Department of Army Community Relations Awards Program of Excellence 2014

A SALUTE TO OUR MILITARY

FORT BRAGG AND NASCAR TEAM UP FOR THE COCA COLA 600

AIRBORNE

SUSTAIN SUPPORT DEFEND

COCA COLA 600
A Salute To Our Military

Frank R. Hanan and Jackie M. Thomas

2014 Maj. Gen. Keith L. Ware Competition
Category C: Special Event

Introduction

The Fort Bragg Community Relations Program is constantly seeking opportunities to interact with the local communities to benefit service members and foster close working and professional relationships with local organizations. Whenever local organizations approach Fort Bragg expressing a desire to work with, and for, service members and their Families, the COMREL office is quick to capitalize on the opportunity to benefit service members and their Families.

To this end, when the Charlotte Motor Speedway approached us with their proposal to honor and thank the U.S. Armed Forces for their service during Memorial Day weekend, we immediately went to work to come up with ideas that would significantly result in benefits to service members while fostering a close relationship with another worthy community asset.

Each May, Charlotte Motor Speedway conducts a military tribute to honor our service members. We have participated in this event for the past 10 years. Although this event is outside the 100 mile radius of community relations support by 25 miles, Charlotte is one of Fort Bragg's targeted communities. Participation in this event directly supported the three desired effects of community outreach: attract and retain quality service members, maintain public support and resource the Army.

The decision was made to coordinate support for the Charlotte Motor Speedway and we immediately began the process of seeking ATSD (PA) approval and planning the support package. This was an opportunity for Fort Bragg to reach a national viewing audience of 7.13 million and the 140,000 race fans in attendance.

COCA COLA 600

A Salute To Our Military

Our goal in supporting the Charlotte Motor Speedway's Military Appreciation Day was to develop an effective concept that would maximize Fort Bragg's exposure during pre-race festivities in order to ensure the more than 140,000 race fans in attendance had the opportunity to interact with our service members. This would allow the fans to hear firsthand the Army and Fort Bragg story and pass these stories on to their youth – our future leaders.

When conducting research for the support aspect of this event, the Fort Bragg Public Affairs Community Relations (COMREL) team reviewed past participation documentation and conducted a series of roundtable discussions between the Fort Bragg Senior Commander's staff and Charlotte Motor Speedway.

A site survey was also scheduled during the initial roundtable discussions. A month prior to the Coca Cola 600, the Fort Bragg COMREL team and Fort Bragg representatives traveled to the Charlotte Motor Speedway and met with track officials. Each group discussed logistical and transportation support, safety and overall achievability of our participation in the Military Appreciation Day celebration.

It was agreed that Fort Bragg would provide the Coca Cola 600 pre-race festivities with:

- XVIII Airborne Corps representative to serve as a guest speaker
- 82nd Airborne Chorus
- 600 troops coming down through the grandstands and some from pit road
- 21 Gun Salute (service members with M4s)
- Bugler to play Taps
- Color Guard
- Humvee's w/ 50 cal.
- Howitzers to conduct a 21-Gun-Salue in conjunction with service members firing the M4s
- Shout-outs from Afghanistan
- New relationships were formed with Fort Bragg representatives, Charlotte Motor Speedway track officials and other Charlotte centers of influence. These relationships were reinforced through positive communication and support.

