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

BO P5720.7G
CPAO
22 SEP 1997

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From: Commanding General
To: Distribution List

Subj: STANDING OPERATING PROCEDURES FOR THE CONSOLIDATED PUBLIC AFFAIRS OFFICE (SHORT TITLE: SOP FOR CPAO)

Ref: (a) SECNAVINST 5720.44A
(b) MCO 5600.31C

Encl: (1) LOCATOR SHEET

1. Purpose. To publish the Standing Operating Procedures for the Consolidated Public Affairs Office and provide guidance for the community relations activities which involve the Marine Corps Air Station, New River.

2. Cancellation. BO P5720.7F.

3. Background. The Consolidated Public Affairs Office concept was established on 30 June 1967. The consolidated concept has proven an effective method for combining talents, resources, and eliminating duplication of effort.

4. Action. The public affairs activities of Marine Corps Base, II Marine Expeditionary Force, 2d Marine Division, and 2d Force Service Support Group, will be conducted per the references. The Marine Corps Air Station, New River, community relations matters that are common to Marine Corps Base will be coordinated between both commands.

5. Summary of Revision. This revision contains substantial changes and should be completely reviewed.

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

7. Certification. Reviewed and approved this date.

B. A. GOMBAR
Chief of Staff

DISTRIBUTION: A plus CPAO (10)

LOCATOR SHEET

Subj: STANDING OPERATING PROCEDURES FOR THE CONSOLIDATED PUBLIC AFFAIRS OFFICE (SHORT TITLE: SOP FOR CPAO)

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SOP FOR CPAO

RECORD OF CHANGES

Log completed change action as indicated.

Change Number	Date of Change	Date Entered	Signature of Person Incorporated Change

SOP FOR CPAO

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CHAPTER 1

GENERAL

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CHAPTER 1

GENERAL

1000. PUBLIC AFFAIRS. All Marines have a continuing obligation and responsibility to promote public understanding of the Marine Corps and foster good community relations. Planned activities and programs to this end are defined as "public affairs."

1001. PUBLIC AFFAIRS MISSION. The public affairs mission includes, but is not limited to:

1. Keeping the public, Department of the Navy personnel, and their families informed about the missions, organizations, performance of assigned tasks, and Marine Corps activities in the Camp Lejeune area, and reporting this information accurately and promptly within the limits of military security and propriety.

2. Promoting good relations between the Marine Corps and the civilian community.

1002. PUBLIC AFFAIRS RESPONSIBILITY

1. At Camp Lejeune, the Commanding General, Marine Corps Base (CG, MCB), is responsible for local community relations, for publication of the Base newspaper, The Globe, and for the Base cable television system which serves all married and bachelor quarters aboard Camp Lejeune and New River. The Commanding Officer, Marine Corps Air Station (MCAS), New River is responsible for publication of the Station newspaper, the Rotovue, and has full releasing authority on matters pertaining to that Command.

2. The Commanding Generals, MCB, II Marine Expeditionary Force (II MEF), 2d Marine Division (2d MARDIV), 2d Force Service Support Group (2d FSSG), and the Commanding Officer, MCAS, New River, are responsible for all public affairs matters within their commands, including attached elements.

3. CO's of subordinate Marine Corps and Navy units and organizations are responsible for supporting their command public

affairs efforts. Commanding officers of separate Navy commands at Camp Lejeune are requested to support the local public affairs efforts within the scope of reference (a).

4. Public affairs is also the responsibility of the individual Marine and Sailor. Maximum participation in the Fleet Home Town News program and other programs that present the Marine Corps and Navy favorably to the public is encouraged. Commanding officers will impress upon each individual in the command the importance of this responsibility.

1003. PUBLIC AFFAIRS POLICY. The Commanding General's public affairs policy is maximum unrestricted disclosure of all releasable information to internal and external audiences. Interference with or management of news is prohibited. Classification of information for the sole purpose of avoiding public disclosure is forbidden. The only acceptable reasons for impeding the release of unclassified information of interest to the public is to protect individuals from personal libel or slander, and to ensure individual rights of privacy. Maximum assistance and cooperation will be provided to news correspondents consistent with safety, security, and individual privacy.

1004. PUBLIC AFFAIRS OBJECTIVES. The following are command public affairs objectives:

1. Answer the question for the American public and to Marines: "Why do we need a Marine Corps?" Emphasizing the maritime nature of the United States, international obligations and needs, unique capabilities of the Navy-Marine Team, the expeditionary nature of the Marine Air-Ground Task Force, and the "...as the President may direct" aspect of the Corps' mission.

2. To inform and educate the American Public about the Marine Corps, improving readiness through the promotion of esprit de corps, professionalism and harmony, and develop complete understanding of the Marine Corps' mission.

3. Increase public awareness and understanding of Marine Forces Atlantic (MARFORLANT) missions, roles, activities, contributions to national defense, and to the protection of the nation's vital interests, to include the North Atlantic Treaty Organization (NATO).

4. Increase public awareness and understanding of the Marine Corps' and Camp Lejeune's presence on the East Coast.

5. Increase public awareness of the need for high quality men and women to serve in the Marine Corps and Marine Corps Reserve Forces, and provide maximum feasible support to the Marine Corps recruiting and retention efforts.

