

**OPERATION
MEGAPHONE**

GET THE WORD OUT!



#OMP2016

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1. OVERVIEW

In July 2012, the Air Force and Navy Teen Councils and the Army Teen Panel participated in the first Joint Service Teen Council (JSTC) training in San Antonio, Texas. The teen councils discussed the common issues affecting youth on military installations and facilitated training sessions on leadership, teen advocacy, and public speaking all culminating in a formal out-brief attended by their respective military leadership. The out-brief was highlighted by the introduction of Operation Megaphone, also known as “OMP,” a joint military teen initiative designed to combat the three program issues identified by the JSTC. 1) The decreasing participation in military youth programs, 2) the need for stronger school support for transitioning military teens, and 3) the need for up-to-date and dynamic marketing of military youth programs.



From the introduction of OMP, the JSTC identified the need to “Get the Word Out” as a responsibility of each JSTC representative and the official slogan of the initiative. Soon thereafter, the JSTC created an OMP Planning Committee which began the **teen directed effort for all military services** to implement the OMP initiative during the Month of the Military Child with the intent to:

- Raise awareness of the aforementioned military youth program issues,
- Reach out to existing and new populations of military youth eligible for military youth programs,
- Connect military youth within and across all branches of service, and
- Create and promote local partnerships.

In July 2014, the JSTC came together again and as a result, the same military youth program issues were revisited. The JSTC briefly discussed their experiences, successes, and shortcomings with OMP in the context of their local communities and by the culmination of the 2014 JSTC training, the OMP Planning committee created a short public service announcement (link found in *Section 7, Marketing*) to ensure youth around the globe would hear about OMP from their teen leaders and not solely from adults.

OMP Participation Over the Years

Since OMP’s inception, over 12,490 youth and teens have participated in 356 OMP events located at military youth program facilities. Event highlights include social media contests, video chats, and joint events including Air Force, Army, Coast Guard, Marines, and Navy.

2013 = 3500 participants at 105 events

2014 = 5860 participants at 156 events

2015 = 3130 participants at 95 events

2. EVENT THEME

For 2016, OMP's theme is ***Military Teens: Globally Connected – Familiar Faces in Different Places***. The theme was voted upon by teens from around the world. As stated by a member of the OMP Planning

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Committee, “Teens should be placed in as many leadership roles as possible within Youth Programs. Ideally, if we are trying to attract teens, OMP needs to be youth-directed, staff supervised.”

3. SERVICE PROJECT

For 2016, OMP's service project is ***Celebrating Our Service Members***. The service project was also voted upon by teens from around the world. The OMP Planning Committee recommends each event site to construct a service project to benefit the service members of their community or region. Example service projects include, but are not limited to:

- Writing personalized “thank you” letters for known service members (family members)
- Designing care packages for duty-deployed soldiers
- Creating celebratory videos to post to social media
- Visiting and spending time at nearby military hospitals and rehabilitation centers
- Inviting active-duty and veterans to participate in local OMP events
- Providing donations to creditable organization on behalf of your local military community
- Committing random acts of kindness for service members leading up to OMP

4. EVENT SPECIFICS

Who: All eligible patrons of military youth programs per local policies

What: Operation Megaphone

Where: Military Youth Centers

When: 29-30 April 2016

Theme: Military Teens: Globally Connected – Familiar Faces in Different Places

Service Project: Celebrating Our Service Members

Register your event by **Friday 18 March 2016** at the below link:

- https://www.surveymonkey.com/r/OMP2016_Registration

Complete your event's After Action Report by **7 May 2016** at the below link:

- https://www.surveymonkey.com/r/OMP2016_AfterAction

5. INFORMATIONAL WEBINAR SCHEDULE

All military youth programs are watch the pre-recorded OMP informational webinar found at <https://youtu.be/gX5ufl-97QA>.

