



ORIGINAL
UNITED STATES MARINE CORPS
MARINE CORPS AIR STATION
BEAUFORT, SOUTH CAROLINA 29904-5000

IN REPLY REFER TO:
ASO P5722.2D
PAO
12 OCT 2004

AIR STATION ORDER P5722.2D

From: Commanding Officer
To: Distribution List

Subj: STANDING OPERATING PROCEDURES FOR PUBLIC AFFAIRS OFFICE

Ref: (a) SECNAVINST 5720.44A
(b) MCO 3104.1
(c) MCO P5720.75 ch 10
(d) MCO P5600.31

Encl: (1) LOCATOR SHEET

1. Situation. To establish a Standing Operating Procedure (SOP), for the Public Affairs Office.
2. Cancellation. ASO P5722.2C.
3. Mission. Additional information pertaining to public affairs programs and guidance may be obtained from the references.
4. Execution. This revision has been reformatted. It contains a substantial number of changes and must be completely reviewed.
5. Administrative and Logistics. Members of this command and tenant units will be guided by and comply with the instructions in this Order.
6. Command and Signal. The Commanding Officers of Marine Aircraft Group-31, Combat Service Support Detachment 23, Marine Air Control Squadron 2 and Marine Wing Support Squadron 273 concur with this Order insofar as it pertains to Fleet Marine Force units aboard MCAS Beaufort.
 - a. Signal. This Order is effective in the date signed.
 - b. Command. This Marine Corps is applicable to all Marine units aboard Marine Corps Air Station Beaufort.

H. A. STOCKWELL

DISTRIBUTION: A

DISTRIBUTION STATEMENT A: Approved for public release;
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STANDING OPERATING PROCEDURES FOR PUBLIC AFFAIRS

CHAPTER 1

GENERAL

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

1001. PUBLIC AFFAIRS PROGRAM. The Public Affairs Program encompasses public information, community relations and internal information functions.

1002. INFORMATIONAL SERVICES MISSION. The Public Affairs mission is to:

1. Keep the public and Marines and Sailors informed of the mission, performance and activities of individuals and units at MCAS Beaufort, and to promote understanding of Marine Corps objectives, programs and policies.
2. Promote good relations between the Marine Corps and the civilian community.

1003. PUBLIC AFFAIRS RESPONSIBILITY

1. The Commanding Officer of the Air Station is responsible for all matters relating to public affairs aboard the Air Station, including local community relations. The CO will be notified of all invitations extended to the media by the Public Affairs Officer to cover news events aboard MCAS Beaufort. Direct liaison between the Public Affairs Office (PAO) and the tenant unit Commander involved is authorized in coordinating these visits.

2. Public relations is the responsibility of every Marine. Individual Marines are encouraged to participate in the Fleet Hometown News (FHTN) program and other programs that present the Marine Corps favorably to the public. Commanding Officers should stress the importance of this responsibility to personnel under their command.

1004. PUBLIC AFFAIRS ORGANIZATION

1. The Public Affairs Office will be composed of those personnel specifically assigned to Public Affairs duties at MCAS Beaufort.

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2. The internal organization of the Public Affairs Office will be controlled by the Public Affairs Officer. He will ensure that a capability exists for the separation of Air Station and Fleet Marine Force personnel and equipment into independent sections should such action become necessary. Each separated section shall be able to function effectively to provide public affairs services for its parent organization.
3. The Public Affairs Office is normally employed in general support of MCAS Beaufort-based units. When directed, one or more representatives may be deployed for short term, specific assignments. When this occurs, such personnel will not be assigned duties outside the public affairs field.
4. Each tenant unit Commander is required to assign an officer the additional duty of Unit Information Officer (UIO) to assist the unit Commander in the execution of the unit Commander's public affairs responsibilities. Each UIO may be authorized additional duty assignments as required, but should be responsive to requests of the PAO pertaining to public affairs matters regarding the UIO's unit. When the UIO's unit is deployed, the UIO should be responsive to Public Affairs requests from the organization to which assigned.

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ADMINISTRATION

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CHAPTER 2

ADMINISTRATION

2000. DESIGNATION OF UNIT INFORMATION OFFICER

1. Unit commanders will designate their UIO's in writing and will forward a copy of the appointment order to the PAO. Changes in designation will be handled in the same manner. Commanding Officers will also direct their UIO's to maintain current office and home telephone numbers with the PAO. UIO's will report to PAO within 10 days of assignment for an orientation brief. The UIO will maintain a copy of this order in his turnover binder.

2. Officers whose primary and additional duties are too demanding should not be assigned as UIO's. Intelligence officers should not be assigned additional duty as UIO's due to the nature of their regular duties.

3. The UIO is an important link in the information chain. He/She should have ready access to his Commanding Officer. He should be brought in on all major planning functions of the command, even though no public relations impact is evident in the early stages. He should be given all information, classified (within the limits of his access clearance) or unclassified, that is potential news, regardless of whether or not it is favorable to the command.

