



**242nd NAVY BIRTHDAY
COMMUNICATION PLAN (COMPLAN)
27 SEP 2017**

Table of Contents

1. Background
2. Goals
3. Communication Objectives
4. Communication Strategy
5. Public Affairs Posture
6. Audiences
7. Theme
8. Messages/Talking Points

Appendices

- App. (A) Resources, Content Submission Guidance, and Content
- App. (B) Box-Top
- App. (C) Points of Contact
- App. (D) References

“SEA POWER TO PROTECT AND PROMOTE”

Background

In an effort to curb British sea control, the Continental Congress established the Continental Navy, which later became the United States Navy, on October 13, 1775. When the Continental Navy was initially formed it consisted of only two armed vessels that were tasked with disrupting munition ships supplying the British Army in America. Over the past nearly two and half centuries, the Navy has grown to become the largest, most advanced and most lethal fighting force the world has ever known.

In 1972, Chief of Naval Operations (CNO) Zumwalt designated October 13 as the Navy’s official birthday, in order to “enhance a greater appreciation of our Navy heritage, and to provide a positive influence toward pride and professionalism in the naval service.”

The theme for the Navy’s 242nd Birthday is “Sea Power to Protect and Promote.” The celebration presents an opportunity to honor the brave men and women who conduct a wide range of combat, training, humanitarian, rescue and other missions worldwide, protecting our interests, promoting our security, and helping to shape our nation’s history and culture.

In addition to the Navy’s 242nd Birthday, this year also marks several other historic milestones for the Navy, including the 100th Anniversary of the United States entering into World War I and the 75th Anniversaries of the Battle of Midway, WAVES and Navy Seabees.

Goals

To increase awareness of the Navy’s critical role in protecting and promoting American interests worldwide and to honor the force’s immense contributions to our nation’s history and security.

Communication Objectives

To fulfill the goal stated above, this COMPLAN seeks to achieve the following objectives:

- Strengthen our relationship with external audiences by highlighting the U.S. Navy’s role in our nation’s history, culture, and global contributions in both wartime and peace.
- Garner greater esprit de corps among current and former Navy personnel and family members through the celebration of the 242nd Navy Birthday.

Communication Strategy

IAW U.S. Fleet Forces Command’s Navy Birthday Warning Order (161600ZAUG2017), all U.S. Navy commands should plan and execute a minimum of one external and one internal Navy Birthday event in honor of the Navy’s 242nd Birthday.

Commands should leverage their websites and social media channels to amplify and communicate Navy Birthday messaging and promote their external Navy Birthday events via blog posts, videos, podcasts, imagery and other content development, and/or sharing content

developed by other commands. Appendix (A) is provided to give commands options for further sharing their content with a Navy-wide audience to promote the Navy Birthday.

Potential Navy Birthday events include, but are not limited to, the following:

- Embarks/tours of installations
- Luncheons
- Navy band performances
- Parades
- Bell ringing/evening colors
- Community relations events
- Navy heritage celebrations and similar events
- Navy Birthday balls

Public Affairs Posture

PA posture is ACTIVE. Commands are encouraged to use this COMPLAN as guidance as they plan, promote, execute and document dedicated outreach events in recognition of the Navy Birthday.

Audiences

External (Examples for reference; commands are not limited to these audiences):

- Community
 - Local community leaders
 - Local business leaders
 - Schools and Teachers
- Political Leadership
 - Local/State elected officials
 - Congressional officials
- Affiliates and other partner organizations including, but not limited to:
 - Navy League
 - United States Naval Institute
 - AUSN
 - USO
 - American Legion
 - VFW
 - National Chief Petty Officers Association;
 - National Naval Officers Association;
 - Military Officers Association of America;
 - Non-Commissioned Officers Association
- Media

Internal:

- Sailors
- Civilian workforce
- Navy Families
- Navy Veterans

Theme

The theme for the Navy's 242nd Birthday is "Sea Power to Protect and Promote"

Messages/Talking Points

Since our nation was founded, the Navy has deployed to defend American interests and values around the world.

- The United States Navy traces its origins to the Continental Navy, which the Continental Congress established on October 13, 1775, by authorizing the procurement, fitting out, manning, and dispatch of two armed vessels to cruise in search of munitions ships supplying the British Army in America.
- The Constitution of the United States, ratified in 1789, empowered Congress "to provide and maintain a navy." Acting on this authority, Congress ordered the construction and manning of six frigates in 1794. USS Constitution, one of the first six frigates, remains a commissioned warship today and is homeported in Boston, Mass.
- In 1972, Chief of Naval Operations (CNO) Admiral Elmo R. Zumwalt authorized recognition of October 13 as the Navy's Birthday. Since then, each CNO has encouraged a Navy-wide celebration of this occasion "to enhance a greater appreciation of our Navy heritage, and to provide a positive influence toward pride and professionalism in the naval service."

