



# RHUMB LINES

*Straight Lines to Navigate By*



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## Navy Community Outreach

*“Our outreach throughout the year helps all Americans better understand the value of their Navy and the service of the men and women of our country who are Sailors. The events we support and the relationships we build with communities across the nation allow us to share the story of America’s Navy in a meaningful and memorable way.”*

– Adm. Gary Roughead, Chief of Naval Operations

The Navy’s outreach efforts in 2010 reached millions of Americans. With the Centennial of Naval Aviation and the Navy’s increasing support of Science, Technology, Engineering and Math (STEM) outreach, 2011 will be even more eventful when it comes to informing and educating Americans about their Navy.

### 2010 Navy Outreach – Year in Review

- 7 Fleet Weeks and 22 port visits in the Continental United States (CONUS).
- 19 Navy Weeks were held across the country, reaching more than 8 million Americans.
- The [Blue Angels, Leap Frogs and tactical demonstration teams](#) executed more than 200 performances.
- CONUS Navy bands performed more than 2,000 shows to audiences totaling more than 3 million people.
- More than 2,800 Americans embarked ships and submarines as part of the Navy’s [“Leaders to Sea”](#) program.
- The Navy’s Diversity Office conducted more than 60 [diversity and cultural](#) events in cities around the country.

### 2011 Calendar for America – Highlights

- 97 significant events celebrating the [Centennial of Naval Aviation \(CoNA\)](#).
- 7 Fleet Weeks and 50 CONUS port visits.
- 64 Blue Angel and Leap Frog performances.
- 62 diversity and cultural events, along with 700 Navy-supported [STEM](#) events.

### 2011 Navy Weeks Reach Across America

- 21 [Navy Weeks](#) will engage 64 percent of the country’s Top 50 media markets.
- SECNAV, CNO and 46 Flag Officers will serve as Navy Week hosts in 2011.

### 2011 Top Five Communication Themes

- America’s Navy - A Global Force for Good
- The Navy is the branch of the military that fights on the water, under the water and over the water.
- What the Navy does is important: water covers 70 percent of the Earth’s surface; about 80 percent of the world’s people live near the ocean; about 90 percent of all international trade travels by sea.
- The Navy is America’s away team, meeting threats and providing [assistance](#) wherever needed.
- The Navy is leading our country’s efforts to reduce [energy](#) consumption and achieve energy independence – initiatives that might win our next war, or even avoid it.

### Key Messages

Navy Community Outreach Is:

- Informing and educating the American public about the capability, relevance and value of today’s Navy.
- Key to creating positive awareness among influencers of youth, which translates to greater understanding of the Navy, and often improves recruiting and retention.
- Providing opportunities for Americans nationwide, to experience the contributions of their Navy, and the extraordinary professionalism, excellence, bravery and dedication of our men and women who serve.

### Facts & Figures

- The CNO-signed OPNAVINST 5728.6 “Outreach America’s Navy” codifies outreach requirements for the Navy’s primary outreach stakeholders.
- The Navy has planned 1,704 outreach events in 2011.
- 64 percent of the country’s Top 50 media markets will host Navy Weeks.
- The kick-off of the Centennial of Naval Aviation will be in San Diego Feb. 5<sup>th</sup> – 12<sup>th</sup>, 2011.
- Visit [www.navyweek.org/](http://www.navyweek.org/) for more information.
- Visit the Navy community outreach office [speaker’s bureau](#) for communication tools and resources.