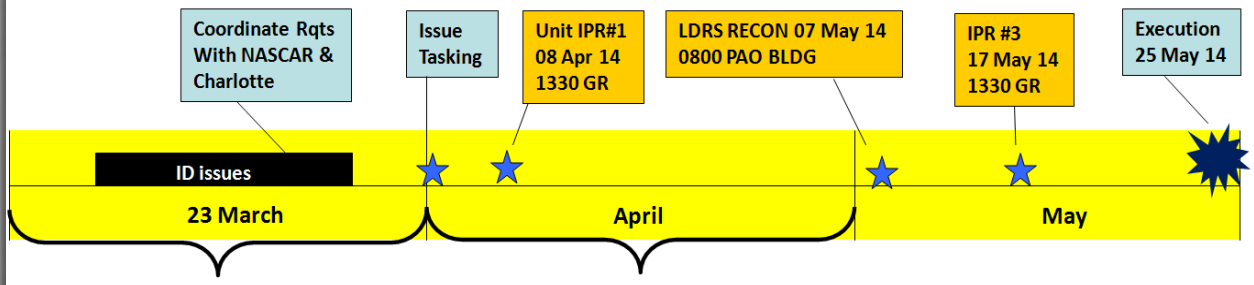
research

COCA COLA 600
A Salute To Our Military

After returning from the site survey, the Fort Bragg Public Affairs COMREL team put together a time line for the requested support and requirements to ensure the Senior Commander and supporting units were kept abreast of the progress of this project.

New relationships were formed with XVIII Airborne Corps and Fort Bragg representatives, Charlotte Motor Speedway track officials and other Charlotte centers of influence and established relationships were reinforced through positive communication and support.

2014 CC 600 Time Line and Requirements



82D Abn Div
- 3 x 105mm HOW w/Crew & blank ammo
- 1 x Bugler
- 1 x 7 Soldier firing squad
- 82D Chorus
- 2 HMMWV w/ 50 cal
- 9 x Bus Drivers

- Finalize Ticket Distribution
- ID Soldiers & equip for demos
- Coordinate with RC/NG units (security)
- ID # of VIPs and DVs tickets needed

7 May LDRS Recon
- 1 NCO/OICs only
- 105mm HOW 21 Gun
- Firing Squad
- Chorus & Bugler
- HMMWV

ALL UNITS- TICKET ALLOCATION
- TBD
- 600 Soldier in stands

Suspense Dates
- ❑ Numbers of detail personnel due 25 Apr
- ❑ Ticket distribution 8 May-21 May 2014
- ❑ All detail names due 17 May 2014

research

COCA COLA 600
A Salute To Our Military

After the Fort Bragg Public Affairs COMREL team conducted several planning meetings, we briefed the Senior Commander and command group detailing the support. We emphasized that this support allowed us to convey all four of Fort Bragg's Lines of Effort to a new audience. The Senior Commander agreed and gave us authorization to coordinate with all 13 of Fort Bragg's general officer commands and 32 brigade combat teams.

Unclassified // FOUO

Lines of Effort

Senior Commander

LOE 1: Force Generation
Provision of trained and ready forces ISO assigned and emergent missions and generation of selected SOF and USAF forces.

FORCEGEN planned, synchronized and postured to provide mission-ready forces and capabilities in support of GCC requirements

LOE 2: Installation Readiness
Provision of sustainable Facilities, Programs, Services and Training Resources.

Installation facilities, programs, services, and training resources administered and resourced IAW Senior Commander priorities to support all Fort Bragg based units and personnel

LOE 3: Readiness and Resilience
Enabling Service Members, Families and Civilians through the effective application of designated Ready and Resilient programs and services.

Readiness and Resilience authorities, tools and information provided to leaders and used to affect positive change to optimize readiness in our formations

Cdr XVIII ABC

LOE 4: Corps Mission Command
Provision of an operational-level, global response Headquarters capable of short-notice deployment by air, land and sea and prepared to conduct Unified Land Operations as an Army, Joint or Combined Task Force Headquarters.

XVIII Airborne Corps Manned, Trained and Equipped to provide Operational Mission Command in response to emergent, global contingencies and on-going named operations

Vision:
Fort Bragg recognized as the Nation's Contingency Response Center where inspired leadership, readiness and teamwork deliver dependable mission success.

Communications Synchronization

1 MAJ Kevin Hadley, Planner, G5 (910)570-0400 v.2.03 As of 26 JUL 2013

Unclassified // FOUO

planning

COCA COLA 600
A Salute To Our Military

During the follow-on meetings and briefings with key leaders and participants, key themes and talking points were refined. They included the following:

What can we thank the Coca Cola 600 for?