The Navy's forward-deployed, presence allows us to protect and promote U.S. interests world-wide.

- Since its earliest days, the U.S. Navy has deployed forward to deter our adversaries and fight and win if deterrence fails, in order to safeguard our interests and preserve our way of life.
- In today's increasingly complex global security environment, the Navy continues to provide constant forward-presence in areas where our interests are being challenged, including the Persian Gulf, South and East China Seas, Red Sea, North Atlantic and beyond.
- As Russia, China and Iran and other foreign adversaries strive to match and outpace the capabilities of our fleet, it is imperative that we continue to grow, develop and innovate to maintain maritime superiority.

The Navy protects global shipping in support of U.S. economic growth and prosperity.

- Economic prosperity is the cornerstone of American security, making the free flow of commerce a critical component of our national defense.
- Deployed globally, the U.S. Navy has maintained freedom of the seas, protecting the open exchange of goods and promoting American values of freedom and liberty.
- Roughly 90 percent of all world trade is conducted on the seas, and a strong, capable force essential to our ability to protect shipping lanes.

- International stability, supported by the Navy's forward-deployed global forces, enables economic prosperity and growth – at home and around the world.

75th Anniversary of WWII in the Pacific

- During World War II, the United States Navy cemented its worldwide, maritime superiority through global presence.
- Navy's World War II naval superiority continues today: Globally deployed American Sailors deliver security, influence and responsiveness worldwide.
- For the past 75 years, the U.S. Navy's constant global presence ensures security and stability for our allies as well as prosperity worldwide.
- More than battles and bullets, our Sailors' toughness, initiative, accountability, and integrity made us victorious.
- Inspired by the same attributes as "The Greatest Generation," today's Sailors and civilians carry on a two-century tradition of warfighting excellence, adaptation and resilience.

Appendix A: Resources, Content Submission Guidance, and Content

Resources

Navy History Birthday Page -- www.history.navy.mil/birthday

- Messages, images, graphics, and other Navy Birthday content are available on History and Heritage Command's Navy Birthday page.

Navy Office of Community Outreach – www.outreach.navy.mil

- Sample Navy Birthday Speeches can be found at www.outreach.navy.mil/speakers under the “Navy Birthday” dropdown.
- “America’s Navy” brief – a general Navy brief suitable for most audiences
 - Link to download:
http://outreach.navy.mil/Portals/4/DOCS/SpeakersLibrary/America's%20Navy/America's%20Navy_01JUN17_v1_compressed.pptx

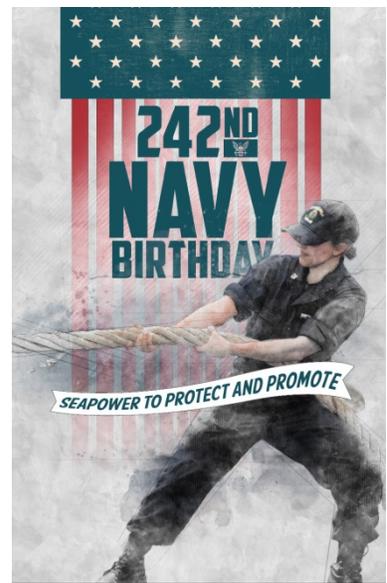
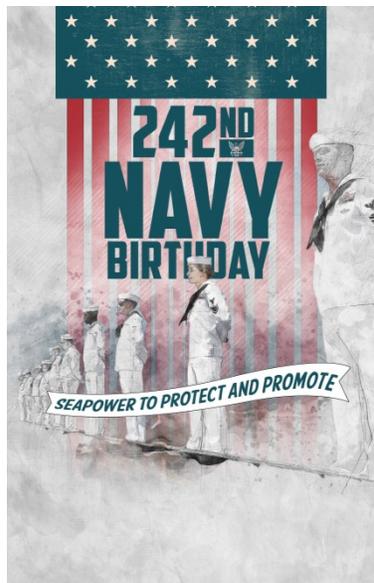
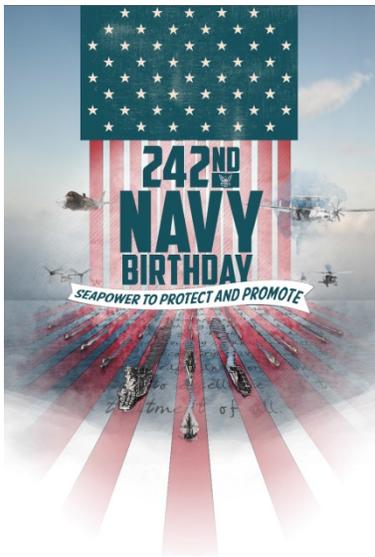
Content Submission Guidance

