



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

OPNAVINST 5726.8D CH-1
N09C
25 Mar 2025

OPNAV INSTRUCTION 5726.8D CHANGE TRANSMITTAL 1

From: Chief of Naval Operations

Subj: NAVY COMMUNITY OUTREACH: AMERICA'S WARFIGHTING NAVY

Encl: (1) Revised Enclosure (1) page 2
(2) Revised Enclosure (1) page 6
(3) Revised Enclosure (1) page 8

1. Purpose. To revise OPNAVINST 5726.8D enclosure (1), pages 2, 6, and 8 to comply with E.O. 14168 and ALNAV 017/25.
2. Action. Update original enclosure (1) pages 2, 6, and 8 with revised enclosure (1) pages 2, 6, and 8.
3. Records Management
 - a. Records created as a result of this change transmittal, regardless of format or media, must be maintained and dispositioned per the records disposition schedules located on the Department of the Navy Directorate 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 change transmittal or the records disposition schedules, please contact the local records manager or the OPNAV Records Management Program (DNS-16).

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Releasability and distribution:

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OPNAVINST 5726.8D
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8 Oct 2024

OPNAV INSTRUCTION 5726.8D

From: Chief of Naval Operations

Subj: NAVY COMMUNITY OUTREACH: AMERICA'S WARFIGHTING NAVY

Ref: (a) DoD Instruction 5410.19, Community Outreach Activities: Policy Overview and Evaluation Procedures, 29 September 2021
(b) SECNAVINST 5720.44C

Encl: (1) Stakeholder Responsibilities for Navy Community Outreach

1. Purpose. To establish policy, per references (a) and (b), and assign responsibilities for the Navy's Community Outreach Plan, hereafter referred to as "Navy Community Outreach: America's Warfighting Navy". This revision updates the process to submit nominees for underway embarks; encourages in-port public tours of ships, submarines, and aircraft squadrons to increase public visibility and recruitment; and adds stakeholders from the United States Naval Academy (USNA) and United States Navy Music (USNM) to the annual community outreach support meeting. This instruction is a complete revision and should be reviewed in its entirety.

2. Cancellation. OPNAVINST 5726.8C.

3. Scope and Applicability. Navy Community Outreach: America's Warfighting Navy requires a Navy wide approach, involving and integrating all echelons of command.

4. Discussion. The Navy Community Outreach: America's Warfighting Navy is designed to enhance public awareness of the Navy's missions, personnel, and recruiting in a coordinated, targeted manner with special emphasis on non-fleet concentration areas. Educating the American public about the capability, importance, and value of today's Navy is an essential responsibility of those who serve. Using the full menu of Navy programs, the goal of the outreach program is to inspire Americans to support or serve in the Navy by increasing awareness, knowledge, and favorability. This enthusiasm 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. These efforts will be measurable to ensure the most effective use of the Navy's resources. This instruction:

a. Synchronizes requirements and efforts across multiple agencies to support and enhance each other.

b. Sets community outreach requirements.

- c. Tasks commanders with budgeting for and executing requirements.
- d. Establishes the requirement to assess the effectiveness and cost of outreach events.
- e. Ensures that Navy's outreach efforts are properly coordinated, targeted, and funded.

5. Policy

- a. Commands identified in enclosure (1) are responsible for planning, management, funding, and execution of outreach events.
- b. Outreach event funding must come from existing programmed and budgeted resources.
- c. Outreach events should leverage existing civilian community events to capitalize engagement opportunities with media and civilian influencers.
- d. Participation in outreach events should include surface, air, submarine, medical, Navy equipment from special warfare, installations, and research and development, the Blue Angels, legacy flights, Leap Frogs, recruiting command assets, Navy museums, and Navy bands.
- e. To the maximum extent possible, integrate recruiting in all outreach events.
- f. All event participants must have thorough knowledge of current Navy community outreach messages, which are available to all public affairs professionals on the Navy Office of Information (CHINFO) Chart Room (NOTAL).
- g. Promotional items that are sold or distributed at outreach events must be purchased from authorized trademark licensees pursuant to SECNAVINST 5870.7A.

6. Responsibilities. See enclosure (1).

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 OPNAV Records Management Program (DNS-16).

8. Review and Effective Date. Per OPNAVINST 5215.17A, CHINFO will review this instruction annually around the anniversary of its issuance date to ensure applicability, currency, and consistency with Federal, Department of Defense, Secretary of the Navy 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 canceled 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. DD Form 2535 Request for Aerial Support of Performances and DD Form 2536 Request for Military Support in Public Events (non-aviation) are referenced forms and are available via the Navy Forms Online website at forms.documentservices.dla.mil/order.