6. Increase public awareness of Marine Corps participation in and support of community activities, events, and concerns.

7. Increase coordination and sharing of information among all military elements that do business with the public sector.

8. Maintain good relations and open communication with the entire public - internal and external.

1005. ORGANIZATION AND FUNCTIONING

1. The Consolidated Public Affairs Office (CPAO) concept permits the Director to speak with one voice for all commands, reduce duplication of effort, overlap of responsibilities, and possible conflict of functions. It expedites the handling of matters under the purview of the public affairs mission. Certain functions, particularly community relations, military newscasts over the Base cable system, and the publication of the Base newspaper, remain the responsibility of the CG, MCB.

2. Operational and training requirements of II MEF, 2d MarDiv, and 2d FSSG dictate that their respective public affairs Marines be able to separate quickly in event of deployment.

3. MCAS, New River, maintains a separate public affairs office which is primarily responsible for the requirements of MCAS, New River, and its tenant commands. Certain non-aviation functions common to MCAS, New River, and MCB, Camp Lejeune, which have been consolidated and involve both commands, will be coordinated by the Director, CPAO, Camp Lejeune.

4. Long range projects and requirements peculiar to each command will remain the responsibility of the command concerned and the respective public affairs officer.

1006. COORDINATING INSTRUCTIONS. The services of the CPAO and certain consolidated public affairs functions are equally

available to MCB, II MEF, 2d MarDiv, 2d FSSG, and MCAS, New River, units.

1. The official address of the consolidated office :

COMMANDING GENERAL
(ATTN: CONSOLIDATED PUBLIC AFFAIRS OFFICE)
MARINE CORPS BASE
PSC BOX 20004
CAMP LEJEUNE, NORTH CAROLINA 28542-0004

2. The senior officer assigned to the public affairs office will assume the billet as Director, and the next senior officer, the billet of Deputy Director. Any additional officers assigned will perform such duties as may be assigned by the Director or Deputy. All public affairs personnel will be assigned to Company A, Headquarters and Support Battalion, MCB, under the Fleet Assistance Program (FAP) for duty with the CPAO.

3. The senior noncommissioned officer assigned to the CPAO will be designated the Public Affairs Chief.

4. Officers and enlisted Marines assigned duties within the CPAO and whose parent command is II MEF, 2d MarDiv, or 2d FSSG, will be continuously available on a day-to-day basis for immediate deployment, movement, or assignment to duty in the field.

5. A 24-hour Public Affairs Duty Watch will be maintained in the CPAO with watch lists promulgated by the Director and distributed to the staff duty officers of the various commands. During normal work hours, the Director will be notified by unit commanders, or their designated representative, of all situations that may fall under the purview of public affairs. During non-work hours, staff duty officers and officers of the day, down to and including battalion and separate company level units, will be instructed in writing to notify the Director of all situations which may fall under the purview of public affairs.

6. All garrison property will be carried on one account. Property and equipment may be used in common, but II MEF, 2d MarDiv, and 2d FSSG property and equipment must be continuously available for movement or field use.

7. Telephone service for the CPAO will provided by the Base Telephone Office under MCB funding.

8. Base Motor Transport will provide three vehicles on a permanent check-out basis to the CPAO. Units requesting on-site coverage of events will be required to provide transportation in the event CPAO vehicles are out on other assignments.

9. Mail orderlies designated by the CPAO will pick up mail for all personnel assigned to the CPAO, regardless of parent command.

10. The chain of command will be followed with regard to public affairs matters unless direct liaison has been authorized. Both MARFORLANT and Headquarters, U.S. Marine Corps (HQMC) will be notified immediately of any emergency situation, significant adverse incident, or non-routine press visit. Notification will be by the most expeditious means available.

CHAPTER 2

ADMINISTRATION

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CHAPTER 2

ADMINISTRATION

2000. FUNDING. The CPAO operates as a work center under Marine Corps Base Fund Administrator 10. Budgeting and funding will be performed pursuant to BO P7000.1J. Budgeting for supplies, equipment, services, and non-field TAD is handled entirely through the Assistant Chief of Staff, Comptroller. All deployments, field duty, or TAD with MARFORLANT units are funded by the supported unit via official orders. Travel and per diem to major exercises or contingencies are funded by MARFORLANT.

2001. BUDGET REQUIREMENTS. The CPAO will budget annually for operating expenses, special events, new equipment, publications, and the following temporary additional duty as appropriate:

1. A one day orientation visit to MARFORLANT for newly assigned Directors of Public Affairs.

2. A two day orientation visit to Division of Public Affairs, HQMC, for newly assigned Director of Public Affairs.

3. Award winners to attend the annual Combat Correspondence Association Conference.

2002. APPLICANTS FOR PUBLIC AFFAIRS DUTY

1. Commanding officers are requested to be alert for members of their command who show an interest in, appear suited for, or who have had training in any area of public affairs.

2. Commanding officers will refer applicants (with SRB) to the Public Affairs Chief through the unit's career planner, for an interview and additional screening prior to submission of administrative action forms for transfer to OccFld 43.

2003. TRAINING

1. Public affairs training will be conducted to:

a. Exercise all public affairs personnel in their MOS skills and provide ample opportunity for each to develop professionally

and become proficient in the roles and mission of public affairs in garrison and field environments.

b. Emphasize the qualification of public affairs personnel in basic reporting, print and electronic journalism, and photographic skills.

c. Instruct individual Marines in their role as representatives of the Marine Corps and the importance of that role.

2. Public affairs training will be conducted during field exercises to include real public affairs coverage and, when practicable and consistent with training objectives, the integration of public affairs problems into exercise play to develop and refine techniques and procedures.

3. A concerted effort will be made to ensure that all public affairs personnel receive practical experience on major field exercises.