- **Stories:** Submit stories using the Navy.mil content management system. If your command does not have an account, contact CDR John Sharpe at 301- 222-6401 or john.f.sharpe2.mil@mail.mil. You can reach out to the next PAO in your chain of command for assistance.
- **Photos or video:** Email imagery to photos@imagery.navy.mil as attachments with captions embedded as metadata, or share Google Drive files with embedded metadata or folders with photos@imagery.navy.mil. Shared files or folders will automatically be ingested. Please do not send Google links. Share the folder in the Google Drive console. If you are unable to embed the caption please include it in the body of the email. A caption should describe the action taking place in the folder and identify anyone of significance by name (such as a commanding officer or flag officer).
- **Video transmission method #2:** Send via AMRDEC (<https://safe.amrdec.army.mil>) to navymedia@navy.mil. Videos need to have a slate with a Navy style description. Embed metadata using Adobe Bridge if possible. You can reach out to the next PAO in your chain of command for assistance.
- **Social Media:** Use the designated hashtag **#242NavyBday**. Ensure social media accounts are registered in the Navy.mil social media directory at <http://www.navy.mil/socialmedia> to facilitate the identification of content that could be appropriate for amplification on the Navy’s flagship social and digital media sites. For assistance with the directory, contact Navy Media Content Operations (OI-2) at 703-614-9154 or navysocialmedia@navy.mil.

- **Blogs:** Contact Navy Media Content Operations (OI-2) at 703-614-9154 or navysocialmedia@navy.mil to propose a blog for Navy Live before the proposed blog is written.

Content

- Navy Birthday Graphics and a Navy Birthday video suitable for social media use and playing at Navy Birthday events will be made available on the www.history.navy.mil/birthday webpage. These will include posters, social media graphics, and links to videos. CNO and SECNAV are expected to be putting together videos for this year's Navy Birthday. Those videos will be made available for download when available. Please check back later if these products are not on the page.





FINAL

OPR: NHHC PA

Date: 11 SEPT 2017

Strategic Theme(s): People

<p>Background:</p> <ul style="list-style-type: none"> In an effort to curb British sea control, the Continental Congress established the Continental Navy, which later became the United States Navy, on October 13, 1775. In addition to the Navy's 242nd Birthday, this year represents several other historic milestones for the Navy, including the 100th Anniversary of the United States entering World War I, and the 75th Anniversaries of the Battle of Midway, WAVES and Navy Seabees. The theme for the 242nd Birthday is, "Sea Power to Protect and Promote." 	<p>Top Line Message:</p> <p>The 242nd Birthday of the United States Navy honors the brave men and women who conduct a wide range of combat, training, humanitarian, rescue and other missions worldwide, protecting our interests, promoting our security, and helping to shape our nation's history and culture.</p>
<p>Themes/Messages:</p> <p>Since our nation was founded, the Navy has deployed to defend American interests and values around the world.</p>	<p>Talking Points:</p> <ul style="list-style-type: none"> The United States Navy traces its origins to the Continental Navy, which the Continental Congress established on October 13, 1775, by authorizing the procurement, fitting out, manning, and dispatch of two armed vessels to cruise in search of munitions ships supplying the British Army in America. The Constitution of the United States, ratified in 1789, empowered Congress "to provide and maintain a navy." Acting on this authority, Congress ordered the construction and manning of six frigates in 1794. USS Constitution, one of the first six frigates, remains a commissioned warship today and is homeported in Boston, Mass. In 1972, Chief of Naval Operations (CNO) Admiral Elmo R. Zumwalt authorized recognition of October 13 as the Navy's Birthday. Since then, each CNO has encouraged a Navy-wide celebration of this occasion "to enhance a greater appreciation of our Navy heritage, and to provide a positive influence toward pride and professionalism in the naval service."
<p>The Navy's forward-deployed, presence allows us to protect and promote U.S. interests world-wide.</p>	<p>Audiences:</p> <p>Sailors, Civilians, Navy Families, Navy Veterans, Community/ Business Leaders, Political Leadership, Affiliates and Partner Organizations</p>
<p>The Navy protects global shipping in support of U.S. economic growth and prosperity.</p>	<ul style="list-style-type: none"> The Navy has been patrolling and protecting the sea lanes since the dawn of the American Revolution when the Continental Congress authorized the deployment of armed vessels to intercept British Army munitions ships. Since 1979, the Navy has been conducting official Freedom of Navigation Operations (FONOPs) to promote freedom of the seas and to deter against aggressive maritime claims that violate international law or threaten good order. In today's increasingly complex global security environment, the Navy continues to provide constant forward-presence in areas where our interests are being challenged, including the Persian Gulf, South and East China Seas, Red Sea, North Atlantic and beyond. Economic prosperity is the cornerstone of American security, making the free flow of commerce a critical component of our national defense. Deployed globally, the U.S. Navy has maintained freedom of the seas, protecting the open exchange of goods and promoting and American values of freedom and liberty. Roughly 90 percent of all world trade is conducted on the seas, and a strong, capable force essential to our ability to protect shipping lanes. International stability, supported by the Navy's forward-deployed global forces, enables economic prosperity and growth – at home and around the world.
<p>Source Docs:</p> <ul style="list-style-type: none"> For downloadable material on the Navy birthday celebration: https://www.history.navy.mil/browse-by-topic/commemorations-toolkits/navy-birthday.htm 	<p>Key Dates & Events:</p> <ul style="list-style-type: none"> 1 OCT: Navy Mile; 5 OCT: Navy Band Concert; 7 OCT: Navy vs Air Force Football Game; 13 OCT: Navy Birthday/Birthday Celebration in the Pentagon Courtyard at 1000; 14 OCT: Navy Birthday Ball <p>Social and Digital Media:</p> <p>https://www.history.navy.mil/browse-by-topic/commemorations-toolkits/navy-birthday.htm Hashtag: #242NavyBday [Tag @US Navy]</p> <p style="text-align: center;">UNCLASSIFIED</p>