The Informational Webinar PowerPoint Slides are available for download at: <https://www.cnic-n9portal.com/elibrary/index.cfm/document-library/?documentlibraryaction=view&id=1124>

The Informational Webinar Script is available for download at: <https://www.cnic-n9portal.com/elibrary/index.cfm/document-library/?documentlibraryaction=view&id=1125>

6. EVENT RECOMMENDATIONS

The below event recommendations were created by the JSTC and subsequent OMP Planning Committees. Depending on your local policies and resources, OMP event sites may not be able to support every event recommendation.

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6.1 Youth Involvement

During the inaugural JSTC training, an OMP Planning Committee teen representative said, “OMP should be youth-directed, staff supervised.” This quote resonated with the inaugural JSTC and OMP Planning Committee because it encourages every event site to involve youth in as many aspects of OMP as possible, including the planning and implementation of the event because OMP is also intended to be a vehicle for military youth programs to cultivate a “youth-directed, staff supervised” culture, not just during OMP, but year-round. Naturally, several OMP after action reports have communicated that respective event sites will incorporate an increase in youth involvement in their daily operations.

6.2 Registration Price

The inaugural JSTC and OMP Planning Committee recognized that each representative’s local youth program instituted different registration costs for teen special events (e.g. overnight lock-ins). Therefore, to ensure a reasonable price for all youth participants worldwide, the OMP Planning Committee recommends each OMP event site to support a standard registration price per teen not to exceed \$20.00 per person.

6.3 Programming

Several services require youth programs to offer activity programming on a specific frequency. Thus, the OMP Planning Committee highly recommends each event site to offer activities from the following six (6) programming areas:

- Character and Leadership Development
- Education and Career Development
- Health and Life Skills
- The Arts
- Sports, Fitness, and Recreation
- Science, Technology, Engineering, Arts, and Math (STEAM)

6.4 Fundraising

If authorized locally, military youth programs should utilize OMP as a vehicle to fundraise for future events and investments. However, the OMP Planning Committee recommends that each event ensure a majority of the OMP experience remain free-of-charge or included in the event registration. OMP After Action Reports communicate the following fundraising recommendations:

- Resale/food concessions (a *Sample Concession Menu* is located in the appendix)
- Silent auctions and bake sales
- Selling raffle tickets to give a staff member in the face
- Collecting soda cans for reimbursement

6.5 Meals

The OMP Planning Committee recognized the importance of offering healthy, cost effective meals to OMP participants (especially OMP events extending into traditional meal times). It is recommended for event sites to fund all associated meals and snacks via the registration price per participant. Previous OMP event sites collected meal and snack ideas via their permission slip/registration process and pre-

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event youth surveys. OMP After Action Reports communicate the following meal and snack recommendations:

- Specifically assigning/rotating staff to cook meals to decrease staffing issues
- Requesting parent volunteers to cook a favorite meal alongside teens
- Requesting teen volunteers for meal preparation and cleaning
- Researching nearby catering and MWR food/beverage services
- Providing healthy food choices (soups, salads, fruit, vegetables, yogurt) throughout the event to support healthy alternatives to traditional concession stand items

7. MARKETING

The below section contains sample marketing material and guidance for all OMP event sites to communicate with eligible participants, respective leadership, and potential partners.