2001. APPLICANTS FOR PUBLIC AFFAIRS DUTY. Commanding Officers are requested to be alert for members of their command who show an interest in and appear suited for public affairs work. Commanding Officers will refer applicants to the PAO for screening and a recommendation prior to submission of Administrative Actions Forms for transfer, school or on-the-job training (OJT).

2002. FUNDS

1. Funds for the administrative support of the Public Affairs Office will be budgeted by the Marine Corps Air Station.

2. Funding for Public Affairs personnel assigned to temporary additional duty in connection with FMF exercises and/or operations will be provided by those FMF units.

2003. FORMAL SCHOOLS. Formal school training in Public Affairs is reserved for personnel in or about to enter the Public Affairs field.

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Prerequisites for applicants for Journalist and Broadcaster Courses at the Defense Information School, Fort George G. Meade, Maryland are contained in the Marine Corps Formal Schools Manual. Additional information may be obtained from the PAO.

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CHAPTER 3

DUTIES OF MARINES ASSIGNED TO THE PUBLIC
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CHAPTER 3

DUTIES OF MARINES ASSIGNED TO THE PUBLIC
AFFAIRS OFFICE AND UNIT INFORMATION OFFICERS (UIO)

3000. DUTIES OF THE PUBLIC AFFAIRS OFFICER. The duties of the Public Affairs Officer are to:

1. Advise and assist the Commanding Officers of Marine Corps Air Station and tenant units on all public affairs aspects of their units' policies, programs, activities and plans.
2. Act for the Commanding Officers of Marine Corps Air Station Beaufort based-units in routine public affairs matters, including civilian community affairs.
3. Establish, under the direction of the Commanding Officer, MCAS Beaufort, all public affairs and public relations policies and procedures and ensure their implementation.
4. Direct, control and supervise the activities of the Public Affairs Office, including on-the-job training of its personnel, and be the reporting senior for all personnel assigned to PAO.
5. Release all news and public information concerning individuals and units based at MCAS Beaufort to external and internal media, as appropriate.
6. Assist UIO's with the Fleet Hometown News (FHTN) program to provide news releases, photographs and recorded interviews of MCAS Beaufort-based personnel to the FHTN center in Norfolk, Virginia.
7. Coordinate and technically supervise the public affairs activities of units aboard the air station.
8. Provide technical instruction, supervision and guidance to UIOs and assigned Public Affairs personnel.
9. Hold quarterly meetings with UIO's.
10. Coordinate the Command Visit Program for MCAS Beaufort.
11. Coordinate the activities of news media representatives and other visitors as directed in accordance with security regulations.
12. Maintain a historical file on the Marine Corps Air Station and tenant units.

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13. Maintain a biographical file on all Marine Corps Colonels and Navy Captains stationed at MCAS Beaufort.

14. Perform other duties as directed in the area of public information and public relations.

15. Maintain liaison with higher headquarters' PAOs in the chain of command.

16. Screen all applicants for lateral move to the Public Affairs field.

3001. DUTIES OF THE GROUP AND SQUADRON UIO. The UIO of each squadron at MCAS Beaufort will:

1. Advise and assist his commander and staff on all public affairs matters.

2. Ensure communications and coordination with the PAO on all public affairs matters.

3. Establish a system in his unit to provide a regular flow of Fleet Hometown News releases and general news to the Fleet Hometown News Center, Norfolk.

4. Promptly report to the PAO any information of newsworthy events that occur in the unit and give advance notification on planned activities that might result in public inquiry.

5. Immediately, after notifying the Commanding Officer, notify the Public Affairs Officer of all facts concerning serious injury or death of personnel in his unit; involved in any type of accident on or off the air station, regardless of the time of day.

6. Ensure that no information is released from any organization to the news media directly. Refer all media queries to PAO.

7. Maintain a turnover file of the items listed in Appendix A.

8. Maintain a historical file containing newspaper clippings, citations, photographs and other such material concerning the organization and its achievements.

9. Ensure PAO has the current biography and official portraits of any Marine Corps Colonels or Navy Captains who may be assigned to his respective unit. Squadron UIOs will maintain current

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biographies, an official portrait of the Squadron Commander, a signed Privacy Act by the Squadron Commander, a unit history and a unit logo.

10. Confer with the PAO prior to routine unit deployments.

11. Submit a monthly memorandum to the PAO showing:

a. Current unit strength.

b. Schedule of major events for the coming month.

c. Suggested news and feature stories for the coming Month.

d. This memorandum will be delivered to the PAO by the last workday of the month, preceding the month covered in the report.

3002. DUTIES OF THE UIO OF DEPLOYED UNITS. The duties of a UIO of a deployed unit will be the same as when at MCAS Beaufort, except that the UIO should be responsive to the Public Affairs requests from the organization to which the deployed unit is assigned.

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MEDIA

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CHAPTER 4

MEDIA

4000. GENERAL. 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 units and personnel that is not classified for reasons of military security and is of legitimate public interest is made available to the public affairs channels. Commands not deployed from MCAS Beaufort will comply by promptly submitting all such information to the PAO for review and release. Deployed commands will furnish such information to the UIO/PAO of the task organization to which assigned. Copies of all news releases, including letters of transmittal to FHTN center, will be forwarded immediately to the PAO.