4. On-the-job training (OJT) will be conducted at a minimum of two hours per week. Lesson plans will be drafted and submitted to the Public Affairs Chief at least one week prior to conducting the scheduled classes. The training will be closely supervised to ensure every Marine receives the guidance of experienced NCO's, SNCO's, and officers.

2004. REFERENCE FILES. The CPAO will maintain the following files:

1. Fly-away File. A duplicate set of directives and instructions intended for use in the event of deployment.

2. Policy File. Documents which announce public affairs guidance on various topics.

3. Contact File. Names, addresses, and telephone numbers of news correspondents and public affairs personnel of other commands.

4. Recall File. Names, addresses, and telephone numbers (office and home) of assigned public affairs personnel, unit information officers, and public affairs officers in the chain of command and key command personnel.

5. Release File. Copies of all news releases made.

6. Historical File. Information pertaining to the command, its commanders, history, organization and activities.

2005. NOTIFICATION OF CPAO IN ADVERSE/SERIOUS INCIDENTS

1. Commanders will ensure timely, accurate, and properly coordinated release of unclassified information is made regarding serious incidents and accidents occurring within their commands. Serious incidents are those out-of-the-ordinary events involving or related to activities or personnel at Camp Lejeune which are of legitimate news value and/or could come to public attention. Serious incidents include, but are not limited to:

a. Serious personnel casualties or equipment damage.

b. Aircraft crashes.

c. Civilian personnel casualties or property damage caused by military personnel.

d. Fires, flooding, explosions or other events involving significant material damage.

e. Racial incidents.

f. Environmental incidents such as oil or hazardous waste spills.

g. Bomb threats or acts of sabotage.

h. Civil disturbances affecting military facilities or units.

i. Instances of misconduct which may be reported in the press.

2. Unless otherwise delegated, the Commander in Chief, U.S. Atlantic Fleet (CINCLANTFLT) is the coordinating authority for release of information on serious incidents and accidents involving Marine Corps units responsible to Navy commanders. Release authority for Marine Corps commanders not under operational control of Navy commanders is delegated to major subordinate commanders, subject to approval and guidance from MARFORLANT.

3. Serious incidents which may receive more than local press interest will be reported promptly to MARFORLANT (PAO).

4. All OPREP-3 and Serious Incident Reports will include a public impact statement.

CHAPTER 3

DUTIES OF THE DIRECTOR, CONSOLIDATED PUBLIC AFFAIRS OFFICE, AND UNIT INFORMATION OFFICERS

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CHAPTER 3

DUTIES OF THE DIRECTOR, CONSOLIDATED PUBLIC AFFAIRS OFFICE AND UNIT INFORMATION OFFICERS

3000. DIRECTOR, CONSOLIDATED PUBLIC AFFAIRS OFFICE. The Director is responsible for:

1. Conducting a public affairs program, including community relations and internal relations for the commands located at Camp Lejeune, per SECNAVINST 5720.44, and other command directives and instructions from higher authority.

2. Providing timely recommendations and advice to the CG's, their general and special staffs, and to the commanders of subordinate units, on public affairs aspects of policies, plans, and programs promulgated by the Department of Defense (DoD), Headquarters Marine Corps (HQMC), U.S. Marine Corps Forces Atlantic (MARFORLANT), and the local command.

3. Releasing all news and public information material concerning MCB, II MEF, 2d MarDiv, 2d FSSG, and any MCAS functions which have been consolidated. News releases which will clearly result in regional or national news media interest, and involve MARFORLANT commands, will be referred to MARFORLANT (PAO) for approval prior to release. This responsibility includes, but is not limited to:

a. News releases on individual Marines and Sailors, less MCAS personnel.

b. Radio and television coverage of special events to include MCAS.

c. Those photographic services performed by the MCB and 2d MarDiv photo facilities in support of the public affairs effort to include still photographs, motion picture and videotape.

4. Approving and arranging for all pictorial releases, scripts and radio and television appearances of active duty personnel assigned to Camp Lejeune commands.

5. Contacting the general public and organized segments thereof, in matters pertaining to public affairs and community relations, e.g., use of the speakers bureau, noncommand visits to the Base, and requests for displays, exhibits, and participation in public events off Base.

6. Verifying credentials and coordinating the activities of news media correspondents and other civilians wishing to come aboard the Base for information gathering purposes in accordance with security regulations.

7. Coordinating an internal information program for the Marines and Sailors assigned to Camp Lejeune, as well as their families and the civilian employees of commands located aboard the Base. This program consists of weekly publication of The Globe, monthly production of "Carolina Marines" television show, as well as production of radio and television segments for air by commercial outlets and the Base cable television system.

8. Collecting, reviewing, and analyzing news and related information pertaining to the Base.

9. Providing instruction, supervision, and guidance to assigned personnel and annual seminars for unit information officers and senior enlisted Marines to acquaint them with the role, mission, and requirements of public affairs.

10. Preparing public affairs annexes to operational/ administrative plans and orders.

11. Assigning writers to cover events determined newsworthy.

12. Producing an annual public affairs plan. The annual plan will include:

a. Long term goals, objectives, and themes to support those goals.

b. Short term projects and activities in support of overall goals and objectives.

13. Forwarding tearsheets/clippings of all Marine Corps related items appearing in the Jacksonville Daily News, the Wilmington Morning Star, and other local newspapers daily, to the Commandant of the Marine Corps (Code PAM).

3001. DESIGNATION AND DUTIES OF UNIT INFORMATION OFFICERS

1. Regimental, battalion, and separate company commanders will designate a Unit Information Officer in writing and forward a copy of the appointment order or letter to the CPAO.

