

[February 2011](#)

The Director's Cut

DivPA's Monthly Newsletter to the Marine Corps' PA Community

From the Director:

Marines –

A legend in our Corps and in our Public Affairs Community died earlier this month. We mourn the passing of **Marine Capt Cyril O'Brien**, combat correspondent and veteran of campaigns on Guadalcanal, Guam, and Iwo Jima. He was 92. Cy attended our conference in Hampton, Va., two years ago. After conferring with today's young corporals, we noted that today's combat correspondents face similar challenges as he did in WWII. And at the same time, Cy noted that today's generation had the "right stuff." I personally still find inspiration today from his work and his life. His [correspondence](#) from action on Guam in 1944 remains a compelling report.

From a strategic perspective, we will see the roll-out of several key policy initiatives this month. The organizational communication aspect will be critical.

The implementation of the repeal of **Don't Ask, Don't Tell** is underway and may have significant action with respect to press coverage at the unit level. Ensure you understand the parameters under which you must operate, and call us if you have questions about the media coverage procedures. We expect to publish specific instructions shortly. The intent is meet CMC's guidance to move out smartly on this issue.

The Force Structure Review (FSR) will be announced shortly. It will have implications across the force. Guidance from the FSR is under final development and will be released soon. We will learn in the coming weeks, and will participate in the development, of how the Corps and our communication professionals will be organized for the future security environment.

Many thanks for your continued service and for the sacrifice of your family. I am proud to serve with you.

Semper Fidelis!
Col Bryan Salas

Plans:

MCRP 3-33.3A Public Affairs TTPs: DivPA Plans is currently authoring Marine Corps Reference Publication 3-33.3A Public Affairs Tactics, Techniques and Procedures (TTPs). This will serve as the "how-to" guide for our field concerning important topics like ethics, research, planning, and evaluation. We will publish an author's draft for comment by June 2011, with anticipated final publication in August 2012. [Click here](#) to see the working outline for the publication. Please send any input/thoughts to [Capt Al Eskalis](#).

19th Annual DOD Worldwide Military Photography Workshop: DINFOS will host the annual workshop 5-11 Jun 11. The workshop's purpose is to improve the knowledge and skills of DOD photographers/photojournalists and is limited to 25 attendees. Individuals will be selected based on their portfolio and

command recommendation. Please ensure your Marines have applied NLT Friday, 1 Apr 11. See eligibility and portfolio requirements, workshop agenda and more in this [message](#).

Keep Your Personal Info off Data Aggregation Sites: If your command hasn't already seen [this report](#) from the Joint Information Operations Warfare Center, please share with your command. It is important to monitor and manage your personal information online.

****NEW Facebook Security:** This [brief](#) provides detailed instructions on how to enable HTTPS on Facebook. HTTPS is a means to encrypt your connection to Facebook so that anything you send to Facebook can't be used by anyone else who happens to be monitoring you. It is a significant upgrade in security that should have minimal to no impact on how you use Facebook. We encourage everyone to adopt this feature as it becomes available -- Facebook is still rolling out this capability so you may not have the option yet. **PLEASE SHARE THIS INFO WITH YOUR COMMANDS.**

Communication Integration:

Operational Commanders Engagement: During the week of 7-11 Feb 11, Col Roy Osborn, 15th MEU CO, will share his most recent deployment experience during a series of briefings and meetings with key publics including congressional staff, fellows and staff from D.C. think tanks and media outlets. His Navy counterpart, CAPT Dale Fuller, will join him at the briefings. Together they will discuss the value of forward-deployed Navy-Marine Corps forces and the challenges of operating across multiple and complex environments.

Communication Survey Update: A hearty thanks to the thousands of Marines and family members who participated in the Marine Corps Internal Communication Survey. The survey has been conducted in late January and early February, closing out on 11 Feb. An added thanks to our PA colleagues at I MEF, II MEF, III MEF, and the supporting establishment who arranged focus groups and cluster samples of Marines on base. We'll have a final report in April. Contact [Jim Pinkelman](#) in the CI Branch or [Maj Carrie Batson](#) in the Plans Branch if you have questions.

