

SOUTHERN SEAS PUBLIC AFFAIRS ENGAGEMENT PLAYBOOK



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ALL PHOTOS TAKEN BY USS GEORGE WASHINGTON
MASS COMMUNICATION SPECIALISTS DURING
SOUTHERN SEAS 2024

SOUTHERN SEAS 2024

PUBLIC AFFAIRS GUIDANCE OBJECTIVES



Main communication objectives of Southern Seas 2024:

- Conduct a deployment through the United States Southern Command (USSOUTHCOM) area of responsibility to strengthen maritime partnerships through joint, multinational, and interagency exchanges and cooperation.
- Conduct key leader (KLE) and distinguished visitor (DV) engagements with partner nations. The respective U.S. Embassy country teams will determine the KLE and DVs who are eligible.
- Southern Seas 2024 is part of USSOUTHCOM's Enduring Promise initiative, and reflects the United States' enduring promise of friendship, partnership, and solidarity with the Americas.

DISTINGUISHED VISITOR ENGAGEMENT



SAMPLE SCHEDULE OF EVENTS

TIME	EVENT
1000	DV arrival, walk through sideboys and greeted by Commander Carrier Strike Group (CCSG)
1015	Comfort Break and doff personal protective equipment
1030	Bilateral engagement brief or Forecastle tour
1130	Lunch
1230	Don personal protective equipment
1245	Observe Flight Operations
1315	Doff personal protective equipment
1330	Hangar Bay Tour
1400	Jet Shop Tour
1430	Farewell, gift exchange, and safety brief
1500	DV Departure



**DV
ARRIVAL**



SIDEBOYS



**GREETED
BY CCSG**



**PPE FOR ARRIVAL
AND DEPARTURE**

CRANIAL

FLOATATION
DEVICE





**BILAT
BRIEFS**



**GIFT
EXCHANGE**



**CO'S
IN PORT CABIN**



**FLAG
MESS**



Considerations for DV engagement:

- Timeline: 3-6 hours
- If the group is larger than 14 persons, separate into two groups
- Visit will be hosted by commander of the carrier strike group, carrier commanding officer, and commander of the carrier air wing
- Primary event will be observing fixed wing flight operations
- Order and duration of events are flexible
- Meal locations will depend on the size of the DV group
- Delays are always possible, so be prepared to cancel the first or last event (forecastle tour or jet shop tour)
- Media is welcomed and encouraged
- Names of all guests should be provided to the Southern Seas public affairs officer no later than 24 hours before the event
- Provide any dietary restrictions no later than 48 hours in advance to support menu planning
- Be prepared to be flexible - 70% of Southern Seas 2024 events were delayed or affected by weather
- Media department provides 2-3 photographers throughout the event

EXPENSES

Hats, coins, shirts, and other gifts are available for purchase during your visit. You must bring U.S. dollars (USD) should you wish to purchase memorabilia aboard USS George Washington.

CREDIT CARDS OR FOREIGN CURRENCY ARE NOT ACCEPTED.

PHYSICAL EXERTION

All visitors must be fully mobile and able to climb up and down ladders. Visitors are expected to be able to traverse spaces with low overheads and narrow passageways.

CLOTHING AND PERSONAL ITEMS

Aboard the ship, dress casually for a working environment. You must wear long sleeves on the flight deck. Remove hoop or dangle earrings in order to wear personal protective equipment on the flight deck. Comfortable shoes are highly recommended for standing and walking on steel deck plating.

OPEN TOED SANDALS AND HIGH HEELED SHOES ARE NOT AUTHORIZED.

BAGGAGE

Small personal purses and backpacks are allowed, but DO NOT bring any large baggage aboard. Any baggage brought to the ship is subject to search by our security team. Recommend leaving valuables and jewelry at home.

WEAPONS

Weapons are NOT PERMITTED aboard.

SCHEDULE CHANGES

Please be aware that the ship's schedule is subject to change on short notice due to unforeseen circumstances, such as weather.



