



Battle of Midway 78th Anniversary Commemoration Communication Plan

NAVAL HISTORY AND HERITAGE COMMAND
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3 - 7 June 2020

How to Use This Communication Plan:

This plan aims to streamline and align Navy communication efforts commemorating the 78th anniversary of the Battle of Midway. It is designed to support Navy staff as they share stories in speeches, in social media and written materials, and in discussions with colleagues, Sailors, partners and other key stakeholders.

Overview:

June 2020 will mark the 78th anniversary of America's most historically significant naval victory: the Battle of Midway, a multi-day engagement fought between 3 - 7 June 1942. Widely considered a turning point in World War II's Pacific theater, the U.S. victory at the Battle of Midway significantly curbed Japan's offensive capabilities, shifting the tide of the war strictly in the Allies' favor.

Timing of Communication Campaign:

3 - 7 June 2020

Communication Goals:

- Honor our Sailors by sharing stories of their sacrifice and valor.
- Through our communication products, show how superior intelligence gathering and analysis, the ability to adjust to new modes of air-sea warfare, and the skill and courage of Sailors contributed to the U.S. Navy's victory at Midway.
- Ensure all communications are accurate, engaging, and illustrative of the U.S. Navy's enduring contributions to national security.

Targeted Audiences:

- Internal: Navy Sailors, Navy Families, Navy Veterans and Retirees
- Secondary Internal: Senior Navy and DoD Leadership
- External: USMC and Army Veterans and Retirees, Military Historians, American Public

Messaging Framework:

Key Message	Supporting Talking Points
<p>The Battle of Midway was a decisive moment in the history of information superiority</p>	<ul style="list-style-type: none"> ● Superior intelligence helped the Navy seize victory at Midway and shift the naval power dynamic. ● The seminal efforts of the U.S. Navy’s codebreakers – predecessors of today’s Information Dominance Corps – were key to Admiral Chester W. Nimitz’s decision, as U.S. Pacific Fleet commander, to engage the Japanese at Midway. <ul style="list-style-type: none"> ▪ In early 1942, cryptologists under then-Cmdr. Joe Rochefort at Pearl Harbor’s Station Hypo detected Japanese references to a pending operation against an objective designated “AF.” Fleet intelligence officer Capt. Edwin Layton and Rochefort were able to confirm “AF” meant Midway. ▪ Having penetrated Japanese naval codes as far back as the 1930s, U.S. Navy radio intelligence specialists and Japanese linguists combined radio traffic analysis techniques and a deep understanding of Imperial Japanese Navy tactics to provide predictive awareness at Midway.
<p>The Battle of Midway demonstrated the Navy’s ability to flexibly adjust to new modes of air-sea warfare</p>	<ul style="list-style-type: none"> ● The Battle of Midway marked the culmination of a technical revolution in which carrier airpower displaced gunnery as the primary means of delivering naval ordnance. <ul style="list-style-type: none"> ○ Midway was a contest of air power; there were no contacts of surface vessels in the entire action. ○ At the Battle of Midway, naval aviators — such as Torpedo Squadron Eight pilot Ensign George Gay; Comander Torpedo Squadron Eight LCDR John C. Waldron; and Commander (Enterprise) Air Group LCDR Clarence Wade McClusky Jr.— demonstrated skill and boldness against great odds.
<p>At the heart of every victory in naval history is the sacrifice and valor of American Sailors</p>	<ul style="list-style-type: none"> ● Intelligence set the stage for victory, but the Battle of Midway was fought and won by the skill, courage and blood of those who flew the planes, manned the anti-aircraft batteries, and peered through the periscopes.

