



American Connections Media Outreach

www.outreach.navy.mil | navyoutreach@navy.mil | 901-874-5806

The Navy Office of Community Outreach (NAVCO) developed media outreach services designed to tell the Navy story through the eyes of individual Sailors by leveraging local ties, such as hometown, location of high school or college attended, family members' hometown, etc. -- as well as the relationships that exist between Navy units and their namesake cities and states.

Sailor Recognition

- Preserving a popular capability from the former Fleet Hometown News program, NAVCO notifies local media when Sailors are promoted, receive an award, earn a warfare qualification, complete a deployment or achieve other recognition.
- Sailors may submit material for this service by emailing navyoutreach@navy.mil
- NAVCO provides media feedback reports with links to all coverage.

Fleet Content Sharing Service

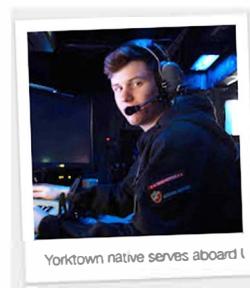
- Photos and stories found on DVIDS, Flickr, navy.mil, and those e-mailed to navyoutreach@navy.mil, are shared with local media.
- Key to this effort is the identification of local connections in all stories and photo captions
- NAVCO also provides training with command public affairs teams on how to produce and share their own feature stories.

Media Production Visits

- NAVCO sends a small production team to commands to write feature stories with photos. These stories are sent to each area where Sailors have local connections and posted on our blog <http://navyoutreach.blogspot.com>
- After the visit, NAVCO provides each participating command with media feedback reports and links to all coverage.
- NAVCO also provides training with command public affairs teams on how to produce and share their own feature stories.
- If you would like to be considered for future media production visits, e-mail navyoutreach@navy.mil.

Shoutouts

- A toll-free telephone service (1-855-OUR-NAVY or 1-855-687-6289) is available and allows Sailors to record a 15-second greeting, which is shared with local radio stations where Sailors have local connections
- Sailors can also fill out a PDF form provided before the holiday's and significant events to have a story written for them instead.
- Greetings can be submitted in conjunction with a holiday or observance, such as Thanksgiving, Veterans Day, etc.
- Sailors can also send shoutouts year-round for major milestones such as birthdays or graduations.
- These 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



Yorktown native serves aboard L



Philippines native serves aboard



Caseyville native awarded Navy



St. Thomas native serves aboard