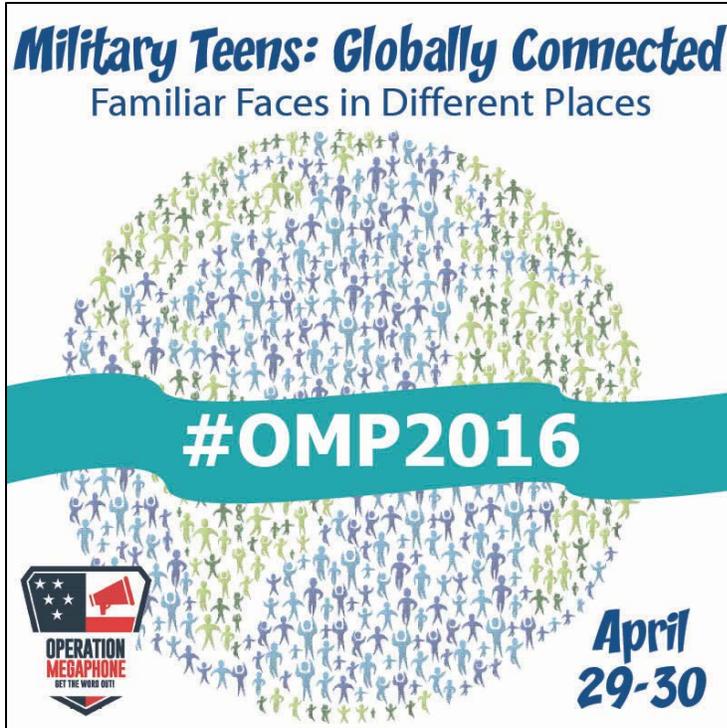
7.1 Marketing Tool Kit

The following marketing materials are available for download at <https://www.cnic-n9portal.com/elibrary/index.cfm/document-library/?documentlibraryaction=view&id=1122>. It is recommended to include teens in the decision of which materials to use for the marketing of OMP locally. To maximize your marketing, OMP event sites are recommended to utilize all flyers and social media photos to keep the audience engaged. All event flyers are equipped with a fillable section for each event site to tailor for their own needs (local point-of-contact, registration deadlines, etc.).

- OMP 2016 Logo
- OMP 2016 Save the Date Social Media Cover Photo
- OMP 2015 Event Flyer – Earth
- OMP 2015 Social Media Cover Photo – Earth
- OMP 2015 Social Media Square Photo – Earth

<p>Cover Photo A “cover photo” can be used at the top of several different social media platforms (e.g. Facebook, Twitter).</p>	
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Square Photo

A “square photo” is commonly used as a “profile picture” on Facebook, Twitter, Instagram, and Tumblr.

7.2 Sample Marketing Timeline

Below is a sample marketing timeline based on a 4 month window.

<u>DATE</u>	<u>ACTION</u>
January	Adults and teens gather to discuss local marketing plan, potential partners, timelines, and event programming.
February	Adults and teens begin local marketing plan: <ul style="list-style-type: none"> • Release of event flyers, initial emails, text messages, newspaper articles, and electronic marquees.
March	Invite VIPs (i.e. Commanding Officer, Mayor, etc.)
April	Adults and teens complete marketing plan: <ul style="list-style-type: none"> • Final emails, text messages, newspaper articles, electronic marquees

7.3 Marketing Tips

Below are various tips to successfully marketing your OMP event.

- **Early Planning** – Start planning your event as early as possible to allow for the local approval process, increased marketing, and thoughtful activity programming.
- **Youth Involvement** – Youth recognize where they receive information and how they prefer to receive it. Therefore, empower youth participants to build the event marketing plan alongside staff. Ensure that marketing materials are displayed in prominent, high traffic areas.

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- **Target Audience** – The following audiences should be targeted for event communication: teens, parents, installation leadership, security/police, community leaders/partners, chaplains, School Liaison Officers, etc.
- **Multi-Disciplinary Approach** – Due to the multiple generations that are targeted for communications for this event, multiple platforms should be used to reach your intended audiences. For example, event sites should utilize paper flyers, electronic marquees, newspapers articles, social media/websites, and word-of-mouth.
- **Official Social Media Pages** – Recommend both adults and staff to connect to the official OMP social media accounts so that staff and teens are exposed to other event sites, event recommendations, etc. The official OMP social media sites are:
 - Facebook - www.facebook.com/OpMegaphone
 - Twitter - www.twitter.com/OpMegaphone
 - Instagram - www.instagram.com/OpMegaphone



7.4 Social Media Marketing

Below are various statistics and tips to successfully market your OMP event via social media.