4002. OFFICIAL RELEASES

1. The Public Affairs Officer is the only individual authorized to release information to news organizations concerning Marine Corps Air Station Beaufort and all tenant units. (See paragraph 5001.1.)
2. All PAO releases will be issued as official U.S. Marine Corps releases.

4003. RELATIONS WITH MEDIA

1. Commanding Officers are requested to extend maximum cooperation to properly authorized news media representatives. However, communications with news media will not be initiated without prior coordination with the PAO. All inquiries from civilian media will be referred to the PAO unless specific authorization has been granted in advance of the media contact.
2. Commanders of deployed organizations who have occasion to deal with news media will comply with reference (a) and the applicable directives of their operational superiors.
3. All MCAS Beaufort-based personnel who have occasion to deal with media will strive to establish and maintain a cooperative attitude. Within the limits of security, work honestly and respectfully with the media. When an incident occurs, rumors start; therefore, the PAO's responsibility is to ensure media queries are answered promptly and correctly.

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Unit Commanders can make a significant contribution by making facts available to the PAO. Other personnel not authorized by this command who participate in interviews with the media do so on their own and not as official spokespersons for this command. Such individuals must accept personal responsibility for their actions. Unit Commanders should be prepared to present unclassified briefings to media representatives. The briefings should be short, but comprehensive portrayals of the command.

4004. NEWS CONFERENCES AND NEWS BRIEFINGS. News conferences and news briefings constitute official releases and may be conducted by commands having releasing authority as prescribed in chapter 5, and will be conducted in accordance with reference (a).

4005. ESCORTING CORRESPONDENTS. Members of the press, from time to time, may arrive at the Air Station with no prior authorization. When this happens, these individuals must be detained at the gate until PAO is notified and an escort can be provided. Although escorting correspondents is a PAO responsibility, circumstances may occasionally require subordinate units to assist in these duties. Commanders will ensure that correspondents are treated in accordance with reference (a). Notify the PAO for additional assistance.

4006. INVITATIONS TO NEWS MEDIA. All invitations to news media to observe and report unit activities at MCAS Beaufort will be extended by the PAO. Any organized club or other activity authorized to operate aboard the air station desiring coverage by civilian news media will contact the PAO prior to extending any invitations.

4007. MEDIA PHOTOGRAPHERS. Media photographers desiring to take photographs aboard the Air Station must be cleared through the Public Affairs Office.

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RELEASE OF INFORMATION

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CHAPTER 5

RELEASE OF INFORMATION

5000. GENERAL. Reference (a) provides guidance on the release of official information to the public in any form and by any means. That guidance is supplemented by the instructions in this chapter.

5001. RELEASING AUTHORITY

1. The Public Affairs Officer, Marine Corps Air Station Beaufort, is designated as the releasing authority for disseminating information to the public concerning MCAS Beaufort and tenant units, except as follows:

a. Commanding Officers of organizations or detachments deployed from MCAS Beaufort are authorized to furnish, as required, the following information to their Commander (UIO/PAO) for public dissemination:

(1) Unclassified information concerning the activities of their units which is of local or regional interest or importance and which does not require prior clearance by higher authority as outlined in reference (a).

(2) Unclassified news material of national interest concerning the Marine Corps, received from the Department of Defense or the Navy Department for local distribution.

(3) Unclassified "spot news" of more than local interest or importance concerning the unit. "Spot news" is defined as any news story wherein immediacy is of primary importance.

(4) Fleet Home Town News information.

b. Copies of all material released, with a release distribution list, will be forwarded to PAO.

2. The Public Affairs Office will provide informational services coverage for deploying units until the unit comes under operational control of the organization with which it will deploy, unless otherwise stated in the Public Affairs Annex of the applicable Operations Plan.

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5002. ACCIDENTS, DEATHS, CASUALTIES AND DISASTERS

1. The Public Affairs Officer or his representative will make all releases to media concerning accidents, deaths, casualties or disasters involving personnel of MCAS and tenant units.

2. Commanding Officers of deployed units will furnish information of accidents, casualties, deaths and disasters that occur in their unit to their task organization UIO/PAO. Commanding Officers will ensure the FHTN center, Norfolk, VA, is immediately notified of such events.

5003. RELEASES CONCERNING NUCLEAR WEAPONS AND ATOMIC ENERGY. Any release pertaining to nuclear weapons or atomic energy will be governed by specific provisions contained in reference (a), and only after coordination with higher headquarters.

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AUDIOVISUAL SUPPORT

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CHAPTER 6

AUDIOVISUAL SUPPORT

6000. GENERAL

1. Reference (b) MCO 3104.1 prescribes policy and procedures for use of photography for information purposes.
2. Reference (b) MCO 3104.1 states the Marine Corps policy on audiovisual services.
3. Reference (b) MCO 3104.1 will be used as the Standing Operating Procedure for photographic services at Marine Corps Air Station Beaufort.
4. Photographic coverage for public affairs purposes at MCAS Beaufort, will be provided by the Command Visual Information Center or a PAO photojournalist. Photographers, while covering a PAO assignment, will be considered as being attached to the PAO.