COMREL:



Are you connected? If not, you can start receiving the Marine Corps Connection by visiting the ComRel section of Marines.mil or by clicking on the icon above. The Marine Corps Connection is a newsletter that provides updates and information about the Corps via e-mail. Each issue also includes a Hero feature along with a listing of major events. Your submissions and feedback are welcomed!

Veteran Services Organization Awards: MARADMINS have been released announcing, and providing application instructions for 2011 VSO awards. The [Marine Corps League awards](#) will recognize Marines and Sailors for outstanding contributions to the Corps. The [American Legion Spirit of Service Award](#) will recognize a Marine (Sgt and below) for volunteer service. [The Navy League](#) will recognize outstanding individual achievements.

LA PAO

Greetings from Sunny SoCal!

Not much has changed here except that we continue to add projects on a daily basis. We thank all commands out there as they have been very receptive to assisting us with these projects that tell the Marine Corps story. For those of you who actually read our weekly report, you'll be happy to learn we are working on a new matrix format that will provide a snapshot of our projects, rather than have you suffer through the multiple pages. I hope to have that matrix available in the next few weeks.

Many of these projects are for the new Discovery 3D network. The network will have six separate channels in 3D and the shows we are working with them will also be shown on their regular 2D channels. This means that the productions will be shown to over 25 million viewers!

A reminder the movie "Battle: LA" hits theatres on 11 Mar 11. We are currently working screenings for MCAS Miramar, MCB Camp Pendleton, MCB Quantico, and a location TBD in Washington, D.C. The sessions will occur sometime during 3-8 March 11, and all screenings should have talent from the movie. Sony and Columbia pictures have been great to work with and everyone is excited to see the movie do well.

Another reminder, the West Coast Commanders' Media Training Symposium [message](#) was sent out last week. We adjusted the quotas and put them in the hands of the MAJCOM's vice distributing them down to the MSCs. Please don't hesitate to call us if you have questions or need seats.

And lastly, we ask everyone to please have any production companies even thinking about doing a documentary contact us as soon as possible. We must ensure these projects are handled appropriately to ensure that the Marine Corps doesn't support a project that isn't properly vetted.

Again thanks for the continued support.

Semper Fi,

LtCol Johnston

MARFORRES PAO

We are preparing to move out of our present office spaces on the outskirts of the French Quarter to what will become Marine Corps Support Facility New Orleans across the Mississippi river on the West Bank. However, that won't disrupt our support to planning efforts for the 2011 Marine Corps Public Affairs conference here in New Orleans. In fact, we anxiously await the upcoming site visit by personnel from DivPA and the US Marine Corps Combat Correspondents Association.

Marine Forces Reserve Public Affairs and Combat Camera personnel are gearing up for the annual exercise season, which begins in spring and runs through late-summer. Currently, we are attending planning conferences and preparing to support several geographic combatant commanders' theater security cooperation exercises across the globe where Reserve units form the command element of the SPMAGTF, which includes among others, "Tradewinds" in Antigua, "Partnership of the Americas" in South America, "African Lion" in Morocco, "Javelin Thrust" in the Sierra Nevada, and "Sea Breeze" in the Ukraine. We certainly welcome the participation of any of your Marines as a member of our team for these exercises. If you are interested in rewarding any of your hard chargers with an all-expense paid trip to support our team, please contact [Capt Nate Braden](#).

On the Marine Week front, Marine Forces Reserve Public Affairs is providing the lead public affairs capability to the MW St Louis command element, which is 3rd Battalion, 24th Marine Regiment. Capt Vanden Bossche and her team recently attended the mid-planning conference in January and will be in attendance at the final planning conference, 5-7 Apr 11. We are very grateful for your personnel augmentation in support of Capt Vanden Bossche's efforts. There are 20 scheduled community outreach events confirmed, one community outreach event planned, and six guided leadership discussions with at-risk youth events planned during Marine Week.

We'd like to thank each and every one of you for the support and assistance you have provided to this office. And for those of you haven't had the pleasure to support our myriad requests, we thank you in advance. Your efforts in support of our PA mission are greatly appreciated. This is a complex organization that frequently transfers its units to gaining force commands, which means that MARFORRES PA must coordinate PA issues with the appropriate PA entity. Additionally, in the case of individuals who transition into the Reserve after previously performing tremendous feats as an active-duty Marine or sailor, we invariably call on your support to lend context to our post-event media engagement requirements. Suffice it to say, we excel here at MARFORRES PA because all of you excel as PA professionals who don't hesitate to facilitate the Marine Corps story being told -- Active or Reserve Component.