- **Frequency** – Did you know that posting content to social media on a Thursday or Friday has an 18% higher engagement rate than posting content on other days of the week?
 - Action: Develop a posting strategy to provide information when teens are most likely to begin thinking about what to do with their free-time (e.g. pre-weekend).
- **Keep it “short and sweet”** – Did you know that posting content to any social media site that is less than 250 characters has a 60% higher engagement rate than longer posts?
 - Action: Try to shorten your messages instead of overwhelming your audience.
- **Be visual** – Did you know that posting a photo to any social media site has a 120% higher engagement rate than only posting text content?
 - Action: Try to post a picture with every post you make. If possible, use photos from your previous OMP event or use the square photos provided in the Marketing Tool Kit.
- **Ask Questions** – Did you know that posting a question for the audience to respond to has double the engagement rate of non-question posts?
 - Action: Besides making statements, ask questions to engage your audience to gather feedback, display attentiveness, and support personalized responses.
- **Listen & Respond** – Regularly monitor the comments about your event and promptly respond to compliments and correct issues professionally.
- **Reward Followers** – Offer incentives and time-sensitive deals (examples below):
 - Participants that offer feedback are potentially awarded a decreased registration price,
 - Participants that offer feedback are potentially awarded concession coupons/discounts,

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- **Share/Retweet** – Share (public reply) the positive posts by your followers.
- **Use the Correct Voice** – Ensure the use of a direct, genuine, and a likable tone when posting. Also, if you are directing a post to teens, use appropriate teen language.
- **Use Hashtags** – Encourage participants to use the hashtag #OMP2016 when posting to social media.



8. PROGRAMMING RECOMMENDATIONS

8.1 OMP Challenges

Outside of local programming, all OMP event sites are highly encouraged to participate in the OMP Challenges throughout the entirety of the event. Each completed challenge has an associated point value (maximum of 100 points possible) and installations that achieve exemplary results will be rewarded for their efforts by their respective HQ (if funding allows). The intent of the OMP Challenges is to create a similar, high quality experience among all OMP events across the world. Therefore, when teens move to a new installation or community, the OMP experience will be similar for every participant. Below are the challenges with their associated point values:

- Registration price per youth is \$20.00 or less – 10 points
- Involving youth in the planning process – 10 points
- Participating in the annual service project – 15 points
- Hosting a teen-directed leadership meeting during the event – 10 points
- Involving the annual theme during the event – 15 points
- Video chat with other event sites via GoToMeeting – 10 points
- Receiving a VIP to tour/participate in the event – 10 points
- Partnering your event with at least one (1) same/sister service installation, on-base, or community partner – 20 points

8.2 Teen Leadership Meeting

The OMP Planning Committee recommends that each OMP event site host local teen leadership meetings to discuss and develop solutions to the three (3) common issues identified by the JSTC. 1) The decreasing participation in military youth programs, 2) the need for stronger school support for transitioning military teens, and 3) the need for up-to-date and dynamic marketing of military



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youth programs. When discussed, the JSTC’s process is effectively being replicated at every OMP event site throughout the world. However, the OMP Planning Committee recognizes that the teen leadership meetings may include local topics. OMP After Action Reports reflect the following local discussion topics:

- Teen dating and violence awareness
- Drug , alcohol, and tobacco awareness
- Preparing for life after high school
- How to build positive relationship/friendships
- Bullying and suicide prevention
- Taking and giving advice
- Balancing a busy schedule

8.3 Video Chats

Similar to previous OMPs, the JSTC will coordinate several video chats via the GoToMeeting platform. However, due to teen feedback, limited spaces are available for each video chat session. Event sites are highly recommended to register for a video chat date/time as their event schedule allows and virtually connect with other event sites that register for the same date/time.

Video Chat Date/Time (EST):	Registration Link:
Friday 29 April 2015 8:00-8:30pm EST	https://attendee.gotowebinar.com/register/8931828104746051330
Friday 29 April 2015 8:30-9:00pm EST	https://attendee.gotowebinar.com/register/3792787722335166210
Friday 29 April 2015 9:00-9:30pm EST	https://attendee.gotowebinar.com/register/74720983289760002
Friday 29 April 2015 9:30-10:00pm EST	https://attendee.gotowebinar.com/register/7353909072120341250
Friday 29 April 2015 10:00-10:30pm EST	https://attendee.gotowebinar.com/register/601075891203848194
Friday 29 April 2015 10:30-11:00pm EST	https://attendee.gotowebinar.com/register/514331020842109186
Friday 29 April 2015 11:00-11:30pm EST	https://attendee.gotowebinar.com/register/91879961752913154
Friday 29 April 2015 11:30pm-12:00am EST	https://attendee.gotowebinar.com/register/7014222651300418818

