From:  Commander, Navy Regional Maintenance Center

Subj:  COMMANDER, NAVY REGIONAL MAINTENANCE CENTER PUBLIC AFFAIRS POLICY AND PROGRAM

Ref:  (a) SECNAVINST 5720.44C
(b) NAVSEAINST 5727.1A
(c) NAVSEA’s Strategic Business Plan (SBP)
(d) OPNAVINST 1710.7A
(e) Social Media Handbook for Public Affair Officers

Encl:  (1) Public Affairs/Communications Strategy Brief

1.  Purpose.  To establish policies and procedures for Commander, Navy Regional Maintenance Center (CNRMC) activities, providing specific public affairs requirements for Norfolk Ship Support Activity (NSSA), Southeast Regional Maintenance Center (SERMC) and Southwest Regional Maintenance Center (SWRMC).

2.  Background.

   a.  Reference (a) pertains to Public Affair (PA) protocol and practices, including the content management and oversight of Navy public websites, believed to be a function of command Public Affairs Officers (PAO). This reference pertains to all members of naval establishments. Reference (b) pertains to PA practices within the Naval Sea Systems Command (NAVSEA) claimancy. Reference (c) pertains to strategic guidance for all NAVSEA field activities. Reference (d) provides specific Social Usage and Protocol guidance for all naval activities. Reference (e) provides Social Media guidance for all naval activities at the following website:

   b.  The CNRMC PA Plan is the guide for planning, establishing, and implementing a proactive and dynamic PA Program through locally initiated, media-focused programs and products. The individual Regional Maintenance Centers (RMCs) will report their program updates and progress through monthly submissions of their PAO Strategy Briefs (updated by COB on the third Wednesday each month via DCO) and via email to CNRMC’s PAO. Updates will be used to identify specific actions in support of NAVSEA monthly Blue print PA requirements, CNRMC-
directed public affairs requirements, and individual RMC-focused events and updates. All RMC PA deliverables planned and executed per the strategy brief is one of the primary means of evaluating the overall effectiveness of each RMC’s PA Program.

3. Discussion. The CNRMC PA Policy and Program seeks to enhance recognition and appreciation for the RMCs’ programs and personnel. It is designed to illustrate to both internal and external audiences the contributions made by CNRMC activities to support Fleet Readiness.

   a. Commanding Officers are responsible for directing an energetic, permanent-full time civil service PAO billet, designed to bring about greater understanding of the role CNRMC and RMCs play in support of Chief of Naval Operations (CNO) priorities to include:

      (1) Remain ready to meet current challenges, today.

      (2) Build a relevant and capable future force, and

      (3) Enable and support our Sailors, Navy Civilians and their Families.

   b. The CNRMC PA policy is also designed to support NAVSEA’s mission to:

      o Develop, deliver and maintain ships and systems on time, on cost for the United States Navy.

   c. CNRMC’s PA Policy & Program will also be in direct support of and align with CNRMC’s mission to:

      o Deliver quality cost-wise material readiness to support U. S. Naval Forces worldwide.

   d. The CNRMC PA Policy & Program is designed to establish common objectives so each RMC’s PA Program complements the overall CNRMC and NAVSEA effort. Additionally, the CNRMC Policy & Program provides individual RMCs the opportunity to develop and sustain an active, well-defined Public Affairs Program, executed to meet milestones set forth by RMC and CNRMC PAO. RMC PA Programs will identify and incorporate proven initiatives and accomplishments as part of their proactive PA approach. The challenge to PA employees and each command’s leadership team is to search actively for PA opportunities, without relying on outside media requests to tell the CNRMC/RMC story. This policy & program ultimately serves to identify specific
accomplishments, achievements, and benefits derived in support of locally initiated programs and projects, and provide feedback on successful PA initiatives that could be used elsewhere as best practices and lessons learned.

e. In the event RMCs with Bargaining Units (BU) that do not concur with this written policy in its entirety, refer to the BU’s exceptions and negotiate accordingly.

