

Report from the James B. Stockdale, VADM USN (Ret) Center for Ethical Leadership

Integritas Project Update

9 January 2013

- Seven “ethical leadership video spots” and a trailer have been designed, filmed, edited and finalized
 - “Something More”
 - “Can I Be More?”
 - “Remember”
 - “Isn’t Enough”
 - “Become a Man”
 - “I Will Rise”
 - “Faces of America”
 - These spots have been shipped to the Multimedia Support Center (MSC) at the Naval Academy and are being held until the gift acceptance process has been completed with the Secretary of the Navy.
 - Additional copies of the “spots” are held in California.

- An additional “ethical leadership video spot” has been designed and filmed
 - This spot focuses on a woman oarsman
 - The design and filming has enabled a second spot to be created from the footage obtained

- An additional “ethical leadership video spot” has been designed
 - This spot features a former POW and a vintage aircraft
 - The filming will take place in the spring 2013

- All music licensing has been completed for the first seven “spots.”

- All trademark and copyright applications have been submitted for the “spots.”
 - Mr. Art Fisher, Class of '62, a Patent and Trademark Attorney has been providing his service pro bono to support this project
 - Mr. Fisher is in negotiations with Nike right now to insure we can clear the trademark approval process.
 - The negotiations with Nike are necessary since the primary theme of the project is, “Don’t Just Do It; Do It Right.”
 - Mr. Fisher projects that these negotiations will be completed by mid-February.

- Once the trademark process is completed, the Academy will submit the Gift Acceptance letter to the Secretary of the Navy.
 - The Secretary of the Navy's office typically takes 45-60 days to process and approve a Gift Acceptance letter.
 - The letter provides the authority for the Foundation to provide the gift of these "spots" to the Naval Academy.
 - With this authority, the Naval Academy can begin using the "spots."

- Roll-out to the Brigade
 - The Stockdale Center contracted a marketing firm to assist in developing a roll-out strategy. This contract, unlike the *Integritas* contract, was administered through the Department of the Navy. The contracting process and the eventual product were both very unsatisfactory. Class of 1964 funds were not used for this marketing contract.
 - Based on this experience, it became clear that members of the Stockdale Center staff, Patrick Finnegan, the Creative Director, and selected midshipmen could devise a successful strategy.
 - Though the strategy continues to emerge and there is a strategy meeting on 23-24 January, there are some clear principles that will drive this strategy.
 - The premier of a given spot will be tied to a key Academy event. For example:
 - The boxing spot "Isn't Enough," will be shown at the Brigade Boxing Championships.
 - The football spot, "Become a Man," will be shown at the first home football game.
 - The "Faces of America" spot will be shown at graduation.
 - We have tied each spot to an event and understand the venue and method of having that spot projected.
 - The integritasproject.com website (flashed at the end of the spots) will be the key link to further engage the midshipmen who have seen the spot in a larger setting.
 - The *Integritas* team is working on the design and concepts associated with this website, identifying funding to support the site and determining the proper way to apply the funds to site design and maintenance.
 - The small group of midshipmen who have been involved in this project for the past two years will be used as advocates for the spots as they are unveiled—launching these spots on YouTube, highlighting the spots on Facebook, tweeting about the spots and using other social media outlets to make the spots readily available to midshipmen.
 - Work will be done with selected staff, faculty, coaches, alumni and other external contacts to help with the "buzz" we want to create around the spots.

- The timing of the roll-out will be dependent on the Gift Acceptance Letter and the website, but whenever those actions are complete, we will be prepared to execute with the next event that lends itself to the unveiling of a spot.

➤ Final thoughts

- This is a cutting edge product that has the potential to make a significant contribution to the ethical leadership development of midshipmen and others.
- The innovative nature of the product and the bureaucratic processes associated with the military have led to numerous obstacles . . . but the *Integrity* team has overcome every one of these obstacles and intends to continue to do so as we continue our march to roll-out.
- This project would not be possible without the faithful and generous support of the Class of 1964 . . . and to them we are most grateful.