

CLASSIFICATION: UNCLASSIFIED/  
ROUTINE  
R 131317Z JAN 26 MID320018466101U  
FM CHINFO WASHINGTON DC  
TO NAVADMIN  
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NAVADMIN 007/26

MSGID/NAVADMIN/CHINFO WASHINGTON DC/JAN//

SUBJ/2026 NAVY COMMUNITY OUTREACH PLAN//

REF/A/DOC/OPNAV/25MAR25//

REF/B/NAVADMIN/24JUN16//

REF/C/NAVADMIN/28SEP23//

REF (A) IS OPNAVINST 5726.8D CH 1, NAVY COMMUNITY OUTREACH: AMERICA'S WARFIGHTING NAVY, AND ESTABLISHES NAVY COMMUNITY OUTREACH REQUIREMENTS.

REF (B) IS NAVADMIN 148/16 ANNOUNCING THE AMERICAN CONNECTIONS PROGRAM.

REF (C) IS NAVADMIN 219/23 OUTLINING THE NAVY'S PLAN TO CELEBRATE THE 250TH BIRTHDAY OF UNITED STATES IN 2026.//

POC/ROB NEWELL/CIV/CHINFO/LOC: WASHINGTON, DC/TEL: (703) 614-1879  
/EMAIL: ROBERT.D.NEWELL1.CIV(AT)US.NAVY.MIL//

1. In 2025, Public Affairs Community Outreach Programs reached all 50 states and American Samoa, connecting the Navy and its Sailors with people who don't often see us firsthand. Through more than 650 "Navy250" events, we celebrated our 250-year history and highlighted our contributions to America's security and prosperity. These efforts directly contributed to exceptional recruiting outcomes.

The results of outreach efforts are seen in key end-of-year metrics:

a. 46% of Americans now say they know some or a lot about the Navy. Second only to the Army's 53%.

b. 70% view the Navy favorably, trailing the Air Force's 71%.

c. 23% say the Navy is the most important service to the country's national security. Second to the Air Force's 27%.

d. 63% of Americans say that family and friends shape their perception of the U.S. Navy some or a great deal. This makes every interaction with the American public a critical opportunity to build trust and favorability.

The celebration of the Nation's 250th birthday in 2026 provides new opportunities to communicate the Navy's central role in the country's founding and in our national security today.

In the end, a fundamental truth continues to shine through regarding all our community outreach efforts - when our fellow citizens come in direct contact with a United States Navy Sailor, their knowledge, favorability and likelihood to recommend service moves sharply upward. The more Americans see and talk to our Sailors, the more they like us,

the more they learn about us and the more they want to join and support us. The plan outlined below provides outreach opportunities for this year.

2. In support of references (a) through (c), this NAVADMIN issues implementation guidance and authorizes support for the following Navy Community Outreach Programs for Calendar Year (CY) 2026:

a. Fleet Weeks. Tasking and responsibilities for these events will be provided SEPCOR by cognizant operational and regional commanders. Fleet Week support is subject to operational availability.

(1) (East Coast) Houston, TX; New Orleans, LA; Norfolk, VA; Boston, MA; New York, NY; and Baltimore, MD;

(2) (West Coast) Los Angeles, CA; San Diego, CA; San Francisco, CA; Seattle, WA; and Portland, OR.

b. 12 Navy Weeks. Per Reference (a), The Navy Week program is a community outreach requirement, led by Navy Office of Community Outreach (NAVCO), and is designed to provide Americans around the country with the opportunity to personally connect with their Navy. As such, principal stakeholders identified in subsequent tasking will support the 2026 Navy Week campaign to the maximum extent operational schedules allow. As part of the 2026 campaign, Navy Weeks will embark on a celebratory "Road Trip to 250" outreach initiative, with each Navy Week community serving as a symbolic "pit stop" featuring a week-long series of performances, educational events and service projects.