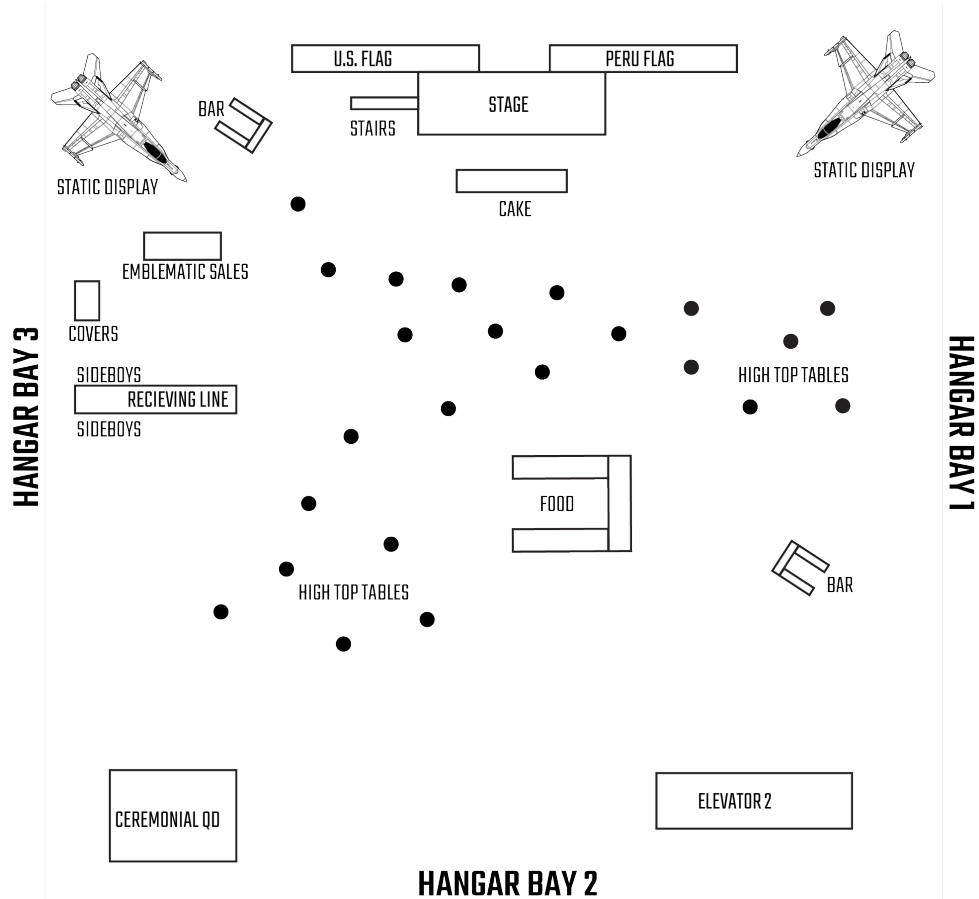
DIPLOMATIC RECEPTIONS



SAMPLE SCHEDULE OF EVENTS

TIME	EVENT
1300	Guests arrive via stern dock, social hour begins in Hangar Bay 2 with hors d'oeuvres, drinks, and music
1330	Leadership and VIPs walk onto stage
1335	Host nation and American National Anthems
1340	Leadership and VIP remarks
1400	Cake Cutting Ceremony
1415	Flight Deck tours commence
1500	Flight Deck tours conclude
1600	Final guests depart via stern dock

RECEPTION SET UP EXAMPLE





PLANNING FACTORS

Considerations for DV engagement:

- 3 hours of drinks and heavy hors d'oeuvres
- Uniforms: Service dress blues or summer whites with ribbons and no covers
- See reception layout (P. 11) for aircraft static displays
- Guests are brought aboard via ferry boats to the stern dock
- Guests are taken to the flight deck via aircraft elevator
- National anthems can be sung, performed by a host nation band, or played via recording

INFORMATION FOR RECEPTION VISITORS



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PHYSICAL EXERTION

All visitors must be fully mobile and able to climb up and down ladders. Visitors are expected to be able to traverse spaces with low overheads and narrow passageways.

CLOTHING AND PERSONAL ITEMS

For the evening reception, we recommend a suit or uniform equivalent for gentlemen, and pantsuit or uniform with flat shoes or uniform equivalent for ladies. Comfortable shoes are highly recommended for standing and walking on steel deck plating in the hangar bay and metal grating on the stern dock.

OPEN TOE SANDALS AND HIGH HEELED SHOES ARE NOT AUTHORIZED.

BAGGAGE

Small personal purses and backpacks are allowed, but DO NOT bring any large baggage aboard. Any baggage brought to the ship is subject to search by our security team. Leaving valuables and jewelry at home is recommended.

WEAPONS

Weapons are NOT PERMITTED aboard.

MEDIA ENGAGEMENTS



Topics for media interviews hosted by the ship will be at the strike group level. Questions asked outside of the strike group's purview will be referred to higher headquarters public affairs.

Underway media embarks are recommended and encouraged during DV events. However, the media does take a seat on the aircraft and must be accounted for in the total number of distinguished visitors.

Media can embark overnight with an embassy escort. We recommend no more than one night underway.

During the port visit, expect up to 25 reporters with embassy escort.

In addition to subject matter experts, reporters can interview leadership, members of the Embarked International Staff, and Sailors from the host nation.

The morning of the reception is preferred for media tours since leadership will already be aboard for the diplomatic reception.





Ship tours are available during port visits on non-reception days.

Press and VIP tours are recommended during the day of the diplomatic reception.

Press and VIPs can also stay after the tour to attend the diplomatic reception.

Bringing tour groups aboard slows the movement of Sailors and supplies on and off the ship and may lead to potential delays in diplomatic reception support and execution.

Limit tour times to 1000-1600.

Limit 25 people per tour group.

