

SCREAMING  
EAGLES  
101ST AIRBORNE  
DIVISION  
AIR ASSAULT  
FORT CAMPBELL  
KENTUCKY



## Department of the Army Community Relations (PAO) Fort Campbell, KY

2013 MG Keith L. Ware Public Affairs Competition  
Category C: Special Event



**“Salute To Troops”**

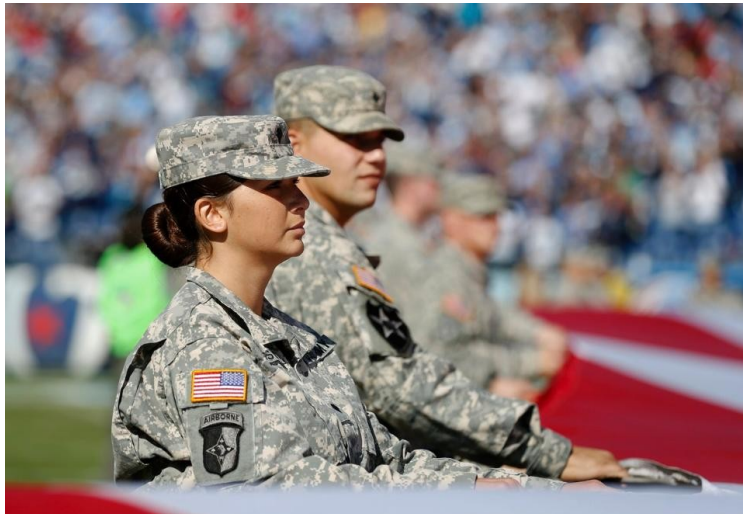


LP Field Nashville, TN November, 10 2013



## TABLE OF CONTENTS

Community Relations Entry Form	3
Letter of Endorsement	4
Introduction	5
Research	6
Planning	7-10
Event Implementation	11-12
Evaluation - Recognition	13-15
Media Coverage	16-17
Standard Operating Procedures	18-27
Closing Photo and Photo Credit	28



Soldiers from the 101st Airborne Division, Air Assault, Fort Campbell, KY unfurl the US Flag onto LP Field for the Tennessee Titan's Salute to Troops halftime festivities. November 10, 2013.

**Appendix A:  
2013 MG Keith L. Ware Public Affairs Competition Entry Form**

**ENTRY TYPE** Community Relations

**CATEGORY: C**

**TYPE:** Unit

**ENTRY TITLE:** Tennessee Titan's Salute to Troops

**PUBLICATION/AIR DATE:** 11/09/2013 **LOCATION:** LP Field Nashville, TN

**UNIT POC**

Denise Shelton  
Community Relations Officer  
Fort Campbell Public Affairs  
2574 23rd Street  
Fort Campbell KY  
42223  
270-461-1277  
denise.a.shelton.civ@mail.mil

**COMMAND/DRU:** IMCOM

**SUBMITTING UNIT**

Public Affairs Office  
2574 23rd Street  
Fort Campbell, KY 42223  
(270) 461-1277  
denise.a.shelton.civ@mail.mil

**AWARD SHOULD BE ISSUED TO**

Fort Campbell Community Relations

**GENDER:** N/A

**SIGNIFICANT CONTRIBUTORS:** Sgt. 1<sup>st</sup> Class James Lawler, Sgt. Claudette A. Odle Sgt. Steven Lechner

**UNIT/DUTY SECTION:** Fort Campbell Public Affairs Office

**SUPERVISOR'S SIGNATURE BLOCK AND SIGNATURE:**

Department of the Army Community Relations (PAO) Fort Campbell, KY

DEPARTMENT OF THE ARMY  
INSTALLATION MANAGEMENT COMMAND, SOUTHEAST REGION  
HEADQUARTERS, UNITED STATES ARMY GARRISON, FT CAMPBELL  
39 NORMANDY BOULEVARD  
FORT CAMPBELL, KENTUCKY 42223-5617

REPLY TO  
ATTENTION OF

IMAR-PAO

13 January 2014

MEMORANDUM FOR U.S. Army Public Affairs, Media Relations Division, Office of the Chief of Public Affairs, 1500 Army Pentagon, Washington, DC 20310-1500

SUBJECT: Nomination of the Fort Campbell Community Relations Office Community Outreach Program for the MG Keith L. Ware Community Relations Award.

1. I highly recommend the Fort Campbell Community Relations Office for the MG Keith L. Ware Department of the Army Community Relations Award for an established program.
2. The Fort Campbell Community Relations Office Outreach Program is an extremely professional and well organized entity within the Fort Campbell Public Affairs Office. It is a highly visible element of Fort Campbell as an installation, its 101st Soldiers and the surrounding city and government communities encompassing two states.
3. The program is designed to bridge the gap between the surrounding community and Fort Campbell and the catalyst in a symbiotic relationship among the members. Evidenced by numerous successful campaigns and programs, this bridging has excelled above and beyond goals and expectations time and time again. The outreach program staff has bonded together as a strong, dedication team with forward thinking ideas, goals, projections and plans. This unwavering team's "go to" attitude has placed them on steady ground in regards to the post commander's intent of the outreach and community relations.
4. The point of contact for this action is the undersigned 270-798-9961, [robert.n.jenkins.civ@mail.mil](mailto:robert.n.jenkins.civ@mail.mil), fax 270-798-6247.