- Remember to visit www.gotomeeting.com to test your computers capabilities and remember to have a webcam and microphone or phone available. Please note that the GoToMeeting smartphone application may not allow for webcam sharing, but the iPad or tablet application has been reported to operate successfully.
- Only events scheduled on 29-30 April 2016 will be provided with video chats. Events scheduled outside of the official OMP dates may not have other sites to virtually connect with.

8.4 Partnering

As detailed above, OMP is intended to help create and promote local partnerships. Local partners can be utilized to effectively market OMP and supplement local resources. OMP After Action Reports communicate the following local partner suggestions:

- 4-H Community Club
- Boys and Girls Club of America (BGCA)
- Boys and Girls Scouts

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- Ombudsmen
- MWR Outdoor Rec, Fitness Center, Bowling Center, Swimming Pool, Movie Theatre, etc.
- Middle and High School
- School Liaison Officer
- Spouses Club
- Wounded Warriors
- YMCA

8.5 Concessions

Providing a concession stand can both supplement time periods when meal service is not being offered and provide an avenue for fundraising. Ensure teens are delegated the duty of selecting all concession items (including healthy options), associated prices, the operation during the event, and cash handling. Staff should be available to supervise the concession stand throughout the event. A *Sample Concession Menu* is located in the appendix.

8.6 Incentives

OMP event sites are encouraged to implement various incentives to increase overall event and individual activity participation. Sample incentive opportunities may include, but are not limited to:

- Rewarding individual teens that recruit additional participants with discounted registration prices.
- Rewarding the youth program for achieving an event attendance goal (or record) by unveiling a requested equipment item (e.g. new video game console).
- Rewarding teens that support the behavior expectations with OMP Awards

Example incentives include, but are not limited to:

- Discounted registration price
- Concession coupons
- Gift cards
- ITT tickets
- Public acknowledgement (formal awards)

8.7 Guests

If authorized locally, guests are an additional strategy to increase participation. Guest Policies must be approved by the local installation. For guidance, please contact your service contact (Section 9, *Points of Contact*).

8.8 Sleeping Arrangements

Although, participants will attempt to stay active throughout the entire event, programs must account for those youth that require sleep. Ensure that there are separate areas for males and females to sleep. All participants should provide their own sleeping garments and material (i.e. pillow and sleeping bag). If possible, a large gymnasium can accommodate a large sleeping area with separation between the genders and maximum supervision.

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8.9 Behavior Expectations

Offering an overnight special event can increase excitement among youth, add stress to staff due to longer work schedules, and introduce new youth to authority figures. It is recommended to allow targeted youth leaders to communicate the behavior expectations to all participants at the start of the event. A *Sample Behavior Expectations* is located in the appendix)

8.10 Staffing

The minimum staff to child ratio to be maintained is 15:1. However, it is recommended to increase the amount of staff for specialty/overnight events. Ensure that several staff members are present that possess a completed and adjudicated CNACI and maintain Line of Sight Supervision.

8.11 Targeted Programming

Ensure that specific spaces/times are provided for younger and older teens and males and females to interact among themselves based on differing interests and the desire for separation.

8.12 Participant Packing List

Provide all youth a suggested list of items to bring with them during the event. Items to include: sleeping material, toiletries, concession stand money, etc.

8.13 Multi-Facility Events

If staffing allows, the utilization of other nearby facilities can increase the interest of youth and staff. For example, utilizing nearby fitness centers, bowling alleys, swimming pools, baseball/football fields, etc. for off-site activities.

8.14 Hours of Operation

The premier format for an OMP event is an overnight lock-in (e.g. 12 hours, 7pm-7am). However, if local resources will not allow for an overnight lock-in, event sites are recommended to offer a late night event that extends the hours of operation (i.e. 8pm-12am) or an event during regular hours of operation.

