



DEPARTMENT OF THE NAVY
CHIEF OF NAVAL AIR TRAINING
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CORPUS CHRISTI TX 78419-5041

CNATRAINST 5357.1A
00P
25 Jul 12

CNATRA INSTRUCTION 5357.1A

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 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. Cancellation. CNATRAINST 5357.1

3. Background. This instruction specifies 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.

4. Responsibilities

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

(1) CNATRA will solicit nominations for Key Influencer riders for the next show season from all U.S. Navy Flag Officers and Navy and Marine Corps Recruiting Districts (NRD/MCRD) no later than 31 July each year, using enclosures (1) through (6). Completed nomination forms, enclosure (5), must be received at CNATRA by 1 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 will send enclosures (3), (4) and (6) to selected candidates by 1 November. Completed applications are due to CNATRA PAO by 1 January.

(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 enclosure (3).

(6) Following selection, all primary and alternate Key Influencer rider selectees will be notified of their selection and the scheduled date of their rides.

(7) Upon approval, CNATRA PAO will send a list of all candidates to the Blue Angels Events Coordinator, PAO, Flight Surgeon and all NRD/MCRD's by 28 February.

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 four nominations (two primary and two alternate). All four nominations must be contacted by the Blue Angels Events Office 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 Events Office 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 and Events Office 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 Angels team.

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.

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g. Following the Key Influencer Ride, each rider will be asked to submit enclosure (6), 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.

C. HOLLINGSWORTH
Chief of Staff

Distribution:
CNATRA Website

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Example letter to solicit Key Influencers

Admirals,

The Navy Flight Demonstration Squadron (Blue Angels) is an important outreach and recruiting tool for the Navy and Marine Corps as they generate a tremendous amount of media coverage wherever they perform. The Blue Angels have been involved in a Key Influencer program the last two show seasons. This program is designed to maximize their impact on outreach and recruiting by flying individuals (Key Influencers) and media who will then share their experience and our message with the public.

Key Influencers are defined as individuals who have contact with and help shape the attitudes and opinions of youth in their communities. Typically, they are leaders of youth organizations or diversity groups; teachers, professors, or guidance counselors; coaches; school board members, administrators or principals; or public figures. They are not always the person at the top of an organization but do have credibility and a strong impact and influence on young people. Flying Key Influencers with the Blue Angels, in cooperation with media presence, promotes the Navy and Marine Corps as a professional and exciting organization.

I am pleased to report that the Blue Angels will continue the Key Influencer program during this air show season. As such, RADM Earl Gay and I need your assistance in identifying Key Influencers. Please complete the attached form if you know of a good candidate that meets the criteria of a Key Influencer. If you nominated a deserving individual last year that did not participate in the program and you would like to re-nominate them, simply submit their name and we will take it from there.

I respectfully request you forward your nomination(s) to CNATRA public affairs officer, LT John Supple, (john.supple@navy.mil) by 1 October.

Selectees will be notified by 15 November in order to have time for medical screenings and ultimately match final selectees to air show sites (schedule attached) by 1 March.

Thank you for your continued support of the Key Influencer program and All the Best! "Size"

Very Respectfully,

RDML W.G. Sizemore II, USN
Chief of Naval Air Training
361 961 2671 (DSN 861)

Enclosure (1)

KEY INFLUENCER CHECKLIST

DATE OF SHOW:		SHOW SITE:	
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PRIMARY #1		PRIMARY #2	
<input type="checkbox"/> Medical History <input type="checkbox"/> Biography		<input type="checkbox"/> Medical History <input type="checkbox"/> Biography	
NAME:		NAME:	
PHONE:		PHONE:	
AFFILIATION:		AFFILIATION:	
CITY/STATE:		CITY/STATE:	
Nominated by:		Nominated by:	

ALTERNATE #1		ALTERNATE #2	
<input type="checkbox"/> Medical History <input type="checkbox"/> Biography		<input type="checkbox"/> Medical History <input type="checkbox"/> Biography	
NAME:		NAME:	
PHONE:		PHONE:	
AFFILIATION:		AFFILIATION:	
CITY/STATE:		CITY/STATE:	
Nominated By:		Nominated by:	

FAT ALBERT RIDERS			
NAME:		PHONE:	

 C. HOLLINGSWORTH

 DATE

**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. If you are selected to ride in the F/A-18 Hornet, you will be required to wear a complete set of flight gear including helmet, gloves, flight suit, parachute harness and survival vest. The F/A-18 Hornet is 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 complete 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 you have 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 Assistant Events Coordinator at 361-961-3160.