6001. POLICY

1. It is the policy of the Marine Corps and this command to make maximum use of audiovisual documentation to inform the public of the activities and accomplishments of MCAS Beaufort and tenant units, and achievements of individual Marines and Sailors.
2. Organizations requesting photographic coverage for news release purposes will contact the Public Affairs Office at least 24 hours in advance of the event. The PAO will determine whether or not photographic coverage for public affairs purposes is warranted.

6002. VIDEOTAPE SUPPORT. There is a continual demand for videotape photography for news and historical purposes. Commanding Officers will notify the PAO of all events and occasions for which videotape coverage might be appropriate.

6003. PHOTOJOURNALIST SUPPORT

1. A photojournalist billet has been authorized for PAO, MCAS Beaufort, and a camera kit has been provided by Headquarters Marine Corps for use by the designated photojournalist.
2. The PAO photojournalist normally provides the required photographic support for internal and external use by PAO.

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There may be occasions, however, due to scheduling conflicts or the absence of the photojournalist, when photo and processing support must be provided by the Command Visual Information Center and/or PAO personnel designated photojournalist trainees.

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CHAPTER 7

FLEET HOMETOWN NEWS (FHTN) PROGRAM

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CHAPTER 7

FLEET HOMETOWN NEWS (FHTNR) PROGRAM

7000. GENERAL

1. The Fleet Hometown News Program is one of the most effective means for informing the public of Marines and their work. It is also an invaluable aid to the Marine Corps in its recruiting effort. Fleet Hometown News releases about MCAS Beaufort-based personnel receive wider dissemination than any other form of news released by the PAO. For these reasons the FHTN release program is considered to be a most important news program.
2. Fleet Hometown News releases are easy to prepare and submit to the FHTN center. They report accurately and quickly the activities of Marines to their families and neighbors at home. As a minimum, each unit should be able to provide coverage on every Marine within the unit at least once during the year. The desired goal is 10 percent of the unit strength monthly.

7001. POLICY

1. Valid FHTN releases include reporting aboard, meritorious masts, promotions, reenlistments, awards, decorations, graduation from Marine Corps schools, participation in training exercises and deployments of certain duration, acceptance for officer programs and other special activities or achievements and retirements.
2. Releases of FHTN stories will be in accordance with paragraph 7003 of this Order.

7002. PROCESSING FHTN RELEASES

1. Commanding Officers will ensure Unit Information Officers establish a planned program for FHTN coverage. Such a program should ensure:
 - a. That all personnel are given the opportunity to participate.
 - b. That time is scheduled for Marines to complete FHTN forms and to be photographed.
 - c. That all FHTN forms are checked for completeness and accuracy before forwarding to the FHTN center.

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2. Fleet Hometown News Release Forms (NAVSO 5724/1) will be purchased from ServMart by the units. Forms will be completed by individuals and submitted to the UIO for processing and forwarding to FHTN center.

7003. PREPARATION OF FHTN FORMS (NAVSO 5724/1)

1. The FHTN Form is relatively easy to complete; however, individuals frequently fail to fill in all applicable blanks completely. When this happens, the form cannot be processed for distribution by the Fleet Hometown News Center. Individuals completing a FHTN Form should be instructed to give particular attention to the following items:

- a. Provide SSN in appropriate block.
- b. Designation of unit and their duties.
- c. Include unit RUC.
- d. Parents marital status if divorced, separated or deceased.
- e. If both parents are deceased, the next of kin, their address and the individual's relationship to them (ward, stepson, grandson, brother, etc.).
- f. Complete address of parents of next of kin including zip codes.
- g. The reason for release is noted by the UIO in part 2. THIS FORM MUST BE SIGNED BY THE UIO AND THE INDIVIDUAL.

2. The FHTN is used to cover the following types of FHTN stories:

- a. The Form Story applies to fewer than 10 individuals. Each individual will complete his own form. The reason for release must be stated on each form.
- b. The Roster Story applies to 10 or more individuals who are involved in the same event (example: squadron deployments to Yuma). Each individual will complete his own form without indicating the reason for the release. The UIO will write a note to accompany the FHTN Forms giving the reason for the release.

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3. UIOs must ensure the information contained on FHTN Forms submitted by the organization to the FHTN center is complete and accurate by maintaining a logbook or comparable tracking system. Incomplete forms will result in a Marine not receiving news coverage. Incorrect information may cause considerable embarrassment to the Marine and his family. Any discrepancy reflects unfavorably upon the U.S. Marine Corps and this command. FHTN release forms should be completed within 30 days of the event.

7004. ROSTER STORIES AND DEPLOYED UNITS

1. A unit scheduled for routine deployment will compile completed FHTN Forms on each Marine and submit them to the FHTN center no later than two weeks prior to deployment.
2. The UIO will prepare a master roster story on the departure and submit it with the roster of forms to the Fleet Hometown News Center to be included with the forms and master story on the task organization involved. The FHTN center will notify the appropriate UIO that the roster has been received.
3. While on deployment the UIO will forward all subsequent master roster stories for release directly to FHTN center by message.
4. Rosters submitted to FHTN center are placed in a "Hold" status after the initial release is made. These rosters, with corrections, additions and deletions will remain current indefinitely. Commands will notify FHTN center by Naval Message promptly and directly of any change to their roster for any reason, e.g., transfer to or from the unit, hospitalization, death, etc. Rosters that are not verified as correct by the deployed unit at least every 60 days will be returned as invalid.

