

UNCLASSIFIED//

ATTENTION INVITED TO

ROUTINE

R 172249Z FEB 12 PSN 738549H36

FM CNO WASHINGTON DC

TO NAVADMIN

ZEN//OU=DOD/OU=NAVY/OU=ADDRESS LISTS (UC) /CN=AL NAVADMIN (UC)

INFO ZEN/CNO WASHINGTON DC

BT

UNCLAS

THIS IS A 2 SECTION MESSAGE COLLATED BY OIX GATEWAY HONOLULU HI QQQQ

SUBJ: 237TH NAVY BIRTHDAY PLANNING ORDER UNCLASSIFIED/ FM CNO WASHINGTON DC//DNS// TO NAVADMIN UNCLAS

NAVADMIN 063/12

MSGID/NAVADMIN/DNS/12-XXX/FEB//

REF/A/CNO/OPNAVINST 5726.8//

AMPN/CNO'S OUTREACH: AMERICA'S NAVY//

SUBJ/237TH NAVY BIRTHDAY PLANNING ORDER//

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GENTEXT/SITUATION//

1. 13 OCTOBER 12 WILL MARK THE NAVY'S 237TH BIRTHDAY. BEGINNING WITH THE ESTABLISHMENT OF OUR NAVY IN 1775 AND CONTINUING TO OUR CURRENT MODERN FLEET OF 285 BATTLE FORCE SHIPS, OUR NAVY HAS BEEN READY TO ANSWER ALL BELLS FOR MORE THAN TWO CENTURIES. THIS ORDER PROVIDES INITIAL GUIDANCE AND TASKS FOR THE GLOBAL EXECUTION, AND PLANNING, OF THIS IMPORTANT COMMEMORATION.

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GENTEXT/MISSION//

2. EXECUTE A COMMEMORATIVE EVENT THAT HAS A GLOBAL IMPACT COMMENSURATE WITH THE SIGNIFICANCE OF THE BIRTH OF OUR NAVY AND ITS IMPACT ON THE NATION AND THE WORLD. LEVERAGE SCHEDULED BICENTENNIAL COMMEMORATION OF WAR OF 1812 TO GAIN SYNERGY/UNITY OF EFFORT WHILE MAKING BEST USE OF AVAILABLE OF RESOURCES. DEMONSTRATE THE SIGNIFICANCE OF THIS EVENT THROUGH A COORDINATED NAVY-WIDE CELEBRATION TO INCLUDE APPROPRIATE COMMEMORATIONS (I.E. NAVY BIRTHDAY BALL, CEREMONIES, COMMEMORATIVE EVENTS, ETC) TO CELEBRATE THE MEN AND WOMAN OF OUR NAVY.

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GENTEXT/EXECUTION//

3. COMMANDER'S INTENT:

A. PURPOSE: THE NAVY'S BIRTHDAY COMMEMORATION WILL BE CONDUCTED DURING THE WEEK OF 13 OCTOBER 12. COMMENSURATE WITH THE IMPORTANCE OF THE 237TH

BIRTHDAY, THE GOAL IS TO ELEVATE THE SIZE, SCOPE AND IMPACT OF THE ANNUAL NAVY

BIRTHDAY COMMEMORATION AND ALL SUBSEQUENT NAVY BIRTHDAY CELEBRATIONS.

B. METHOD: NAVAL HISTORY HERITAGE COMMAND (NHHC) WILL PLAN AND OVERSEE THE EXECUTION OF A COORDINATED GLOBAL NAVY BIRTHDAY COMMEMORATION TO INCLUDE A STANDARDIZED NAVY BIRTHDAY CEREMONY PROGRAM AND A NAVY-WIDE SIMULTANEOUS BIRTHDAY BELL RINGING CEREMONY.

C. END STATE: IMBUE OUR SAILORS WITH THE IMPORTANCE AND SIGNIFICANCE OF OUR NAVY'S HISTORY AND HERITAGE. HONOR OUR SHIPMATES WHO FOUGHT AND SACRIFICED THROUGHOUT THE 237 YEARS OF THE NAVY'S EXISTENCE AND CONNECT WITH THIS YEAR'S BICENTENNIAL OF THE WAR OF 1812 COMMEMORATIONS.

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4. TASKS.