Semper Fidelis,

LtCol Piccoli and MSgt Cox

III MEF/MCBJ

With the holidays and exercises behind us, we all have been busy in Okinawa. Last month we welcomed aboard 2ndLt Jeremy Croft, and 2ndLt Lindsay Pirek joined the Media Section from the Press Section. Additionally, SSgt Leo Salinas and 1stLt Nick Eisenbieser were sent out to Thailand in support of Cobra Gold to provide PA support for the 3d MEB.

1stLt Lucas Burke and Capt Caleb Eames (31st MEU PAO) coordinated the flights of 17 members of the Japanese media and the U.S. Consul General for Okinawa out to the USS Essex (LHD-2) on two CH-46Es for an informational ship's tour. Both sides of the Blue-Green PA team provided an informative tour with the Okinawan media taking away what a "MAGTF" truly encompasses and how it trains and operates. They seemed to have a better understanding of the Navy and Marine Corps forces stationed in Japan, and the capabilities they provide in support of Japan's defense, which resulted in the first "across-the-board" favorable reporting of Marine Corps operations in the past few years. Capt Eames and the rest of the 31st MEU is currently embarked on the Essex Amphibious Ready Group, and underway on their Spring Patrol of the Asia-Pacific region.

The Press Section recently welcomed 1stLt John Norton who returned from a deployment with ISAF and now serves as the Press Officer. Additionally, all Marines participated in the jungle skills training course at the Jungle Warfare Training Center in Northern Okinawa. The course included land navigation, patrolling, jungle survival and concluded with the completion of a 4-mile endurance course.

Lance Cpl Tyler Vernaza recently returned from the 31st MEU and has been replaced by Lance Cpl Garry Welch who joins the MEU's PA team for their spring deployment. We also had the opportunity to welcome Pfc Mark Stroud from the schoolhouse in November.

Several Marines attended a variety of courses at DINFOS to include Cpl Justin Wheeler who graduated from the EJC course, and LCpl Matheus Hernandez who graduated from the BPAS-B course. LCpl Anthony Ward concluded a 6-month OEF IA billet in Guantanamo Bay, Cuba, and reported to DINFOS as a student in the IPC course. In addition to LCpl Jovane Holland and GySgt Jerry Wright deploying in support of Operation Goodwill in December, we currently have five press Marines deployed in support of

Exercise Cobra Gold 2011: GySgt Cindy Fisher, LCpl Kris Daberkoe, LCpl Matthew Denny, Cpl J Nava and Pfc Mark Stroud. They were joined by 1stLt Scott Sasser from our Distribution Section, who recently returned from supporting OEF by filling a RC-S billet. We have 1stLt Norton, 2ndLt Croft and LCpl Holland deployed to mainland Japan in support of the Artillery Relocation Training Program. Lastly, a DVIDs training team visited Okinawa and provided instruction to all Marines on the proper procedures for setting up and using the system.

The Plans Section is heavily engaged with "exercise season" here in Okinawa. There are more than 20 exercises scheduled during the months of January through April and providing optimal coverage of all participating units is a juggling act of sorts. The office did lose Sgt Rodolfo Toro to MPA duty at RS Buffalo, but were able to get another very capable NCO, Cpl Kentavist Brackin, from the Press Section.

Upon arriving, Cpl Brackin dove head first into our complex training matrix ensuring all of the Marines were scheduled for all annual training requirements as well as the mandatory MarineNet courses. 1stLt Jordan Cochran and GySgt. David Drafton were able to develop support plans for the upcoming exercises. 1stLt Cochran departed for Cobra Gold and was joined by LtCol Griesmer. The units receiving dedicated coverage are 3rd MLG, 3rd MEB and MAG-36. The III MEF/MCBJ CPAO Installation Excellence input was submitted to coincide with the other staff sections. The III MEF/MCBJ Command Chronology was submitted with applicable updates and changes for the year.

Finally, Cpl Justin Wheeler attached to 9th ESB in support of Exercise Forrest Light. So the sections are manned thinly but thriving.

MGySgt Heinz