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STAKEHOLDER RESPONSIBILITIES FOR NAVY COMMUNITY OUTREACH

1. Stakeholders of the Navy Community Outreach: America's Warfighting Navy

a. CHINFO

(1) Office of Primary Responsibility. CHINFO is the process owner for the Navy Community Outreach: America's Warfighting Navy and will:

(a) Host annual community outreach support meeting. Representation from the following stakeholders will be in attendance: Commander, United States Fleet Force Command (COMUSFLTFORCOM), Commander, United States Pacific Fleet (COMPACFLT), Chief of Naval Personnel (CHNAVPERS), Commander, Naval Air Force (COMNAVAIRFOR), Commander, Navy Installations Command (CNIC), Navy Bureau of Medicine and Surgery (BUMED), United States Naval Academy (USNA), Chief of Naval Air Training (CNATRA), Commander, Navy Recruiting Command (COMNAVCRUITCOM), Commander, Navy Reserve Forces Command (COMNAVRESFORCOM), Commander, Naval Special Warfare Command (COMNAVSPECWARCOM), Office of Naval Research (ONR), Director, Navy History and Heritage Command (NAVHISTHERITAGECOM), and United States Navy Music (USNM).

(b) Establish an annual Navy community outreach plan, review current public opinion trends regarding the Navy, identify annual community outreach requirements, and serve as the coordination forum for execution across stakeholders.

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

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

(e) Maintain the Navy Community Outreach website, outreach.navy.mil, to include updated information about aviation support, bands, executive engagement, media outreach, Navy Weeks, and a speaker's 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), and COMNAVCRUITCOM prioritized cities. The Navy Week Program will:

(a) Inform the public about their Navy.

- (b) Be hosted by a Flag officer or Senior Executive Service (SES) civilian.
 - (c) Contract professional event planners from the private sector via a Navy Week support contract, as required.
 - (d) Ensure high-level engagement across all market sectors, to include corporate, civic, education, government, veterans, media, public, community service, and youth organizations.
 - (e) Integrate shipboard embarks prior to and following Navy Weeks.
 - (f) Conduct statically significant assessments of awareness, understanding, and likelihood to recommend Navy service.
- (3) Navy Music. Develop and deliver targeted community outreach across America and its territories, to include policy support and the creation of strategic media to facilitate key Navy messaging 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 the Navy Office of Community Outreach (NAVCO), Commander, Naval Air Force Pacific Fleet, (COMNAVAIRPAC), CNATRA, and Commander, Naval Air Force, Atlantic (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 community 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) Speaker's Resource Library. Maintain a speaker's resource library with appropriate communication content and products for outreach events, accessible via the CHINFO Portal and 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 which generally do not receive Navy news and information. Per reference (b), 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 and ship's sponsor's cities and states, to ensure Americans throughout the country better understand their Navy, its mission, and its contribution to national security.

(9) Non-Aerial Navy Assets for Community Events. Oversee policy, process requests submitted on DD Form 2536 Request for Armed Forces Participation in Public Events (Non-Aviation) and render eligibility rulings for Navy outreach support nationwide.

b. COMUSFLTFORCOM and COMPACFLT

(1) Embarkation Programs

(a) Execute Underway Embark Programs aboard aircraft carriers, submarines, and surface ships to the greatest extent operational schedules will allow. All underway embark opportunities should maintain the spirit and purpose of community outreach as defined in this enclosure and avoid expending resources on those who are familiar with today's Navy.

(b) Embark at least 1,000 individuals per year, per fleet aboard aircraft carriers, surface ships and submarines. Individuals must not have participated in the program within the past five years.

(c) Ensure at least 40 percent of all underway embark opportunities are reserved for civic or business leaders, educators, youth influencers, members of professional groups, news media representatives, medical, convention officials or other influential individuals or groups.

(d) Distribution of embark opportunities and seats within the Navy:

1. Ten percent for the Secretary of the Navy (SECNAV), and Chief of Naval Operations (CNO), and Office of Legislative Affairs.

2. Ten percent for CHINFO.

3. Ten percent for COMNAVRUITCOM.

4. Ten percent for COMUSFLTFORCOM.

5. Ten percent for COMPLACFLT.

(e) All Navy Commands with nominees for an underway embark, should submit names to: forms.office.com/r/Ti8mh6quZ1to.

(f) Ensure underway embarks reflect a “whole of Navy” approach, highlighting the Navy’s contributions to the nation’s security and the dedicated service of U.S. Sailors.

(g) Ensure alternate opportunities are in place to show “leaders” other Navy platforms, missions, and capabilities in the event their at-sea embark is suddenly delayed or canceled.

(2) Continental United States (CONUS) Port Visits. Host an annual CONUS port visit scheduling meeting in the spring. Alternate between COMUSFLTFORCOM and COMPACFLT to develop the port visit plan for the coming year. Attendees from COMUSFLTFORCOM, COMPACFLT, CHINFO, and NAVCO must be included. Ensure Navy ships visit at least 20 non-naval ports in CONUS per year. CONUS port visits should include:

(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, community building event, 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 for up 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) Maintaining relationships with elected leadership (mayors, governors, Members of Congress, etc.) and other influencers.