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 D.O., a Nurse Practitioner, or a PA 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 to 361-961-3160.**

IF THIS INFORMATION IS NOT RECEIVED YOU WILL BE DISQUALIFIED

Name _____ Organization _____

Day/Work Phone Number () _____ Showsite _____

Alternate Phone Number () _____

Medical History

Age _____ Height _____ Weight _____ Jacket Size _____

Do you have now, or have you ever had:

- | Y | N | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | 1. Disease of the eyes, ears, sinuses or seasonal allergies which still require medication? |
| <input type="checkbox"/> | <input type="checkbox"/> | 2. Difficulty clearing your ears or pain in your ears or sinuses from flying or scuba diving? |
| <input type="checkbox"/> | <input type="checkbox"/> | 3. Chest pain, angina, heart attack, heart disease, high blood pressure, heart murmur, palpitations, cardiac catheterization, pacemaker or cardiac stress test? |
| <input type="checkbox"/> | <input type="checkbox"/> | 4. Stroke, phlebitis, blood clots in legs, excessive fatigue with mild exertion? |
| <input type="checkbox"/> | <input type="checkbox"/> | 5. Asthma, wheezing, emphysema, chronic cough, tuberculosis, collapsed lung, chest surgery of any kind, chest tube placed, or abnormal chest X-ray? |
| <input type="checkbox"/> | <input type="checkbox"/> | 6. Disease of the bowel, gastric ulcer, rectal bleeding, chronic abdominal or pelvic pain, hernia, kidney stone, disease of the urinary tract. |
| <input type="checkbox"/> | <input type="checkbox"/> | 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. |
| <input type="checkbox"/> | <input type="checkbox"/> | 8. Paralysis, muscle weakness, seizures, epilepsy, loss of consciousness or amnesia. |
| <input type="checkbox"/> | <input type="checkbox"/> | 9. Mania, depression, schizophrenia, panic attacks, fear of flying or fear of enclosed spaces? |
| <input type="checkbox"/> | <input type="checkbox"/> | 10. Anemia, sickle cell crisis, diabetes, liver or thyroid disease? |
| <input type="checkbox"/> | <input type="checkbox"/> | 11. Arterial gas embolism, decompression sickness or the 'bends'? |
| <input type="checkbox"/> | <input type="checkbox"/> | 12. Are you currently pregnant or planning to become pregnant prior to the flight? |
| <input type="checkbox"/> | <input type="checkbox"/> | 13. Do you have any acute or chronic condition not listed previously? |
| <input type="checkbox"/> | <input type="checkbox"/> | 14. Are you currently under care or therapy of a physician or practitioner for any medical condition? |
| <input type="checkbox"/> | <input type="checkbox"/> | 15. Are you currently taking any medications? List: |
| <input type="checkbox"/> | <input type="checkbox"/> | 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 _____

Enclosure (3)

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

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 _____

Enclosure (3)

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Sample Key Influencer Application Letter

5000
Ser 00P/
Date

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.

Please submit a one-page biography and a completed medical questionnaire (Appendix A) and submit it to the CNATRA Public Affairs Officer, LT John Supple, by January 1, 2010. He can also be contacted if you require assistance or desire to learn

Enclosure (4)

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more about what to expect during a Key Influencer flight. You may reach him by telephone at 361-961-3666 or via email at john.supple@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

Enclosure (4)

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. Flying 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. Please email this completed form and a one-page biography to CNATRA public affairs officer LT John Supple (john.supple@navy.mil).

KI Nominee Information

Nominee Name: _____
Address: _____
Telephone Number: _____ Birth Date: _____
Email Address: _____
Current Occupation: _____
Desired Air Show: _____

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 KI Rider experience? Yes_____ No_____

Name and Title of person providing the nomination: _____

Signature: _____ Date: _____

Key Influencer Feedback Form

(Please email complete form to CNATRA PAO LT John Supple,
john.supple@navy.mil)

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: _____