2. Duties of the Unit Information Officer include, but are not limited to:

a. Upon assignment, reporting within seven working days to the CPAO for orientation briefings and liaison during this assignment. During periods of operational deployment, such liaison will be maintained with the Public Affairs Officer at the operational control level of command.

b. Alerting the Public Affairs Officer of timely news and feature story possibilities. Whenever possible, such notification should be far enough in advance to permit planned news and photographic coverage.

c. Ensuring that potential adverse incidents occurring on or off the military reservation are brought to the attention of the Public Affairs Officer through the chain of command, and normal command procedures.

d. Ensuring that no information is released to the media from the organization while located at Camp Lejeune. The Director, CPAO, is the only releasing authority for Marine and Navy units at Camp Lejeune.

e. Submitting to the Fleet Home Town News Center, Norfolk, VA, FHTN Forms (NAVSO 5724/1, Rev. 10-84), completed by Marines on all appropriate and newsworthy occasions. Forms are available at Self Service.

f. Maintaining unit historical files containing commander's biographies and portraits, newsclippings, citations and achievements. Submitting to the CPAO unit history, in narrative form, and advising unit commanders of the requirement for official portrait and biography in accordance with par. 6002.

3002. DUTIES OF THE UNIT INFORMATION OFFICER OF DEPLOYED UNITS. When a unit (battalion size or larger) from II MEF, 2d MarDiv or 2d FSSG (other than those attached to MEUs) deploys for a newsworthy event or for a period of 30 days or longer, the commanding officer will assign an officer duty as Unit Information Officer. The assigned Unit Information Officer will:

1. Confer with the CPAO prior to deployment for current public affairs guidance.

2. Act for the commander in routine public affairs matters as authorized and affect liaison with the appropriate Navy Public Affairs Officer.

3. Ensure compliance with the public affairs directives of the U.S. Navy, U.S. Marine Corps, and the command exercising immediate operational control.

CHAPTER 4

EXTERNAL NEWS MEDIA

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CHAPTER 4

EXTERNAL NEWS MEDIA

4000. GENERAL. News media are any means of mass communication by which information may be disseminated to the public.

4001. POLICY. Commanders will ensure that information concerning their unit and individual Marines or Sailors, which is not classified for reasons of military security, is made available to the public through authorized public affairs channels during their deployment. (See Chapter 5.)

4002. RELATIONS WITH NEWS MEDIA

1. Commanding officers will extend maximum cooperation to properly authorized media representatives in the Base area. Commanding officers will not initiate communications with news media without authority of the Director, CPAO. All inquiries from civilian media will be referred to the CPAO.

2. Commanders of deployed organizations who have occasion to deal with news media will comply with applicable directives of operational superiors.

3. All personnel who have occasion to deal with the news media will establish and maintain a cooperative attitude with the news media, and observe the following principles:

a. Handle inquiries promptly and conscientiously.

b. Recognize that correspondents prefer to obtain information from authoritative sources and will do so unless they are denied the opportunity.

c. Within the limits of security, deal honestly and respectfully with the news media. It is embarrassing to have an incident reported which has been denied by the command. Minor incidents can be magnified to major proportions if improperly handled. News media correspondents will obtain the news. It is the command's responsibility to ensure that they obtain the news promptly and accurately.

4003. ESCORTING CORRESPONDENTS. While escorting correspondents is a CPAO responsibility, circumstances may require subordinate units to assist in these duties. When organizations are visited by unexpected, unescorted correspondents, CPAO will be notified immediately. In the event CPAO is unable to provide an escort, commanders may be requested to provide escorts for the correspondents.

4004. INVITATIONS TO NEWS MEDIA. Invitations to news media to observe and report activities at Camp Lejeune will be extended by the CPAO in the name of the respective CG.

4005. MEDIA REPRESENTATIVES. Media representatives gathering information/taking photographs/videotaping/exposing TV motion picture film within the Camp Lejeune area must be cleared through the CPAO.

4006. NEWS CONFERENCES AND INTERVIEWS

1. A formal news conference is defined as a scheduled, announced meeting between an official Marine Corps spokesperson and one or more news correspondents arranged specifically for the purpose of making an announcement, or for the purpose of formally responding to questions on Marine Corps programs, policies, or operations.

2. Commanders may grant requests for individual interviews by local news correspondents on subjects within the commander's cognizance and responsibility. Requests for interviews by correspondents representing non-local news media or interviews on a subject of more than routine local interest will be coordinated with MARFORLANT (PAO).

3. All news conferences and interviews will be on-the-record. Background briefings and off-the-record statements are prohibited. Personal opinions will be clearly identified as such. News conferences and interviews will be tape recorded for record purposes.

4. News conferences or interviews will not be arranged incidental to a visit by higher authority without prior approval of the visitor.

CHAPTER 5

OPERATIONS, EXERCISES, AND DEPLOYMENTS

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CHAPTER 5

OPERATIONS, EXERCISES, AND DEPLOYMENTS

5000. GENERAL

1. Operations, exercises, and deployments vividly display the dedication of individual Marines, and our Corps' capabilities and equipment. The best way to inform internal and external audiences of the command's readiness and capabilities is to effectively demonstrate performance during these activities.

2. Public affairs support of significant exercises must be carefully planned and professionally executed, making the best possible use of all available resources and talent, and must receive maximum support from commanders at all levels.