4. CNRMC PA Objectives.

a. Demonstrate how the RMCs’ execution of NAVSEA and CNRMC programs and initiatives directly supports fleet readiness and how surface ship maintenance yields mission success through strategically planned, well-timed stories supported by RMC leadership.

b. Continually plan and deliver stories that highlight high-visibility, high-impact programs to include: preparations for availabilities and successful availability stories; successful INSURV preparations and support; Total Ship Readiness Assessment (TSRA); Maintenance Assist Teams (MATs); Workforce Development Program (WFDP); Navy Afloat Maintenance Training Strategy (NAMTS); Work Certification and Quality Assurance efforts using Enhanced Process Control Procedures (EPCPs); and other notable surface ship maintenance efforts. Whenever possible, seek to use leadership as primary sources as subject matter experts for quotes on all programs and initiatives.

c. Support NAVSEA’s Strategic Communications Guidance, by incorporating their guidelines and themes in PA products such as articles, speeches, briefs, websites and videos.

5. PA Actions and Responsibilities. CNRMC aims to provide a framework for each for each RMCs PA Program. Per reference (a), the PA organization within the DoN is designed to provide maximum flow of information to the public with minimum delay, subject only to operational security, statutory limitations, and the safety of personnel. Each RMC PA is directed to develop appropriate local initiatives that support NAVSEA’s/CNRMC’s objectives. The following actions pertain to the RMCs PA Officers, in addition to the guidance provided in references (a) through (e).

a. RMC PAO will:

(1) Be the approving authority for Public Affairs material placed on command public websites per reference (b).
(2) Write news stories, take photographs, and coordinate interviews and events explaining the Surface Ship Maintenance efforts of their commands. Products will be regularly distributed through all available internal and external outlets. RMC PAO will post and distribute materials once approved by CNRMC PAO and RMC leadership.

(3) Encourage recognition of leadership and employees through news stories distributed via internal and external channels.

(4) Provide timely and professional-level support to all public affairs staff within their command, and within the NAVSEA organization, as requested. RMC PA staff and official photographers should have access to all RMC strategic plans, PA and media training evolutions, and staff orientation and program materials.

(5) Advise Regional Maintenance Center leadership, department heads and staff on matters of PA policy relating to the public’s understanding of the role of CNRMC and the RMCs and its support of the Navy, methods of information dissemination, means to increase public awareness, and PA aspects of RMC operations, activities, and public events or incidents.

(6) Act as (or help prepare) RMC public spokesperson, when directed by CNRMC and RMC leadership. Create and disseminate information on maintenance and repair developments within RMC. Provide community relations and internal information program policy guidance. Provide content for RMC audiovisual and web-based resources and products for PA purposes.

(7) Coordinate, forward, and receive approval from CNRMC PAO prior to event for all PA efforts (local, national or international), as well as all media queries, planned for public release.

(8) Ensure accurate and continuous flow of timely public affairs information with appropriate consideration for security, accuracy, and propriety. Focus on, at minimum, 3-4 stories a month to include articles, videos, and external media interviews.

(9) Per SECNAV instruction, the RMC PAO will maintain direct access to all policy makers and other relevant senior leaders in strategic and operational planning when appropriate.
(10) Oversee Command Web Sites. The World Wide Web is an extremely powerful public information, research, and collaboration tool. Its use, within these guidelines, is encouraged. RMC PAOs will ensure that only material that is approved for public release appears on publicly accessible RMC domain Web sites, and that all information presented on the sites are factual, accurate, current, and in compliance with DoN public information policies in reference (b).

(11) Ensure all command website content has been cleared through operational security (OPSEC) and SAPP standards prior to posting. Conduct routine reviews and updates to public sites, per reference (b).

(12) Be responsible for the Public Release of Information. News and feature stories highlighting Sailors and Marines and their daily accomplishments are encouraged and welcomed. RMCs are responsible for submitting, via CNRMC PAO, timely press releases, feature stories, and photography after significant events such as VIP visits, exercises, and Community Outreach projects. A 24-hour turn-around time for stories is required for all flag-level visits/events.