A. NHHC:

1. PLAN AND OVERSEE THE EXECUTION OF NAVY BIRTHDAY COMMEMORATION EVENTS TO INCLUDE THE EXECUTION OF A NAVY-WIDE BELL RINGING CEREMONY AND OTHER COMMUNITY EVENTS.

2. DEVELOP A COMMEMORATION CEREMONY TEMPLATE FOR USE BY CNIC, REGIONAL COMMANDERS, COMMANDING OFFICERS, AND OFFICERS IN CHARGE.

3. PROVIDE DIRECTOR NAVY STAFF (DNS) WITH A PLAN OF ACTION AND MILESTONES

(POAM) FOR THE EXECUTION OF NAVY'S BIRTHDAY NLT 16 MAY 12.

THIS PLAN WILL INCLUDE A STANDARDIZED NAVY BIRTHDAY CEREMONY PROGRAM AND THE EXECUTION OF A COORDINATED BELL RINGING CELEBRATION TO HAPPEN AROUND THE WORLD

ON 13 OCTOBER 12.

4. DEVELOP A MATRIX OF POSSIBLE EVENTS BASED ON BEST PAST PRACTICES AND ALIGNED WITH WAR OF 1812 COMMEMORATIONS (POST ON NHHC WEBSITE).

5. DEVELOP AND MAKE AVAILABLE A BODY OF LESSONS LEARNED FROM PREVIOUS NAVY BIRTHDAY CELEBRATIONS.

6. PRODUCE PLAN OF THE DAY HISTORICAL NOTES FOR EACH WARFARE COMMUNITY FOR THE WEEK LEADING UP TO THE NAVY BIRTHDAY.

7. POST ALL DOCUMENTS AND ASSOCIATED POINTS OF CONTACT ON THE NHHC WEBSITE, WWW.HISTORY.NAVY.MIL NLT 5 AUGUST 12.

B. UNITED STATES FLEET FORCES/COMMANDER UNITED STATES PACIFIC FLEET:

1. ENSURE COMMANDING OFFICERS AND OFFICERS IN CHARGE PLAN FOR AND COMMEMORATE THE 237TH NAVY BIRTHDAY CELEBRATION. COMMANDING OFFICERS AND OFFICERS IN CHARGE SHALL COORDINATE THEIR COMMEMORATION EVENTS WITH NHHC, COMMANDER NAVY INSTALLATIONS COMMAND, AND REGIONAL OR OPERATIONAL COMMANDERS TO SUPPORT THE REQUIREMENT FOR SIMULTANEOUS CEREMONIES, TIME ZONE PERMITTING, AROUND THE WORLD.

2. EXECUTE CHIEF OF INFORMATION (CHINFO) PUBLIC AFFAIRS PLAN AND PARTICIPATE IN PLANNED COMMUNITY ACTIVITIES AS OPERATIONALLY FEASIBLE.

3. PROVIDE LESSONS LEARNED FROM THE NAVY BIRTHDAY AND BELL RINGING CEREMONIES TO NHHC NLT 16 NOVEMBER 12.

C. COMMANDER NAVY INSTALLATIONS COMMAND:

1. ENSURE REGIONAL COMMANDERS HOST A NAVY BIRTHDAY CEREMONY AND BELL RINGING.

2. REGIONAL COMMANDERS SHALL COORDINATE BELL RINGING CEREMONY WITH NHHC TO SUPPORT THE REQUIREMENT FOR SIMULTANEOUS CEREMONIES, TIME ZONE PERMITTING, AROUND THE WORLD.

3. EXECUTE CHINFO PUBLIC AFFAIRS PLAN AND PARTICIPATE IN PLANNED COMMUNITY ACTIVITIES AS OPERATIONALLY FEASIBLE.

4. PROVIDE LESSONS LEARNED FROM THE NAVY BIRTHDAY CEREMONIES AND BELL RINGING CEREMONIES TO NHHC NLT 16 NOVEMBER 12.

D. CHINFO:

1. DEVELOP A NAVY BIRTHDAY PUBLIC AFFAIRS PLAN IN COORDINATION WITH NHHHC AND PROVIDE TO ASHORE AND AFLOAT COMMANDS BY 5 AUGUST 12. THIS PLAN SHALL INCLUDE NAVY'S STRATEGIC MESSAGE AND TALKING POINTS FOR THIS EVENT, LINKED TO THE BICENTENNIAL OF THE WAR OF 1812 COMMEMORATIONS.