Robert N. Jenkins  
GS-13, Director  
Fort Campbell Public Affairs Office

Department of the Army Community Relations (PAO) Fort Campbell, KY

## Introduction

The Fort Campbell Public Affairs Office has a long standing relationship with the National Football League's Tennessee Titans in Nashville Tennessee. The two entities come together several times a year to help bridge the gap between community and Soldiers. Every year during the Veteran's Day game, 101<sup>st</sup> Airborne Soldiers are invited to attend a special "Salute to Troops" dedication.

This event has become even more important over the years as both the NFL and the Army comes to terms with traumatic brain injuries (TBI). There has been a tremendous outpouring of support from NFL players for Army Soldiers suffering from TBI. The relationship between Fort Campbell and The Titan's continues to grow each year, developing long term friendships.

Soldiers are given sideline passes for the Veteran's Day game. They receive free seats in the stadium and the opportunity to be seen on national television. During the game soldiers participate in an inspiring event of unfurling an American flag across the field. This flag displays the honor, commitment and devotion Fort Campbell Soldiers have to mission, those serving around the world and supporting citizens of the United States.

The Titan's stadium holds 70'000 fans, all of which had eyes on the 101st Soldiers during the Salute to Troops game. Add in television and radio, the 101st had over one million people tuning in for their participation in the November 2012 game.

During the event, Brig. Gen. Mark R. Stammer, the senior commander for the 101st and Fort Campbell, presided over an on-field reenlistment. The Soldiers also unfurled a large U.S. flag during half time.

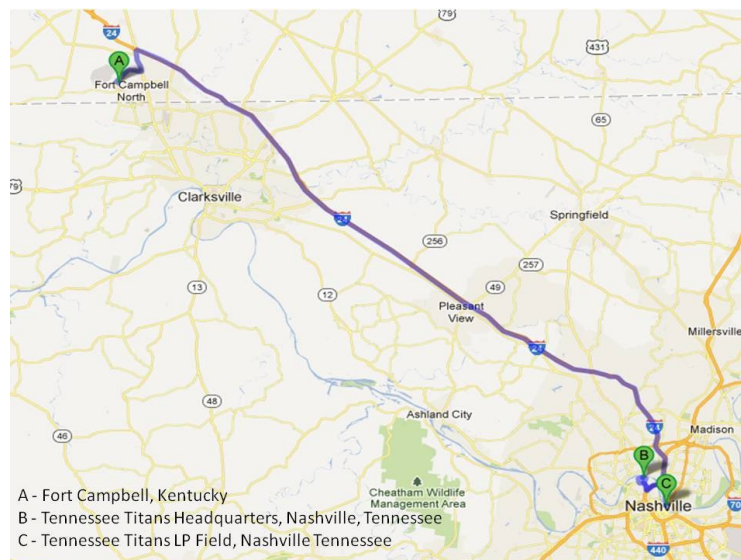






## Research Phase

- Research the potential in expanding the 101st Brand
- Make inquiries for the distance/route from Fort Campbell to LP Field
- Draft bus route
- Determine how many PAO assets will be needed/available for the event
- Make inquiries as to who and how many media outlets will be present during the game and game events
- Stadium size and approximate viewing audience
- Security arrangements for parking and entrance to stadium



## Planning Phase

- Contact the following Titan's representatives;  
  
Ralph Ockenfels ,Vice President of Marketing,  
Brad McClanahan Director of Marketing
- Schedule a sit-down meeting with all Titan's representatives to determine the following;
  - Game date and time
  - How many Soldiers will be allowed to attend
  - How many Soldiers will be re-enlisting
  - What, if any, security issues involving all of the following;
    - Military ID
    - Transportation route
- Develop a Community Outreach slide to brief the Commanding General, Chief of Staff three months prior to game date.
- Determine what 101<sup>st</sup> units are available to support
- Arrange for buses and drivers
- Arrange for escort from Fort Campbell to LP Field





Department of the Army Community Relations (PAO) Fort Campbell, KY

# Planning Phase (continued) 2012 Commanding General Briefing Slide; Front Page

UNCLASSIFIED//FOR OFFICIAL USE ONLY



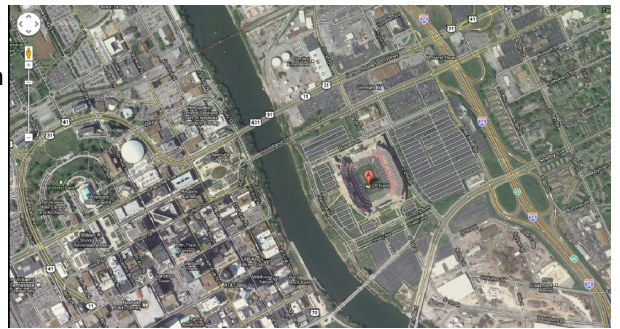
## Tribute to Veterans, Tennessee Titans NFL Team Football Game, LP Field, Nashville, Tennessee