- PAOs should develop and also actively update their Navy News Stand accounts on Navy.mil.

- Customization of RMCs’ local Navy.mil pages can greatly enhance visibility of RMC contributions Navy.mil local pages also allow linkage to RMC social media pages, and opportunities to post photos, videos, and link relevant Fleet news stories.

(13) Ensure Command Information Materials maintains basic command information (RMC photos, fact sheets, and command history) on RMC command websites. RMCs are required to forward aforementioned command information to CNRMC PAO for informational purposes, to include unit logos/crests, and CO/XO/CMC photos and bios.

(14) Execute an effective and proper writing style. All releases should be in accordance with U. S. Navy Style Guide at http://www.navy.mil/submit/view_styleguide.asp and the Associated Press Stylebook, with the U. S. Navy Style Guide taking precedence where they differ (i.e. capitalization of the word “Sailor“). Once releases are posted to Navy Newsstand or approved by CNRMC PAO, RMC PAOs are free to market the stories as desired. PAOs should note that articles and press releases should use high resolution (at least 300 dpi at 5” x 7”) digital
imagery when possible. All imagery must follow Navy Visual News Service requirements outlined at the Navy Photo requirements site: [http://www.navy.mil/submit](http://www.navy.mil/submit), to include use of proper captions and a Visual Information Record Identification Number (VIRIN). Every photographer is required to have his/her own unique VIRIN.

(15) Routinely liaise with internal and external media and support their leadership and staff by providing annual (or semi-annual) media training and interview preparations.

(16) Coordinate media visits with RMCs command leadership and apprise CNRMC PAO well in advance of event, when possible. RMC Commanding Officers are encouraged to participate in media visits to cover issues addressing surface ship maintenance initiatives, overview of availabilities, and other routine operations.

  o Coordination should begin as media requests emerge with the understanding that media requests are often short-fused.

  o RMCs are to adhere to visit guidelines provided by NAVSEA, CNRMC and RMC guidance, as well as direction from the Navy Social Usage and Protocol Handbook, reference (d).

(17) Provide communications support and media coverage for all command training events. RMC PAOs will coordinate their level of support and participation of these events with command leadership and apprise CNRMC PAO well in advance of event.

(18) Provide strategic planning support in the realm of public affairs and communications. RMC PAOs will coordinate their level of support and participation of these events with command leadership and apprise CNRMC PAO well in advance of event.

(19) Be responsible for providing feedback to the CNRMC PAO after contact with media or when completing other significant PA activities. Additionally, a summary of PA activities should be included in all after-action reports. Resulting news or video clips generated from non-PAO sources shall be sent to CNRMC PAO in a timely fashion. All PAO-generated news releases and videos will require CNRMC PAO approval.
b. RMCs will:

(1) Commanding Officers and RMC staff are encouraged to conduct media interviews on a voluntary basis, provided their remarks are appropriate for their level of responsibility and are limited to unclassified information in their area of expertise. All media inquiries, statements, and interviews will be cleared through the CNRMC PAO. PAOs should always be present during interviews. They are also responsible for taking notes/recording the interview.

- All personnel interviewed, regardless of rank, will be considered official Navy and RMC spokespersons and are “on the record.” “Off the record” comments are not authorized.

- Never speculate when answering questions and avoid commenting on politics or foreign policy.

(2) Respond to Queries (RTQs). RMCs are responsible for providing timely responses to all media queries within the limitations of security and privacy, with CNRMC PAO approval. Withholding information for the purpose of concealing misconduct or avoiding embarrassment to the command, the Navy, or the United States is prohibited. CNRMC, via the CNRMC PAO, shall always be notified of all queries. CNRMC PAO will coordinate responses with higher echelons’ PAOs as necessary.

(3) Serious Accidents or Incidents. RMCs are required to immediately report all serious accidents or incidents to CNRMC PAO. After normal business hours, contact the CNRMC PAO at 757-701-6646. These incidents include death, serious injury, major fire or flooding, major accident, and incidents where media interest is likely. In turn, CNRMC PAO will notify CNRMC leadership immediately. CNRMC PAO will submit initial proposed PAG to respective higher echelon PAO as required.