- *Thank the Coca Cola 600 for providing our service members with the opportunity to enjoy the NASCAR experience at no cost while enhancing esprit de corps and camaraderie.*
- *Encouraging Americans to acknowledge and honor the sacrifices of men and women in service to the Nation's Army on Memorial Day and beyond.*
- *Their continued desire to welcome and celebrate the military at all NASCAR events.*

How do/can we help the Coca Cola 600?

- *By continuing to provide the Coca Cola 600 with displays of our Fort Bragg military assets, race fans learned about Fort Bragg's capability and depth to conduct full spectrum operations anywhere in the world.*
- *By continuing to afford the Coca Cola 600 the chance to interact/thank our service members for their service to our Nation.*
- *Sustain the Army/Fort Bragg connection through continued outreach engagements and other communications with NASCAR/Coca Cola 600.*

How can the Coca Cola 600 best assist Fort Bragg?

- *Events like this afford our service members the opportunity to tell the Army/Fort Bragg story to the American people who will pass these stories on to their children.*
- *To continue to be Champions for Fort Bragg and our service members/ Family Members.*

COCA COLA 600
A Salute To Our Military

Successfully incorporating these key themes and talking points took a concerted effort by the Fort Bragg Public Affairs COMREL team, the Senior Command and the Charlotte Motor Speedway track officials. A layered approach used to achieve the success of the military appreciation celebration included: service member participation, static displays, media engagements and video greetings and "shout-outs" from Afghanistan.

- A schematic was designed to maximize the 600 troops exposure to race fans by maneuvering them through the grandstands and pit road simultaneously as well as where the 82nd Airborne Division Chorus and static displays would be staged and where the Howitzers would be safely positioned when conducting the 21-gun salute. This was a crucial element as it related to the run of show/minute by minute race event schedule.

- A static display where service members interacted with the general public answering questions about their Army experience while explaining that Fort Bragg is the "Home of the Airborne and Special Operations Forces" and the premier global response force for the nation.

- Coordination between the Charlotte Motor Speedway track officials, the XVIII Airborne Corps Public Affairs team in Afghanistan and the IT technicians for both agencies was conducted to ensure the video greeting and "shout-outs" contained the commander's Memorial Day message to all in attendance and was properly formatted to be shown on the track's giant high definition video screen prior to the start of the race.

- A series of photos and broadcast videos were planned to highlight the Fort Bragg personnel participating in the pre-race festivities.

- Several media interviews were coordinated with the national, regional and local media.

planning

COCA COLA 600
A Salute To Our Military

- Coordination was executed for Command Sgt. Maj. Jesse L. Andrews Jr., Task Force Bragg Command Sergeant Major, to provide welcoming remarks to all in attendance which was an estimated 140,000.

The Fort Bragg Public Affairs COMREL team held a final meeting between the Fort Bragg participants and the Coca Cola 600 officials the Thursday before the race. A major goal of this meeting was to ensure there were no last minute changes to the run of show/minute by minute race schedule and to verify all were prepared for the 9 a.m. Sunday arrival at the designated staging area of the speedway. Procedures for the requested support was orchestrated using numerous sources to include an overall Fort Bragg plan, timeline, risk assessment, strategic communication plan, movement plan, briefs and timelines.

planning

COCA COLA 600
A Salute To Our Military

Below is a snapshot of the minute by minute timeline

9:00 Pre-Race Practice/Air Parade Practice (3 hrs)
12:30 Spectator Gates Open
4:15 82nd Airborne All-American Chorus Performance (25 min)
4:40 Coke Parade Lap (backstretch only, no PA read)
4:41 Wounded Warriors Softball Team Recognition
4:42 Coke Check Presentation to Victory Junction Gang
4:43 Legends All-Star Winners Recognition
4:44 Stonewall Jackson Award Presented to:
4:45 Intro 2013 NHOF Class
4:52 Intro Honorary Starter:
4:53 Intro Grand Marshal:
4:53 Intro Miss Sprint Cup: Intro Miss zMAX: **Christina Davidson**; Intro CMS Mascot: **Lugnut**
4:55 Military Appreciation (35 min)