Public Affairs Office, (PAO)

**Recommendation: Approve**

BLUF: No conflict with other FTCKY/101<sup>st</sup> engagements, supports Army, FORSCOM and 101<sup>st</sup> Objectives

**Narrative:** The TN Titans will host 9 Nov 13 pre-game/half-time "Tribute to Veterans" ceremonies during their NFL game. The Titans request FTCKY/101<sup>st</sup> support these special ceremonies with the 101<sup>st</sup> Marching Band, Honor Guard and about 90—120 Soldiers. In addition, the Titans request the CG or his designated 101<sup>st</sup> command group representative participate in pre-game ceremonies. **PAO recommends approval.**



**Who:** Mr. Ralph Ockenfels, VP-Marketing, TN Titans NFL Team, Nashville, TN

**What:** 101<sup>st</sup> Honor Guard, 90-120 Soldiers and CG or designated 101<sup>st</sup> command group rep.

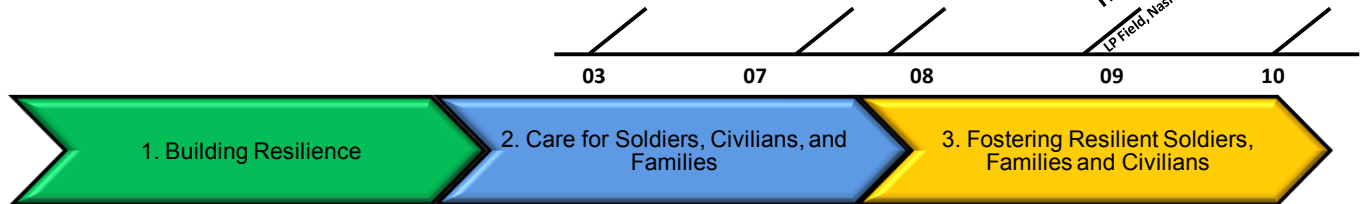
**Where:** LP Field, Nashville, Tennessee

**When:** 0800-1900 hours, Sunday, 9 November 2013

**Cost:** If approved, only costs are fuel expenses for TMP busses

**Legal:** No legal objections noted

Tennessee  
Titan's  
Salute to  
Troops  
LP Field, Nashville



UNCLASSIFIED//FOR OFFICIAL USE ONLY



# Planning Phase (continued) 2012 Commanding General Briefing Slide; Back Page



Request for Support

Recommend Approval

9 Nov 2013

Event Title & Location:	Tribute to Veterans Ceremonies, TN Titans NFL Game, LP Field, Nashville, Tennessee	
Event Purpose:	The TN Titans NFL Team will recognize all current and former members of the armed services during special pre-game/half-time ceremonies at their 9 Nov 11 football game as well as host a 101st re-enlistment ceremony	
Event Support Requested:	Honor Guard and about 90—120 Soldiers. In addition, the Titans request the CG or his designated 101 <sup>st</sup> command group representative participate in pre-game ceremonies	
Tasked Unit & POC:	If approved, G3 will task 101 <sup>st</sup> unit to provide FTCKY/101 <sup>st</sup> support	
Requesting Organization:	Tennessee Titans NFL Team, Nashville, TN	
Organization POC:	Ralph Ockenfels, VP-Marketing, TN Titans NFL Team, Nashville, TN, (615) 565-4005 (Office) / (615) 972-2300 (Cell) / <a href="mailto:ROckenfels@titans.nfl.com">ROckenfels@titans.nfl.com</a>	
Organization Website:	<a href="http://www.Titansonline.com">www.Titansonline.com</a>	
Has SJA Conducted Legal Review?	Yes. No legal objections were noted	
Estimated Attendance?	70,000	<p><b><u>TIMELINE</u></b></p> <p><b>Before:</b> Outreach Approval</p> <p><b>During: 9 Nov 2011</b>                      0600 – 0645 Depart FTCKY/Arrive at Practice Field Nashville, TN                      0645 – 0800 Conduct coordination and rehearsal                      0800 – 0900 Eat breakfast with Titans                      0900 – 0930 Depart Practice Field/ Arrive at LP Field                      0900 – 1500 Game at LP Field / Flag Holding and Re-enlistment                      1500 – 1600 Depart LP Field / Arrive at FTCKY</p> <p><b>After:</b> AAR comments submitted to CPT Sanford, 0930 hours, 12 Nov 2013</p>
Cost of Admission?	No admission cost for participating 101 <sup>st</sup> Soldiers	
Event Distance from Fort Campbell, KY (miles)?	About 60 miles from Fort Campbell	
Will There be Media Coverage?	Yes, local/regional & national media invited	
Will the Event Sponsor Provide any Additional Support?	Yes, event sponsor will provide complimentary food & refreshments for all 101 <sup>st</sup> Soldiers	



## Planning Phase (continued)

### **Detailed Procedures for working with the Titans on the Veterans Day Game (Game is the first home game in the month of November)**

- Step 1. Receive a letter of formal request from the Titans. The letter will come from Ralph Ockenfels around the second week of September.
- Step 2. If a letter is not received by the third week of September, Ralph Ockenfels be contacted to request the letter.
- Step 3. Once the formal letter is received, draft an SJA memo, and a briefing slide created for the Outreach committee.
- Step 4. Once the event request is approved through the Outreach committee, notify Ralph Ockenfels by email to let him know how many tickets and parking passes will be needed.