Allot one hour for each tour.

The U.S. Embassy selects the guests and should provide names 48 hours before the tour.

Embassy support at fleet landing is crucial for safe and successful tours when the ship is at anchor.

INFORMATION FOR VISITORS

EXPENSES

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CREDIT CARDS OR FOREIGN CURRENCY ARE NOT ACCEPTED.

PHYSICAL EXERTION

All visitors must be fully mobile and able to climb up and down ladders. Visitors are expected to be able to traverse spaces with low overheads and narrow passageways. All tour visitors must be between the ages of 8 and 75 years old. Children over the age of 8 are permitted, so long as they are chaperoned and physically capable of climbing up and down ladders and into and out of liberty boats. Please consider your child's maturity, height, and any physical limitations prior to attending the tour. Children cannot be carried up or down ladders. The ship is an industrial environment and may not be enjoyable for young children.

CLOTHING AND PERSONAL ITEMS

Aboard the ship, dress casually for a working environment. Comfortable shoes are highly recommended for standing and walking on steel deck plating. Consider leaving jewelry and valuables at home.

OPEN TOE SANDALS, HIGH HEELED SHOES, DRESSES, AND SKIRTS ARE NOT AUTHORIZED.

BAGGAGE

Small personal purses and backpacks are allowed, but DO NOT bring any large baggage aboard. Any baggage brought to the ship is subject to search by our security team.

WEAPONS

Weapons are NOT PERMITTED aboard.

TOUR GUIDES

Uniformed tour guides will be provided and all visitors must remain with their tour group at all times, unless escorted by a uniformed tour guide. For your safety, follow the guidelines of your tour guide and all posted signs.

RESTROOMS

Restrooms for visitor usage are very limited aboard the ship.

REFRESHMENTS

No refreshments will be served as part of a tour.

SCHEDULE CHANGES

Please be aware that the ship's schedule is subject to change on short notice due to unforeseen circumstances, such as weather.

BILATERAL STORY AND PHOTO EXAMPLE

US, CHILEAN FORCES CONCLUDE BILATERAL EXERCISES

By Mass Communication Specialist 3rd Class Johnathan Meighan, USS George Washington Public Affairs

PACIFIC OCEAN (June 18, 2024) – The George Washington Carrier Strike Group and Chilean navy concluded a series of bilateral exercises as a part of Southern Seas 2024 while underway in the Pacific Ocean June 17.

These bilateral exercises foster goodwill between U.S. and Chilean navy forces, and build partner capacity and capability.

Prior to the exercises, Nimitz-class aircraft carrier USS George Washington (CVN 73) anchored off the coast of Punta Arenas, Chile where the ship hosted Honorable Minister Maya Fernández Allende, Chilean minister of defense, Adm. Juan De La Maza Larraín, chief of Chilean navy, and other distinguished Chilean visitors. They toured the ship and attended a brief with Rear Adm. Alexis Walker, commander, Carrier Strike Group 10.

“These bilateral exercises helped our ability to work together across multiple domains,” said Walker. “Our connection across sea, air and land link our nations’ security and prosperity.”

Following the strait transit, the GWCSG and Chilean navy ships and aircraft conducted a photo exercise to demonstrate their combined maritime strength and abilities. The photo exercise provided another opportunity for the two navies to increase their interoperability and overall maritime proficiency.

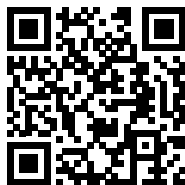
George Washington also hosted Ambassador Bernadette Meehan, U.S. ambassador to Chile, along with other U.S. and Chilean distinguished visitors for a reception aboard the ship June 15. The distinguished guests also attended a brief with CSG 10 leadership, toured the ship, and engaged with Sailors.

“I am honored by George Washington’s presence and U.S. enduring committed partnerships with Chile,” said Meehan. “These exercises conducted by both ships’ hardworking Sailors reflect enduring promises to our partners for a cooperative, prosperous, and secure hemisphere.”

GWCSG consists of George Washington, Arleigh Burke-class guided-missile destroyer USS Porter (DDG 78), Henry J. Kaiser-class replenishment oiler USNS John Lenthall (T-AO-189), and embarked Carrier Air Wing (CVW) 7 composed of “Argonauts” of Strike Fighter Squadron (VFA) 147, “Jolly Rogers” of VFA-103, “Patriots” of Electronic Attack Squadron (VAQ) 140, “Sun Kings” of Airborne Command & Control Squadron (VAW) 116, “Grandmasters” of Helicopter Maritime Strike Squadron (HSM) 46, and “Nightdippers” of Helicopter Sea Combat Squadron (HSC) 5. George Washington is deployed with Porter and John Lenthall as part of Southern Seas 2024 which seeks to enhance capability, improve interoperability, and strengthen maritime partnerships with countries throughout the U.S. Southern Command area of responsibility through joint, multinational, and interagency exchanges and cooperation.



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