(b) Sending at least 10 crewmembers from each ship to conduct a namesake crew visit each year as respective budgets support.

(c) Conduct local media outreach in coordination with NAVCO.

(d) Conduct educational outreach in coordination with the appropriate local Navy Talent Acquisition Groups (NTAG).

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

(a) Conduct local, namesake location, homeport, and American Connections media outreach in coordination with NAVCO.

(b) Coordinate participation with the appropriate local NTAG.

(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, expeditionary assets, fleet hometown Sailors, namesake crew Sailors, and, when possible, ship visits.

(8) Command and Unit Tours. Pre-arranged public tours of ships, submarines, Navy commands, and aircraft squadrons are encouraged to optimize in-port availability and maximize exposure to the public to the U.S. Navy.

(a) All Navy stateside commands should support tours on a routine and regular basis when not on deployment or conducting fleet operations.

(b) Unless otherwise directed, control and escort of all visiting and touring groups are the responsibility of the hosting command.

(c) Hosting commands should be familiar with installation access requirements and act to meet base obligations when supporting public visits and tours.

c. CHNAVPERS

(1) Planning. Oversee recruiting 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) Relationship Building. Be the lead in building relationships with mentoring groups at the national level, and assist COMNAVRESFORCOM, COMUSFLTFORCOM, COMPACFLT, CNIC and other appropriate commands and offices with local and regional relationship development.

(3) Navy Involvement. Manage Navy participation with national mentoring groups.

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

d. 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 jet demonstration team.

e. 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 a single event.

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

(3) Underway Embarks. 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 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, Miami, or Fort Lauderdale
 - (d) Fleet Week, Baltimore, Boston, or New Orleans (on a rotational basis)
 - (e) Fleet Week, San Francisco
 - (f) Seattle Fleet Week
 - (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.
- f. 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.
- g. USNA
- (1) Army-Navy Game. Support community service events for Army-Navy football game week, both locally and in host city.
- (2) Navy Involvement. Administer USNA community outreach programs in the greater local area.

(3) Outreach Engagements. 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) Speaking Engagements. Increase reach and impact of USNA Speakers Bureau. Liaise with the USNA admissions office on outreach events supporting recruiting efforts.

(5) Relationship Building. Incorporate approved and appropriate communication themes into community events throughout local schools, community centers, and events with local officials.

h. 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, CNIC and other appropriate commands to assist with outreach events.

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

(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. NTAG often serve as the only Navy presence in inland markets; therefore, command leadership should actively seek out speaking opportunities in their cities and fulfill speaker requests via the Navy Speakers Bureau in cities near their district.

(8) Music for Recruiting. Provides unique access to high schools and colleges for outreach and recruiting efforts. Coordinate with Navy bands to best support Navy awareness and recruiting efforts.

i. COMNAVRESFORCOM

(1) Navy Weeks. Provide local Navy Reserve Centers (NRC) support for significant outreach activities, including Navy Weeks and Fleet Weeks.

(2) Event Support Staff. Ensure reserve resources are coordinated in support of the Calendar for America.

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

j. COMNAVSPECWARCOM

(1) Event Staffing. Provide special warfare operators to highlight fitness, safety, and teamwork.

(2) Navy Involvement. Incorporate appropriate activities that demonstrate the capability, importance, and value of special warfare.

k. ONR

(1) Outreach Engagements. Conduct 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.

(2) Navy Involvement. The Navy Research Laboratories will actively engage in outreach events by showcasing cutting-edge technologies such as robotics, artificial intelligence, and unmanned systems.

l. NAVHISTHERITAGECOM

(1) Planning. Produce 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.

m. USNM

(1) National Tours. United States Navy Band will perform concert in regions designated by OASD(PA), to take place in both the fall and spring.

(2) Regional Tours. Fleet Bands will perform concert tours in assigned areas of responsibility.

(3) Navy and Fleet Weeks. Provide musical support for Navy and Fleet Weeks.

(4) Concerts. Develop and produce musical performances to facilitate key Navy messaging for external audiences.

(5) Recordings. Develop and produce musical video content to facilitate key Navy messaging for external audiences.

n. 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. Pursue at least one speaking opportunity at an alma mater, hometown, or other venue where personal connections exist.

o. Commanding Officers

(1) Speaking Engagements. Pursue at least one speaking opportunity at an alma mater, hometown, or other venue where personal connections exist.

(2) Event Support. 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) Navy Involvement. Ensure all command members are afforded the opportunity to participate in the Navy's Media Outreach Program located at outreach.navy.mil/Media-Outreach.

(4) Outreach Engagements. 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) Media Outreach. 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 navyoutreach.blogspot.com.