- **Fort Bragg DG Remarks by Command Sergeant Major, Jesse L. Andrews Jr., Command Sergeant Major at XVIII Airborne Corps (Task Force Bragg) (2 min)**
- **Stories of Freedom (10 min)**
- **Video from Afghanistan (LTG Anderson/CSM Vimoto and Fort Bragg service members) (1 min)**
- **Welcome Home Video's (3 min)**
- **Faces of Freedom (10 min)**
- **Medal of Honor recipients recognition (3 min)**
- **Air Parade w/ Vintage War Birds (7 min)**
- **Sounds of Freedom (10 min)**
- **"God Bless America" by: Speedway Superstar Winner from White Oak, NC Brooke Butcher (2 min)**
  - **1.Soldier's march through the grandstands & from pit road to create a mosh pit for driver introductions**
  - **2.All Veteran's Parachute Team Jumps (8 min)**

5:00 NSCS **HOT PASS IN EFFECTUNTIL ONE HOUR AFTER RACE**
5:20 Load VIPs back on stage for Driver Introductions (no PA read)
5:20 NSCS Drivers Introductions w/ NASCAR Special Awards
(Drivers will take 1 lap in a Toyota Tundra and get dropped off at the front of the field; 22 trucks)
5:30 FOX ON AIR
6:00 Presentation of Colors by: **(Ft. Bragg service members in grandstands holding American Flags)**
6:00 Invocation by:
6:00 Amazing Grace by:
6:01 "21 Gun Salute":
6:02 Taps by:
6:02 Intro National Anthem **(American Flag unfurled in ball field, American Bald Eagle flying from top of grandstands to middle of the infield)**
6:03 National Anthem: 82nd Airborne All-American Chorus *(pyro from top of the stage)*
6:04:30 approx:
Pause for Cue from NASCAR; HD TV Fills w/ Audio & Video
6:09 "Drivers, Start Your Engines" by: ***(pyro from Victory Lane)***
6:18 Start of the Coca-Cola 600 (400 Laps /600 Miles)

planning

COCA COLA 600
A Salute To Our Military

The 600 Fort Bragg service members met and boarded 12 buses at 5:30 a.m. Sunday, May 25 at Fort Bragg's Soldier Support Center.
During the bus ride, the service members were issued a free ticket for the race. The Charlotte Motor Speedway track officials donated 3,000
race tickets to Fort Bragg that were distributed to various units through the Senior Commander's office.

FORT BRAGG PRESS CENTER
THE OFFICIAL PRESS CENTER OF FORT BRAGG

Home | News and Info | Questions/Comments | Site Map

News Release

Fort Bragg Public Affairs Office
Fort Bragg, NC 28310-5000
910-396-5620
www.bragg.army.mil
www.facebook.com/fortbraggnc

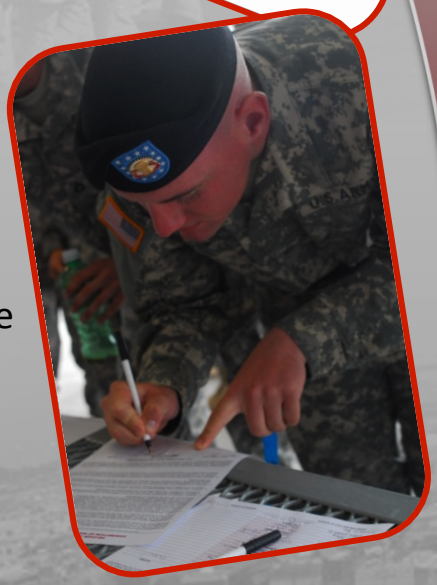
May 19, 2014

Fort Bragg community's Memorial Day 2014 observances and schedules

FORT BRAGG, N.C. – The Fort Bragg community will observe Memorial Day by honoring those Special Operations Soldiers killed during the past year and by participating in Memorial Day events across the Sandhills region. Select installation services will be curtailed or closed during the four-day holiday weekend.