8.15 Transportation

In response to teen feedback, OMP events are recommended to establish various modes of transportation to increase youth accessibility to the event. For example, setting up a "Teen Taxi" with designated pick-up/drop-off locations and times.



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9. POINTS OF CONTACT

If you are in need of further guidance, please contact your service specific point-of-contact:

Air Force Youth Programs

Alysse Seligman

(Office) 210-395-7516

alysse.seligman@us.af.mil

Army Child Youth & School Services

Jim Slack

(Office) 210-466-1104

james.e.slack10.naf@mail.mil

Coast Guard Morale, Well-Being, and Recreation

Gary Scheer

(Office) 757-842-4903

gary.scheer@cgexchange.org

Marines Children, Youth, and Teen Programs

Ijeoma Osuji

(Office) 703-784-9553

ijeoma.osuji@usmc.mil

Navy Child and Youth Programs

Brent A. Edwards

(Cell) 503-453-9448

brent.a.edwards@navy.mil

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10. APPENDIX

10.1 *Sample Behavior Expectations*

During the planning of your OMP event, it is recommended to discuss behavior expectations with various teen leaders. Staff members and teens should discuss what positive reinforcement techniques will be used, as well as, the natural and logical consequences for misbehavior. It is highly recommended to select teen leaders to deliver and discuss the behavior expectations in an open format during the start of your OMP event. Below are sample behavior expectations:

1. Make safety your #1 priority.
2. Please show respect to all staff members, volunteers, peers, property, and equipment at all times.
3. Remember to represent yourself, your family, your installation, and your service at all times.
4. Youth are expected to refrain from using foul, abusive, or unkind language.
5. Youth are expected to refrain from stealing, fighting, arguing, name calling, or bullying.
6. Local law enforcement will be contacted if youth are found in the possession of drugs, alcohol, tobacco, or weapons.
7. Youth are responsible for cleaning up after themselves.
8. Athletic shoes must be worn during active-play.
9. Dress should be appropriate and non-offensive nor revealing.
10. Youth are responsible for carrying their possessions (including money).
11. Youth should refrain from borrowing or lending money to/from others.
12. Youth in possession of cell phones/personal electronics are asked to use them appropriately.
13. Youth must contact a staff member if unable to resolve conflicts maturely or in the event of an injury/emergency.
14. If given a meeting time/place, youth are responsible for arriving on-time.
15. In the event of an emergency, all youth must meet at the designated location.
16. Youth are encouraged to communicate their questions, feedback, or disagreements with staff maturely.
17. Youth are encouraged to initiate individual activities if disinterested in planned activities.

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10.2 Sample Concession Menu

If authorized locally, the implementation of a resale/concession stand can both supplement time periods when meal service is not being offered and provide an avenue for fundraising. OMP event sites are encouraged to use local concession stand menus, gather youth feedback, limit the amount of purchases per visit, and provide healthy options in accordance with local policies.

Snacks ... 50 Cents

Chips
Nutrigrain Bar
Popcorn

Mini Meals ... 50Cents- \$1.00

Cup O Noodle	50 cents
Hot Pocket	75 cents
Pop Tarts	75 cents
Hot Dog	\$1.00

Drinks ... 25-50 cents

Capri Sun	25 cents
Coke	50 cents
Diet Coke	50 cents
Gatorade	50 cents
Sprite	50 cents
Sunkist	50 cents

Candy ... 50 Cents

100 Grand	Skittles
Baby Ruth	Sour Skittles
Butterfinger	Sour/Sweet Starburst
Crunch Chocolate Bar	Starburst
Milk Chocolate M&M's	Tropical Starburst
Peanut Butter M&M's	Wild Berry Skittles
Peanut M&M's	

Fruit & Veggies ... Free!!!

Apple	Grapes
Banana	Halo Oranges
Carrots	Pear
Celery	Raisins

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10.3. Sample Event Schedule

The below schedule is an example of an overnight lock-in implemented within a MWR Fitness Center with adjacent bowling center and baseball diamond.

