



## DEPARTMENT OF THE NAVY

CHIEF OF NAVAL AIR TRAINING  
CNATRA  
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CNATRINST 5357.1  
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10 FEB 10

### CNATRA INSTRUCTION 5357.1

Subj: CNATRA KEY INFLUENCER RIDER PROGRAM

Encl: (1) Example letter to solicit Key Influencers  
(2) Key Influencer Checklist  
(3) Medical Questionnaire  
(4) Sample Key Influencer Application Letter  
(5) Key Influencer Nomination Form  
(6) Key Influencer Application Form  
(7) Key Influencer Feedback Form

1. Purpose. To maximize the Navy Flight Demonstration Squadron (Blue Angels) impact on recruiting through the use of backseat rides for Key Influencers with the Blue Angels. The Blue Angels are an important recruiting tool for the Navy with the ability to generate significant media coverage wherever they perform. By incorporating Key Influencers into the Blue Angels Rider Program the Chief of Naval Air Training (CNATRA), Commander, Navy Recruiting Command (CNRC) and the Blue Angels will maximize exposure to those who influence the decision making process of prospective recruits.

2. Background. This instruction is intended to specify the roles of CNATRA and the Blue Angels with respect to the Rider Program for Key Influencers. Key influencers are defined as the people who help to shape attitudes and opinions of youth in the community. People turn to Key Influencers for advice or information because they have credibility. They may be experts in their field, public figures, leaders of youth organizations, teachers, guidance counselors or school administrators. They are not always the people at the top but have a strong impact on recruiting age youth and/or a specific target audience.

### 3. Responsibilities

a. CNATRA will be approving authority for all Key Influencer riders at all air show sites.

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(1) CNATRA will solicit nominations for Key Influencer riders for the next show season from all U.S. Navy and Marine Corps Flag Officers, SES employees and Navy and Marine Corps Recruiting Districts (NRD/MCRD) no later than 1 July each year, using enclosures (1) through (7). Completed nomination forms, enclosure (5), must be received at CNATRA by 31 October.

(2) CNATRA Public Affairs Officer (PAO) will collect the nomination forms and prepare brief biographical information for CNATRA to select qualified applicants in November.

(3) CNATRA PAO and Flag Writer will send enclosures (3), (4) and (6) to selected candidates by 1 November. The application will invite the candidate to formally apply to fly with the Blue Angels at El Centro, on a limited basis after the number 7 pilot has been certified, Pensacola on Tuesdays during the show season and at selected show sites. Completed applications are due to CNATRA by 1 February.

(4) The CNATRA Key Influencer Program will be briefed at the Blue Angels scheduling conference and the Conference for the Americas. CNATRA PAO will use input from the associated NRD/MCRD and show site coordinators for alternate candidates.

(5) CNATRA will hold the Key Influencer selection board in February of each year. Selectees will be ranked by priority as a primary or alternate rider. For selection, each applicant must submit a short biography and complete enclosures (3) and (6).

(6) Following selection, each primary and alternate Key Influencer rider selectee will be notified of their selection and the date of their ride.

(7) Upon approval, CNATRA PAO will send a list of all candidates to the Blue Angels event coordinator, PAO, Flight Surgeon and all NRD/MCRD's by 15 February.

(8) If CNATRA Key Influencers do not fill all three primary slots, an alternate will be assigned by priority ranking.

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b. During pre-season visits, the Blue Angels Events Coordinator will brief show sites about the CNATRA Key Influencer Rider Program to inform them of CNATRA guidance with regard to selecting riders to ensure the sites provided input to CNATRA PAO. Emphasis will be placed on nominations of Community Leaders who have direct access to America's youth. In the absence of willing and able Community Leaders, VIPs and media who fit the definition of Key Influencers will be considered.

c. During the 30-60 day time period prior to the Blue Angels arrival at each show site, the CNATRA PAO will generate a finalized list of six nominations (three primary and three alternate). All six nominations must be contacted by the CNATRA PAO to confirm each nomination is willing and able to fly on the specified date.

d. The Blue Angels Flight Surgeon is responsible for final screening of enclosure (3) and flight approval.

e. The Blue Angels PAO is responsible for contacting the approved riders and ensuring each rider has the information needed to get to the air show site, on the correct day and at the correct time. The Blue Angels PAO is also responsible for generating and coordinating any possible media events associated with the guest riders and will ensure personalized framed lithographs are delivered to the show site prior to any rides.

