

#NorfolkBound: USS Theodore Roosevelt (CVN 71) Returns to Operational Fleet

Background

On Aug. 29, 2013, USS Theodore Roosevelt (CVN 71) returned to the operational fleet following an extensive four-year refueling complex overhaul (RCOH) at Newport News shipbuilding. Prior to departure, however, approximately two-thirds of the crew had little to no operational experience. Moreover, many had only known “shipyard life,” which is different than living and working on a naval facility, such as Naval Station (NAVSTA) Norfolk. Therefore, we created a communication plan with goals, objectives, target audiences and an implementation calendar, which summarizes actions taken to meet goals and objects. In addition this document includes elements produced as part of the campaign and publically accessible links of those elements, including products produced internally and stories published by external media.

Communication Plan Elements

Goals

- Highlight, familiarize and educate audiences with regard to TR’s return to the operational fleet.
- Highlight, familiarize and educate audiences with regard to TR’s training and certification process to safely operate at sea.

Objectives

- By the end of August, the majority of TR Sailors and their family members will know about and participate in the move to Naval Station Norfolk.
- By the end of August, the majority of TR Sailors and their family members will know about how to find resources offered aboard Naval Station Norfolk.
- By the end of August, the majority of local media will know of and publish stories about TR’s move from Newport News Shipbuilding and to Naval Station Norfolk.
- Increase awareness among TR Sailors and their families that TR Sailors are trained to 1) operate safely at sea and 2) once again become deployment ready.
- Increase knowledge among external audiences that TR is focusing on training and certifications to 1) operate safely at sea and 2) become deployment ready.

Publics / Target Audience

Engage in two-way communicate - talk *and* listen - using various tools described in this plan. Publics include:

TR Sailors	Former TR Sailors	Associated Naval Aviation Groups
TR Family Members	Theodore Roosevelt Association	Local Media

Implementation Calendar

Date	Activity, Results and Public Links
23 Jul	Facebook Post - #NorfolkBound <i>Rough Riders, we're starting an awareness campaign called #NorfolkBound to help share info about working & living aboard Naval Station (NAVSTA) Norfolk. Over the next several weeks, we'll be asking you for your insight & advice about our soon-to-be new "home." PLEASE be constructive and helpful, especially for our Sailors who'll be heading to Norfolk for the very first time. More on this soon. Public Link: http://tinyurl.com/NorfolkBound (Supporting photo was produced internally)</i>
23 Jul	Twitter Post - #NorfolkBound <i>Ever work @ NAVSTA Norfolk before? Click the link, share & provide input where you can. #NorfolkBound http://ht.ly/nfshU</i> Public Link: https://twitter.com/TheRealCVN71/status/359751818860965889
25 Jul	Facebook Share - #NorfolkBound <i>Rough Riders, as we prepare to head to Norfolk, please consider "liking" Naval Station Norfolk 's Facebook page. It provides info about events and activities, as well as, traffic and weather alerts...and much more. #NorfolkBound</i> https://www.facebook.com/NavalStationNorfolk
01 Aug	Begin airing TV Show Episode 2, “Return to Norfolk,” on ship’s internal SITE TV system via continuous loop. Video also loaded on Facebook for viewing at the following link: https://www.facebook.com/photo.php?v=10152523492215656
01 Aug	Special Edition Magazine – Return to Norfolk Publish “Return to Norfolk” Special Edition Magazine, Post on Social Media and Distribute hard copies to family members at the Family Readiness Group meeting. Public Link: http://issuu.com/cvn71/docs/aug
03 Aug	Twitter Post - #NorfolkBound <i>Latest edition of our magazine focuses on our move back to Norfolk. Enjoy. #NorfolkBound http://issuu.com/cvn71/docs/aug</i> Twitter Public Link: https://twitter.com/TheRealCVN71/status/36368891673997216
08 Aug	Facebook Post <i>We mentioned recently that TR is #NorfolkBound. Some Sailors are packing for their 1st ever underway. What items (other than normal uniform items) would you suggest they bring? Facebook Public Link: http://tinyurl.com/UnderwayPost</i>
18 Aug	Facebook Post - TR TV Show Episode 2, “Return to Norfolk.” <i>Please enjoy this episode of our TV show, which discusses our transition from the shipyard back to the fleet. #NorfolkBound</i> Facebook Post Link: https://www.facebook.com/photo.php?v=10152523492215656
18 Aug	Twitter Post - TR TV Show Episode 2 “Return to Norfolk”