Main Gym

8-9pm: Group Meeting (Expectations), Dinner & Team Building Exercises
9-11pm: Dodge ball
11-12pm: Basketball
12pm-1am: Volleyball
1-3am: Open Gym/Free Play
3-5am: Movies & Low Active Games

Weight Room

9-11pm: Workouts for 16+ year-olds (Fitness Center Policy)

Bowling Center

9-11pm: Bowling (4 lanes reserved)

Hallway - Electronics

9pm-12am: Free Play
12-3am: Teens Only

Baseball Diamond

9-10pm: Capture the Flag
10-11pm: Kickball

Yoga Room

9pm-12am: Board games, arts & crafts, and card games
12-1am: Yoga

Concessions Stand

9pm-2am: Concessions for sale

Supply List

- | | |
|---|---|
| <input type="checkbox"/> First Aid Kit, Hand Sanitizer, Baby Wipes | <input type="checkbox"/> Paper Passports, Jar |
| <input type="checkbox"/> 2 Digital Cameras | <input type="checkbox"/> Prizes |
| <input type="checkbox"/> Plates, Cups, Gloves, Silverware, Serving Utensils | <input type="checkbox"/> Board/Card Games, Poker Sets |
| <input type="checkbox"/> Refrigerator and 2 Rolling Coolers w/Ice | <input type="checkbox"/> 4 Ping Pong Tables, Paddles, Balls |
| <input type="checkbox"/> 2 Microwaves, 1 Hotdog Machine | <input type="checkbox"/> 10 Cones |
| <input type="checkbox"/> 4 Extension Cords, 4 Power Strips, 3 TV's | <input type="checkbox"/> Dodge balls, Basketballs, Mats |
| <input type="checkbox"/> 9 Tables, 40 Chairs | <input type="checkbox"/> Movie Equipment/TV, 4 PG Movies |
| <input type="checkbox"/> 5 Trash Cans, Liners, Broom/Dustpan/Mop & Bucket | <input type="checkbox"/> Glow Sticks Wristbands |
| <input type="checkbox"/> 2 6ft Subway Party Subs, Drinks | <input type="checkbox"/> 2 Flags |
| <input type="checkbox"/> Hotdogs, Buns, Condiments, Paper Sleeves | <input type="checkbox"/> Nintendo Wii, PS2, XBOX 360 |
| <input type="checkbox"/> Concession Food, Change Fund | <input type="checkbox"/> Batteries |
| <input type="checkbox"/> Fruit/Veggies Platters, Dip | <input type="checkbox"/> 2 Drink Coolers |
| <input type="checkbox"/> Cash Box | <input type="checkbox"/> Gatorade Mix |

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10.4 Sample Executive Summary

The below is an example Executive Summary intended to inform the chain-of-command of an impending OMP event.

UNCLASSIFIED

Date

Contact Number

CYP Personnel Name

Subject: 2016 Operation Megaphone Event Briefing

1. Executive Issues:

- In July 2012, the Air Force and Navy Teen Councils and Army Teen Panel formed the Joint Service Teen Council (JSTC) to effectively communicate the issues and concerns that affect military teens to the highest levels of military leadership.

2. Background:

- During July 2012, the JSTC introduced Operation Megaphone, a joint-military initiative and targeted April as a tentative month to implement an annual military-wide event intended to connect military teens worldwide. Since 2012, over 12,490 youth and teens have participated in 356 OMP events located at military youth program facilities worldwide.
- All military youth programs are recommended to participate in the Operation Megaphone via local resources, partnerships, and leadership supports.
- All participating military programs are recommended to invite military leadership to tour youth program facilities and participate in the Operation Megaphone event.

3. Discussion:

- The role of military leadership is to expect results from the JSTC. Often times, military leadership can assist youth programs in resolving issues and enacting change.
- [CYP Program Name] requests the attendance of military leadership to the Operation Megaphone on [event date] at [event location].

4. Recommendation:

- For information purposes only.

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10.5 Sample Permission Slip

The below is a sample OMP permission slip. OMP event sites are encouraged to use locally approved permission slips and extract the necessary data from the below sample.