(1) The Blue Angels PAO will offer any alternate riders who did not fly in the jet an opportunity to fly on Fat Albert during a demonstration. If the offer is accepted, the Blue Angels PAO will ensure the appropriate arrangements are made. In keeping with the one flight per lifetime policy, a flight in Fat Albert will constitute a rider's ride with the Blue Angels team and they will not be eligible for a future F/A-18 ride.

(2) All alternates and local media not selected as a primary Key Influencer rider will be offered a ride in Fat Albert during practice at the show site or during the actual performance of the show.

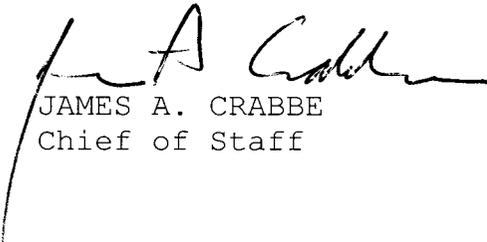
(3) All primary and alternate riders will be invited to "be a member of the Blue Angels for a day" by shadowing a team member during the Friday practice show to observe the teamwork of the Navy-Marine Corps Blue Angel team.

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f. Selectees who must decline a ride in either the jet or Fat Albert will be reevaluated as a Key Influencer prior to being included on any future Key Influencer lists.

g. Following the Key Influencer Ride, each rider will be asked to submit enclosure (7), Key Influencer Feedback Form to CNATRA PAO within 30 days of their flight to learn how the rider used, and plans to use, the experience to inform America's youth and public about the U.S. Navy, Marine Corps and Naval Aviation.



JAMES A. CRABBE  
Chief of Staff

Distribution:  
CNATRAINST 5215.1S  
List I

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Example letter to solicit Key Influencers

Admirals,

The Blue Angels are an important recruiting tool for the Navy and Marine Corps with the ability to generate significant media coverage wherever they perform. This year we are continuing the effort to fly "Key Influencers" of American youth with the Navy Flight Demonstration Squadron (Blue Angels). The purpose of this program is to maximize the Blue Angels impact on recruiting by flying the right people, who will share this experience, and the Navy and Marine Corps message for years to come.

Key Influencers are defined as people who help to shape attitudes and opinions of youth in their communities. People turn to Key Influencers for advice and information because they have credibility. They may be experts in their field, public figures, leaders of youth organizations, teachers, guidance counselors, coaches, or school administrators. They are not always the person at the top of an organization, but have a strong impact on young people and/or a specific target audience. Good examples of local community Key Influencers include: University Presidents, area organizers of youth athletics, society award winners, school board members, High school principals, leaders of Diversity groups, and high school/college coaches. Flying these deserving candidates, in cooperation with media presence, should promote the Navy and Marine Corps as a professional and exciting organizations with which to serve.

RADM Kilkenny and I need your assistance identifying the Key Influencers around the country. If you know deserving individuals that are good candidates and meet the criteria of a Key Influencer, please complete the attached form for each nominee. Once we have received the nominations, we will select qualified candidates and provide nomination packages to those selected.

We request your nominations by 30 September. The nominees will be notified of their potential selection by 1 February. Their notification packet will include their RSVP, application form, medical questionnaire and biography request form. Medically qualified riders will be notified of their final selection by 1 March, and will be scheduled to fly during the Air Show season.

Very Respectfully,

Enclosure (1)

KEY INFLUENCER CHECKLIST

1. **Key Influencer Flights:** (Please type or write legibly and be sure to include area code and phone number)

DATE OF MEDIA FLIGHT: \_\_\_\_\_

SHOW SITE: \_\_\_\_\_

**PRIMARY #1**

Age \_\_\_\_ Height \_\_\_\_ Weight \_\_\_\_  
Jacket Size \_\_\_\_  
 Medical History  Biography

NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_

AFFILIATION: \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

**PRIMARY #2**

Age \_\_\_\_ Height \_\_\_\_ Weight \_\_\_\_  
Jacket Size \_\_\_\_  
 Medical History  Biography

NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_

AFFILIATION: \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

**PRIMARY #3**

Age \_\_\_\_ Height \_\_\_\_ Weight \_\_\_\_  
Jacket Size \_\_\_\_  
 Medical History  Biography

NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_

AFFILIATION: \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

**ALTERNATE #1**

Age \_\_\_\_ Height \_\_\_\_ Weight \_\_\_\_  
Jacket Size \_\_\_\_  
 Medical History  Biography

NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_

AFFILIATION: \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

**ALTERNATE #2**

Age \_\_\_\_ Height \_\_\_\_ Weight \_\_\_\_  
Jacket Size \_\_\_\_  
 Medical History  Biography

NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_

AFFILIATION: \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

**ALTERNATE #3**

Age \_\_\_\_ Height \_\_\_\_ Weight \_\_\_\_  
Jacket Size \_\_\_\_  
 Medical History  Biography

NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_

AFFILIATION: \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

\_\_\_\_\_  
**JAMES A. CRABBE**  
Chief of Staff

\_\_\_\_\_  
DATE

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**MEDICAL QUESTIONNAIRE  
FOR NON-MILITARY PERSONNEL TO FLY IN  
U.S. NAVY BLUE ANGELS AIRCRAFT**

**Please Read Carefully**

**\*\*\*\* EACH PROSPECTIVE RIDER MUST COMPLETE THIS FORM \*\*\*\***

You are requesting to fly as a selected passenger/VIP with the U.S. Navy Blue Angels. Although this squadron has tremendous experience and an outstanding safety record, these flights are still considered high risk and can require a high level of physical fitness and stamina. You will be required to wear a complete set of flight gear including helmet, gloves, flight suit, parachute harness and survival vest. The flight will be conducted in the F/A-18 Hornet, a high performance, ejection seat equipped strike/fighter aircraft. Actual flight profiles may include sustained high G-forces and high speed aerobatic maneuvering. This medical questionnaire allows our flight surgeon to have a better picture of your past and present health, fitness status, and suitability for this type of flight. Please take time and be accurate in filling out the form. Be assured that answering yes to a particular question or questions does not necessarily result in disqualification from the flight, as most people have some type of medical history.

You are also required to see your local physician some time prior to the flight for a routine physical examination, at your own expense, to ensure that he or she has no concerns regarding your participation in this type of strenuous activity.

**If you have any questions or concerns, please contact the Blue Angels flight surgeon at (850) 452-2583/2584, ext 120. Fax all information to the CNATRA PAO at 361-961-3160.**

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**DIRECTIONS:**

**PASSENGER:**

1. Immediately schedule an appointment with your physician for a physical exam.
2. During your exam, have the provider review your questionnaire and complete his/her portion of the form.
3. Only exams from Medical Doctors, a Doctor of Osteopathic Medicine (DO), a Nurse Practitioner, or a Physicians Assistant will be accepted. **We cannot accept exams from: Chiropractors, Podiatrists, Optometrists, Nurses or Holistic Healers.**
4. You must fax ALL MEDICAL information, including the questionnaire/doctor's statement below and a copy of your press credentials to the Chief of Naval Air Training Public Affairs Officer at 361-961-3160.

**DO NOT FAX TO THE AIRSHOW COORDINATOR.**

**EXAMING PHYSICIAN**

1. Perform a thorough physical exam. It is important that the patient can easily valsalva, and has good Tympanic Membrane (TM) movements.
2. Please comment on any "YES" answers on the questionnaire, medication use (including Over the Counter), surgeries, retained orthopedic hardware, and any other medical condition. This flight is extremely demanding, and not suitable for everyone.

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**IF THIS INFORMATION IS NOT RECEIVED 30 DAYS PRIOR TO YOUR FLIGHT, YOU WILL BE DISQUALIFIED**

Name \_\_\_\_\_ Organization \_\_\_\_\_

Phone Number ( ) \_\_\_\_\_ Alternate ( ) \_\_\_\_\_

Showsite \_\_\_\_\_

Age \_\_\_\_\_ Height \_\_\_\_\_ Weight \_\_\_\_\_ Jacket Size \_\_\_\_\_

Do you have now, or have you ever had:

Y N

- 1. Disease of the eyes, ears, sinuses or seasonal allergies which still require medication?
- 2. Difficulty clearing your ears or pain in your ears or sinuses from flying or scuba diving?
- 3. Chest pain, angina, heart attack, heart disease, high blood pressure, heart murmur, palpitations, cardiac catheterization, pacemaker or cardiac stress test?
- 4. Stroke, phlebitis, blood clots in legs, excessive fatigue with mild exertion?
- 5. Asthma, wheezing, emphysema, chronic cough, tuberculosis, collapsed lung, chest surgery of any kind, chest tube placed, or abnormal chest X-ray?
- 6. Disease of the bowel, gastric ulcer, rectal bleeding, chronic abdominal or pelvic pain, hernia, kidney stone, disease of the urinary tract.
- 7. Arthritis, joint deformity, limited movement of any joint, chronic neck or back pain, neck or back surgery, 'slipped' or herniated disk, neurologic surgery of any kind.
- 8. Paralysis, muscle weakness, seizures, epilepsy, loss of consciousness or amnesia.
- 9. Mania, depression, schizophrenia, panic attacks, fear of flying or fear of enclosed spaces?