U.S. Army Special Operations Command will honor Special Operations Soldiers killed

Following the 9 a.m. arrival of the Fort Bragg participants, the track officials provided each service member with a wristband and food voucher to ensure access through the security gates and to the vendors.



At 10 a.m., a pre-race rehearsal was held on the track where everyone would be positioned during the festivities to ensure the participants would be on the same sheet of music when the celebration began later in the day. After the pre-race rehearsal, the Fort Bragg Public Affairs COMREL team reached out to the various news organizations on site to include print, broadcast and radio. This resulted in numerous interviews, news stories, photos and videos that highlighted the service members participation in the pre-race festivities.

implementation

COCA COLA 600
A Salute To Our Military

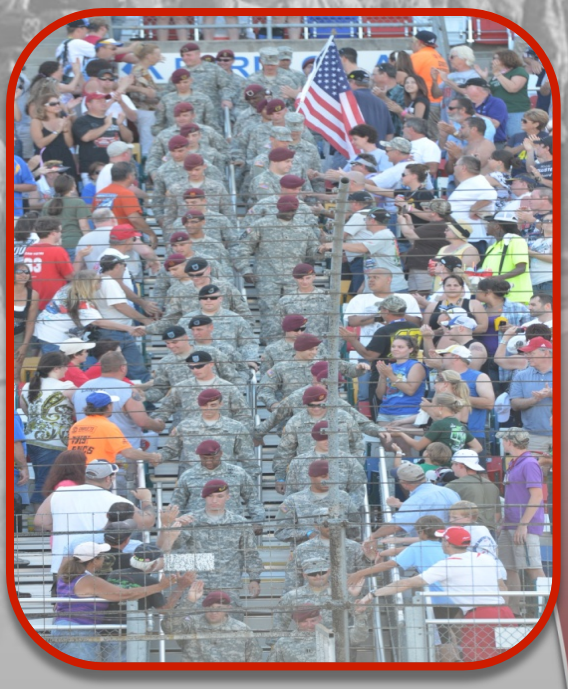
The 82nd Airborne Division Chorus conducted a 20 minute one-on-one interview with SIRIUS NASCAR Radio host Claire B. Lang, who is considered "the hardest working woman in NASCAR," in addition to Sgt. Jason Mullaney, who was back home on rest and relaxation (R&R) from Afghanistan. Lang also spoke with Lt. Col. Gregory Cole from Afghanistan for about 5 minutes and thanked him for his sacrifice and service to the nati

Other media outlets on hand included ESPN, Charlotte's WSOC-TV Channel 9, the NASCAR media production team and FOX Sports which airs the Coca Cola 600 annually and is viewed by 7.13 million die-hard race fans.

After the completion of rehearsals, static displays were on hand for race fans to visit. This was an excellent opportunity for the service members to interact with the public, explain how their job fits into the overall Army and Fort Bragg mission and demonstrate and talk about their particular weaponry's capability.

Timing of all the activities during the pre-race celebration was crucial as not to delay the race. The festivities started at 4:48 p.m. with the service members moving through the grandstand from various entryways during the playing of "God Bless America." As the service members made their way through the grandstand down to the track, the audience cheered, saluted and gave them "High-fives." It was a very emotional and patriotic moment. Once the service members assembled on the track, Command Sgt. Maj. Jesse L. Andrews Jr., Task Force Bragg Command Sergeant Major, welcomed everyone to the race and thanked NASCAR for its salute and recognition of the service members and their Families.

COCA COLA 600
A Salute To Our Military



Following Andrews' remarks, the celebration continued with vintage airplanes soaring through the Carolina blue sky and the recognition of Medal of Honor recipients. A videotaped message from Afghanistan with Lt. Gen. Joseph Anderson, XVIII Airborne Corps Commanding General and Command Sgt. Maj. Isaia Vimoto, XVIII Airborne Corps Command Sergeant Major, was played before the crowd of approximately 140,000 on the track's 80-feet tall by 200-feet wide high-definition video board. Anderson and Vimoto thanked the American people for supporting the service members in Afghanistan who were training, advising and assisting the Afghans and emphasized that Memorial Day was a day to reflect and honor those who paid the ultimate price to ensure we remain free. The videotaped message received standing ovations, cheers and thunderous applauses from the race fans.

