

# LEGACY



## COMMUNICATON PLAYBOOK

Prepared by: CNAF Public Affairs



# FOREWORD

Aviation Leaders,

I'd like to start by thanking each of you for your service and dedication to the world's greatest Navy. We are America's away team, and Naval Aviation is at the front of the U.S. military capability and capacity to assure allies, expand partnerships, and deter aggression. I am privileged to lead as your acting Air Boss, and I am resolute in my commitment to each of you -- the more than 100,000 Sailors, aviators, civilians, and teammates of Naval Aviation.

I'm laser-focused on the Naval Air Forces priorities: deliver capability and capacity to win in great power competition; generate future readiness across the force; and achieve revolutionary training.

*If warfighting is our imperative, then warfighters must be central to our mindset and mission.*

LEGACY is about leadership, Sailor development, and teamwork. We must inspire the future generation by demonstrating the wide range of opportunities within Naval Aviation. Your personal involvement in mentoring our youth is essential so they can see themselves as successful leaders in our Navy.

LEGACY is also an opportunity to revisit aviation history, celebrate U.S. Naval traditions, recognize important milestones, and commend excellence in the standards of our profession. While highlighting "firsts" recognizes reduced barriers and increased opportunities, we will know we have done our work then we no longer talk "firsts."

Our aviation team benefits from the perspectives of every Sailor, and LEGACY is our effort to showcase the tireless contribution of Naval Aviation Sailors to defend our nation. I am incredibly proud to work together as we ready the most formidable air force for the future.

Very Respectfully,

Acting Air Boss  
RADM George Wikoff

# THEMES & LINES OF EFFORT

## WARFIGHTING EXCELLENCE

Highlight Naval Aviation's commitment to developing warfighters and warfighting excellence.

## OUR LEGACY

Connect the community, past and present, to the purpose and pride inherent to Naval Aviation air superiority.

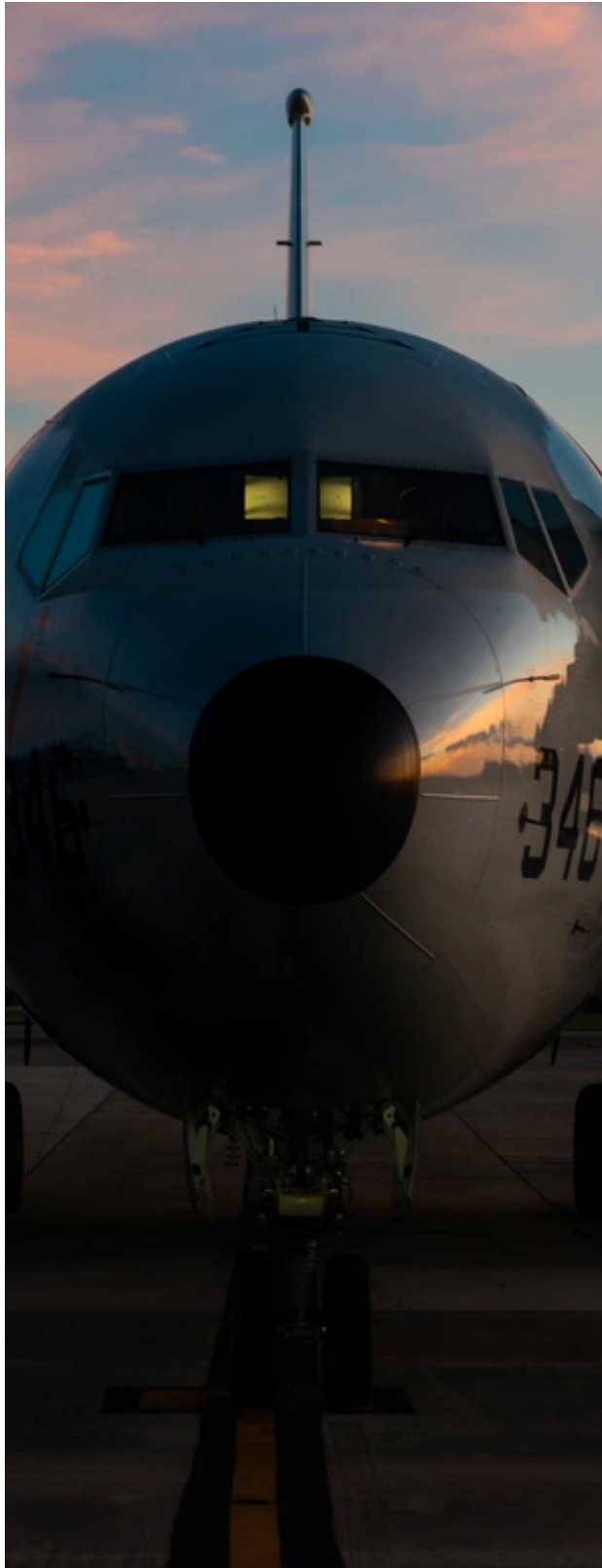
"We stand on the shoulders of giants."