W. J. GALINIS

Distribution:
Electronic only, via NRMC internet
Public Affairs/Communications Strategy

Ms. Susan Lawson
Congressional Public Affairs Officer

26 February 2014
Overview of CNRMC Public Affairs Responsibilities & Deliverables

• Comprehensive Public Affairs Support for COMNAVSEA, CNRMC & RMCs
• Congressional Tasker Review & Staffing
• Reports to Congress
• Public Website Design, Maintenance & Oversight
• FOIA Officer / Privacy Act Requests
• Articles, Photos & (Videos with NAVSEA approval)
• Direct Support and Oversight for RMC PAOs and Collateral Duty PAOs
• Development of Command Leadership Briefs
• Strategic Planning
• Document Design & Content Development: Newsletters/Fact Sheets
• Speeches
• Development of all Correspondence
• Senior-Level SITREP Development for Stakeholders
• Event Planning & Coordination
• Media Coordination/Interview Prep
• Media/Communications Strategy / Messaging
• Publication Review/Approval for Staff SMEs
• Protocol Compliance
RMC Public Affairs Strategy for 2014

Our Mission: Tell the RMC Stories in a timely, relevant way (and align to NAVSEA & CNRMC Priorities)

1) It’s All About the Ships: INSURV support, emergent repairs, preps for deployment, good news stories from all avails

2) Technical Excellence AND Judiciousness: Have we been efficient and effective, shown innovation, improved our approach? Have we done the right job, on time in support of the Fleet? Have we properly resourced our avails? Did we team across departments and organizations to support an avail or an effort?

3) Culture of Affordability: Did we use “should cost” approaches in our planning and execution? Did we meet our requirements and ensure we executed our avails in a clean and efficient manner? When avails end on time, we are being good stewards of taxpayers dollars.

How will we tackle these comms moving forward?

- NAVSEA All Hands: Each RMC will routinely submit good news stories to CNRMC PAO to package and share with VADM Hilardes for his all hands

- NAVSEA Observer: Each RMC will select one month each year to submit a story to The Observer, aligning the story’s theme to the ways it supports NAVSEA’s SBP

- Navy.mil and local base stories: Develop several stories each month (Goal 3-4 month) that highlight the good news stories across the RMCs: Career-enhancing shore duties at RMCs (NAMTS/MATs), Fleet support stories (Emergent repairs, MAT ship repair support, etc.)

Provide Direct Leadership & Command-Wide Public Affairs Support

- Engage Leadership in monthly PAO Strategy Phonecon: Propose ideas and request feedback

- Provide leadership support: Draft monthly all hands emails, help develop speeches and talking points for their events and briefs

- Attend ESC and Leadership Briefs: Take notes, log actions, share information with leadership and department heads

- Provide well-planned, command-wide support: articles, briefs, photos, congressionals, event planning, and more
## CNRMC February/March Focus

### Initiatives and Products

#### Leadership Engagement
- **20FEB**-CNRMC on ASNE Day Panel: **completed**
- **26FEB**-CNRMC ASNE Dinner Brief: **completed**
- **10MAR**-CNRMC NSRIC Brief: **completed**
- **27MAR**-CNRMC NAVSEA SBP Brief
- **28MAR**-SUPSHIP Gulf Coast CoC Speech

#### RMC Comms
- CNRMC All Hands email (monthly)
- RMC Communicator (Monthly roll-up email to RMCs of articles)
- Submit weekly RMC good news stories for VADM Hilardes' All Hands

#### Media: Articles & Interviews
- CNRMC story for Navy Recruiter Magazine: RMCs career-enhancing
- CNRMC story on SWRMC CHENG to Capital Hill for STEM
- CNRMC story on RMC technology for CHIPS Magazine

#### CNRMC Internal Events
- **26FEB**-Attend Hampton Roads Vision Session
- **27FEB**-CNRMC SBP Offsite
- PAO Weekly training as FMAA Lead for 2014 FMAAs: **ongoing**