	View Part1 (http://youtu.be/Izn92Z3h3E), Part2 (http://youtu.be/Moi2-dZqmil) & Part3 (http://youtu.be/rTipPlxQaYY) of our TV show. Enjoy! #CVN71 Twitter Public Post: https://twitter.com/TheRealCVN71/status/369180833019461632
19 Aug	PHOTOS: Facebook Post - #NorfolkBound Sailors aboard USS Theodore Roosevelt (CVN 71) participate in its last fast cruise before sea trials begin and Theodore Roosevelt rejoins the fleet. — at Newport News Shipbuilding. Facebook Public Link: https://www.facebook.com/photo.php?v=10152523492215656
19 Aug	Issue Press Release: Starts Fast Cruise, Begins Final Preps to Return to the Fleet With the announcement "we have now commenced fast cruise," Sailors aboard the aircraft carrier USS Theodore Roosevelt (CVN 71) began simulating an at sea environment Aug. 19 in preparation for their first underway in four years. Public Link: http://www.navy.mil/submit/display.asp?story_id=76036
19 Aug	Twitter Post - #NorfolkBound <i>PHOTO: Today we're moving models. Soon it'll be real aircraft. Can't wait! #CVN71 #NorfolkBound</i> http://ht.ly/o4orp Twitter Public Link: https://twitter.com/TheRealCVN71/status/369549916957196289
20 Aug	Issue Press Release: Sea and Anchor Detail Kicks off Fast Cruise Sailors aboard the aircraft carrier USS Theodore Roosevelt (CVN 71) began fast cruise by executing a simulated sea and anchor detail in Newport News, Va., Aug. 19. Public Link: http://www.navy.mil/submit/display.asp?story_id=76068
21 Aug	Issue Press Release: TR Sailors Hone Skills During At-Sea-Fire-Party Drill Sailors executed an at-sea fire-party drill aboard the aircraft carrier USS Theodore Roosevelt (CVN 71) during fast cruise Aug. 20 in Newport News, Va. Public Link: http://www.navy.mil/submit/display.asp?story_id=76069
22 Aug	Twitter Post - #NorfolkBound In the glow of the red light, we train & prepare to fight. #BeReady #CVN71 #NorfolkBound http://goo.gl/oDyvAv Twitter Public Link: https://twitter.com/TheRealCVN71/status/370621411292770304
23 Aug	Issue Press Release: ADTT, Keeping TR Sailors Prepared USS Theodore Roosevelt's (CVN 71) flight-deck Sailors participated in a simulated emergency aircraft landing during a fast cruise August 22, in Newport News, Va. Public Link: http://www.navy.mil/submit/display.asp?story_id=76143
26 Aug	26 Aug Daily Edition - Public Link: http://issuu.com/cvn71/docs/26aug13-rough_rider_daily
27 Aug	27 Aug Daily Edition - Public Link: http://issuu.com/cvn71/docs/27aug13-rough_rider_daily
28 Aug	28 Aug Edition - Public Link: http://issuu.com/cvn71/docs/28aug13-rough_rider_daily
29 Aug	29 Aug Edition – Completion of Sea Trials - Public Link: http://issuu.com/cvn71/docs/rough_rider_daily-photos_edition-se
29 Aug	Facebook Post: News Release with Photo <i>Moored. Shift Colors. The Big Stick is Back! Manning the rails as we sailed into Naval Station Norfolk Aug. 29. Read more about it here:</i> http://www.navy.mil/submit/display.asp?story_id=76254 Facebook Public Link: http://tinyurl.com/NAVSTANOR
29 Aug	Issue Press Release: Theodore Roosevelt Returns to Norfolk as a Ready for Tasking Carrier Aircraft carrier USS Theodore Roosevelt (CVN 71) returned to its homeport, Naval Station Norfolk, Aug. 29, after conducting Sea Trials following an extensive four-year refueling and complex overhaul (ROH). Public Link: http://www.navy.mil/submit/display.asp?story_id=76254
29 Aug	Twitter Post - #NorfolkBound <i>Moored. Shift Colors. The Big Stick is Back! #CVN71 @NAVSTA_NOR_PAO @USNavy pic.twitter.com/r08nNPvt4q</i> Twitter Public Link: https://twitter.com/TheRealCVN71/status/373151134334337024
30 Aug	Facebook Posts: Sea Trials Day 1 - http://goo.gl/hUIpXK ; Sea Trials Day 2 and 3 - http://goo.gl/h42v9L ; Sea Trials Day 4 - http://goo.gl/W4ZUKj
10 Sep	Video - Theodore Roosevelt Show: Episode III – Return to the Fleet The Theodore Roosevelt Show: Episode 3 is finally here. Check out what TR Sailors experienced during Theodore Roosevelt's first underway in over four years. Public Link: https://www.facebook.com/photo.php?v=632892290065121

External Media Results

Date	Coverage
Aug. 30, 2013	Carrier Roosevelt back in Norfolk after mid-life refueling , By Mike Hixenbaugh, The Virginian-Pilot http://hamptonroads.com/2013/08/carrier-roosevelt-back-norfolk-after-midlife-refueling
Aug. 29, 2013	USS Theodore Roosevelt returns to Naval Station Norfolk , By Austin Bagues, The Daily Press http://articles.dailypress.com/2013-08-29/news/dp-nws-carrier-roosevelt-returns-20130829_1_sea-trials-aircraft-carrier-nimitz-class
Aug. 29, 2013	USS Theodore Roosevelt redelivered to the Navy , By Becca Mitchell, WTKR TV http://wtkr.com/2013/08/29/uss-theodore-roosevelt-redelivered-to-the-navy/
Aug. 29, 2013	Photo Release -- Newport News Shipbuilding Redelivers Aircraft Carrier USS Theodore Roosevelt (CVN 71) Following Refueling and Complex Overhaul http://online.wsj.com/article/PR-CO-20130829-911939.html
Aug. 29, 2013	Carrier Theodore Roosevelt returns to service , By Christopher P. Cavas, Navy Times http://www.navytimes.com/article/20130829/NEWS04/308290046/Carrier-Theodore-Roosevelt-returns-service
Aug. 26, 2013	USS Theodore Roosevelt finally ready for sea trials , by Doris Taylor, WTKR TV http://wtkr.com/2013/08/26/uss-roosevelt-finally-ready-for-sea-trials/
Aug. 26, 2013	Aircraft carrier USS Theodore Roosevelt departs Virginia shipyard after refueling, overhaul , By Associated Press http://articles.washingtonpost.com/2013-08-26/local/41446958_1_aircraft-carrier-nimitz-class-uss-theodore-roosevelt
Aug. 21, 2013	'T.R.' counting days before sea trials , The Daily Press http://articles.dailypress.com/2013-08-21/news/dp-nws-recon-0822-20130821_1_sea-trials-arabian-sea-complex-overhaul