## OUR PEOPLE AT THE CENTER

Demonstrate and celebrate the wide range of perspectives and experiences of Naval Aviation Sailors. Every Sailor has a story.

## OUR FUTURE

Position Naval Aviation as a pathway to numerous opportunities in STEM, service, and leadership.



# LEADERSHIP

- Leaders at every level need to be informed, empowered, and engaged; you own communication at your command.
- Naval Aviation requires competent, courageous, and committed military professionals who are dedicated to excellence in leadership.
- Safe and lethal operations are outcomes of effective leadership. Every member of the Naval Aviation Enterprise is a leader.

# EDUCATION

- We are focused on communicating the value of service, because we believe that once people join our ranks and see the great training and opportunities we provide, they will want to stay on our team.
- We owe our Sailors the very best in training and embracing modern tools and technology to develop warfighters who are ready and tough.
- Naval Aviation offers elite training opportunities in various fields ranging from Navy training, to industry experience, to further education.

# GROWTH

- Establishing trust up and down the chain of command assumes we have a means for input, and for feedback.
- We embrace Get Real Get Better, Warrior Toughness, and Performance to Plan to better our Navy through personal and professional growth mindsets.
- If each Sailor has the opportunity to grow individually, they can continue to promote improvement in the Naval Aviation community.
- Retaining the best and brightest is essential to developing future military leadership.

# ADVOCACY

- When the needs of Sailors are communicated and addressed, this empowers our people to find and fix problems at their level to improve our force.
- Advocacy aids in maintaining warfighting excellence throughout the Naval Aviation community by promoting personal and professional innovation for increased lethality.
- The Navy provides resources and support for Sailors and their families which directly impacts quality of service.

# CULTURE

- The Naval Aviation culture of sustained excellence ensures readiness throughout the community in every Sailor, position, and platform.
- Naval Aviation actively seeks to leverage various skills and experiences to reinforce belonging and reach our maximum warfighting potential.
- Strict adherence to standards and prioritizing safety are fundamental to aviation cultural success.
- For a century, Naval Aviation has stood the watch ensuring our continued legacy of great people, great leaders, and great teams.

# YOUTH OUTREACH

- At events across the country, the Naval Aviation Enterprise interactions with youth leave lasting impressions of Naval Aviation and its opportunities.
- Outreach is our mechanism to expose Naval Aviation as a noble profession and enable youth to see themselves in this role.
- The Naval Aviation Enterprise provides opportunities for all Sailors- personally, educationally, professionally, and beyond.

# MESSAGES AND TALKING POINTS

## NAVAL AVIATION AIR SUPERIORITY LEADS THE NAVY IN WARFIGHTING EXPERTISE

- Naval Aviation is the forefront of our Navy's power projection and forward operational presence.
- Our Carrier Strike Groups bring unmatched lethality, battle space awareness, and mobility to any maritime theater, ensuring the Navy's ability to establish and sustain sea control, achieve maritime superiority, and project power at great distances.
- The CNO's vision is of a Navy that swarms the sea, delivering synchronized lethal and non-lethal efforts from near and far, on every axis and in every domain.

11 OPERATIONAL AIRCRAFT  
CARRIERS

9 ACTIVE CARRIER AIR WINGS

271 SQUADRONS

ACROSS 12 DIFFERENT  
PLATFORMS DEPLOYED  
WORLDWIDE



## THE LEGACY OF NAVAL AVIATION CONNECTS PAST, PRESENT, AND FUTURE MEMBERS THROUGH AVIATION EXPERIENCES AND INSPIRED CONNECTIONS

- The bravery and innovation of our Sailors and their ability to provide warfighting excellence and capabilities from sea to shore are the lynchpins of our great carrier fleets.
- Each squadron in Naval Aviation has their own **history and heritage** that are incorporated into traditions that current aviators embrace.
- Continuing its long history of Navy warfighting advancements, aviation remains the most lethal, agile force in the United States Navy today.
- Today's Naval Aviators stand on the shoulders of the giants who paved the way in leadership and maritime superiority. We follow in their footsteps to blaze a trail of our own.

# MESSAGES AND TALKING POINTS

## OUR PEOPLE ARE CRITICAL TO THE STRENGTH OF NAVAL AVIATION

- Leveraging experiences, backgrounds, and perspectives from across the Naval Aviation Enterprise strengthens our Navy's culture.
- The Naval Aviation Enterprise consists of over 190,000 Sailors, Marines, civilians, and aviators.
- The Navy is dedicated to providing resources and ensuring representation for all of its Sailors.
- We are a stronger team when we can fully rely on each other, and a stronger Navy when we can draw on our combined resources, skills, capabilities, and the talents of our people.