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- 10. Anemia, sickle cell crisis, diabetes, liver or thyroid disease?
- 11. Arterial gas embolism, decompression sickness or the 'bends'?
- 12. Are you currently pregnant or planning to become pregnant prior to the flight?
- 13. Do you have any acute or chronic condition not listed previously?
- 14. Are you currently under care or therapy of a physician or practitioner for any medical condition?
- 15. Are you currently taking any medications? List:
- 16. Difficulty jogging 2 miles in 20 minutes or swimming 100 yards?

I certify that the above information is true and correct and understand that I am required to have a physical examination by my family physician, at my own expense, prior to flying with the Blue Angels.

Applicant Signature \_\_\_\_\_ Date \_\_\_\_\_

IF YOU ANSWERED ' YES' TO ANY OF THE ABOVE QUESTIONS (1-16) PLEASE GIVE DETAILS BELOW AND INDICATE IF THE CONDITION RESOLVED.

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The following is to be completed by your examining physician:

The above patient was evaluated on \_\_\_\_\_  
Date of Exam

Please select one of the following:

\_\_\_\_\_ He/she has no medical contraindication for flight in a high performance aircraft with the Blue Angels.

\_\_\_\_\_ He/she has a medical condition(s), which may contraindicate a flight in a high performance aircraft.

Please list and explain all conditions and medications:

\_\_\_\_\_  
Signature of Examiner

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed name of Examiner  
& Credentials (i.e. MD, DO, PA, NP)

\_\_\_\_\_  
Phone Number

**Approved**

**Disapproved**

\_\_\_\_\_  
**Blue Angel Flight Surgeon Signature**

Date \_\_\_\_\_

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Sample Key Influencer Application Letter

5000  
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December 18, 2009

Mr. John Smith  
Miller High School  
P.O. Box 2009  
San Rafael, CA 94912

Dear Mr. Smith,

As the Chief of Naval Air Training (CNATRA), and on behalf of the Commander, Navy Recruiting Command, it is my honor to offer you the opportunity to apply to fly with the U.S. Navy Flight Demonstration Squadron (Blue Angels) as part of the CNATRA Key Influencer Rider Program. You have been nominated to apply for this flight because you are recognized as a Key Influencer of young Americans in your community.

Key Influencers are defined as individuals who are involved with and help shape the attitudes and opinions of America's school aged and college students. The Key Influencer Rider Program is designed to provide a unique experience and basis for Key Influencers to deliver a positive and recurring message about opportunities in the U.S. Navy or Marine Corps. The Blue Angel flight experience provides Key Influencers with a personal perspective of the professionalism and opportunities within the Navy/Marine Corps team.

If selected, you will have the opportunity to fly in one of the Blue Angel's F/A-18 Hornets or the Blue Angel's C-130T Hercules, affectionately known as Fat Albert. In either case, you will be able to observe the Blue Angel team working together to execute a flight demonstration. In return for this unique opportunity, we ask that you bring the positive message of Navy and Marine Corps professionalism, and opportunities to those you influence in the future.

The 2010 show season is provided in Appendix A. The medical questionnaire, to be signed by your doctor, is Appendix B and the details of how to apply for one of these flights are outlined in Appendix C.

Enclosure (4)

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Please complete the application and medical questionnaire and submit it to the CNATRA Public Affairs Officer, LT Brett Dawson, by February 1, 2010. He can also be contacted if you require assistance or desire to learn more about what to expect during a Key Influencer flight. You may reach him by telephone at 361-961-3666 or via email at brett.dawson@navy.mil.

Congratulations again on your nomination and thank you for your involvement and dedication to America's school age and college students. We look forward to reviewing your application.

Sincerely,

W. G. SIZEMORE II  
Rear Admiral, U.S. Navy

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**Key Influencer Nominee Form**

Key Influencers are defined as people who help to shape attitudes and opinions of youth in their communities. People turn to Key Influencers for advice and information because they have credibility. They may be experts in their field, public figures, leaders of youth organizations, teachers, guidance counselors or school administrators. They are not always the person at the top of an organization, but have a strong impact on recruiting age youth and/or a specific target audience. Good examples of local community Key Influencers include: university presidents, area organizers of youth athletics, society award winners, school board members, high school principals, coaches, and leaders of diversity groups. Finding these deserving candidates, in cooperation with media presence, should promote the Navy and Marine Corps as a professional and exciting organization with which to serve.