5001. STAFFING

1. The composition of public affairs detachments for operations and exercises will be determined by the senior participating Marine commander, after consultation with the Director, Public Affairs. Staffing indicated in current Tables of Organization or Standing Operating Procedures can be used as a guide, but the parameters of the public affairs mission will determine the final composition.

2. Requests for public affairs personnel should be submitted to II MEF. If personnel resources are not available within the command, II MEF will initiate action for augmentation from other sources.

3. Inclusion of Marine Corps artists, photographers, photojournalists, motion picture cameramen, video tape recording specialists, and broadcast specialists should be considered when designing a public affairs staff.

4. A concerted effort will be made to ensure all public affairs personnel receive exercise and field experience.

5002. ANNEXES TO PLANS AND ORDERS

1. All operation plans and orders for exercises or operations away from the home base will contain a public affairs annex. Public affairs annexes will contain at least the following:

a. Identification of the command exercising coordination authority for public affairs matters.

b. A statement of the overall public affairs policy, e.g., active, responsive, but low key, or passive; and rationale therefore.

c. The policy for release of information concerning the activity, e.g., whether an advance press release will be made, when and by whom, subsequent or amplifying releases, and proposed responses to queries.

d. Policy concerning embarkation of news correspondents aboard ships and aircraft, provisions for necessary transportation of correspondents as appropriate, and the use of military communications facilities to assist correspondents in filing news copy.

e. Policy concerning public affairs photography.

f. Identification of command(s) which will coordinate queries requiring more than routine information.

2. A copy of public affairs annexes to exercise OPLANS/OPORDS will be forwarded separately to II MEF (PAO).

5003. RELEASE AUTHORITY

1. Routine scheduled operations by Atlantic Fleet units (in excess of eight weeks out of home port) are normally unclassified, and information concerning movement should be made available to dependents in advance of scheduled arrival/departure dates.

a. At least 12 working days prior to unit departures or arrivals related to scheduled unclassified extended operations, a proposed press release will be forwarded to II MEF (PAO) for approval. Approval from CINCLANFLT will be obtained, and the originating command will be notified. Release may be made seven days prior to unit departure/arrival.

b. Releases for routine, repetitive deployments may be coordinated by telephone - classification permitting.

2. The senior commander controlling an exercise is responsible for preparing the initial exercise announcement release.

Proposed releases will be submitted to II MEF (PAO) for clearance and dissemination to CPAO.

3. Except where security classification dictates otherwise, all MARFORLANT exercises and operations will be announced publicly in advance. Releasable information normally includes:

a. The unclassified code name or designation of the exercise.

b. The names, grades, and titles of the senior commander and principal participating commanders.

c. The purpose, scope, dates, duration, and geographic location of exercise.

d. The identification by name, and home base location of participating units.

e. The names of foreign liberty ports to be visited during the exercise if diplomatic clearance has been received.

4. Information on NATO exercises will be released initially and as directed by the responsible NATO commander. Once an initial release has been made, participating subordinate commands are authorized to make their own local releases.

5. CINCLANTFLT will coordinate public affairs planning and release procedures for participation of fleet units in unified command and Navy exercises involving Marine units.

6. Commanders and their public affairs officers on exercises and operations have authority to release information to news correspondents in the vicinity of the exercise or operation, subject to guidance from higher headquarters. Information of a serious nature which may generate interest beyond the local area should be forwarded up the operational chain of command.

5004. TRAVEL OF NEWS CORRESPONDENTS

1. SECNAVINST 5720.44A provides authorization for the embarkation of civilian correspondents aboard military aircraft. The senior Marine officer present is authorized to approve the embarkation of correspondents aboard U.S. Marine Corps aircraft provided the requirements are met.

2. CINCLANTFLT approval is required for embarkation of news correspondents aboard U.S. Navy aircraft and ships. Requests for embarkation of news correspondents aboard U.S. Navy aircraft and ships will be submitted to II MEF (PAO) at least 14 days in advance of embarkation, and will include:

a. Names, positions, and other identifying information.

b. Identification of ship/aircraft and unit on which embarkation is desired, dates, points of embarkation and debarkation, and any intermediate stops.

c. Reasons for requested embarkation and description of how embarkation is an integral part of the proposed story.

d. Statement that travel will be on a space-available, not to interfere basis, and at no cost to the government.

e. Name, command, and telephone number of military project officer who will be responsible for coordination of all aspects of the embarkation.

3. There are no restrictions pertaining to the embarkation of female news correspondents aboard Navy ships and aircraft provided suitable accommodations are available.

5005. AFTER-ACTION REPORTS. The senior Marine in each public affairs detachment assigned to a force-level exercise or operation away from the unit's home base will submit an informal after-action report to II MEF (PAO) within 14 days of the event. This report will deal solely with public affairs aspects of the exercise and will include lessons learned and recommendations for reference in future events. This requirement is in addition to the official command after-action report.

CHAPTER 6

PICTORIAL

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CHAPTER 6

PICTORIAL

6000. GENERAL

1. The Director, CPAO will ensure all public affairs personnel receive photographic training adequate to satisfy MOS requirements according to grade/billet.

2. Photographic support for reservists on active duty will be provided by the photo facility of the command hosting the reservists as coordinated by the Reserve PAO. Supplies for this effort will be funded by the Reserve Support Unit.

6001. POLICY

1. Photographs taken for public affairs purposes are for official release only. An adequate number of prints are utilized to service appropriate news media. Personal prints of official photos will not be available through the CPAO.

2. Public affairs personnel will coordinate photography of news events to insure photographs acceptable for release are obtained.