#### Congressionals & Legislative Affairs
- Revised & Submitted PB15 Brief – Briefing @ Pentagon 10MAR: **completed**
- Worked and closed 6 Congressionals in February: **completed**

#### Ship Repair Associations, ASNE Events & Similar
- RTC Sponsorship Dates for TG28: 27MAR-23MAY
- Commissioning date: approx. 3APR (Tour & Speech)

### APRIL SNAPSHOT

- Drafting ED Newsletter article (Due 5MAY)
- RTC Graduation date: 23MAY (Event & Graduation Speech)
- Update CNRMC Website with resources & articles & Navy.mil
- Develop Navy.mil website for wider use & branding purposes
- Public Affairs Instruction disseminated
- Story on Divers for faceplate
- Request for CNRMC to speak at PSSRA in April - TBD
- Susan on leave: 14-18APR
## NSSA February Focus (Notional)

### Initiatives and Products

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<th>RMC Comms</th>
<th>MARCH SNAPSHOT</th>
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<tr>
<td>• Execution Brief w/FFC &amp; CNRMC</td>
<td>• 0700 Daily Update Call (Captain’s Call)</td>
<td>• Command Operations (History) Report – Mar 3</td>
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<td>• Strategic Plan Working Group</td>
<td>• All Hands e-mails</td>
<td>• USS Hurricane Undergoes TSRA - Article Mar 4</td>
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<tr>
<td>• SGPI Conference</td>
<td>• NSSA News (command newsletter)</td>
<td>• NSSA Stands Up Galley MAT (GALMAT) on USS McFaul - Article Mar 6</td>
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<td>• NSSA Facebook page</td>
<td>• NSSA Prepares USS San Antonio for INSURV by Performing 4CI PMA - Article Mar 7</td>
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<td>• NSSA Informational line</td>
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### Avails, Advanced Planning, Assessments, TSRAs, IPTDs, MATs, NAMTS, INSURVs, etc.

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<tr>
<td>• Article - NSSA Provides Power for PORTER Aegis Light Off</td>
<td>• Article on I-Level Sailors &amp; quotes Ship CO’s recognition of RMC Sailors preparedness</td>
<td>• Health Fitness Wellness Fair – Mar 18 &amp; 19</td>
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<td>• Presentation of 2013 Regional Maintenance Center Excellence Award</td>
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<td>• Women’s History Month Program (FLTCM April Beldo) – Mar 19</td>
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<td>• Superior Civilian Service Award (ED)</td>
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<td>• Gas Turbine; Water Tight Closure Repair – Articles on NAMTS (TBD)</td>
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<td>• Senior/Junior Civilian of the Quarter (A. Ladler/B. Chancellor)</td>
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<td>• Presentation of NAM Awards</td>
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### RMC Internal Events

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<td>• African American/Black History Month Celebration - Civil Rights in America</td>
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<td>• NCMA - Sponsored Blood Drive/Donates Funds to Wisconsin Revitalization/Grants Scholarship</td>
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<td>• ASNE Dinner (Local Chapter)</td>
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### Diversity & Community Initiatives

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### Ship Repair Associations & ASNE Events

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## Initiatives and Products

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<td>• Collateral Duty PAO – Recent turnover</td>
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| Avails, Advanced Planning, Assessments, TSRAs, IPTDs, MATs, NAMTS, INSURVs, etc. |

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<th>Diversity &amp; Community Initiatives</th>
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| Ship Repair Associations & ASNE Events |
## SWRMC February Focus