- (1) Rio Grande Valley, TX, 26 JAN - 2 FEB
- (2) Honolulu/Hilo, HI, 9-15 MAR
- (3) Lexington, KY, 6-12 APR
- (4) National Parks, 20-26 APR
- (5) Charlotte, NC, 4-10 MAY
- (6) Harrisburg, PA, 20-26 MAY
- (7) Omaha, NE, 15-21 JUN
- (8) Billings, MT, 17-23 AUG
- (9) Burlington, VT, 24-30 AUG
- (10) Cincinnati, OH, 14-20 SEP
- (11) Sussex County, DE, 19-25 OCT
- (12) Flagstaff, AZ, 9-15 NOV

c. International Naval Review 250. The seventh International Naval Review (INR) 250 in New York City and New Jersey is a milestone event which will bring together ships, aircraft, and personnel from more than 130 invited navies and coast guards, along with over 30 tall ships from around the world. Sailors will participate in community engagements, service projects, and public outreach events to commemorate the 250th birthday of the United States.

d. American Connections. The American Connections program, reference (b), will continue to be a prominent component of the 2026 Navy Community Outreach strategy. Managed by NAVCO, it was established to share the Navy story with media across the country and serve markets that generally do not receive Navy news and information. In 2026, the program will include the following elements:

(1) Media production visits. NAVCO deploys production teams to commands to produce feature stories and accompanying photos of assigned Sailors, which are provided to media outlets where those Sailors have local connections. NAVCO is planning 10 Media Production Visits in 2026 in support of communication priorities such as: shipbuilding, warfighting, readiness, lethality, and quality of service. In accordance with reference (b), commands are required to support media production visits from NAVCO. Expected areas to be visited include:

- (a) Bangor, WA
- (b) Bath, ME
- (c) Fallon, NV
- (d) Gulfport, MS
- (e) Hampton Roads, VA
- (f) Jacksonville/Mayport, FL
- (g) Pascagoula, MS
- (h) Pearl Harbor, HI
- (i) Port Hueneme, CA
- (j) San Diego, CA

(2) Sailor recognition. Commands are encouraged to continue highlighting their Sailors' accomplishments, to include awards, promotions, changes of command and other recognition by emailing content to navyoutreach(at)us.navy.mil. NAVCO shares this information with media where Sailors have local connections.

(3) Fleet-produced content sharing service. Every day, commands throughout the Navy produce hundreds of stories, photos, and social media posts featuring the professionalism and accomplishments of Navy Sailors and commands. NAVCO provides that information to media where Sailors have local connections, as well as areas associated with commands (ex. Namesake cities). In accordance with reference (b), commanding officers are encouraged to, "ensure all internally produced media products for public release include local connections for any Sailors identified in stories and photos."

(4) Shoutout service. A toll-free telephone service (1-855-OUR-NAVY or 1-855-687-6289) is available for Sailors to record a short greeting that can be shared with media where Sailors have local connections. Greetings can be submitted in conjunction with a holiday observance or special event, such as Navy's Birthday, Veterans Day, etc. Greetings can also be sent from Sailors, or namesake units, to offer support to their home teams participating in major sporting events. Throughout the year, Sailors can share shoutouts to commemorate milestones such as birthdays, anniversaries, graduations, etc. Those wishing to be notified of shoutout opportunities can e-mail navyoutreach(at)us.navy.mil.

e. Naval Aviation and Parachute Team Community Outreach. Naval Aviation outreach has the unique ability to bring a primary warfighting platform to inland markets. The following Naval Aviation outreach activities are authorized in 2026:

- (1) 32 full Blue Angels performances
- (2) 70 Navy Parachute Team (Leap Frogs) performances

(3) Nine Navy-Hosted Air Shows/Open Houses: NAF El Centro, CA; NAS Lemoore, CA; NAS Meridian, MS; NAS Kingsville, TX; NAS Pensacola, FL; NAS Oceana, VA; NAS Patuxent River, MD; NAS Jacksonville, FL; and United States Naval Academy (USNA), Annapolis, MD. These events are authorized to have aerial demonstrations by aviation assets organic to the installation.