Appendix C: Points of Contact

Name	Command	Email	Phone
LT Jason Scarborough	USFF Public Affairs Office	Jason.r.scarborough@navy.mil	757-836-4420
Navy Media Content Operations	CHINFO Social Media	navysocialmedia@navy.mil	703-614-9154
CDR John Sharpe	CHINFO Defense Media Activity (DMA) Liaison	john.f.sharpe2.mil@mail.mil	301- 222-6401
CDR Scott McIlnay	CHINFO Communication Integration and Assessments	scott.mcilnay@navy.mil	703-692-4715
Ms. Sandy Gall	Naval History and Heritage Command Public Affairs Office	sandra.gall@navy.mil	202-433-7880

Appendix D: References

- (a) NAVADMIN 180-17/271212ZJUL2017; CNO'S 242ND UNITED STATES NAVY BIRTHDAY PLANNING ORDER
- (b) SECDEF/17NOV2015; DOD PUBLIC AFFAIRS OUTREACH GUIDANCE FOR FISCAL YEARS 2006-2017
- (c) OPNAVINST 5726.8A/21DEC2012; OPNAVINST 5726.8A, OUTREACH: AMERICA'S NAVY
- (d) DOD 5500.07-R/17NOV2011; THE DOD JOINT ETHICS REGULATION
- (e) DON 5720.44C CH-1/21FEB2012; DON PUBLIC AFFAIRS GUIDANCE
- (f) NAVADMIN/101523ZJAN2017; THE FY2017 NAVY COMMUNITY OUTREACH PLAN
- (g) 10 U.S.C. 974; TITLE 10, U.S. CODE, SEC. 974, GOVERNING USE OF MILITARY MUSICAL UNITS
- (h) PDASD(PA)/05NOV2009; OSD'S INTERIM POLICY GUIDANCE ON SECTION 974 AND USE OF MILITARY MUSICAL UNITS
- (i) 5 C.F.R. PART 2635; TITLE 5, CODE OF FEDERAL REGULATIONS, PART 2635, STANDARDS OF ETHICAL CONDUCT FOR EMPLOYEES OF THE EXECUTIVE BRANCH
- (j) SECNAVINST 4001.2J/12AUG2009; SECNAVINST 4001.2J, ACCEPTANCE OF GIFTS
- (k) OPNAVINST 4001.1F/02JUL2010; OPNAVINST 4001.1F, ACCEPTANCE OF GIFTS TO THE AGENCY
- (l) CNICINST 1710.3/14JUN2013; CNICINST 1710.3, OPERATION OF MORALE, WELFARE AND RECREATION PROGRAMS
- (m) COMUSFLTFORCOM NORFOLK VA/161600ZAUG2017; COMUSFLTFORCOM 242ND UNITED STATES NAVY BIRTHDAY WARNING ORDER