7005. FHTN PHOTOGRAPHIC COVERAGE

1. Units deploying, may be photographed for FHTN release by the PAO photographer in the units area. Contact the PAO for arrangements.
2. FHTN photographic coverage of units deployed from MCAS Beaufort, should be accomplished by photographers assigned to the task organization.
3. Any presentable uniform is suitable for FHTN photographs, including utilities.

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7006. FHTN RECORDED INTERVIEWS. The FHTN recorded interview is to the radio what the FHTN story is to the newspaper. Interviews with Marines that are to be broadcast in their hometowns are one of the most successful means of bringing the public an intimate picture of the Marine Corps. In addition to providing an excellent means of informing the public, this program is considered excellent for morale. Contact the PAO for more information.

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CHAPTER 8

COMMUNITY RELATIONS

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CHAPTER 8

COMMUNITY RELATIONS

8000. POLICY. It is the policy of the Marine Corps and this command to exert every reasonable effort to develop and maintain sound community relations. Commanders are encouraged to participate in local public events and community activities to further their community relations programs and to assist in the recruiting and public information programs.

8001. COMMAND AND INDIVIDUAL RESPONSIBILITY

1. All MCAS Beaufort units, compatible with military security, current regulations and the dictates of good taste, are encouraged to participate when requested and actively seek opportunities to participate, as a unit and as individual members of the Marine Corps, in the activities of the community and its civic organizations. All requests for official participation in events off military reservations will be forwarded to PAO for screening according to reference (a).
2. Marines will conduct themselves at all times in such a manner as to reflect credit upon the Marine Corps and their units. They are encouraged to take every opportunity to inform the public, with which they are in daily contact, about the Marine Corps and their units within the guidelines in the preceding paragraph. Marines shall be encouraged, as citizens and residents of the community, to take an active unofficial part in community life with due regard to the requirements of their official duties and to security regulations.
3. All tours, open houses, official and casual visits will be subject to approval by the Commanding Officer, MCAS Beaufort and in accordance with provisions set forth in reference (a). If authorized, the PAO will coordinate and supervise such tours, open houses and visits.

8002. SPEAKERS BUREAU

1. Public speaking is a vital part of the community relations program and should be utilized to inform the public and develop understanding and cooperation. PAO will coordinate requests from the community and provide information and guidance on current issues and topics.

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2. Commanders are encouraged to refer qualified SNCOs and Officers to the PAO for consideration. The PAO will interview prospective speakers and maintain a current listing of speakers and their areas of expertise for the Speakers Bureau. This topical listing will be made available to regional community groups. PAO will maintain biographical information on speakers, which will be provided to the requesting organization.

3. Speakers may be provided for events in which other forms of Marine Corps participation would not be appropriate, such as events sponsored by religious, fraternal, business or professional organizations. Marine speakers may not be provided for partisan or political gatherings, or for fund-raising events that do not meet the criteria in reference (b).

4. Military and civilian personnel of the Marine Corps may be authorized to participate in public programs when:

a. Such participation does not interfere with their assigned duties.

b. They confine their remarks to subjects within the cognizance of the Department of Defense.

c. The views expressed are nonpartisan in character and in accordance with national policy.

d. Their participation does not lend an air of sponsorship to the statements of others, which may be partisan in nature or contrary to national policy and their subject matter has been reviewed and cleared as provided by current directives.

5. General guidance to be observed is:

a. If a speaker is confident his previous remarks are still current and do not breach security, he is free to give them on his own responsibility, without clearance.

b. If a speaker is doubtful about a particular portion of his presentation, he may submit that part as a "verbatim extract" to CMC (AG) for clearance.

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c. Generally, for a speaker to speak without prior clearance does not violate regulations; however, if his remarks have an adverse effect, and have not been cleared, the speaker must accept full responsibility for them.

5. When the Marine Corps designates an individual to appear as a representative of the Department of Defense, CMC will ensure the individual is informed. The representative's unit will forward his photograph and biography immediately to CMC (PAC).

6. Most speaking engagements will be accepted on a "no cost to the government" basis. The sponsor will be requested to defray travel, subsistence and lodging costs when the event is clearly to the benefit of the sponsor. The Marine Corps may choose to fund for events that are obviously in the best interest of the service.

7. Marines may not accept honorarium for speaking engagements. This does not preclude the sponsor from paying for a meal in conjunction with the speaking engagement or those costs outlined in paragraph 6 above.

8. Within five working days after a speaking engagement, the speaker will provide an after-action report to PAO. This will include the date, location, organization, subject of speech, number in attendance, audience reaction, recommendation as to the value of participation in the event and any other pertinent data.

