UNITED STATES MARINE CORPS
MARINE CORPS BASE
PSC BOX 20004
CAMP LEJEUNE, NORTH CAROLINA 28542-0004

BO 5720.8F
CPAO
05 MAY 1999

BASE ORDER 5720.8F

From: Commanding General
To: Distribution List

Subj: NOTIFICATION OF THE CONSOLIDATED PUBLIC AFFAIRS OFFICER

Ref: (a) SECNAVINST 5720.44A
(b) BO P5720.7G

1. Purpose. To establish a standard requirement for Camp Lejeune-based units to notify the Consolidated Public Affairs Officer (CPAO) of incidents likely to generate news media interest. This requirement is particularly applicable to incidents which may reflect unfavorably on the Marine Corps.

2. Cancellation. BO 5720.8E.

3. Information. Reference (a) sets forth Marine Corps policy on public affairs. The most grievous sin in media relations is falsehood; the second is stalling. Reference (b) sets forth policy on public affairs at Camp Lejeune. It is the commander's responsibility to ensure the information provided is obtained promptly and correctly. To assist in this responsibility, the CPAO must be kept informed.

4. Background. Incidents have occurred involving Camp Lejeune-based personnel which did generate news media interest and the CPAO first learned of them when queried by media representatives. These incidents range from alleged suicides and rapes to action taken affecting our relationship with the civilian community.

5. Action

a. Commanders of Camp Lejeune-based units will ensure that the CPAO is notified, by the most expeditious means, of all available information on incidents which may generate news media interest. These include, but are not limited to: death, suicide, attempted suicide, rape, assault, bomb threat, prisoner escape, robbery, training accident, theft, serious injury, drug traffic, damage of major items of equipment, and recommendations/actions taken affecting our relationship with the local community. The CPAO will comply with the provisions of the references when releasing information, and no information will be released without concurrence of the commanders involved. Situations not covered by these references will be cleared with the respective chief of staff/commanding general, as appropriate. It is command policy to announce all deaths occurring at Camp

Lejeune or deaths of personnel based at Camp Lejeune as soon as possible. Full identification of the victim(s) will occur only after notification of next of kin.

b. The Commanding Officer, Naval Hospital has specific responsibilities concerning medical information which cannot be transferred or delegated to any other command. The Commanding Officer, Naval Hospital reserves the right to determine what information will be released to both the CPAO and the news media concerning its patients and their families. Subject to these limitations, the Commanding Officer, Naval Hospital will expecitiously provide the information required by this Order.

c. The CPAO representative may be reached at any time, at 451-5655/5782/5883. After working hours, a Duty Noncommissioned Oficer (DNCO) is located at CPAO, in Building 67.

6. Reserve Applicability. This Order is applicable to the Marine Corps Reserve.

7. Concurrence. This Order has been coordinated with and concurred in by the Commanding Generals, II Marine Expeditionary Force, 2d Marine Division, and 2d Force Service Support Group.

B. A. GOMBAR
Chief of Staff

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