



# World War I Bells of Peace Communication Plan

October 10, 2018

**Mission:** Commemorate the 100th anniversary of the signing of the armistice that ended hostilities in World War I.

**Publics/Audiences:** Internal: Sailors  
External: The American Public

**Goals:** Inspire the future and remember the past by conducting a bell ringing across the Department of the Navy in coordination with the WWI Centennial Commission.

## Objectives:

1. Provide communication products prior to the 11 November bell ringing to provide the necessary context to our internal and external audiences.
  - Communication products for internal use among Sailors can be disseminated:
    - in-person at All Hands and during quarters
    - within POD Notes
    - on digital platforms such as website and throughout social media
  - Communication products to external audiences can be disseminated through:
    - flagship Navy digital properties
2. Partner with the WWI Centennial Commission to further their mission and utilize their expertise and available resources.
3. Execute a bell ringing across the Department of the Navy on Nov. 11, 2018 at 1100 local time.
  - To maximize participation, units who are unable to conduct the ceremony on 11 November can recognize the anniversary Friday, 9 November or Tuesday, 13 November.

## Execution:

1. **Tone:** Celebratory
2. **PA Posture:** Active
3. **Period of Execution:** November 1-11, 2018

Find Naval History and Heritage Command's WWI bell ringing commemoration resource at:

<https://www.history.navy.mil/browse-by-topic/commemorations-toolkits/wwi-100/bells-of-peace.html>

Within the commemoration resource, commands will find a suggested bell ringing SOP, links to WWI historical content, WWI imagery, POD Notes, and much more. Visit <https://www.history.navy.mil/browse-by-topic/commemorations-toolkits/wwi-100/bells-of-peace.html> for all the tools necessary to execute your command's ceremony.

## Key Messages:

- On Nov. 11, to mark the 100<sup>th</sup> anniversary of the end of the WWI, the Navy will toll bells in remembrance of those who served and sacrificed in the Great War.

## World War I Bell Ringing Communication Plan

- Join the Navy for the #WWI #TollTheBell remembrance as we honor the courage and sacrifice of our shipmates during WWI. The United States participated from April 6, 1917 to Nov. 11, 1918.
- More than four million American families sent their sons and daughters to serve in uniform during the Great War. This Veterans Day, #TollTheBell in their honor. Learn how here: [www.ww1cc.org/bells](http://www.ww1cc.org/bells).
- Innovations such as naval aircraft, destroyers, submarines, and underway replenishment made their first wartime showings. Lessons learned in World War I increased the Navy's lethality in World War II.
- As it is today, so it was then: American Sailors train and deploy in peace and at war providing constant global presence and delivering security, influence and responsiveness when and where they're needed.

### Hashtags:

- #TollTheBell
- #WWI
- #VeteransDay

### Suggested Tactics for Fleet Participants:

\*\*NOTE: Check out available resources in the NHHC's toolkit <https://www.history.navy.mil/browse-by-topic/commemorations-toolkits/wwi-100/bells-of-peace.html>

Tactic	Objective Met
From 1- 10 November communicate with key audiences about the bell ringing via social and digital media.	1
From 1-10 November, encourage stakeholders to visit <a href="http://www.ww1cc.org/bells">www.ww1cc.org/bells</a> to learn more about how they can join the #TollTheBell campaign	1, 2
From 1-10 November hold conversations at the deckplate and through administrative channels using POD notes about WWI	1
Use the hashtag #TollTheBell in all related digital content from 1-11 November	1, 2
Share POD notes about WWI internally	1
Throughout the campaign period, use socially optimized graphics to share content across online platforms	1, 2, 3
Publish and share original or existing blog posts about Navy's role during WWI	1
Execute a 21 bell tolling ceremony at 1100 local time on 11 November	3

### Execution template:

The bell ringing ceremony can be as simple or detailed as the commanding officer desires ranging from something similar to morning colors with a small uniformed party ringing the bell at 1100, to a full ceremony with invocation/benediction, colors, anthem, speakers (discussing the role of the Department of the Navy in WWI, the impact of WWI on modern life, namesake relationship to WWI, the significance of bell-ringing, etc.), and/or any other desired ceremonial elements, all timed for the bell ringing to occur at 1100. Specifically:

1. At 11:00 a.m. local time on Sunday, Nov. 11, toll your bell slowly 21 times with a five-second interval between tolls. Groups that do not have bells can render the salute by other available means such as guns, cannons, rifles, and sirens.

## *World War I Bell Ringing Communication Plan*

- a. Commands are highly encouraged to participate in the bell ringing on 11 November, barring existing or emergent operational commitments. Commands unable to conduct a bell ringing on 11 November can recognize the anniversary Friday, 9 November or Tuesday, 13 November.
2. The draft speech below is provided in the case of leadership presence during your ceremony.
  - a. “This Veterans Day, we mark the 100<sup>th</sup> anniversary of the end of the WWI. Along with our shipmates across the Navy we will participate in a bell ringing ceremony in remembrance of those who served and sacrificed in the Great War.  
“Tolling, or ringing, of bells is the traditional way to mark someone’s passing. On special national occasions, bells are tolled in honor of the fallen. Today is an especially important occasion as the 100th anniversary of the signing of the Armistice that ended hostilities in World War I. Join me now as we honor the more than four million American families who sent their sons and daughters to serve in uniform during the Great War.”
3. Send imagery (including captions/bylines) related to your event to CHINFO ([photos@imagery.navy.mil](mailto:photos@imagery.navy.mil)) and NHHC ([nhhcpublicaffairs@navy.mil](mailto:nhhcpublicaffairs@navy.mil)). Also, share photos of your event across your digital platforms using the hashtag #TollTheBells and a key message from above.

**Reporting:** Upon completion of your command’s ceremony, provide NHHC POC Alex Hays (Daniel.a.hays@navy.mil) with the following via email no later than Nov. 15:

- Ceremony date/time/location/attendance numbers/speakers/distinguished visitors.
- Presence of internal and/or external media as well as expected outcomes. Be sure to identify attending media outlets.

### **Measurements of Effectiveness:**

- Number of Navy installations and commands who report participating
- Saturation of key messages across digital and social markets
- Number of internal/external media reports about Navy’s bell ringing efforts