#### **Tickets**

(Example) Division or Garrison Staff- 8-10,  
PAO Staff -2  
Courier Post Paper-2  
PAO Staff -2 for Division  
Community Relations Staff -2  
PAO Director -1  
101<sup>st</sup> Soldiers 100-110

#### **Parking Pass**

(Example) Division or Garrison Staff -4  
PAO Courier Staff -1  
PAO Division Staff-1  
Community Relations Staff -4  
PAO Director-1  
101<sup>st</sup> Soldiers 3 or 4 (bus)

Step 5. A detailed itinerary for game day needs to be drafted in this step. This draft should include; the best possible bus route from 101<sup>st</sup> Headquarters to the Titan's Headquarters, departure time from the 101<sup>st</sup> Headquarters, approximate arrival time to the Titan's headquarters and approximate departure time from the Titan's headquarters after the game.

Step 6. Once the itinerary is finalized, a test run to Titan's Headquarters with a recon needs to be conducted. During this recon determine the parking location of the busses, the locations of the attending Soldier activities/practice, and where the Soldiers will be seated in the stadium for the game. Pick up of pre-ordered tickets at this time as well.

Step 7. Once the tasking is complete by G3 and it is game day, arrive at the meeting point on Fort Campbell 30 minutes prior to departure time. Conduct a quick follow-up to ensure all drivers understand the bus route and overall event itinerary. The primary point of contact for this event will leave for Titan's Headquarters 20 minutes prior to the busses departing. When the busses arrive at the Titan's Headquarters, the POC will be responsible for directing the busses and Soldiers to their proper location.



- Game day; buses will arrive at the meeting point on Fort Campbell 30 minutes prior to departure time.
- A quick follow-up will be conducted to ensure all drivers understand the bus route and overall event itinerary.
- The primary point of contact for this event will leave for Titan's Headquarters 20 minutes prior to the busses departing.
- When the busses arrive at the Titan's Headquarters, primary point of contact will direct the busses and Soldiers to their proper location.
- Titan's representatives will be on the ground to facilitate Soldier movement from the bus parking area to their position on the field.





# Evaluation-Media Coverage

Like · Comment · Share



Like · Comment · Share



**The Fort Campbell Courier**  
Liked · November 16, 2013

Soldiers from U.S. Army Fort Campbell and the 101st Airborne Division (Air Assault) were met with cheers as they stepped onto the field during a "Salute to Service" event hosted by the Tennessee Titans at LP Field. Read more about the #VeteransDay celebration here: <http://bit.ly/1aXzA9M>

Like · Comment · Share

161 people like this.

62 shares

**Tom R. Sanchez** THAZ THE TICKET.  
Like · Reply · 2 · November 16, 2013 at 12:25pm

Write a comment...

**People You May Know** See All

**Lucas Collins**  
9 mutual friends  
Add Friend

**Derek Heggelke**  
22 mutual friends  
Add Friend




# Evaluation-Media Coverage



Titans to Honor Local Veterans and Armed Forces at Sunday's Game

Posted Nov 7, 2013




**Special Game Day Activities Planned For Annual Salute to Service Game**

NASHVILLE, Tenn. -- In association with the National Football League's Salute to Service campaign, the Tennessee Titans, Lend Lease and LP Building Products will be honoring local veterans and active duty members of the military at this week's game against the Jacksonville Jaguars. The Salute to Service is part of the NFL's tradition of supporting America's armed services serving throughout the world.

Below is an overview of the special activities the Titans, Lend Lease and LP Building Products have planned to honor veterans and the armed services on game day:

- The day will begin with a re-enlistment ceremony for members of the Army stationed at nearby Fort Campbell Army Base. Brigadier General Mark Stammer of the 101st Airborne will conduct a live reenlistment for 50 members of the 101st Airborne "Screaming Eagles" on field in pre-game. Courtesy of Lend Lease and LP Building Products their family members and loved ones will attend the game and watch the ceremony.
- The honorary 12<sup>th</sup> Titan will be current Titans fullback, West Point graduate and U.S. Army captain **Collin Mooney**. He signed with the Titans after spending the previous three years fulfilling his commitment to the U.S. Army. He was commissioned in the field artillery branch.