E. NAVAL DISTRICT WASHINGTON:

1. EXECUTE A BELL-RINGING CEREMONY TO HONOR THE HEROES OF OUR NATION'S NAVY AT THE WASHINGTON NAVY MEMORIAL ON 13 OCTOBER 12. NDW'S CEREMONY WILL SERVE AS THE MODEL FOR THE FLEET AND AS THE OFFICIAL CEREMONY FOR THE CHIEF OF NAVAL OPERATIONS. COORDINATE BELL RINGING AND CELEBRATIONS WITH NHHHC TO SUPPORT THE REQUIREMENT FOR SIMULTANEOUS CEREMONIES AROUND THE WORLD.

2. PROVIDE DNS WITH A POAM FOR THE EXECUTION OF THE NATIONAL CAPITAL REGION (NCR) NAVY BIRTHDAY CEREMONY NLT 18 JUNE 12.

3. PROVIDE LESSONS LEARNED FROM THE NCR CEREMONY TO NHHHC NLT QQQQ 16 NOVEMBER 12.

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5. COORDINATING INSTRUCTIONS.

A. NHHHC, UPON APPROVAL OF NAVY BIRTHDAY COMMEMORATION PLANS OF ACTION AND MILESTONES, PROVIDE MONTHLY BRIEFING TO DIRECTOR NAVY STAFF ON STATUS OF PREPARATIONS/EXECUTION OF NAVY BIRTHDAY COMMEMORATION POAM.

B. NDW, UPON APPROVAL OF NAVY BIRTHDAY CEREMONY POAM, PROVIDE MONTHLY (OR AS REQUIRED) UPDATES TO THE DNS ON STATUS OF PREPARATIONS/POAM EXECUTION.

C. ADDITIONAL COORDINATION INSTRUCTIONS AND TASKING TO BE PROVIDED SEPCOR AS PLANS DEVELOP.

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GENTEXT/ADMIN AND LOG//

6. ADMIN.

A. THE FOLLOWING WILL BE AVAILABLE AT THE NHHHC WEBSITE (WWW.HISTORY.NAVY.MIL); LESSONS LEARNED FROM PRIOR YEARS COMMEMORATIONS; PLAN OF THE DAY HISTORICAL NOTES FOR EACH WARFARE COMMUNITY FOR THE MONTH LEADING UP TO THE NAVY BIRTHDAY; AND A TEMPLATE FOR NAVY BIRTHDAY CEREMONIES.

B. REGIONAL COMMANDERS, COMMANDING OFFICERS, AND OFFICERS IN CHARGE WILL USE NHHHC PRODUCTS (AVAILABLE AT WWW.HISTORY.NAVY.MIL) TO EDUCATE AND MOTIVATE SAILORS. THIS IS ALSO AN OPPORTUNITY TO EDUCATE OUR SAILORS AND THE PUBLIC REGARDING THE IMPORTANCE OF THE WAR OF 1812, AS THE BANNER YEAR EVENTS WILL HAVE CONCLUDED AT THE TIME OF THE NAVY'S BIRTHDAY. ALL EFFORTS SHOULD BE MADE

TO INCLUDE MAJOR SUPPORTERS OF THE WAR OF 1812 COMMEMORATIONS IN BIRTHDAY CELEBRATIONS.

C. PUBLIC AFFAIRS GUIDANCE.

1. THIS IS AN ACTIVE PA POSTURE EVENT.

2. PUBLIC AFFAIRS GUIDANCE WILL BE PROVIDED SEPCOR.

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GENTEXT/COMMAND AND SIGNAL//

7. COMMAND RELATIONSHIPS.

A. NHHHC IS THE SUPPORTED COMMANDER.

B. USFF, CPF, CNIC, CHINFO, COMNAVRESFOR, AND NDW ARE SUPPORTING.

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8. POINT OF CONTACT.

A. NHHHC POC IS MR. PATRICK BURNS, (202) 433-7133 (DSN PREFIX: 288), EMAIL: PATRICK.C.BURNS (AT) NAVY.MIL.

1. SUPPORTING COMMANDERS PROVIDE PRIMARY POC CONTACT INFORMATION TO MR.

PATRICK BURNS NLT 5 APRIL 12.

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9. RELEASED BY VICE ADMIRAL J. M. BIRD, DIRECTOR, NAVY STAFF.//

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