(4) 44 TACAIRDEMO performances/Legacy Flights at Navy Office of Information (CHINFO)-authorized air shows at which the Blue Angels are not performing. The dispersion of assets prohibition does not apply to F-35 and other non-F-18 aircraft.

(5) Aircraft static displays at CHINFO-authorized air shows and other events.

(6) 50 flyovers (two aircraft maximum unless authorized by CHINFO), equally divided between East and West Coast aviation assets, at CHINFO authorized events. Sporting events are permitted one regular season and one post-season flyover at home games or matches, unless otherwise approved by CHINFO.

(7) Flyovers, with local area aircraft, for community events that are vital to preserving good relations between the following Naval Aviation installations and host communities that support them: NAS North Island, CA; NBVC Mugu, CA; NAS Lemoore, CA; NAS Fallon, NV; NAWS China Lake, CA; NAS Whidbey Island, WA; NAS Oceana, VA; NAS Kingsville, TX; NAS Corpus Christi, TX; NAS Key West, FL; NAS Jacksonville, FL; and NAS Pensacola, FL. This includes flyovers at high school events that are approved by OSW in accordance with the additional policy guidance and procedures outlined in the policy section of this plan. Units that provide flyovers in support of high school events shall partner with cognizant Navy Talent Acquisition Groups (NTAG) to maximize recruiting efforts. An NTAG or recruiting element point of contact shall be identified and submitted to NAVCO prior to executing the flyover. An after-action report of leads generated, and other pertinent data, is due within 14 days of completion of the flyover to NAVCO by the NTAG or respective recruiting element.

(8) The following additional guidance regarding aviation outreach support is provided:

(a) Military services retain operational authority over support for funeral and memorial service flyovers, which are not considered community outreach events.

(b) Flyovers for ceremonies and other events intended primarily for an internal audience are not considered community outreach events and may be conducted with TYCOM approval. This includes USNA events.

(c) Aviation outreach support, to include flyovers, at CHINFO-authorized events in the local area are permitted when it is deemed to be in the interest of maintaining good relations with key community partners and organizations. This is determined by NAVCO through coordination and communication with appropriate area military subject matter experts.

(9) Inter-Service Military Service Academy football games. Potential multi-service aerial review aircraft participation will be approved through operational channels in accordance with OSW policies

and will be no more than four aircraft (or the service demo team standard) per service. Participating Department of Navy aircraft may be sourced from U.S. Navy or U.S. Marine Corps aircraft.

(a) A practice event, featuring aircraft and jump teams, may be conducted the day before the Army-Navy Game flyover to ensure precision and readiness for the main event. Although this practice event may be viewable by members of the public, including television broadcasters covering the Army-Navy Game, this practice event will not be provided, advertised, promoted, or leveraged as a secondary community engagement. Furthermore, the practice event will be scheduled entirely according to the logistical needs of the Army-Navy Game planners and as needed to maximize the safety and precision of the aerial demonstration during the Army-Navy Game.

f. 14 CONUS Port Visits. For community outreach, nothing showcases the Navy's advanced capabilities and talented Sailors more effectively than a firsthand visit to one of our ships or submarines:

(1) (East Coast) Boston, MA; Bristol, RI; Eastport, ME; Rockland, ME; and Mobile, AL.

(2) (West Coast) Astoria, OR; Port Angeles, WA; Anchorage, AK; Seward, AK; Kodiak, AK; Homer, AK; Hilo, HI; Hawaii Island, HI; and Seal Beach, CA.

(3) Other port visits conducted primarily for training or operational purposes are not subject to limits specified in reference (a). Per reference (b), the following elements should be incorporated into every outreach port visit SOE:

(a) Media day (pier side press availability and a shipboard tour)

(b) Very important person (VIP) reception

(c) VIP tours for local civic and community leaders, educators, and shipbuilding industry partners

(d) The maximum amount of public visitation possible to the extent that time and force protection restrictions permit

(e) Two or more community relations projects, such as beach clean-ups, Habitat for Humanity, school visits, etc., with appropriate media coverage.

g. Civic and Executive Outreach. Reference (a) approves dedicated community outreach travel for non-governmental organization, civic and executive outreach.