### Initiatives and Products

#### Leadership Engagement
- Weekly SITREP to CNRMC
- Quarterly Execution Review (QER) 10-14 Feb

#### RMC Comms
- Bi-Weekly All Hands email
- Monthly Newsletter
- View from the Top article in newsletter

#### Avails, Advanced Planning, Assessments, TSRAs, IPTDs, MATs, NAMTS, INSURVs, etc.
- NTR

#### RMC Internal Events
- VPP Spot the Hazard Relay Event
- Strategic Planning event (article to follow in Feb)

#### Diversity & Community Initiatives
- Black History Month Event—Guest speaker RDML Ponds and article

#### Ship Repair Associations & ASNE Events
- NTR

### Events

#### TSRAs:
- TSRA 3 for USS RUSHMORE (LSD 47) in San Diego, 2/24/14-3/7/14
- QER: 10-14 FEB

#### IPTDs:
- USS SPRUANCE (DDG 111) 50% P&E IPTD, 3-4 Feb
- USS STOCKDALE (DDG 106) A-30/WPER IPTD, 2/6/14
- USS NEW ORLEANS (LPD 18) 50% P&E IPTD, 11-12 Feb
- USS HOWARD (DDG 83) 50% P&E IPTD, 13-14 Feb
- USS LAKE CHAMPLAIN (CG 57) 50% P&E IPTD, 24-25 Feb

#### A-410 Events:
- TBD
- TBD

#### INSURV Support
- INSURV AT for USS JOHN GLEN (MLP 2), 3-5 Feb
- INSURV MI for USS STERETT (DDG 104), 10-12 Feb
- INSURV MI for USS JOHN PAUL JONES (DDG 53), 24-26 Feb

#### WFD Courses:
- ITE NRMC WFD Class 25-27 Feb

### March SNAPSHOT

- Women's History Month
- Engineering Tech Authority Evaluation
# SWRMC March Focus (Notional)

## Initiatives and Products

### Leadership Engagement
- Weekly SITREP to CNRMC

### RMC Comms
- Bi-Weekly All Hands email
- RMC News Links (Bi-weekly roll-up of articles)
- Monthly Newsletter

### RMC Internal Events
- Women’s History Month Event
- Strategic Planning follow up event and article

### Diversity & Community Initiatives
- Women’s History Month Event and article
- CSADD Article

### Ship Repair Associations & ASNE Events
- NTR

## Events

### Briefs:
- All hands survey results

### TSRAs:
1. TSRA 3 for USS PELELIU (LHA 5) in San Diego, 2-14 Mar
2. TSRA 4 for USS RUSHMORE (LSD 47) in San Diego, 10-12 Mar
3. TSRA 1 & 5 for USS SAMPSON (DDG 102) in San Diego, 28-17 Mar
4. TSRA 3 for USS ESSEX (LHD 3) in San Diego 18-27 Mar
5. TSRA 1 & 5 for USS CAPE ST GEORGE (CG 71) in San Diego 3/24/14 4/4/14
6. TSRA 1, 5, & BMDRA for USS MILIUS (DDG 69) in San Diego, 24 Mar- 11 April
7. TSRA 3 for USS WILLIAM P LAWRENCE (DDG 110) in San Diego, 28 Mar- 4 April
8. TSRA 4 for USS ESSEX (LHD 2) in San Diego, 21 Mar- 11 April

### QER:
- NTR

### IPTDs:
- No articles

- USS PEARL HARBOR (LSD 52) A-30/WPER IPTD EVENT, 4 Mar
- USS BOXER (LHD 4) 80% P&E IPTD EVENT, 11-12 Mar

### A-410 Events:
- No articles

### INSURV Support
- INSURV MI for USS VANDEGRIFT (FFG 48) 10-12 Mar

### VR Support:
- INSURV MI for USS VANDEGRIFT (FFG 48) 10-12 Mar

### April SNAPSHOT
- Bring your child to work day
- Drug and Alcohol awareness event
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<td>Monthly theme</td>
<td>NAVSEA SBP Priorities: It’s All About the Ships, Technical Excellence AND Judiciousness &amp; Culture of Affordability</td>
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<td>RMC Articles, IVs &amp; Events</td>
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<td>27 Q2 Planning Day - Suffolk</td>
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<td>SWRM STEM Capitol Hill Article</td>
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<td>17</td>
<td>Finalize RTC Commissioning Speech &amp; article: Event date 1st week April</td>
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<td>FMAA Training</td>
</tr>
<tr>
<td><strong>Diversity</strong></td>
<td></td>
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