9. See Appendix B for letter sent out to program chairmen concerning this subject.

8003. COMMAND VISIT PROGRAM

1. Reference (c) (MCO P5720.75 ch.10) outlines the background, objectives and conduct of command visits by educators from recruiting districts. This program has high public visibility and receives command interest at CMC level. The critiques by the visitors and after-action reports by the sponsor and host commands are reviewed at Chief of Staff/Commandant of the Marine Corps level.

2. PAO will coordinate and provide escorts for Command Visits. The tours will include visits to Air Station and tenant unit activities based on operational commitments and the desires of the sponsoring command. Commanding Officers of units toured should initially greet the group upon arrival at the unit.

3. See Appendix C for step-by-step procedures for command visit implementation.

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8004. INSTALLATION TOURS

1. Installation tours are different from Command Visits in that they do not involve visitors from Marine Corps Recruiting Districts. This type of tour usually has high local public visibility, but not command interest at the CMC level.

2. Because of the September 11 terrorist attack, regularly scheduled public tours aboard the installation are no longer conducted. The PAO will, however, consider tour requests from civic groups, schools, and other organizations.

3. PAO will coordinate and provide escorts only for installation tours scheduled through its community relations section.

4. Organizations requesting tours must submit their requests at least three weeks in advance. The request must be in writing and contain the following:

a. Point of Contact name and phone number

b. Number of people attending tour

c. Approximate dates and times

d. State if there will be a need for meals at the dining facility or club

5. The PAO will not be responsible for submitting meal requests to the dining facilities for tours not initiated by the community relations section.

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CHAPTER 9

AIR STATION NEWSPAPER (JET STREAM)

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CHAPTER 9

STATION NEWSPAPER JET STREAM

9000. GENERAL. The Jet Stream is a unit newspaper authorized in accordance with reference (d) MCO P5600.31 and is intended for distribution to personnel of the Air Station.

9001. MISSION. The Jet Stream is issued to provide news and information to military, their dependents and civilian personnel employed aboard the Air Station.

9002. POLICY. The PAO will determine the news value of any event, the extent of coverage and subsequent publication in the Jet Stream, unless otherwise directed by the Commanding Officer, MCAS Beaufort.

9003. RESPONSIBILITIES. The Public Affairs Officer is directly responsible to the Commanding Officer, MCAS Beaufort for the following:

1. Screen items of information and general interest prior to submission to the subsequent publication in the Jet Stream.

2. Ascertain that contractual and printing agreements with the printer are adhered to and report any violations immediately.

9004. SUBMISSION OF ARTICLES. Units and individuals stationed at the Air Station, or their family members, are encouraged to submit items of special or general interest to the Public Affairs Office for publication in the Jet Stream. The following procedures are established for the submission of these items:

1. Material must be typewritten, double-spaced or printed legibly.

2. The originator's name, organization and telephone number must appear on items submitted for publication.

3. The information should be delivered or forwarded to the Public Affairs Office so as to arrive prior to noon Friday, if publication is desired in the Jet Stream of the following week.

9005. "SQUADRON HAPPENINGS" SUBMISSION. "Squadron Happenings" input is the responsibility of the Unit Information Officer. The main source of "Squadron Happenings" material should be the Fleet Hometown News releases submitted by the unit that week.

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9006. ADVERTISEMENT SUBMISSION. Advertisements are printed as a courtesy to our readers. Classified ads are accepted from members of the U.S. Armed Forces, their family members and DoD employees. Ads are restricted to personal property available for exchange and not to further a sustained business operation, i.e., baby-sitting services, homemade arts and crafts, dog breeding, furniture made for profit making, etc. The deadline for classified advertisement submissions is noon Friday for next Friday's newspaper.

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CHAPTER 10

CONTRACTORS AND SITE VISITS

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STANDING OPERATING PROCEDURES FOR PUBLIC AFFAIRS

CHAPTER 10

CONTRACTORS AND SITE VISITS

10000. GENERAL. Contractors are employees hired by the Resident Officer In Charge of Construction ROICC to conduct work on the Air Station.

10001. POLICY. The Public Affairs Office will not be responsible for providing escorts to contractors who need to come upon the installation for site visits or to conduct work. Contractors must call ROICC office for an escort if they need to come aboard the installation to conduct work.

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STANDING OPERATING PROCEDURES FOR PUBLIC AFFAIRS

APPENDIX A

PUBLIC AFFAIRS INSPECTION CHECKLIST FOR UNIT INFORMATION OFFICERS

TAB: 150

Revised: 26 Aug 02

Date: _____

PUBLIC AFFAIRS CHECKLIST
FOR UNIT INFORMATION OFFICERS

I. Administrative

1. The Unit Information Officer (**is/is not**) assigned by name in writing. (ASO P5722.2D, par. 2001.1)
2. The Unit Information Officer (**did/did not**) report to the PAO within 10 days of assignment for an orientation brief.
3. A copy of the assignment letter (**was/was not**) forwarded to the PAO.
4. The unit (**does/does not**) maintain appropriate directive, ASO P5722.2D.
5. The Unit Information Officer (**is/is not**) familiar with the UIO requirements outlined in ASO P5722.2D.
6. The organization's (group level only) Unit Information Officer's Orders (**do/do not**) contain provisions to notify the Public Affairs Office in case of serious incidents or situations. (ASO P5722.2D, par. 3001.5) (Squadron level units must have provision to notify group.)
7. The organization (**does/does not**) have a photograph of the Commanding Officer on file at PAO. (ASO P5722.2D, par. 3001.9)
8. The organization (**does/does not**) have a biography with Privacy Act Statement of the Commanding Officer on file at PAO. (ASO P5722.2D, par. 3001.9)
9. There (**is/is not**) a current history and logo/patch of the organization on file at PAO. (ASO P5722.2D, par. 3001.9)