## THE NAVAL AVIATION LEGACY EXPANDS TO THE FUTURE FORCE TO CONTINUE WARFIGHTING EXCELLENCE



- Naval Aviation is investing in and pursuing advanced technologies and operating concepts to maintain superiority in the future.
- Naval Aviation will continue to be the cornerstone of a lethal, agile, resilient, and readily adaptable distributed maritime force.
- The Naval Aviation community provides and will continue to provide elite training, technology, and capabilities.
- Outreach is critical to connect firsthand with future Sailors. We hope to inspire these future leaders through the excellence of Naval Aviation.
- Naval Aviation is a pathway to numerous opportunities in leadership, service, and beyond.

# QUESTIONS AND ANSWERS

## LANGUAGE TO REINFORCE:

Patriotism  
Duty  
Honor

Service  
Selfless  
Camaraderie  
Purpose

Character  
Courage  
Commitment

### Q1: WHAT IS THE DIFFERENCE BETWEEN DEI AND LEGACY?

A1: DEI stands for diversity, equity, and inclusion, and Naval Aviation remains aligned with the DoN's existing policy. LEGACY broadly focuses on leadership, education, growth, advocacy, culture, and youth outreach to highlight the past, present, and future warfighting excellence of Naval Aviation. The Naval Aviation Enterprise consists of over 190,000 Sailors, Marines, civilians, and aviators. Our goal is to provide resources for all personnel and ensure that Naval Aviation is a connection and pathway to further opportunities. We remain laser focused on the development of our people as foundational to our warfighting excellence.



### Q2: WHAT IS THE PURPOSE OF LEGACY?

A2: The purpose of LEGACY is to connect past, present, and future members of the Naval Aviation community by communicating our standards and rich traditions of excellence instituted by those who have served before.



### Q3: HOW DOES LEGACY FIT INTO THE PRIORITIES FOR NAVAL AVIATION?

A3: Naval Aviation is the forefront of our Navy's power projection and forward operational presence. The LEGACY initiative contributes to warfighting excellence by educating, engaging, and empowering Naval leaders of all paygrades and career milestones.

### Q4: DOES OUR NAVY REFLECT THE RICH DIVERSITY OF OUR NATION?

A4: Every job, space, and rank in every Navy community and Naval Aviation rating is open to any qualified individual. We are a stronger team when we can fully rely on each other, and a stronger Navy when we can draw on the diverse experiences, capabilities, and talents of our people. Our Sailors form the foundation to the strength of our Navy's culture, as well as our warfighting capabilities.



# SENIOR LEADERS ON LEGACY

"I call upon all our people - Sailors, Marines, families, and DON civilians - to share the positive outcomes of military and civilian service. Your stories and experiences hold weight and influence within your circle and could be why someone chooses military or civilian service."

**CARLOS DEL TORO, SECRETARY OF THE NAVY**

"Navy leadership is laser focused on improving Quality of Service for Sailors. We are working daily to ensure support and resources are available to Sailors in the shipyards, at sea and at home. I'm asking our leaders at all levels to invest in their Sailors' health, well-being and overall success by taking concerns seriously and advocating for change."

**ADM. LISA FRANCHETTI, ACTING CHIEF OF NAVAL OPERATIONS**

"History shows the navy which adapts, learns, and improves the fastest gains an enduring warfighting advantage. The essential element is fostering an ecosystem— a culture— that assesses, corrects, and innovates better than the opposition."

**ADM. MICHAEL GILDAY, RETIRED, 32ND CHIEF OF NAVAL OPERATIONS**

"It's not my hope, it's my duty, in conjunction with allies and partners, to deliver intolerable costs to anybody that would upend the order in violation of the nation's security or in violation of the nation's interests. The saying, which is 'if you want peace, prepare for war'."

**ADM. SAMUEL PAPARO, COMMANDER, US PACIFIC FLEET**

"Our aviation team benefits from the wide range of perspectives every sailor brings to our units. Our team continues to excel in tackling complex challenges because it reflects the innovative spirit of our great nation."

**REAR ADM. GEORGE WIKOFF, ACTING COMMANDER, NAVAL AIR FORCES**

"To all of you, I will do my best so that naval aviation leads us into the future with clarity and innovation,"

**REAR ADM. DOUGLAS VERISSIMO, COMMANDER, NAVAL AIR FORCE ATLANTIC**

# 2024 OPPORTUNITIES



Fleet Weeks | Navy Weeks

Air Shows | Flyovers

Flight Academy | NJROTC

DV Embarks

CVN / Squadron Tours

Media Engagements



## POINTS OF CONTACT

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## HASHTAGS

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