

UNIT VISIBILITY TEAM FEBRUARY / MARCH

TASKING

Working together to initialize and empower Unit Visibility Teams within each NRD.

The mission of the Naval Reserve is to generate trained individuals and teams for Canadian Forces operations, while at the same time supporting the Navy's efforts in connecting with Canadians through the maintenance of a broad national presence. To assist and mentor each NRD in accomplishing this mission we put forward this monthly plan and ask your participation. As always we encourage each unit to actively support and share their unique outreach within their own communities.

FEBRUARY RECRUITING EMPHASIS – Financial Services Administrator

MARCH RECRUITING EMPHASIS – Human Resources Administrator

NAVRES HQ will:

1. Create **FSA/HRA** infographics to post on NRD Facebook pages, providing through email to units.
2. Create **FSA/HRA** Facebook cover-photos to post on NRD FB throughout the month.
3. Post RCN/NAVRES **FSA/HRA** recruiting videos on NRD FB pages throughout the month.

NRD Unit Visibility Team are Asked to:

1. Create one short 3-5 paragraph article for your NRD Social Media (with imagery) on an **FSA/HRA** within your unit. Ideally translating in house at unit and posting to your social media once translated.

BLACK HISTORY MONTH – February

Every February, Canadians are invited to participate in Black History Month festivities and events that honour the legacy of Black Canadians, past and present. For 2019, the theme of the Government of Canada's Black History Month campaign is Black Canadian Youth: Boundless, Rooted and Proud.

This is a great opportunity to promote diversity within the CAF by spotlighting a member of your unit with Black heritage. Give the member the questionnaire at <http://www.davidlewispao.com/questionnaire.html> to fill out, and then craft your article from the provided information.

Resources

<https://www.canada.ca/en/canadian-heritage/campaigns/black-history-month.html>

<http://www.blackhistorycanada.ca/>

<http://www.forces.gc.ca/en/news/article.page?doc=historical-milestones-february-is-black-history-month/hrvtvggl>

NAVY BIKE RIDE – 8 June 2019

Navy Bike Rides (NBR) Shadow Rides educates Canadians about their Navy while also promoting fitness and connecting with citizens. This fun family event is open to cyclists of all skill levels and all ages, including beginners. Sailors, family and friends across Canada will conduct a Shadow Ride to raise awareness and funds. Proceeds and donations will go to Support Our Troops Fund and the Royal Canadian Naval Benevolent Fund.

UVT will be receiving the NAVY BIKE RIDE – UVT Packet by Mid-April.



INTERNATIONAL WOMEN'S DAY 2019 - Campaign theme is #BalanceforBetter

March 8 is International Women's Day. This is a chance for Canadians to honour the contributions of women to our society. The Canadian Armed Forces was one of the first military forces to allow women to serve in all occupations.

This is a great opportunity to spotlight one or more of the many strong serving Women within your Naval Reserve Division. Give the member the questionnaire at <http://www.davidlewispa.com/questionnaire.html> to fill out, and then craft your article from the provided information. Tell their story!

Resources

<https://www.internationalwomensday.com/>

Statement from 2018 - <https://www.canada.ca/en/department-national-defence/news/2018/03/champions-statement-international-womens-day-2018.html>

IMAGERY CONTEST – Results for Dec-Jan “COOKS”

There were many exceptional photo submissions and postings from numerous members. Bravo Zulu to all those who took the time to accomplish the UVT task which was requested. You are helping to build a valuable database of imagery of different trades. This is a great asset for graphics, promotion, etc. which may be utilized for both visibility and recruiting purposes.

WINNER



Photo: Sgt Yannik Bedard
HMCS D'Iberville



Photo: SLt Christian Mosley
HMCS Discovery



HMCS Malahat



Photo: Aspm Allison Moisan
HMCS Montcalm



HMCS Malahat



Photo: Aspm Allison Moisan
HMCS Montcalm



Photo: Sgt Yannik Bedard
HMCS D'Iberville

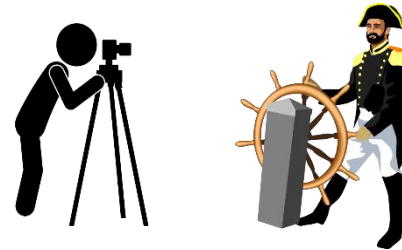
IMAGERY CONTEST – FEBRUARY / MARCH

We are looking to build our library of imagery with photos of Financial Service Administrators and Human Resource Administrators. Do you think you can catch or create an exciting? Interesting? Engaging photo of these trades? We'd love to see it. \$10 Timmies card to the best! Submit to LCdr Lewis at stand4canada@yahoo.ca. All submissions will be judged by HQ PA team and one winner will be determined. Winner will be posted on NAVRES Facebook page with gallery of all entries.