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II. Internal Information

1. The organization (**does/does not**) provide weekly updates to the PAO for the Air Station newspaper's "Squadron Happenings" column. (ASO P5722.2D, par. 9005) The organization (**does/does not**) maintain a unit clip file (scrapbook) from the Air Station newspaper and local papers. (ASO P5722.2D, par. 3001.8)

2. The organization (**does/does not**) support public affairs community relations activities. (ASO P5722.2D, chapter 8)

III. Fleet Home Town News Program

1. The Unit Information Officer (**is/is not**) thoroughly familiar with the Fleet Home Town News Program. (ASO P5722.2D, Chapter 7)

2. The organization (**does/does not**) have a working Fleet Home Town News Program and (**meets/does not meet**) the following requirements. (ASO P5722.2D, par. 7002)

_____ Maintains an accurate FHTN logbook (ASO P5722.2D, par. 7003.3).

_____ Submits FHTN forms to the FHTNC in Norfolk, VA within 30 days of the event. (ASO P5722.2D, Chapter 7).

(Signature of Inspector)

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STANDING OPERATING PROCEDURES FOR PUBLIC AFFAIRS

APPENDIX B

SPEAKERS BUREAU

Dear Program Chairman:

This Command has established a Speaker's Bureau as a community resource. You may desire to utilize this resource to provide a variety of speakers for your organizational functions. I have included a speaker request form for your convenience.

The Department of Defense encourages qualified speakers to accept invitations to inform the public about Defense matters by developing, understanding and stimulating patriotic spirit. Certain guidelines must be followed, however, to insure that official policy is accurately explained and that no actual or implied conflict of interest may exist. The guidelines are:

- a. Participation must not interfere with assigned duties.
- b. Speakers must address their remarks to subjects within their official cognizance and expertise.
- c. Views expressed must accurately reflect current national policy.
- d. Participation in partisan political gatherings is prohibited.
- e. Participation in fund raising activities is limited to Combined Federal Campaign, Presidential appeals and Navy Relief. Local fund-raising, of community-wide interest and benefit, may be authorized.
- f. Participation may not imply endorsement of others on the program that may be partisan or who reflect views contrary to national policy.
- g. Situations where real or apparent controversy may be the prime purpose must be avoided.
- h. Invitations will not be accepted from organizations that exclude membership for reasons of race, creed, color or national origin.
- i. Gratuities, fees or honoraria may not be accepted except for reimbursement of necessary travel and living expenses accepted in lieu of reimbursement by the government.

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Some of the subject categories you may be interested in are:

Family Services Available to the Military Community
Leadership
Military Aviation
The Marine Corps Approach to Human Resources Management
Conservation - The Military as Environmental Guardians
Logistics Management
Taking Care of Our Own - The Story of Navy Relief
Education - The Key to Professional Growth
Scouting (Support to Boy and Girl Scout Programs)
Military Law

Other subjects may be available and suggestions will be given favorable consideration. Please address your request to:

Public Affairs Office
Post Office Box 55001
MCAS Beaufort, SC 29904-5001.

Your consideration is appreciated.

Sincerely,

(Name) ALL CAPS
(Grade), U. S. Marine Corps
Public Affairs Officer
By direction of the Commanding
Officer

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APPENDIX C

COMMAND VISIT INSTRUCTIONS

1. The Community Relations Chief will ensure the following steps are taken while setting up a command visit.

a. Obtain all pertinent information from the district concerned and file in a working folder. The following information is needed.

- (1) The Recruiting Stations concerned
- (2) Name of media and their families
- (3) Number of civilian guests
- (4) Date of visit and time of arrival
- (5) Name of VIPs - both military and civilian
- (6) Will meals be required
- (7) Any unusual or special requirements

b. Call the section/units to be visited and set up a schedule. Ensure a squadron tour is requested as soon as possible in writing through MAG-31, S-3. The following sections are always scheduled for the tour.

- (1) MAG-31 - Squadron (F/A-18 Static Display)
- (2) Aircraft Recovery and Firefighting (demonstration) (ARFF)
- (3) Search and Rescue (SAR) Demo

c. Call the sections listed in paragraph (b) and set up an inclement weather tour.

d. Submit a written request to Motor Transport for the required transportation. This will normally be two 44-passenger buses and a covered truck for luggage.

e. Ensure the Commanding Officers of the Air Station and MAG-31 are briefed on the time and place of their welcoming remarks.