[Insert Youth Program Name] Permission Form

TO: [Insert Youth Program Name]

From: The Parent(s) of _____

PERMISSION HAS BEEN HEREBY GRANTED FOR THE ABOVE YOUTH TO THE BELOW STATED EVENT

Event: Operation Megaphone

Place: [Insert Event Location(s)]

Date(s): [Insert Dates]

Time(s): Drop off [Insert Time] at [Insert Location]

Pick-Up [Insert Time] at [Insert Location]

What to bring: Change of clothes, toiletries, bedding (sleeping bag/pillow), and spending money.

Cost: [Insert Price] (Covers all meals and snacks)

Other Requirements: [Insert] REGISTRATIONS ARE "FIRST COME FIRST SERVED"

It is agreed that the [United States Government], [the Department of the Defense], [the Department of Homeland Security], [the Department of the Air Force/Army/Coast Guard/Marines/Navy], [Morale, Welfare and Recreation Department] and its [employees/agents] are held harmless and released from any liability in the event of an accident or injury to my child sustained in the connection with the aforementioned event.

Parent(s)/Legal Guardian Signature: _____ Date: _____

Contact Phone Number During Event: _____

Secondary Phone Number: _____

Attention Parents: All youth must be registered with [Insert Youth Program Name]. Only dependents of Active Duty, Retired, Reservists, DOD Civilian, and Contractors stationed or working at [Insert Youth Program Name] are ELIGIBLE (Please read guest policy).

Operation Megaphone (OMP) 2016 Operating Manual

10.5. Sample Press Release

The OMP Planning Committee encourages each event site to connect with local Public Affairs Officers, MWR Marketing, and other communication personnel to market their respective OMP events for all audiences. The below sample press release should be tailored to meet each OMP event sites' needs.

[Insert Program Name] teens will join military teens across the globe to collaborate in the annual *Operation Megaphone* this 29-30 April 2016. During the Month of the Military Child, [Insert Program Name] will host an event designed to connect all military Youth Programs worldwide for one 24-hour period. Teens from all military branches are encouraged to participate by aiding in the planning process, recruiting participants, and engaging in the Operation Megaphone Challenges with military teens living stateside and in numerous countries around the world. For additional event info, please contact [Insert Event POC & Contact Info].

Operation Megaphone is a product of the Joint Service Teen Council (JSTC). The JSTC is made up of teen leaders of the Air Force, Army, Coast Guard, Navy and Marines Child and Youth Programs who collaborate and discuss the common issues affecting military teens to bring about change. For more information on Operation Megaphone, visit:

www.facebook.com/OpMegaphone, www.twitter.com/OpMegaphone, or www.instagram.com/OpMegaphone.

10.6 Sample Save-the-Date Emails

The OMP Planning Committee encourages each event site to connect with local Public Affairs Officers, MWR Marketing, and other communication personnel to market their respective OMP events for all audiences. The below sample Save-the-Date emails should be tailored to meet each OMP event sites' needs.

The OMP Planning Committee is proud to announce that the official dates of OMP 2016 will be 29-30 April 2016! Please mark your calendars! Save-the-Date, event flyers, and an operating manual including the OMP 2016 theme, service project, and event registration instructions are forthcoming. Please like and follow our Facebook, Twitter, and Instagram, "OpMegaphone" pages while using the hash tag (#) OMP2016! Also, check out the OMP Planning Committee's 1-minute public service announcement at <https://www.youtube/watch?v=tUQY7IQsQGA>.

Operation Megaphone is back and better than ever! In April of 2016, the Month of the Military Child, military youth programs from around the world will come together to offer Operation Megaphone! Operation Megaphone, also known as "OMP," is an annual worldwide event designed to connect military teens from around the world to discuss key issues that affect military teens, promote communication across all military services, and provide opportunities for teens to give back to their communities. Since 2012, over 12,490 youth and teens have participated in 356 OMP events located at military youth program facilities worldwide. Event sites are encouraged to video chat with other military installations, compete in social media challenges, host teen leadership meetings to discuss military teen issues, invite various VIPs, collaborate with the sister services, and support the annual service project.