

[July 2011](#)

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# The Director's Cut

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

### From the Director:

Fellow Marines –

June was a busy yet rewarding month for U.S. Marine Corps Public Affairs. As a community, we supported multiple events and activities to include Marine Week St. Louis, the 26<sup>th</sup> MEU CO Operational Speaking Tour and Exercise Mailed Fist, which was planned and coordinated with the CG, 2D Marine Aircraft Wing. On the media front, we continue to respond to a wide-range of issues and queries and promote the hard work of Marines around the world. All of this and more was accomplished during the heart of the summer PCS-season.

As many of you PCS this summer, I thank you for all of your hard work and your commitment to sharing the Marine Corps story. I hope you will take your lessons learned to your next assignment and continue to accomplish great things. For those of you just joining our community, we welcome you and look forward to the contributions you will make to continue carrying out our mission.

Finally, the Commandant has asked his staff to ensure the Montford Point Marines, the first Marines of African-American descent, share a significant part in the legacy of our Corps. The history of the Marine Corps concerning African Americans is a bittersweet legacy. Bitter in that they shared in the courage of combating Japanese aggression abroad while suffering the oppression of racial prejudice and bigotry at home; sweet because they refused to allow either to take their dreams and their dignity.

The Montford Point Marines helped end the war with the closing salvos on Okinawa, Saipan, Guam and Iwo Jima. Once they returned to the States, their leadership - forged in the crucible of the Pacific - helped launch the opening salvos to provide civil rights to all Americans.

African Americans like Sgt Gilbert "Hashmark" Johnson and SgtMaj Edgar Huff graduated the first boot camp class and became the instructors at a segregated camp at Montford Point, N.C. Despite the separate training, they maintained high standards that would serve well the Nation in combat and the Marine Corps for the rest of their lives. Marines like SgtMaj Huff served from World War II to Vietnam. And then they served again across America in the struggle for social justice.

We are a stronger Nation and a stronger Corps because they persevered. We look back to these pioneers of our Corps for inspiration to our future. We rededicate ourselves to ensuring the standards and leadership are equally applied, and we are witness today to the valor of Americans of disparate backgrounds who earned the title Marine.

July is sure to be another eventful month for our community. Please keep us informed of all the great work you are doing.

Semper Fidelis!

Col Bryan Salas

## Plans:

**DINFOS School Seats:** School seat allocations for the fiscal year 2012 are ready. This year we will begin assigning Marines to some schools en route to their next assignment. The focus of effort will be for newly selected or promoted SSGts to attend PAQC. We are also looking to have any SNCOs who have not been to PAQC to attend as well. Look for more information as the selection board lets out.

Please download the FY 2012 course [spreadsheet](#) to sign your Marines up for training and return to [MSgt Espinosa](#). This year, it is critical to make sure we have all allocated school seats filled. TECOM had its funding slashed significantly, which means, if we have empty school seats, we will lose the funding for them in the future. If you sign someone up for a course, it is imperative you have them attend. We all need to make sure we maintain the training opportunities we currently have.

## Communication Integration:

**Operational Commanders Engagement:** Under our Operational Speakers Program, the CI Branch executed a series of outreach engagements 21-27 June for Col Mark Desens, commander of the 26th MEU, and CAPT Pete Pagano, commander of Kearsarge ARG. They shared experiences during their nine-month deployment with key publics in OSD and DON, Congress, several think tanks, and a group from Veteran Service Organizations and Marine Fraternal Organizations. Joining them for part of the tour were two pilots, Capt Eric "CJ" Grunke and Capt Erik "Brillo" Kolle, both of whom participated in the Libya TRAP mission in March. Many thanks to PAOs Capt Rich Ulsh and 1stLt Lucas Burke, as well as Navy LT Bill Burke, for their assistance throughout the tour.

**Communication Products:** On 9 June, the CI Branch issued an "In the Black" on [Marine Week St. Louis](#), which took place 20-26 June. On 28 June, the CI Branch distributed an [article](#) from the *Wall Street Journal* about the Corps reposturing itself for a post-Afghanistan security environment.

**SC Website:** You can find "In the Blacks," plus CMC speeches, testimony, key documents and background information, on the [SC website](#). If you have not registered to access the website, please do so by getting in touch with [Kate DeVan](#).

**Personnel:** The CI Branch welcomes Kate DeVan from the Fleishman-Hilliard (FH) team who will manage the SC website, assist with the Operational Speakers Program and handle special projects. Kate has worked on several projects for FH, including the Army's "Operation Tribute to Freedom" community outreach program. She is a graduate of Penn State University. As we welcome Kate aboard, the CI Branch also bids a fond farewell to Susie Schoenberger, who is returning to the FH home office. A hearty thanks to Susie for all her great work and achievements over the last 2+ years.