Communication Resources and Channels:

- [Naval History and Heritage Command Battle of Midway Commemoration Toolkit](#)
- [Naval History and Heritage Command Battle of Midway landing page](#)
- [Naval History and Heritage Command Sextant Blog](#)
- [Naval History and Heritage Command on Facebook](#)
- [Naval History and Heritage Command on Twitter](#)
- [Naval History and Heritage Command on Instagram](#)

NHHC Measurements of Effectiveness:

	Objective	Key Performance Indicator
1	Use key messages to connect events from the Battle of Midway to the readiness and resiliency of today's Navy, reaching no fewer than 300,000 people digitally across Navy social platforms.	<ul style="list-style-type: none">• Monitor and track 1) unique website visitors to pages featuring Midway-related content; and 2) reach of Facebook, Twitter and Instagram channels
2	Achieve an average Twitter engagement rate of 4% with stories of the sacrifice and valor demonstrated by Sailors during the Battle of Midway.	<ul style="list-style-type: none">• Feature, promote, and/or link to NBC's live-Tweets of key Midway events; monitor and track engagement
3	Create an inclusive web presence highlighting the Navy's role during the Battle of Midway that showcases the Navy's history of success in areas necessary to winning future wars.	<ul style="list-style-type: none">• Post Midway-related content on Navy web pages and blogs NLT than 25 April 2020

Suggested Tactics for PAOs and MCs:

****NOTE: Check out available resources in the NHHC Battle of Midway Toolkit**

Tactic	Objective Met
Use hashtags #Midway78 and #NavyReadiness in all shared social content Navy-wide.	1, 2
Actively share Battle of Midway content and stories on your web pages and social properties from 1-7 June 2020	1, 2, 3
Use socially optimized graphics to share content across online platforms	1, 2
Live-tweet key events of the Battle of Midway, using relevant images and links to encourage engagement	1, 2
Conduct Navy leadership speeches to crew/public — available in either full or excerpted form via digital channels — that provide historical context and link events to the missions and capabilities of today's Sailors	1, 2, 3
Amplify stories shared from Navy-owned social platforms about Sailors who persevered during the Battle of Midway in spite of extreme challenges and changing battle conditions.	1, 2, 3
Solicit stories from surviving veterans of Midway to share on Navy digital platforms	1, 2, 3

Required Fleet Public Affairs Support:

NHHC:

- Establish a Working Group (WG) of key stakeholders to oversee planning and program development for the Battle of Midway (BOM) commemoration.
 - NHHC will serve as chairman of the BOM WG.
 - Track Navy-wide commemoration plans as they develop, and coordinate with BOM WG members to identify and share available resources for the global execution of the BOM commemoration.
- Develop a commemoration toolkit for use by Commander, U.S. Fleet Forces Command (COMUSFLTFORCOM), Commander, U.S. Pacific Fleet (COMPACFLT), Commander,

Navy Installations (CNIC), Regional Commanders, Commanding Officers, and Officers in Charge.

- Provide and make available a body of lessons learned at the tactical, operational and strategic levels from previous BOM commemorations.
- Post all documents and associated points of contact on the NHHC website (<https://www.history.navy.mil>) NLT 13 April 2020.
- Develop a BOM 78th Anniversary Communication Plan, including public affairs guidance, and provide to Chief of Naval Information for dissemination to the fleet by 6 April 2020.
- Draft BOM Navy Execute Order for release as NAVADMIN by DNS. Message to be released NLT 1 May 2020.
- Compile Midway lessons learned and after action from other stakeholders and provide this to DNS NLT 13 July 2020.

CHINFO:

- Provide representatives to the BOM WG.
- Disseminate the BOM 78th Anniversary Communication Plan to ashore and afloat commands by 6 April 2020. This plan should include the Navy's strategic messaging and talking points for the commemoration.
- Provide BOM lessons learned to NHHC NLT 22 June 2020.

COMUSFLTFORCOM; COMPACFLT; CNIC; Commander, Navy Reserve Force Command; Commander, Naval Education and Training Command; and Commander, Naval Recruiting Command:

- Provide representatives as necessary to support the BOM WG.
- Ensure COs and OICs plan for and commemorate the 78th anniversary of the BOM.
- Execute the BOM 78th Anniversary Communication Plan, disseminated by the Chief of Naval Information (CHINFO), and participate in planned community outreach activities as operationally feasible.
- Provide BOM lessons learned to NHHC NLT 22 June 2020.
- Report all commemorative events to NHHC Communication and Outreach Division NLT 15 June 2020.

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