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f. Prepare an action brief for MCAS Beaufort and MAG-31 Commanding Officers. Ensure that this is completed no later than 10 working days prior to the visit.

g. Two days before the visit, call all sections being visited.

h. The day before the visit, brief the Public Affairs Officer and Public Affairs Chief (PAC). Either the PAO or PAC will brief the CO's.

i. The morning of the visit, conduct a walk through of units to be visited and meet with the point of contact in each unit. Verify their plan for the visit.

j. Ensure the following details are covered:

(1) Walkie-Talkies are charged and operable.

(2) If a meal is required, make liaison with Staff Club manager or Mess Hall NCOIC well in advance of the tour.

(3) If media will attend tour, arrange to have an extra van and driver to accommodate them and their equipment.

(4) As soon as possible after tour, prepare after action report for PAO's signature.

(5) If changes occur to alter the set itinerary, ensure all cognizant sections are informed immediately.

(6) If the MAG Commanding Officer or his representative wishes to address visitors at the squadron, ensure lead man calls the MAG Adjutant from the squadron to let him know the tour's progress.

2. Conducting the Actual Command Visit Sequence of Events

a. Approximately 1 hour prior to the ETA of the C-9, call Operations and ask if they have an inbound on the flight. Continue doing so every 10 minutes or arrange for Operations to call PAO.

b. One hour prior to the arrival of the C-9, call Motor Transport and make sure they are ready. Trip tickets, vehicle inspections, etc., should be completed.

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c. Remind the NCOIC that the buses and covered truck are to be in place at the Visiting Aircraft Line ½ hour prior to the expected arrival of the aircraft. Upon receiving word that the C-9 is confirmed inbound, the lead man and all PAO escorts shall proceed directly to Airfield Operations, to await the arrival of the aircraft.

d. The senior PAO representative waiting at Airfield Operations will call the PAO when the C-9 has touched down. The PAO will notify the CO and they will depart for the first stop of the tour.

e. The senior PAO representative will contact the senior officer on the visit and determine if a head call is required. Depending on the order of visits it may be wise to take advantage of the delay involved in disembarking from the C-9 and get a head call out of the way. (Facilities may not be available for 2 or 3 hours.)

f. While the C-9 is being unloaded the following should be happening:

(1) The lead man goes to the first stop and ensures everything is ready. He notifies the PAC or senior PAO representative about the status using walkie-talkies.

(2) Contact is made between our representative and the district/recruiting station representative to discuss the plan for the visit and work out any difficulties or unexpected problems.

(3) A head call is arranged for at the Airfield Operations Building. (See para. (e) above)

(4) The covered truck moves into position near the cargo hatch of the C-9, where the C-9 crewmembers and District Marines unload the baggage.

(5) The visitors are loaded on the buses and are given the information sheet about the air station.

(6) The Command visit tour leaves for the first stop.

(7) The Public Affairs Officer, advance man, and the CO are in place at the first stop waiting for the visitors to arrive.

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(8) Upon arrival the visitors are moved to the area where they will be briefed (usually the bleachers at the SAR pond or the ARFF burn pit). Once everyone is in place the Public Affairs Officer will get their attention and briefly welcome them and introduce the CO who will give them a brief about the air station.

(9) At the conclusion of the CO's brief, the PAO will take over and introduce the next briefer. At the conclusion of the first stop, the buses will be reloaded and the visit will proceed to the next stop.

(10) With the exception of the first MAG visit, the PAO will introduce the briefer for each stop. The first stop at the MAG will usually have the MAG CO welcoming the visitors. The PAO will introduce the CO just as he did for the Air Station CO. Following the MAG CO's remarks, the PAO will turn the brief over to the briefer of the section being visited.

3. Details to Carefully Watch:

a. From the planning stage to the actual briefings at the units, speak only to the person who will be actually conducting the brief. This is the only way to reduce confusion and mistakes.

b. Make sure the Commanding Officers are fully aware of the date and time of their briefs. Don't spring it on them a few days prior to the visit. Their calendars are generally full and time slots obligated from 1 to 2 weeks in advance.

c. Be flexible! Plan the visit carefully in advance. Go the extra mile to make sure that every step of the tour is checked and double-checked prior to the visit. Go through the visit in your mind visualizing each stop. Imagine all the things that could go wrong. Take steps to ensure that they won't happen.

(1) After having been as complete in your planning and trouble-shooting as humanly possible, there will still be problems during the tour. Accept it, because it will invariably occur. How you handle these situations will very likely make or break the success of the tour.

(2) Remain calm and friendly, but work quickly and efficiently to resolve the difficulty. The tour will assume a life of its own once it has begun which will not allow you to make dramatic changes at the last minute. Keep to the schedule as much as possible and minimize the impact of any unforeseen problems.

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d. Play the devil's advocate and try to tear apart your plans. Analyze them in the smallest detail. Do the same for the planned events at each stop. If a units' project officer can't tell you exactly what is planned, it is your responsibility to see that a good plan is established. Use the standard visit as a guide in assisting the unit project officer.