## COMREL:

**Marine Week St. Louis:** From 20-26 June, the United States Marine Corps took the city of St. Louis by storm. The third annual Marine Week was successful in not only establishing lasting relationships with the city of St. Louis, but in educating St. Louisans about the Corps' core capabilities and importance to this nation. Tens of thousands of spectators came out to Ballpark Village at Busch Stadium, the Gateway Arch and the War Memorial to meet the nearly 800 Marines participating in Marine Week. Event goers tested the latest Marine Corps technology from MARSYSCOM; climbed aboard state-of-the-art Marine vehicles and aircraft; witnessed the precision of the Silent Drill Platoon; and listened to the sounds of the Albany Marine Band. More than 60,000 spectators packed the Gateway Arch grounds on Friday and Saturday afternoons to witness what it means to be America's Expeditionary Force in Readiness through full scale MAGTF demonstrations on the Mississippi riverfront. Additionally, Marines took part in dozens of

community outreach activities including park cleanups, home rehabilitations, headstone realignment at Jefferson Barracks National Cemetery, a mural dedication, and a restoration project with Operation Brightside.

Senior leadership, both within the Marine Corps and from the city, attended many of the week's events. At the Opening Ceremony, MajGen Raymond Fox delivered the keynote address as Mayor Francis Slay proclaimed it to be Marine Week in the city of St. Louis; while MajGen Anthony Jackson and Congressman Todd Akin (R-MO) both served as guest speakers at the Closing Ceremony. Senator Claire McCaskill (D-MO) toured the static equipment displays across the Arch grounds and attended the MAGTF demonstration on Saturday. Throughout the week, Marines and General Officers - including MajGens Ronald Bailey, Darrell Moore and Angela Salinas - spoke with a variety of academic and community groups, including Harris-Stowe State University, Fontbonne University, Mathews-Dickey Boys & Girls Club, the Winning Women organization, and local businesses. In addition, the Gen Dunford served as the guest speaker at the General's Gala Saturday evening and attended the Gold Star Families Brunch Sunday morning.

**Marine Week 2012:** The host city for Marine Week 2012 will be decided and announced publicly later this summer.

For questions concerning Marine Week, please contact [LtCol Pete Conlan](#) or [Jeanette Casselano](#) at 703-614-1034. You can also email us with your feedback at [hqmc.marineweek@usmc.mil](mailto:hqmc.marineweek@usmc.mil).

## MEDIA:

As we bid farewell to Maj Redding, we have three new members in the media section, including myself. Capt Kevin Schultz has moved over from the Plans Branch and Capt Kendra Hardesty has moved over from HQMC Protocol. Capt Brian Block and Capt Greg Wolf remain in place.

If not done so already, we ask PA offices to add us to their press release and clips distribution lists. Our email address is [ontherecord@usmc.mil](mailto:ontherecord@usmc.mil) -- this is also a good address to send a note to if you have a significant engagement with media that you think DivPA or the leadership needs to be made aware of.

Maj Stu Upton

## SMMC:

Ladies and Gentlemen,

I look forward to working with you in supporting the 17th Sergeant Major of the Marine Corps.

As trips are scheduled around the Corps, I will notify the PAOs and PA Chiefs of our travel plans. This will allow us to coordinate internal/external coverage early. Some things to consider:

### Internal Coverage.

- SgtMaj Barrett encourages internal coverage of his trips. He wants to reach ALL of his Marines.
- Schedule permitting, I can put time in the itinerary for an interview with your CCs. Let me know your requirements and I will try to meet them.
- Photos: SgtMaj would like a CD of all of the images taken during the trip, specifically any photos of him with Marines, for his archives. It's best if you can provide the CD before we leave your AO. Select photos will be posted on [his website](#) for "moms and dads."

## External Coverage.

- This will be determined by the purpose of the trip. I will coordinate with you if the SgtMaj wants to use his visit to engage local media or if you think it would be a good opportunity for coverage.
- If he is interested, we would require your office to coordinate the escort. You know the local media outlets and it would be logistically impossible for us.

We recently returned from great trips at 1st MCD, 6th MCD, MCAS Beaufort and Camp Lejeune. Thank you for your support.

Please contact me if you have any questions—I can be reached via [email](#) or at 703-614-8762.

GySgt Nun

## LA PAO

Greetings from Los Angeles!

We find ourselves continuing to be spread to the winds and it looks like we will stay that way the rest of the summer. SSgt Rocke just returned from supporting Marine Week St. Louis, and one of us may be heading East soon to support another “Extreme Makeover Home Edition” episode. Next week, all the services will be attending Comic-Con International in San Diego, one of the largest trade conventions in the entertainment industry. I will join the other directors for a professional panel at Comic-Con, which we will use to communicate our offices’ mission and services within the industry.

After a summer hiatus, the “NCIS” and “NCIS-LA” series have picked up again and begin shooting next week. We’ll continue to advise on the scripts and look for positive ways to represent the Marine Corps.

Since its release 29 June, “Transformers 3: Dark of the Moon” has already grossed \$162 million – more huge numbers for the franchise. We are looking forward to the September release of “Warrior,” which tells the story of a former Marine who becomes an MMA fighter only to meet his estranged brother in the final bout of a huge tournament. We expect that the film will do well at the theatre and provide audiences a better understanding of the Marine Corps. We are conducting an advance screening of the movie at MCB Camp Pendleton 22 July with the talent and look forward to another great event for Marines and their families.