(1) In support of the upcoming 250th anniversary of the United States in 2026, the Navy's Executive Engagement Visit (EEV) program will serve as a line of effort to connect our naval heritage with the American people. For 2026, the program will consist of approximately 40 EEVs focused on two main lines of effort:

(a) 13 Colonies Heritage Engagements. A special series of visits to cities within or near the original 13 colonies to directly connect our nation's founding history with modern naval sea power. Suggested states for this thematic series include: North Carolina, South Carolina, Georgia, Rhode Island, Pennsylvania, Virginia, Massachusetts, New Hampshire, Maryland, Connecticut, Delaware, New Jersey, and New York.

(b) National Outreach Engagements. Continuing our vital outreach to the American heartland to reinforce the Navy's connection

to all states and support our national recruiting efforts. Suggested cities for these engagements include, but are not limited to: Mobile, AL; Boise, ID; Cheyenne, WY; Denver, CO; Duluth, MI; Nashville, TN; El Paso, TX; Grand Rapids, MI; Green Bay, WI; Indianapolis, IN; Jackson, MS; Little Rock, AR; Milwaukee, WI; Pierre, SD; Salt Lake City, UT; Santa Fe, NM; Tulsa, OK; Eugene, OR; Arlington, WA; Sioux Falls, SD; Tampa, FL; Twin Falls, ID; and Twin Cities, MN.

(2) As an extension of the EEV program, NAVCO will also conduct community outreach engagement visits for post-deployment commanding officers. NAVCO welcomes Flag Officers, SES civilians and post-deployment commanding officers who are interested in conducting outreach to areas of the United States not mentioned above where they have close personal ties.

(3) Per reference (a), travel by Flag Officers, SES civilians and members of the command triad outside the local area to participate in community outreach and other representational events that demonstrably help achieve the Navy's mission are authorized and will be considered essential official business in the government's interest.

h. Ship and submarine namesake crew visits. One of the most effective means to connect Americans with their Navy is through strong and enduring namesake unit relationships. In addition to the requirements specified for the Navy Week program referenced above, reference (a) approves visits by crewmembers of ships and submarines with namesake ties to their namesake city or state.

i. Navy Band tours and ceremonial unit performances. U.S. Navy Band and U.S. Navy Music will oversee and collect all community outreach measurement guidelines IAW OSW guidelines and are authorized to execute the following:

- (1) Fall/spring/summer tours
  - (a) U.S. Navy Band Tour, February-March 2026
  - (b) U.S. Navy Band Tour (Sea Chanters), March 2026
  - (c) U.S. Navy Band Tour (Commodores), June 2026
  - (d) U.S. Navy Band Tour (Commodores), November 2026
- (2) Fleet Weeks & Navy Weeks
  - (a) 12 Fleet Weeks supported by (7) individual CONUS Navy Bands
  - (b) 12 Navy Weeks supported by (7) individual Navy Bands
- (3) International Naval Review 250 (INR 250) events
  - (a) 4 Fleet Weeks
  - (b) INR 250 events in New York City, NY and New Jersey
- (4) U.S. Navy Band/Fleet/regional band performances as listed
- (5) U.S. Navy Band international performances
  - (a) No international engagements scheduled this FY
- (6) Navy Band and Navy Music public outreach concerts
- (7) Navy Band large public concerts (DC Concerts on the Avenue).
- (8) Ceremonial Guard:
  - (a) 1 Parade outside the NCR
  - (b) 12-15 NAVCO Navy Weeks and all INR 250 and N/MC 250 events

(c) 3 Media engagement events outside the NCR  
(d) Major professional sporting events (NASCAR, Super Bowl, All Star Games)