3. Requests for news/photographic coverage of scheduled events will be made at least 24 hours in advance to the CPAO. CPAO does not report on photographic promotions, retirements, etc. Units requiring historical photographic documentation must contact the Training Support Division (TSD, MCB) or Combat Camera.

6002. OFFICIAL PORTRAITS

1. Officers promoted to the rank of colonel and above will, within 15 working days of promotion, have official portraits taken at their respective photographic facility, and submit biographical information to CPAO.

2. The Photographic Officer, TSD, will make prints available of each official portrait to CPAO, with appropriate identification.

3. The Photographic Officer, TSD, will make available copies of official photographs of the chain of command for distribution, as appropriate.

6003. PHOTOGRAPHY BY VISITORS

1. Any media photographers desiring to take photographs (movie or still) within the Camp Lejeune area must contact CPAO for authorization. CPAO will coordinate photographic requests of media photographers with units at Camp Lejeune.

2. The following local regulations are established and are applicable to MCB and all units located at Camp Lejeune:

a. The taking of photographs, still or motion picture, aerial or ground, of or within the Industrial Area, the Base Magazine Area, or the Base Correctional Facility is prohibited unless specific authority is obtained.

b. The taking of photographs, still or motion picture, aerial or ground, of or within any area designated as a "RESTRICTED AREA" is prohibited unless specific authority is granted.

c. Officers in charge of operations or material of a classified nature shall prevent the photographing thereof except as specifically authorized by proper authority.

d. The CPAO will escort civilian media photographers authorized to take photographs at Camp Lejeune.

e. These regulations do not apply to official Marine Corps photographers or authorized personnel when taking photographs of Camp Lejeune "FOR OFFICIAL USE ONLY."

f. Military personnel and their guests may take photographs of their families and friends, provided that such photographs do not violate the above regulations. Photographs of this type may also include messhalls, barracks, chapels, service clubs, Base exchanges, administrative buildings, dispensaries, Naval Hospitals, quarters, or buildings of a similar nature unless these installations are in an area where photography is prohibited by this Manual.

CHAPTER 7

FLEET HOME TOWN NEWS PROGRAM

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FIGURE

7-1 FLEET HOME TOWN NEWS RELEASE FORM 7-7

CHAPTER 7

FLEET HOME TOWN NEWS PROGRAM

7000. GENERAL. The Fleet Home Town News (FHTN) program is an effective means of informing the American public of Marines and Sailors and their work. It is also an invaluable aid to the Marine Corps in the recruiting effort. FHTN stories receive wider publication than any other form of news released by the Marine Corps.

7001. POLICY. While no minimum quotas for submission of FHTN forms are established, a guide for an effective program is that written releases should equal approximately 10 percent of each unit's on board strength per month. Completed forms must be submitted to the FHTN Center within 30 days of the actual date of event.

7002. PREPARATION OF FLEET HOME TOWN NEWS FORM. The FHTN form (NAVSO 5742/1) is relatively easy to complete; however, frequently individuals fail to fill in all blanks completely. (See figure 7-1).

1. The FHTN form is used to cover 3 types of stories:

a. The form story applies to fewer than 10 individuals. Each individual will complete a form. The reason for release must be indicated in Section B of each form or on a note accompanying each form.

b. The roster story applies to 10 or more individuals who are involved in the same event (example: unit deployment). Each individual will complete a form without indicating the reason for release. The Unit Information Officer will forward a memorandum or letter with the FHTN forms giving the reason for the release.

c. The photo-caption story is a form or roster story which is accompanied by photographs. The negative only is required to be forwarded to FHTN.

2. Participation in the FHTN program is voluntary. However, command support to inform Marines and Sailors of the value of this program is strongly encouraged.

7003. ROSTER STORIES AND DEPLOYED UNITS. The following actions concerning FHTN submissions will be accomplished prior to and during the deployment of II MEF, 2d MarDiv, or 2d FSSG units from Camp Lejeune:

1. All units scheduled for routine deployment will obtain the maximum number of completed FHTN forms, in accordance with the Privacy Act, and submit them to the FHTN Center no later than 15 days prior to departure. The forms will be submitted in alphabetical order and must be accompanied by a personnel roster.

2. A master roster story on the unit's departure will be submitted, with the roster of forms, to the FHTN Center, 1877 Dillingham Blvd, Norfolk, VA 23511-3097.

3. Rosters submitted to FHTN Center are placed in a "Hold" status after the initial release is made. Hold Files have a 60-day life cycle. The cycle begins on receipt of the file at FHTN Center. At day 50, a message or letter will be forwarded to the activity advising that the file will be returned in another 10 days unless it is updated or its current accuracy is verified. Each time the Hold File is updated, another 60-day cycle begins. Commands will notify FHTN Center, Norfolk, VA, by Naval message, PROMPTLY AND DIRECTLY of any change in their roster for any reason, i.e., transfer from the unit, hospitalization, death, etc. Refer to the deployed unit designation when reporting roster changes.

4. Following departure from Camp Lejeune, the deployed unit will forward all master roster stories via message to FHTN Center and state: "This master roster story is for release with (unit designation) hold file." The appropriate parent command and II MEF PAO will be listed as an information addressee.

7004. FLEET HOME TOWN NEWS PHOTOGRAPHIC COVERAGE. Photographic coverage for FHTN events at Camp Lejeune and for deployed units will be accomplished in accordance with the following guidelines:

1. When at Camp Lejeune, all units send individuals to the photo lab for photographic coverage of FHTN stories outlined in paragraph 7002. Coverage for medal awards, retirements, or requests by the CG, and events involving entire companies, battalions, or regiments will be coordinated with 2d MarDiv photographic facilities.