One of the biggest upcoming events at our office is the transfer of personnel. 1stLt Cassandra Gesecki will join our staff 15 July, replacing Capt Edwards, who will PCS to MCB Camp Pendleton at the end of the month. SSgt Rocke just returned from Marine Week St. Louis, where he was part of a team that painted a mural on a 100-foot-long wall at a local boys and girls club, and he will be turning over the reigns as PA chief in August to GySgt Sergio Jimenez, who will be joining us from 29 Palms. SSgt Rocke will be leaving the Marine Corps to pursue an M.F.A. in creative writing. Both Capt Edwards and SSgt Rocke have been invaluable members of our staff for three years, and they will be greatly missed. We wish them the best of luck, and we look forward to welcoming Lt Gesecki and GySgt Jimenez.

As you can tell, July will be a very busy month for us and we appreciate everyone’s assistance in placing Marines on the screen. Please continue to keep us in mind if you are approached with a possible televised product. Be sure to watch out for our Tube Alerts and posts to our Facebook site for upcoming shows.

LtCol Jason Johnston

### III MEF/MCBJ

This month, III MEF/MCBJ hosted CMC and SMMC. Both internal and external coverage was extensive and focused on the Commandant's interactions with Marines and sailors and highlighted his appreciation of the hard work being done in the Asia-Pacific region, to include Operation Tomodachi.

2ndLt Jeremy Croft recently deployed to Combined Arms Training Center Camp Fuji as the PAO with 3rd Battalion, 12th Marine Regiment, to provide support for the Artillery Relocation Training Program. III MEF/MCBJ Media section welcomed 1stLt Justin Jacobs as a new Media Officer. Since joining the team, 1stLt Justin Jacobs deployed to MCAS Miramar with Okinawa Media outlets to showcase the capabilities of the MV-22 Osprey and is currently deployed with LCpl Tyler Vernaza to South Korea ISO Korean Interoperability Training Program '11.

Sgt Heather Brewer returned from providing PA support for the Non-Lethal Weapons Executive Seminar in the Kingdom of Thailand and is back with the press section. 1stLt Nick Eisenbeiser returned from a disaster relief table top exercise in Nepal where he providing PA planning support to the event. Cpl Aaron Hostutler returned to Okinawa from supporting Landing Force Cooperation Afloat Readiness and Training. Finally, Cpl Kentavist Brackin returned from a deployment in support of the Cambodia Interoperability Program.

2ndLt Jean-Scott Dodd, LCpl Erik Brooks Jr and Pfc Brianna Turner joined the III/MCBJ MEF CPAO team from DINFOS. 2ndLt Dodd will take on the role of Assistant Plans Officer and LCpl Brooks and Pfc Turner have joined the fight in the Press Section.

### MARFORRES PAO

In June, MARFORRES was all over the map:

Morocco for Exercise African Lion (Capt. Nate Braden and LCpl. Nana Danssaappiah), Ukraine for Exercise Sea Breeze (Cpl. Tyler Hlavac), Macedonia for MEDCEUR (LCpl. Joseph Altemus), and Marine Week St. Louis (Capt. Kate Vanden Bossche and LCpl. Fenton Reese).

On 27 June, the Marine Corps' newest installation, Marine Corps Support Facility New Orleans, played host to the ribbon cutting on the Joseph J. McCarthy building. The McCarthy building – named after the World War II Congressional Medal of Honor winner – is home to Marine Forces Reserve's and Marine Forces North's headquarters.

In July, plans are in place to provide public affairs support Javelin Thrust in California, Nevada and Arizona from 17-29 July; Exercises Agile Spirit in the Republic of Georgia from 18-29 July; and Southern Accord in South Africa from 18 July-12 August. Thanks go to the Marines of DMA for both providing outstanding support during Marine Week and fanning out to all points of the exercising MAGTF during Javelin Thrust.

Congratulations to our newly promoted Marines, Sgt Hlavac and Cpl Danssaappiah. Welcome aboard to 1stLt Ryan Alvis, who checked in after finishing the Public Affairs Qualification Course at DINFOS, and farewell to Capt Braden who will be moving on his new billet at DivPA.

As a parting shot, thank you to MARFORPAC and III MEF public affairs for providing assistance with Exercise CARAT. Especially to Cpl Aaron Hostutler, out of Okinawa, who spearheaded PA efforts in countries throughout the western Pacific as a part of the landing force made up of 4th Amphibious Assault Bn. and a detachment from 23rd Marines. Not only did he do an amazing job as a combat correspondent, his initiative to implement his own hometown news release program has seen great success in many

papers and websites throughout the United States. In many case, they directly took his releases and photos and re-published them word for word. Bravo Zulu, Cpl Hostutler.

DID YOU KNOW that Marine Forces Reserve organizes, mans, equips, trains, and sustains more than 40,000 drilling Reserve Marines and about 60,000 Individual Ready Reserve Marines, who support Theater Security Cooperation Exercises and Overseas Contingency Operation requirements worldwide, as well as provides support to local communities throughout the United States?

AND Marine Forces North, implements anti-terrorism and force protection measures in order to conduct homeland defense operations and provides defense support to civil authorities?