LTC_Cole_CC600_Shoutout.mov

A3_and_CSM_CC600_Shoutout.mov

LTC_Hash_CC600_Shoutout.mov

SGT_Mullaney_CC600_Shoutout.mov

implementation

COCA COLA 600
A Salute To Our Military

On center stage, the 82nd Airborne Division Chorus performed several medleys as the service members moved in front of center stage to create a mosh pit for the driver introductions. Forty-three service members introduced their favorite NASCAR driver. When introducing the drivers, each service member added their own style and flavor, which was well received with a cool fist bump from the driver or loud cheers and jeers from the crowd, depending on the driver being introduced.

The pre-race military appreciation celebration ended with a 21-gun salute by Fort Bragg service members firing the M4 rifle and 105mm howitzer; the playing of *Taps* by a bugler from the 82nd Airborne Division Band; the service members unfurling a gigantic American flag on the infield of the race track and as the crowd stood silently with their hand over their heart, the 82nd Airborne Division All American Chorus, proudly sang the *National Anthem*.

Afterwards, through the deafening noise of the crowd's roar, the 2014 Coca Cola 600 at Charlotte Motor Speedway kicked off with the famous words: *"Drivers, Start Your Engines!"*

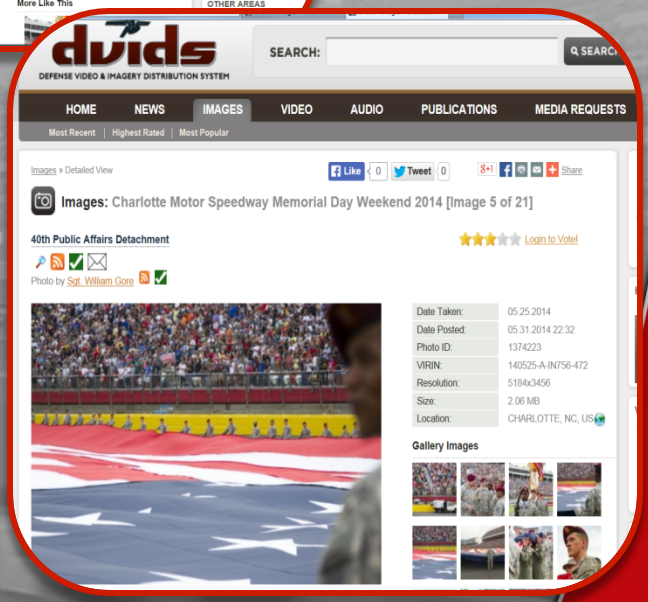
implementation

COCA COLA 600
A Salute To Our Military

Artillery from the 3-319 Airborne Field Artillery Regiment fire simulated rounds during the Coca Cola 600 pre-race show, Charlotte, N.C., May 26. ***(U.S. Army photo by Staff Sgt. Christopher Freeman/ 82nd Combat Aviation Brigade Public Affairs/ Released)***

The XVIII Airborne Corps Color Guard ***(U.S. Army photo by Staff Sgt. Christopher Freeman/ 82nd Combat Aviation Brigade Public Affairs/ Released)***

Service members hold the American Flag during the Coca Cola 600 pre-race ceremony ***(Photo by Sgt. William Gore/ 40th Public Affairs Detachment)***



evaluation

COCA COLA 600
A Salute To Our Military

Coca Cola 600 Pre-Race Ceremonies, Charlotte Motor Speedway.