2. Fleet Home Town News photographic coverage of deploying units will be coordinated with the 2d MarDiv Photo Officer.

3. Any presentable uniform is suitable for FHTN photographs, including utilities with helmet, and, during summer, short sleeve shirts. The photographs will be taken so that some part of the uniform identifies the individual as a Marine.

Fleet Home Town News Release Form

1. Instructions on Back.
2. Print in Ink or Type.
3. For Additional Remarks Use Block 23.

1. From: Command/Address (UNIT ADDRESS) Homeport/Base (not FPO etc.)			2. Command Releasing Authority Print Name lstLt I. Emma Marine AVOO Signature Duty Phone 000 0000 4. Circle Branch of Service Active — Reserve — Civilian USN — USMC — USCG — USA — USAF			3. RUC/UIC/OPFAC 00000 5. Date of Event MM/DD/YY 08/21/91
6. Rank LCPL	7. Pay Grade E-3	8. Date Entered Service MM/DD/YY 06/14/90	9. Date Reported this Command MM/DD/YY 10/19/90	10. Sex ☒ Male ☐ Female	11. Married ☒ Yes ☐ No	12. Social Security Number 000 00 0000
13. Your First, MI., Last Name EMMANUEL T. GRUNT			Address (Number and Street) 120 MAIN STREET City AMERICATOWN		State PA	ZIP Code 16502
Your Living Parents/or if Guardians or other Relatives Show Relationship — If Military Include Rank/Service						
14. Your Father's First, MI., Last Name JOHN A. GRUNT			Address (Number and Street) 120 MAIN STREET City AMERICATOWN		State PA.	ZIP Code 16502
15. Your Mother's First, MI., Last Name JOSEPHINE C. GRUNT			Address (Number and Street) X Same as BLK 14 City		State	ZIP Code
16. Wife/Husband's First, MI., Last Name LAURA S. GRUNT			Address (Number and Street) X Same as BLK 13 City		State	ZIP Code
17. Wife/Husband's Father's First, MI., Last Name MICHAEL A. CIVILIAN			Address (Number and Street) 253 NIXON STREET City AMERICATOWN		State PA.	ZIP Code 16502
18. Wife/Husband's Mother's First, MI., Last Name LYNN C. DIVORCE			Address (Number and Street) ☐ Same as BLK 17 54 ALIMONY DRIVE City AMERICATOWN		State PA.	ZIP Code 16502
19. High School — Complete Name AMERICATOWN HIGH SCHOOL		Year Graduated 1984	City AMERICATOWN		State PA.	ZIP Code 16502
20. College/University/Complete Name AMERICAN INSTITUTE			City AMERICATOWN	State PA	Type Degree/Year MBA/90	FHTNC Use Only
21. College/University/Complete Name			City	State	Type Degree/Year	FHTNC Use Only
22. Duty to Which Assigned/Job Title — If Designated a Plane Captain, etc.—List Type Aircraft, Etc.						
23. Event-Check Appropriate Box or List Complete Details-Use extra Paper or attach copy of citation, etc. ☐ Reported ☐ Promoted to Above Rank ☐ Meritoriously ☒ Medal/Award Attach Copy ☐ Reenlisted Years ☐ Retired Years CERTIFICATE OF COMMENDATION						
24. Privacy Act Statement (see Reverse)			25. I certify that the above information is correct and I have no objection to its publication. Signature Date			
For Reserve Use Only — See Instructions on Back						
26. Company Name			Address (Number and Street) City	State	ZIP Code	Position/Years with Company
27. Company Publication			Address (Number and Street) City	State	ZIP Code	FHTNC Use Only

NAVSO 5724/1 (REV. 10-84)
S/N 0104-LF-907-2407

This form supersedes all previous editions which may not be used.

SAMPLE

Figure 7-1. -- Fleet Home Town News Release Form

CHAPTER 8

COMMUNITY RELATIONS

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CHAPTER 8

COMMUNITY RELATIONS

8000. GENERAL. It is the policy of the CG, MCB, to exert every reasonable effort to develop and maintain sound community relations. This will be achieved by participation in local public events, community activities, and conducting tours and visits aboard the Base.

8001. COORDINATION. The Director, CPAO is designated as the cognizant staff officer for coordination of community relations activities to ensure that they are consistent with regulations and established policy.

1. The Director, CPAO will be informed of all requests and proposals for participation in support of community relations activities and will ensure that they conform to regulations and policy and have been approved by the cognizant Chief of Staff.

2. Per current directives, all commands will maintain adequate records to provide information to the Commandant of the Marine Corps (PAC) concerning participation in public events. This requirement extends to the following and similar types of public activities:

a. Participation in public events by musical units, parachute teams, flag presentation teams, ceremonial details, and marching units.

b. Speaking engagements, contest judging, award presentations, and appearances by military entertainers in hotels, schools or private houses.

3. All requests for Marine Corps participation from Camp Lejeune will be forwarded to the Director, CPAO, Camp Lejeune, who will coordinate participation.

4. Requests for Marine Corps participation in public events within a radius of 100 miles of Camp Lejeune may be approved by the CPAO. Requests for participation at a greater distance than 100 miles will be forwarded to the Commandant of the Marine Corps (PAC) for approval.