**WATCH GAMES ONLINE**  
START NOW

**RECENT ARTICLES**

- Titans Formally Interview Chargers OC Ken Whisenhunt  
By Craig Peters - Posted Jan 11, 2014
- Season Rewind: Jurrell Casey Racks Up Sacks in 2013  
By Craig Peters - Posted Jan 10, 2014
- Infographic: 2013 Season Rewind - Jurrell Casey  
Posted Jan 10, 2014
- 2013 Season Rewind: Titans TEs  
By Craig Peters - Posted Jan 10, 2014
- Titans Formally Interview Bengals DC Mike Zimmer  
By Craig Peters - Posted Jan 9, 2014

**RECENT VIDEOS**

- 2013 Season Rewind: DT Jurrell Casey (2:44)
- Latest on Tennessee Titans Coaching Search (:33)

LIKE US ON FACEBOOK

11:50 AM 1/13/2014



# Evaluation-Media Coverage

http://www.fortcampbellcourier.com/community/article\_81f6f526-4cda-11e3-9767-001a

## THE DOCTOR IS "IN" AT CONVENIENT CARE

Home > Community

### Titans 'Salute to the Troops'

■ Veterans Day weekend event honors service members

Story Image (2) Share Print Font Size: + -

Tweet 0

Previous Next




Photo by Sgt. Joseph J. Rhodes | WTB

Posted: Thursday, November 14, 2013 6:00 pm  
by Staff Sgt. Joel Salgado, 101st Airborne Division

NASHVILLE – Soldiers from Fort Campbell and the 101st Airborne Division were met with cheers as they stepped onto the field during a "Salute to Service" event hosted by the Tennessee Titans at LP Field, Sunday.

The Titans, who have a long-standing relationship with the Soldiers of Fort Campbell, began their "Salute to Service" by having an on-field reenlistment of nearly 30 Soldiers. Brig. Gen. Mark R. Stammer, acting senior commander for the 101st Abn. Div. and Fort Campbell, led the Soldiers in the oath of enlistment as the crowd cheered.

"Today is a great way to recognize the men and women who volunteered to extend their tour of duty, fully knowing that they will most likely deploy again," Stammer said during an interview with Fox Sports 17.

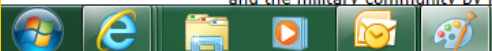
"They truly represent the most precious treasure in this country."

During the halftime show, honor guards from the five branches of the Armed Forces took to the field as patriotic music and the songs of each service branch played while Soldiers from Fort Campbell unfurled a large flag in the shape of the United States.

"I think it was a very good experience," said Spc. Darrell Tucker, a human resources specialist with the Special Troops Battalion, 101st Sustainment Brigade, 101st Abn. Div.

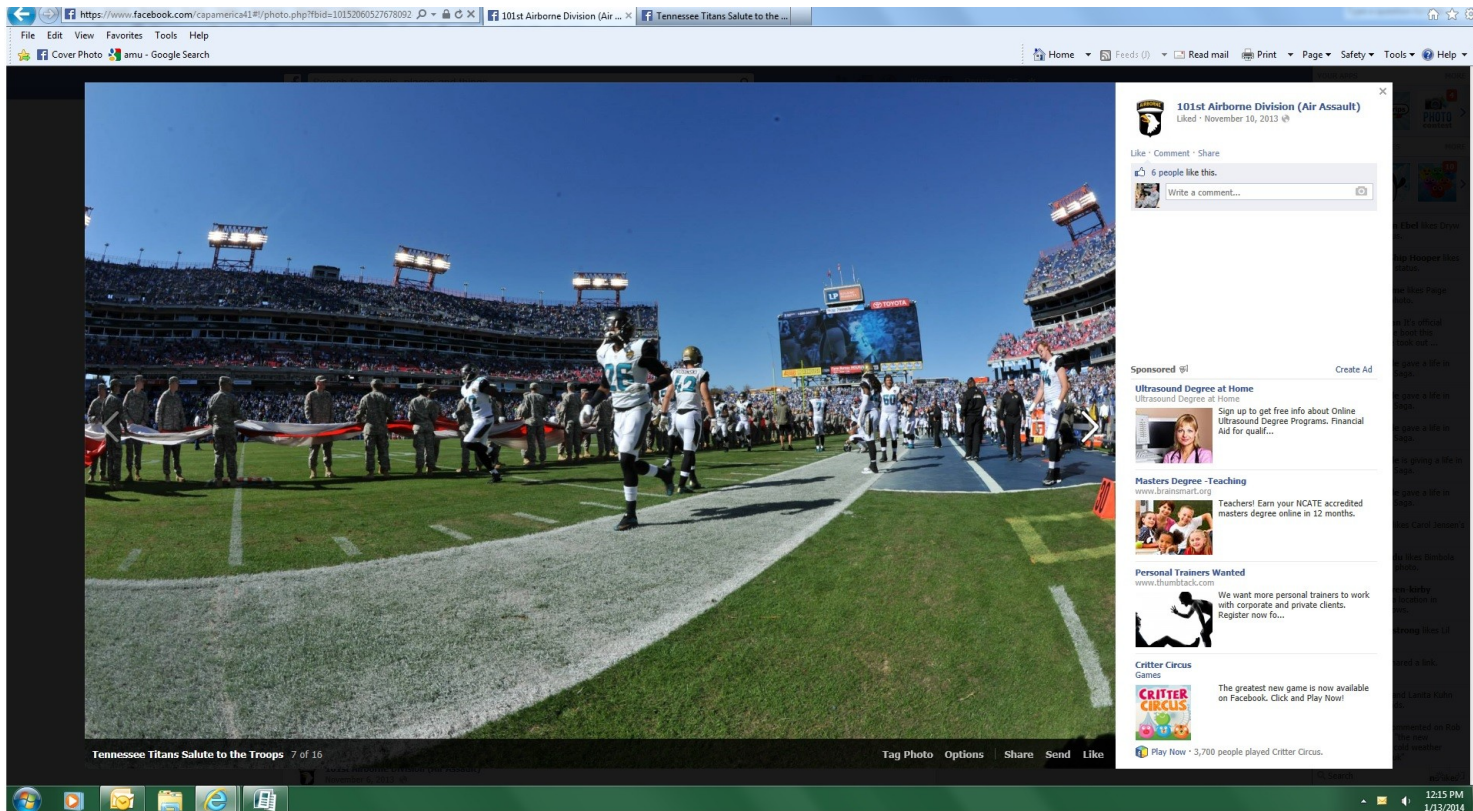
"I do this for my country, not for myself. It makes me feel proud."

