

UNIT VISIBILITY TEAM SEPTEMBER **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.

SEPTEMBER RECRUITING EMPHASIS – MARINE TECHNICIAN (MARTECH)

NAVRES HQ will:

1. Create **MARTECH** infographics to post on NRD Facebook pages throughout the month.
2. Create various **MARTECH** Facebook cover-photos to post on NRD FB throughout the month.
3. Post RCN/NAVRES **MARTECH** recruiting videos on NRD FB pages throughout the month.
4. Provide **MARTECH** posts for your unit Instagram.

NRD Unit Visibility Team are Asked to:

1. Create one short 3 paragraph article for you NRD Social Media (with imagery) on a **MARTECH** within your unit. Send for approval to NAVRES PA HQ. Post to your social media once approved.

SEPTEMBER UVT EMPHASIS – CREATE A LOCAL UNIT PAO DATABASE

All members of the NRD receive a questionnaire they must fill out and return to the PAO on the new training year in-routine evening. The emphasis of the questionnaire will be *“What I Did in the Navy This Summer”*. This will also provide PA with a database to draw from regarding members who **voluntarily** self-identify with various ethnic, religious, LGBT, etc. groups. This will serve as a valuable database for future outreach to spotlight members in reference to National Aboriginal Week, Black Heritage Month, University Newspapers, Pride, etc.

NAVRES HQ will:

1. Create and submit a blank questionnaire to each NRD command team requesting that it be sent out to all members of ship's company. It will be CO's intent that it be filled out and returned to PAO/UPAR during in-routine. The emphasis of the questionnaire will be *“What I Did in the Navy This Summer”*.
2. Assist NRD UVT in increasing the reach of PA products which are a result of this effort.

NRD Unit Visibility Team are Asked to:

1. Craft short articles on various members of ship's company spotlighting their NAVRES activities over the summer. Members returning questionnaire will also be asked to supply captioned imagery to complement their summer story.
2. Post on NRD social media interesting and informative articles on members Naval Reserve adventures during the summer. No imagery, no story.

NAVAL GNOME– TRAVELS ACROSS CANADA

Public Affairs Office for CFB Esquimalt has organized a journey for the Gnaval Gnome (a Travelocity style gnome painted in an RCN uniform) He will be traveling across Canada stopping to visit various NRDs and ending up back in Esquimalt for Base Open House. POC at units are already aware. Estimated dates for the Gnome visit are:

Halifax	15 Aug
HMCS Champlain	22 Aug
NAVRES HQ/	
HMCS Montcalm	27 Aug
RCN HQ Ottawa	31 Aug
HMCS Cataraqui	05 Sep
HMCS York	07 Sep
HMCS Prevost	11 Sep
HMCS Queen	13 Sep
HMCS Tecumseh	20 Sep
CFB Esquimalt	28 Sep



He has his own Facebook page at <https://www.facebook.com/Gnaval-Gnome-224670224279013/>

AT THE NRDs – WATCH FOR EXCITING CONTENT FROM

Let's learn from each other! Watch for social media content from these units! Evaluate everything with the attitude of "Would that work here? How did they do it?" Every unit is available to assist you to achieve the same success they achieved with their event. Let's talk to each other!

02 Sep – **HMCS Tecumseh** in Calgary Pride Parade

03 Sep – **HMCS Radisson** will host HMCS Oriole in Trois-Rivières

03 Sep – **HMCS York** will assist the Canadian International Airshow with four boats in Lake Ontario

08 Sep – **HMCS Queen** members will appear on CBC Regina 'In Your Shoes' television show.

08 Sep – **HMCS York** sailors on NST Greece in support of Op REASSURANCE

10 Sep – **HMCS Prevost** will launch their High-School CO-OP program

17 Sep – **HMCS Jolliet** will host HMCS Oriole in Sept-Îles

21 Sep – **HMCS D'Iberville** in Rimouski will host a Doors Open at the unit.

28-30 Sep **HMCS Chippawa** will conduct regional NRETS event EX PRARIE SAILOR

29 Sep – **HMCS Discovery** in Vancouver will host a Doors Open

04 Oct – **HMCS Prevost** Colour Guard at Western University Mustang 'Heroes' Football game

09 Oct – **HMCS York Band** will perform at the opening of Pat Bayly Square in Ajax Ontario

12 Oct – **HMCS Donnacona** in Montreal will host a citizenship ceremony

14 Oct – **HMCS Queen Charlotte** will participate in and man hydration stand for annual PEI Marathon

27 Oct – **HMCS Cataraqui** will host EX Rideau Guard in Kingston.

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

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