CONTEST: Best image of FAS/HRA.

DEADLINE: 10 March 2019

PRIZE: \$10 Tim Hortons Card



UPDATE ON IPADS – iPad Pro 10.5 in

NAVRES HQ has ordered 31 iPads intended for the social media OPI at your NRD. We are aware that too often you must use your personal cell phone and data to accomplish your work. This is not acceptable, and this iPad is a solution that should solve this issue for a few years.

The intent is to provide you with a complete “kit”: the iPad with an Internet access, a protective case, some extra useful tools and a transport bag.



Specs and extra items ordered:

Hard Drive: iPad, WiFi 128 GB Space Grey

No Keyboard (don't need it)

Cellular Upgrade (it means you will have access to Internet, like the LTE network)

Car adapter: Dual USB PowerJolt 12W Lightning Car Charger

AC Adapter: Second Apple 12W USB Power Adapter

Apple Lightning to Digital AV Adapter

AppleCare Warranty

10.5 inches iPad.

Protective Case:

Modal Reversible case for iPads 10.5 inches – Black

Transport Bag: Swissgear for 10 inches tablet – Black

Because of the cellular upgrade, you will have to register your iPad, the same as we do for a Blackberry. HQ will request these items to be transferred to your NRD DA (inventory). Then, we will ship them to your NRD Supply and you will be able to sign them there on a DND-638.

Software: No additional software. Yes, you will have the ability to install FREE apps, such as Aviary, to modify your photos, etc.

Any questions and/or concerns may be addressed to Captain Pascal Lemieux

TOOLBOX – LCdr Lewis

As a Public Affairs Officer I have a personal/professional website. I've had it for years and it has come in handy various times. It is completely unofficial, non-DND, non-military. Over the years I have used it to accumulate links to other sites, templates for documents, Power-points, graphics, etc. Having these resources on my site has allowed me to conveniently access them from pretty much anywhere. I was recently thinking that perhaps the information I've personally assembled might be of value to others. I invite you to visit my personal unofficial site as there might be items you could use.

<http://www.davidlewispao.com/uvttoolbox.html>

MORE HELPFUL LINKS

As in all UVT Newsletters, we continue to pass along external websites which provide valuable tools which might assist you in creating products for your NRD. Here are a few more:

Clipartmax - Millions of clipart image, unlimited download for free!

<https://www.clipartmax.com>

FEB/MAR “TO DO LIST”

- Create short feature article on a member of my NRD for Black History Month
 - Identify Member
 - Have them fill out questionnaire if they are willing
 - Request they provide you their favourite photo in uniform
 - Write article and have it translated
 - Post on NRD social media, share with NAVRES

- Same as above but for International Women's Day

- Capture imagery of Financial Service Admin and Human Resource Admin.
 - Send to LCdr Lewis for photo contest.

- Discuss with UVT ideas/plans for the Navy Bike Ride

NAVRES HQ – YOUR PUBLIC AFFAIRS TEAM - HERE TO SUPPORT YOU

SSO PA – **Major Josee Bilodeau** – josee.bilodeau@forces.gc.ca – 418-694-5560 ex5336
SSO Social Media / Outreach – **LCdr David Lewis** – david.lewis@forces.gc.ca – 226-700-8513
OPS and Planning – **Captain Pascal Lemieux** – pascal.lemieux3@forces.gc.ca – 418-694-5560 ex5225
PAO – **A/SLt Jill Marcoux** – jill.marcoux@forces.gc.ca – 418-694-5560 ex5670
Social Media/Special Projects - **Andréa Parent** – Andrea.parent2@forces.gc.ca – 418-694-5560 ex5682
Graphic Artist - **Valerie Bourque** – Valerie.Bourque@forces.gc.ca – 418-694-5560 ex5682