The "Salute to Service" campaign was conceived by the United Services Automobile Association, the NFL's military appreciation sponsor, with the aim to strengthen the relationship between NFL teams and the military community by honoring local military units from each branch of service on game



Department of the Army Community Relations (PAO) Fort Campbell, KY

# Evaluation-Media Coverage



The screenshot shows a Facebook interface. The main content is a large photograph of a football stadium during a 'Salute to the Troops' event. In the foreground, several soldiers in military uniforms are standing on the field, holding a large American flag. In the background, football players in white jerseys are visible on the field. The stadium is filled with spectators, and the sky is clear and blue. The photo is captioned 'Tennessee Titans Salute to the Troops' and is 7 of 16 in a gallery. Below the photo are options to 'Tag Photo', 'Options', 'Share', 'Send', and 'Like'. To the right of the photo is a Facebook post from the '101st Airborne Division (Air Assault)' page, which was liked on November 10, 2013. The post has 6 likes and a comment box. Below the post are several sponsored advertisements: 'Ultrasound Degree at Home', 'Masters Degree - Teaching', 'Personal Trainers Wanted', and 'Critter Circus Games'. The Windows taskbar at the bottom shows the system clock as 12:15 PM on 1/13/2014.





Department of the Army Community Relations (PAO) Fort Campbell, KY

# Evaluation-Media Coverage

A screenshot of a Facebook post from the 101st Airborne Division. The post is titled "Tennessee Titans Salute to the Troops" and is dated "Updated about 2 months ago". The text of the post describes an event where soldiers from U.S. Army Fort Campbell and the 101st Airborne Division attended a "Salute to the Troops" event at LP Field in Nashville, Tennessee, on November 10. The post mentions Brig. Gen. Mark R. Stammer presiding over an on-field reenlistment and the unfurling of a large U.S. flag during halftime. Below the text is a grid of eight photographs showing soldiers in uniform, military bands, and the stadium environment during the event.

Search for people, places and things

101st Airborne Division (Ai... Photos

Photos of 101st Airborne Division (Air As... Photos Albums

Tag

### Tennessee Titans Salute to the Troops

Updated about 2 months ago

Soldiers from U.S. Army Fort Campbell and the 101st Airborne Division (Air Assault), attended a Salute to the Troops event hosted by the Tennessee Titans at LP Field in Nashville, Tenn. Nov. 10. During the event, Brig. Gen. Mark R. Stammer, the senior commander for the 101st and Fort Campbell, presided over an on-field reenlistment. The Soldiers also unfurled a large U.S. flag during half time.

A grid of eight photographs showing various scenes from the event: soldiers in uniform, military bands, and the stadium environment during the event.




# Evaluation-Media Coverage



File Edit View Favorites Tools Help  
☆ f Cover Photo amu - Google Search


**YouTube** [Search Bar] [Upload]

≡ GUIDE



Tennessee Titans Honor Active Duty & Retired Military for Veteran...

WZTV FOX 17 · 4,600 videos 68 views

 [Subscribe](#) 3,088 👍 0 👎 0

👍 Like    [About](#)    [Share](#)    [Add to](#)    [Print](#)    [Flag](#)

Published on Nov 10, 2013  
Stream Fox 17 newscasts LIVE starting with TN Mornings at 5 am and News at 9 pm.  
NASHVILLE- Before Sunday's Titans home game at LP Field, the  
[Show more](#)

[Video thumbnails on the right side of the player interface]

## Standard Operating Procedures



# Standard Operating Procedures (continued)



Page | 1



Working Relationship

Standard Operating Procedures



# **Standard Operating Procedures** **(continued)**

## Table of Contents

Biography and Contact Information

Pages 3 - 6

Titans Veteran's Day Game Procedures

Page 7

Titan Request Letter Example

Page 8

Titans Preseason Request Procedures

Page 9

Contact Information

Page 10



# Standard Operating Procedures (continued)

Page | 3



#### Biography

None Provided

#### Contact Information

Baptist Sports Park, 460 Great Circle Road, Nashville, Tennessee 37228  
(615) 565-4157 (Office), (615) 565-4015 (Fax), [jblessing@titans.nfl.com](mailto:jblessing@titans.nfl.com)





# Standard Operating Procedures (continued)

Page | 4

## RALPH OCKENFELS

VICE PRESIDENT OF MARKETING



### Biography

Ralph Ockenfels is in his 15th season with the Titans, seventh as Vice President of Marketing and 22nd overall in the National Football League.