**Key Influencer Nominee Information**

Nominee Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone Number: \_\_\_\_\_ Birth Date: \_\_\_\_\_

Email Address: \_\_\_\_\_

Current Occupation: \_\_\_\_\_

Please explain briefly why this nominee should be selected as one of this year's Key Influencer Riders:

Has this nominee served in the military? Yes \_\_\_\_\_ No \_\_\_\_\_

Does this nominee have any affiliation with the Blue Angels, CNATRA or the Air Show Industry (including sponsorship)?

Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, please explain affiliation:

Will this nominee be willing to provide feedback on the Key Influencer Rider experience? Yes \_\_\_\_\_ No \_\_\_\_\_

Name and Title of person providing the nomination: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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**Key Influencer Application Form**

Key Influencers are defined as people who help to shape attitudes and opinions of youth in their communities. People turn to Key Influencers for advice and information because they have credibility. They may be experts in their field, public figures, leaders of youth organizations, teachers, guidance counselors or school administrators. They are not always the person at the top of an organization, but have a strong impact on recruiting age youth and/or a specific target audience. Good examples of local community Key Influencers include: university presidents, area organizers of youth athletics, society award winners, school board members, high school principals, coaches, and leaders of diversity groups. Flying these deserving candidates, in cooperation with media presence, should promote the Navy and Marine Corps as professional and exciting organizations with which to serve.

Please detail your involvement in your community as a Key Influencer and also prioritize your preferences for the air show sites at which you would like to ride. The Blue Angel 2010 schedule is listed in Appendix A. Based on your input, you will be assigned as either a Primary or Alternate Rider and you will be notified of the date and location for your flight. The rider flights are normally conducted on the Wednesday prior to the air show weekend at the air show location. If the air show dates and locations do not fit well with your schedule, there will be limited opportunities to fly with the Blue Angels during their winter training in El Centro, CA from mid-January through early March. Additionally, limited Key Influencer Rider flying opportunities exist on Tuesdays in Pensacola, FL from March through November.

If for some reason you are unable to fly in the F/A-18, you will be afforded the opportunity to fly in the Blue Angel's C-130T Hercules, affectionately known as Fat Albert. All primary and alternate Key Influencer selectees will be offered the opportunity to observe the entire team coordinate a flight demonstration. This experience will demonstrate the exceptional teamwork our Sailors display in executing missions on a daily basis. We encourage our Key Influencer Riders to take advantage of this opportunity.

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Transportation to and from the flight location, lodging, and meals will be your responsibility - the U.S. Navy will take care of the rest.

Along with this application you will need to complete a thorough medical questionnaire, Appendix B, for review prior to approval for flight. You will also be required to undergo a routine physical examination by your physician to determine if there are any reasons why you should not participate in this type of strenuous activity. Your doctor will need to review your medical questionnaire, indicate any contraindications to a flight and sign/date the form.

The application and medical questionnaire need to be submitted to LT Brett Dawson by February 1, 2010. You may reach him by telephone at 361-961-3666, fax at 361-961-3160 or via email at [brett.dawson@navy.mil](mailto:brett.dawson@navy.mil).

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**Key Influencer Applicant Information**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Telephone Number: \_\_\_\_\_

Birth Date: \_\_\_\_\_

Email Address: \_\_\_\_\_

Current Occupation: \_\_\_\_\_

Please explain briefly why you should be selected as one of this year's Key Influencer Riders (the back of this form can be used if additional space is needed):

Have you served in the military? Yes \_\_\_\_\_ No \_\_\_\_\_

Do you have any medical conditions that could prevent you from participating in the Key Influencer program? Yes \_\_\_\_\_ No \_\_\_\_\_

Do you have any affiliation with the Blue Angels, CNATRA or the Air Show Industry (including sponsorship)? Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, please explain affiliation:

If selected, are you willing to provide written feedback on the Key Influencer Rider experience? Yes \_\_\_\_\_ No \_\_\_\_\_

Desired air show site: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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Key Influencer Feedback Form

Key Influencer Rider Information

Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Telephone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Date of your flight: \_\_\_\_\_

Flight location: \_\_\_\_\_

Primary Rider \_\_\_\_\_ Alternate Rider \_\_\_\_\_

Please describe what you learned about the Navy and Naval Aviation from your experience as Key Influencer Rider (the back of this form can be used if additional space is needed):

Please describe how you shared, or plan to share, what you learned with others?

Do you have any suggestions to improve the Key Influencer Program? (the back of this form can be used if additional space is needed):

May we contact you for follow-up questions? Yes \_\_\_\_\_ No \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_