8002. SPEAKERS BUREAU. The Marine Corps has a continuing requirement to inform the public of its activities, both in the

United States and overseas. One of the most important assets in accomplishing this task is the use of articulate and representative Marines for such activities as public appearances, speeches, radio, television, and newspaper interviews.

1. Commanding officers will submit to the CPAO five names of individuals in their command who are recommended for placement on the speakers list semi-annually (June 30, December 31). Qualified civilian employees will also be considered for recommendation.

2. All officer and enlisted personnel speaking or performing before public gatherings off the Base, and officers and noncommissioned officers in charge of units participating in such public affairs events as described above, will submit a report to the CPAO within three working days after a public affairs appearance.

8003. TOURS AND VISITS

1. Organized groups and individual tourists visit the Base annually. Responsibility for scheduling these visits and tours rests with the CPAO. Favorable impressions of the Marine Corps can be fostered via these visits. All commanders will cooperate with the CPAO during the planning and conduct of such tours and visits.

2. The command visit program is the responsibility of the Assistant Chief of Staff, Training, Education and Operations, MCB. The Base annually hosts several command visits, i.e., NROTC and JROTC at the invitation of the Commandant of the Marine Corps. Maximum cooperation by all organizational commanders is directed in the planning, scheduling and execution of this important program.

3. If civilian groups and tourists specifically request a tour of the MCAS, New River, such requests will be forwarded to the CPAO, MCAS, New River for action.

4. Military personnel will refer all other requests for visits and tours by civilian personnel to the CPAO, Camp Lejeune for action.

8004. SCOUTS AND YOUTH GROUPS. Cooperation with Boy Scouts, Girl Scouts, and other youth groups will be accomplished per

current directives applicable to these activities. Close liaison between the CPAO and the Base Scouting Coordinator is required.

1. The Base Scouting Coordinator will be responsible for coordination of all scouting activities aboard the Base and for requests concerning Marine Corps participation off base, e.g., static displays at camporees, etc.

2. The CPAO will be responsible for all other youth group activities aboard the Base and for coordinating Marine Corps participation in youth group activities off base.

CHAPTER 9

DESTRUCTIVE WEATHER OPERATIONS

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CHAPTER 9

DESTRUCTIVE WEATHER OPERATIONS

9000. GENERAL

1. Past hurricane threats to Camp Lejeune and the North Carolina coast underscore the need for sound emergency planning procedures and reliable methods for communicating with Marines, their family members, and civilians, working aboard the Base. The news media plays a major role in emergency operations of this sort, providing a conduit for the flow of immediate and accurate information through the use of radio, television, and newspapers.

2. The CPAO is a vital link between the command and the news media, with assets to facilitate the flow of information through every step of destructive weather operations, including the critical hours following destructive weather. On a daily basis, the CPAO's Media Section is in contact with members of the local media concerning events involving Camp Lejeune Marines. The relationship that has developed allows for effective communication when emergency situations arise.

9001. BASE OPERATION CENTER

1. During destructive weather emergencies, the CPAO will maintain a cell at the Base Operation Center (BOC) to provide the news media with official information and will coordinate with CPAO for reporters authorized to come aboard the Base to cover emergency preparations.

2. A hotline telephone number is established to provide emergency information to Marines, Sailors, their families, and civilian employees. That number is 451-1717.

3. The CPAO will establish and maintain communication with the BOC for utilizing current phone lines and alternate means of communication when emergency situations dictate. Members of CPAO will be assigned to the MCB BOC to liaison with CPAO and gather information cleared for release to the news media.

4. The CPAO representative at the BOC will review all information provided for the emergency hotline telephone number and the Base Cable Television System.

9002. STAFFING

1. Staffing of the BOC will be as follows:

a. One officer or SNCO will be assigned to the MCB BOC to act as liaison with the CPAO.

b. One officer, one SNCO and two enlisted Marines will be on duty at CPAO. Four additional Marines will be assigned for the purpose of escorting news media.

2. Additional CPAO personnel will be assigned to provide internal media coverage of disaster preparedness and recovery efforts for The Globe and "Carolina Marines."

9003. EQUIPMENT

1. In the event of destructive weather, additional transportation assets will be required as will backup communications equipment and an emergency power source.

2. The Base Motor Transport Officer will temporarily assign two all-terrain vehicles to CPAO to transport news media to disaster locations for coverage.

3. The Base Maintenance Officer will provide an emergency generator, on a temp-loan basis, to provide power for lights, telephones, and computer equipment in the event of power failure during destructive weather.

CHAPTER 10

GENERAL INFORMATION PROGRAMS

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CHAPTER 10

GENERAL INFORMATION PROGRAMS

10000. GENERAL. The CPAO coordinates internal and external information programs, both print and electronic, which support the tenant commands.

10001. PRINT MEDIA. Camp Lejeune's "The Globe," is a weekly newspaper published by a civilian vendor for distribution aboard the Base at no expense to the government. The normal deadline for providing The Globe news copy and photographs to the publisher is 1200 on Friday the week prior to publication.

10002. ELECTRONIC MEDIA. Internal and external audiences are served by electronic media news releases to include television and radio broadcast materials. Such releases include independent spot video and radio news stories, program segments, news broadcast programs, music and entertainment programs, and spot advancements. Weekly video programs are aired by the Base Cable Television System, in cooperation with the Training Support Division, MCB, which provides facilities, equipment, maintenance, and production technicians. A monthly television show, "Carolina Marines," is produced by CPAO personnel and airs on the Base Cable Television System. Any requests for story or event coverage should be directed to the Radio/Television Section at CPAO.