(e) Ship commissioning, christening and naming ceremonies  
j. Virtual Outreach. Social media remains an important component of the Navy 2026 Community Outreach strategy. NAVCO manages multiple social platforms to aid in connecting Americans to their Navy. NAVCO uses social media to amplify fleet messaging, highlight Navy Weeks, namesake visits, executive engagement visits, and to release content that educates and informs Americans about their Navy. Commands are encouraged to continue highlighting their Sailors, utilize platform collaboration features, tag NAVCO's social media and utilize the hashtags #navyweek and #navyoutreach. Additionally, commands can reach out to the NAVCO Virtual Outreach Team with content/influencer collaboration ideas and to align messaging during any/all national outreach events.

k. Navy and Nation 250 Birthday Celebrations/Historical Commemorations/Ship Milestone Events. Support is authorized for the following:

- (1) Battle of Midway 84th Anniversary (June 4)
- (2) International Naval Review 250 (July 3-8)
- (3) 250th Nation Birthday (July 4)
- (4) Ship Milestones (dates TBD):
  - (a) USS Iowa (SSN 797) commissioning
  - (b) USS Massachusetts (SSN 798) commissioning
  - (c) USS Cleveland (LCS 31) commissioning commemoration
  - (d) USS Harvey C Barnum Jr (DDG 124) commissioning
  - (e) USS Pierre (LCS 38) commissioning
  - (f) USS John F. Kennedy (CVN 79) commissioning
  - (g) PCU Lenni Lenape Christening
  - (h) PCU Thurgood Marshall Christening
  - (i) PCU Solomon Atkinson Christening
  - (j) PCU Muscogee Creek Nation Christening
  - (k) PCU George M. Neal Christening
  - (l) PCU William Charette Christening
  - (m) PCU Bougainville Christening
  - (n) PCU Ruth Bader Ginsburg Christening
  - (o) PCU Harrisburg Christening
- (5) 85th Anniversary National Pearl Harbor Remembrance Day Commemoration, December 7, 2026
- (6) U.S. Navy Birthday (October 13)
- (7) U.S. Marine Corps Birthday (November 10)

l. Community Outreach in Local Areas. For activities not included in reference (a), use of local resources to support community outreach activities in the local area is authorized and encouraged. Local area is defined in Joint Travel Regulation, Chapter 2, Article 0206.

m. Entertainment Media. Support is authorized for entertainment media engaged in:

- (1) Feature Films: Hail Mary (MGM)

- (2) Major Docu-Series: Submerged (Paramount); The Watch (TBD)
- (3) Events: NASCAR Naval Air Station North Island (Amazon, FOX Sports, and Paramount); Hollywood to the Navy LA Fleet Week

n. Aircraft Carrier, ship and submarine underway embarks for distinguished visitors and media are authorized. Request the Type Commands managing these programs provide embark opportunities to those who can best share their experience with young and diverse audiences. To help achieve that desired effect, CNAF now uses this nomination form:

[https://forms.office.com/pages/responsepage.aspx?id=DQSIkWdsW0yxEjajBLZtrQAAAAAAAAAAAAO TM7YVNUMFVERFdZUVlWOUpQQ1A5TlIzNVFXODNNQS4u](https://forms.office.com/pages/responsepage.aspx?id=DQSIkWdsW0yxEjajBLZtrQAAAAAAAAAAAAO&TM7YVNUMFVERFdZUVlWOUpQQ1A5TlIzNVFXODNNQS4u).

Nominations populate into a database and are reviewed weekly for consideration for upcoming embark opportunities.

3. All modifications beyond the scope of reference (a) require approval by the Office of the Assistant to the Secretary of War for Public Affairs. Requests for an exception to policy must be forwarded through CHINFO. For additional questions pertaining to this NAVADMIN and the execution of the Navy's 2026 Community Outreach Plan, please contact Mr. Rob Newell at (703) 614-1879.

4. Released by RDML J. A. Robinson III, Chief of Information.//

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