Ockenfels is responsible for developing corporate sponsorship packages, retail promotions and game day presentations and enhancements for Titans games. He was responsible for introducing the "12th Titan" campaign in 2010, as a way to incorporate and celebrate the role of the fans in the game day experience. In 2008, he directed the Titans 10-Year Campaign by coordinating a number of elements that helped celebrate the team's 10th season as "Titans."

In 2006, Ockenfels was the point person for negotiating a 10-year naming rights deal with LP Building Products that resulted in the LP Field name and various marketing offshoots between the Titans and LP.

Ockenfels also helped launch the Titans' syndicated feature television show, "Titans All Access," which enters its 10th season in 2012 and brings Titans programming into eight television markets throughout the Mid-South region.

During the 2000 season, The Sporting News selected the Tennessee Titans' game day atmosphere the best in the NFL. Ockenfels has worked with a variety of national programs and personalities to create fun and interesting elements for fans at LP Field, including Jeopardy, Family Feud, Who Wants to Be a Millionaire, Wheel of Fortune, The Rock, Frank Caliendo and Budweiser's "Real Men of Genius."

Prior to joining the Titans, Ockenfels was the Assistant Director of Marketing for the Green Bay Packers from 1992-98 after joining the team as an intern in 1991. Ockenfels served on the advance team for the Packers in Super Bowls XXXI and XXXII and Super Bowl XXXIV for the Titans.

A native of Iowa City, Iowa, Ockenfels earned his B.A. from the University of Northern Iowa and M.S. from Western Illinois University.

He and his wife, Jannette, reside in Franklin, Tenn.

### Contact Information

Baptist Sports Park, 460 Great Circle Road, Nashville, Tennessee 37228  
(615) 565-4005 (Office), (615) 565-4006 (Fax), [rockenfels@titans.nfl.com](mailto:rockenfels@titans.nfl.com)

# Standard Operating Procedures (continued)



Page | 5

**BOB HYDE**  
VICE PRESIDENT OF COMMUNITY RELATIONS



## Biography

Bob Hyde is in his 24th season with the Titans and 15th as Vice President/Community Relations in 2012. His tenure spans five of the team's six decades. One of the hallmarks of the Titans' success has been the team's presence in the community and a responsibility to make a positive impact in that community. Hyde has directed that effort for the franchise in a multi-faceted way.

An annual tradition, Hyde and the team's staff have partnered with Titans Radio to make the Titans Caravan the team's major fan outreach program each spring (an event that was postponed due to the labor situation this year). During the 14 years, the Titans Caravan has made more than 640 stops, personally touching an estimated 400,000 fans in Tennessee, Alabama and Kentucky since its inception in 1998. A model program, the Caravan uses a variety of interactions to reach a wide-range of fans and affect communities in a positive way. He successfully coordinated the Titans Charity Golf Classic, which raised more than \$1.5 million over 12 years for local charities through the Titans Foundation.

Hyde is heavily involved in the Titans specialty license plate program, which has seen Titans owner Bud Adams raise over \$2.2 million dollars for statewide charities from the sale of the motor vehicle plates over the first nine years.

Hyde also serves as the club's contact for grants to improve football fields at area schools and parks. To date, more than \$650,000 has been secured in recent years from a program funded by Adams, his fellow NFL owners and NFL players to improve football fields in Nashville/Davidson County and Nashville's seven contiguous counties. He also serves as the main contact for the Titans/USA Football Youth Coaches School and Youth Football Summit.

Hyde also works closely with service members from Fort Campbell Army Base, home to both the 101st Airborne Division (Air Assault), the 160th Special Operations Aviation Regiment (Airborne), also known as the Night Stalkers and the 5th Special Forces Group (Green Berets).

In 2010, Hyde was one of 30 individuals selected by the Department of Defense to participate in the Joint Civilian Orientation Conference (JCOC). The JCOC program is sponsored by the Secretary of Defense for civilians interested in growing their knowledge of the military and national defense issues. JCOC is the oldest existing Pentagon outreach program having been held 84 times since 1948.

His office is responsible for the team's relationships with area non-profit organizations, player appearances, special events and memorabilia donation requests to assist local charities in their fundraising efforts.



## Standard Operating Procedures (continued)

Page | 6

In 1998, Hyde served as the club's liaison between Mr. Adams and the Titans Advisory Council. The information gathered by the council and from focus groups that included hundreds of fans across the state, aided Adams in giving the Oilers' franchise a new name, logo and uniform.