Pre-Race Ceremonies

2014 Coca Cola 600 Pre-Race Ceremonies, Charlotte Motor Speedway.

https://www.bing.com/videos/search?q=coca+cola+600+2014+and+Fort+Bragg+service members&FORM=HDRSC3#view=detail&mid=FA7A5895874D942EBCE6FA7A5895874D942EBCE6

"The Star Spangled Banner" Charlotte Motor Speedway (82D Chorus and 82D CAB Flyover)

https://www.youtube.com/watch?v=mi85XDHVDmA

Military Displays, Special Recognitions and More: Coca Cola 600 to Feature Spectacular Pre-Race Salute to Troops.

http://www.charlottemotorspeedway.com/media/news/helicopter-flyover-military-displays-special-recognitions-more-coca-cola-600-feature-spectacular-pre-race-salute-troops.html

Pre-Race "Thank You" to service members and military spouses, held at Tisdale Equipment Maintenance Facility of the 525th Battlefield Surveillance Brigade (BfSB), Fort Bragg, NC .

http://www.speedwaymedia.com/?p=80318

http://3mcollision.com/media/pdf/3M_Car_Clean_Up_Press_Release.pdf?utm_source=collision&utm_medium=site_home_rotator&utm_content=Position_2&utm_campaign=on_site_tracking

evaluation

COCA COLA 600
A Salute To Our Military

Media Coverage During Coca Cola 600 May 2014

Below is a snapshot on some of the coverage received during NASCAR's nationally televised Coca Cola 600 race.

TELEVISION STATIONS (National)

ESPN
ESPN2
ESPNEWS
SPEED

TELEVISION STATIONS (Local)

NEWS 14 CAROLINA
WCNC
WBTV 3
FOX CHARLOTTE
WSOC

TELEVISION STATIONS (Outer Market)

WFLD (Chicago, IL)
KDAF (Dallas, TX)
WXLV (Greensboro, NC)
WGHP (Greensboro, NC)
WFMY (Greensboro, NC)
KSAZ (Phoenix, AZ)
WECT (Wilmington, NC)
WTVD (Raleigh-Durham, NC)

Additional Media Coverage

Associated Press
Auto Racing Daily
Bleacher Report
CBS Sports.com
Charlotte - News14.com
CharlotteObserver.com
CNN.com - Transcripts
Comcast SportsNet
DVIDS
ESPN
ESPN 1530
FayObserver.com (AP)
Fox News
FOX Sports Carolinas
Los Angeles Times
MiamiHerald.com
NASCAR.com
NBC Sports - MSNBC
SB Nation
Speed TV

evaluation

COCA COLA 600
A Salute To Our Military

Fort Bragg's participation in the Coca Cola 600 provided an opportunity for Fort Bragg to Connect America to its Army and communicate key messages. We also expanded upon successful avenues of communication in order to highlight the contributions the Army makes. This was accomplished by focusing on Fort Bragg's Garrison's Lines of Effort LOE 2: Installation Readiness

Fort Bragg's participation in the Coca Cola 600 provided an opportunity for Fort Bragg to Connect America to its Army and communicate key messages.

Goals:

- Connect America to its Army
- Communicate key messages
- Establish and enhance existing community relations

Objectives:

- Achieve the three desired effects of outreach: attract and retain quality service members, maintain public support and resource the Army
- Communicate key Army messages to service members and public
- Establish and enhance existing community relations

Strategies:

- Army presence at the race, site visits and Afghanistan video
- Interviews with local media, Media Advisories and Facebook
- Invite CEOs of NASCAR to special events at Fort Bragg

evaluation

The Coca Cola 600 Memorial Day pre-race festivities were deemed a success through the overwhelming standing ovations, applauses, tip of the hats from race fans and veterans. The service members who participated were also appreciative of NASCAR acknowledging their service and sacrifice to America. In some instances, the service members were able to interact up close and personal with some of their favorite NASCAR drivers and get a behind the scenes look in the garages as the cars were being prepped for the race. Fort Bragg's planning, attention to detail and implementation resulted in worldwide media coverage which proved continuous participation in the Coca Cola 600 is a win-win for everyone.