687-6289) is available that allows Sailors to record a 15-second greeting, which is shared with local radio stations where Sailors have local connections.

Greetings can be submitted in conjunction with a holiday or observance, such as Thanksgiving, Veterans Day, etc. Greetings can also be sent from Sailors, or namesake units, to offer support to their home teams participating in major sporting events. The shout-outs are based on a script that NAVCO sends out prior to each event. Units wishing to be notified of future radio shout-out opportunities can e-mail navyoutreach@navy.mil.

(7) Support additional requirements as delineated in the Navy's annual community outreach plan.

7. Records Management

a. Records created as a result of this instruction, regardless of format or media, must be maintained and dispositioned per the records disposition schedules located on the Department of the Navy/Assistant for Administration, Directives and Records Management Division portal page at <https://portal.secnav.navy.mil/orgs/DUSNM/DONAA/DRM/Records-and-Information-Management/Approved%20Record%20Schedules/Forms/AllItems.aspx>.

b. For questions concerning the management of records related to this instruction or the records disposition schedules, please contact the local records manager or the Department of the Navy/Assistant for Administration, Directives and Records Management Division program office.

8. Review and Effective Date. Per OPNAVINST 5215.17A, CNO N09C will review this instruction annually on the anniversary of its issuance date to ensure applicability, currency, and consistency with Federal, DoD, SECNAV, and Navy policy and statutory authority using OPNAV 5215/40 Review of Instruction. This instruction will be in effect for 10 years, unless revised or cancelled in the interim, and will be reissued by the 10-year anniversary date if it is still required, unless it meets one of the exceptions in OPNAVINST 5215.17A, paragraph 9. Otherwise, if the instruction is no longer required, it will be processed for cancellation as soon as the need for cancellation is known following the guidance in OPNAV Manual 5215.1 of May 2016.

9. Forms and Information Management Control

a. DoD (DD) Forms. The following DD forms listed in subparagraphs 9a(1) and 9a(2) are available for download from the DoD Forms Management Program Web site (<https://www.esd.whs.mil/Directives/forms/>) or the NAVCO Web site (<http://outreach.navy.mil/>).

(1) DD Form 2535 Request for Aerial Support of Performances.

(2) DD Form 2536 Request for Military Support in Public Events (non-aviation).

b. Office of the Chief of Naval Operations (OPNAV) Forms

(1) OPNAV Form 5720/11 Distinguished Visitor (DV)/Friends of the Navy (FON) Embark Request is available for download from the Naval Forms Web site (<https://forms.documentservices.dla.mil/order/>).

(2) OPNAV Form 5720/12 Distinguished Visitor (DV)/Friends of the Navy (FON) Embark Medical Assessment will be provided to the requestor by the command coordinating the embark.

c. Information Management Control

(1) The data collection contained in subparagraph 6a(7) has been assigned OMB RCS 0703-0060, renewal pending.

(2) The data collection contained in subparagraph 6k has been assigned OMB 0703-XXXX, OMB approval pending.



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Releasability and distribution:

This instruction is cleared for public release and is available electronically only via Department of the Navy Issuances Web site, <https://www.secnav.navy.mil/doni>