A native of Tullahoma, Tenn., Hyde returned to the franchise in 1998 in his current position. He was a member of the team's media relations department from 1977-85, serving as the team's Media Director from 1980-85.

Hyde also spent five years with the PGA TOUR serving as a media official prior to returning to the Titans in 1998. Hyde is a member of the Board of Directors of the Middle Tennessee Chapter of the National Football Foundation and College Hall of Fame.

A graduate of Tullahoma (Tenn.) High School, Hyde attended Middle Tennessee State University before transferring to the University of Houston. Hyde is single and has two daughters, Ashley and Hannah. He resides in Nashville, Tenn.

### **Contact Information**

Baptist Sports Park, 460 Great Circle Road, Nashville, Tennessee 37228  
(615) 565-44142 (Office), (615) 565-4015 (Fax), [bhyde@titans.nfl.com](mailto:bhyde@titans.nfl.com)



# Standard Operating Procedures (continued)



## **Procedures for working with the Titans on the Veterans Day Game (Game is the first home game in the month of November)**

Step 1. You will receive a letter of formal request from the Titans. An example of this letter on the following page. The letter will come from Ralph Ockenfels or Bob Hyde around the second week of September.

Step 2. If you do not receive this letter by the third week of September, you must call Ralph Ockenfels or Bob Hyde to request the letter.

Step 3. Once you have receive the formal letter, an SJA memo must be drafted, and a briefing slide created for the Outreach committee.

Step 4. Once the event request is approved through the Outreach committee, you will notify Ralph Ockenfels by email to let him know how many tickets and parking passes will be needed.

Tickets	Parking Pass
(Example) Division or Garrison Staff 8-10, PAO Staff 2 for Courier PAO Staff 2 for Division Community Relations Staff 4 PAO Director 1 101 <sup>st</sup> Soldiers 100-110	(Example) Division or Garrison Staff 4 PAO Courier Staff 1 PAO Division Staff 1 Community Relations Staff 2 PAO Director 1 101 <sup>st</sup> Soldiers 3 or 4 (Bus)

Step 5. A detailed itinerary for game day needs to be drafted in this step. This draft should include; the best possible bus route from 101<sup>st</sup> Headquarters to the Titan's Headquarters, departure time from the 101<sup>st</sup> Headquarters, approximate arrival time to the Titan's headquarters and approximate departure time from the Titan's headquarters after the game.

Step 6. Once the itinerary is finalized, a test run to Titan's Headquarters with a recon needs to be conducted. During this recon you should determine the parking location of the busses, the locations of the attending Soldier activities/practice, and where the Soldiers will be seated in the stadium for the game. You will pick up the pre-ordered tickets at this time as well.

Step 7. Once the tasking is complete by G3 and it is game day, you will arrive at the meeting point on Fort Campbell 30 minutes prior to departure time. You will then conduct a quick follow-up to ensure all drivers understand the bus route and overall event itinerary. As the primary point of contact for this event, you will leave for Titan's Headquarters 20 minutes prior to the busses departing. When the busses arrive at the Titan's Headquarters, you will be responsible for directing the busses and Soldiers to their proper location.



# Standard Operating Procedures (continued)



L. S. "Bud" Adams, Jr.  
*Founder, Owner,  
Chairman of the Board,  
President and CEO*

To: 101<sup>st</sup> Public Affairs  
From: Ralph Ockenfels-Tennessee Titans  
Re: Veterans Day Tribute

We would like to cordially invite the soldiers of the 101<sup>st</sup> Airborne Division to help support our Veterans Day Tribute on November 6<sup>th</sup> here at LP Field. We will be honoring each branch of the military, and their respective veterans, during a moving half-time tribute.

Specifically we would like to request the following assets from the 101<sup>st</sup> for the game:

- 101<sup>st</sup> Marching band to perform at half-time
- Honor Guard to present the colors
- Approximately 90 "Screaming Eagles" to stage a large US Flag on the field during the anthem and half-time

In addition, we would like to extend an invite a party of 10 to host the 101<sup>st</sup> Command Staff in a suite. If you have any questions, or need anything else, please just let us know.

Best Regards,

Ralph J. Ockenfels

# Standard Operating Procedures (continued)

## Procedures of Preseason Ticket Request

Step 1. In the second week of August initial contact is made via email to Ralph Ockenfels and Jerry Blessing.

Example; "I am sending this short note to let you know that we here at Fort Campbell are looking forward to a new season and working with the Tennessee Titans. We have a long standing relationship with the Titan's and we hope that we can maintain that relationship throughout this NFL season.

Step 2. When the Titans have a preseason home game, Ralph Ockenfels will call or email to let you know how many tickets he has for 101<sup>st</sup> Soldiers. At this time, you will set up an appointment to pick up the tickets.

Step 3. After you return to Fort Campbell with the tickets you will contact the MWR/Travel Office and take them the tickets. The tickets will then be distributed from the MWR/Travel Office to 101<sup>st</sup> Soldiers.





## **“Salute To Troops”**

**Photo credits:  
Tennessee Titans  
Staff Sgt. Joel Salgado**