

[June 2011](#)

The Director's Cut

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

From the Director:

Fellow Marines –

Every day in our Marine Corps, our brothers and sisters serving in Public Affairs are charged with communicating with global publics about the strategic events taking place in every “Clime and Place.” From our focus of effort in Helmand province, Afghanistan, to the high seas of the western Pacific, our Marines are operating and performing at the strategic level of warfare. Your work is critical to the Marine Corps and our Nation.

As we all know, the information environment that we live and work in continues to evolve and become more complex. While we are challenged with the day-in and day-out requirements of our duties, the art of being a professional is to look beyond the “alligators at our boat” and take plan for the future. To do this, we must understand the direction in which our Commandant is leading us.

Please visit [General Amos' website](#) and read his [Planning Guidance](#). Read it and understand it so you can assist the Marine Corps in communicating with our key publics. Help demonstrate how his vision is being brought to life by Marines every day. Specifically, focus your efforts on “The Role of the Marine Corps” and how the Commandant views the Marine Corps progressing into the future.

Always remember, your initiative, foresight, and professionalism make Marine Corps Public Affairs a tremendous asset to Commanders. Continue your penchant for boldness and initiative. Boldness is an essential moral trait in our Marines for it generates success beyond our limited physical resources and manpower. Initiative, the willingness to act on our own judgment, is a prerequisite to boldness. Make mistakes of action vice mistakes of inaction.

Thanks for your continued service.

Semper Fidelis!

Col Bryan Salas

Plans:

DINFOS Training Continuum: Throughout June, DivPA will engage in a joint-service review of PA leadership courses at DINFOS in an effort to improve the training continuum for PA officers and SNCOs. The Training Task Selection Board (TTSB) will review the following courses (*For more info on these courses, visit [DINFOS website](#)*):

- Public Affairs Qualification Course (PAQC)
- Joint Intermediate Public Affairs Course (JIPAC)
- Joint Senior Public Affairs Course (JSPAC)

These courses represent the continuum of formal training for PAOs (Lt through Col) and advanced follow-on training for SNCOs (SSgts & GySgt). Our intent is to evaluate the continuity and progression of training among the entire PA leadership training package at DINFOS, focusing on elevating training in communication research, planning and evaluation, as well as PA integration into operations and Internet-Based Capability (IBC) engagements. Input regarding training requirements, particularly from recent graduates of these courses, is welcome and can be sent to [Maj Al Eskalis](#).

2011 PA Leadership and PA Professional Development Conferences: This year's conference planning is well underway and will be focused on education and professional development, much like civilian conferences hosted by the Public Relations Society of America (PRSA). To enhance learning and foster discussion among officers and SNCOs, we'll break into smaller groups. Although the schedule is still being confirmed, we plan on having a full day focused on communication planning and the Marine Corps Planning Process (MCP). We also hope to touch upon topics such as the role of the PA practitioner, the future of communication, research, assessment, what is a "narrative," OPFOR case studies, promotion boards, and more. There also will be a separate training track for our junior enlisted Marines. For details on registration and hotel information, please refer to [MARADMIN 180-11](#). Call [GySgt Espinosa](#) at 703-614-1494 with any questions.

The Plans Branch is contributing to the development of two key documents for the Marine Corps. First is the **Marine Corps Service Campaign Plan for FY12-17**. This plan provides guidance for how the Marine Corps will execute CMC's statutory requirement to develop the force (recruit, organize, supply, equip, train, etc.) as well as maintain/enhance proficiency in our core competencies as outlined in Marine Corps Vision and Strategy 2025. The second document is the **Marine Corps Campaign Support Plan**, which will demonstrate how the Marine Corps will support Combatant Commander Theater Campaign Plans focused on current named operations and steady-state activities, primarily Security Cooperation (SC).

Communication Integration:

Operational Commanders Engagement: Under our Operational Speakers Program, the CI Branch executed a series of outreach engagements on 27-29 Apr, 2-5 May and 30 May-3 June for MajGen Richard Mills. The General shared his experiences in Afghanistan with key publics in OSD and the DON, Congress, think tanks, VSO representatives, and national and specialized media. In addition to extensive outreach in the NCR, the General spent a day in New York for meetings with media and public engagements, and recently returned to the city for Fleet Week events.

The CI Branch will execute a series of outreach engagements 20-29 June for Col Mark Desens, commander of the 15th MEU, and his ARG counterpart, CAPT Pete Pagano. Engagements will include briefs to OSD and DON leadership, Congress, think tanks and media.

In the Black: The CI Branch on 18 May released "In the Black" updates on the [Joint Strike Fighter](#) and the [Amphibious Combat Vehicle](#), two key elements in the Corps' modernization efforts. The CI Branch on 25 May released an "In the Black" on the [Special Purpose MAGTF](#), which with its flexibility and versatility is ideally suited to carry out security cooperation and other missions across the range of military operations.

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, do so by contacting [Susie Schoenberger](#).

COMREL:

Marine Week St. Louis: Our third annual [Marine Week](#) is scheduled 20-26 June. Through more than 60 events during the week, the citizens of St. Louis will have the opportunity to climb aboard the Corps’ state-of-the-art ground vehicles and aircraft, which will be on full display at the Gateway Arch, Ballpark Village at Busch Stadium and the War Memorial. The Albany Marine Band and Silent Drill Platoon will perform throughout the week. Local Marines and General Officers will speak with a variety of academic and community groups, including Harris-Stowe University, Fontbonne University, Matthews-Dickey’s Boys & Girls Club, “Winning Woman” and local businesses. On Friday and Saturday, a full MAGTF demo will showcase why the Corps’ is America’s Expeditionary Force in Readiness. A full schedule of the week’s events was just released and is now available [here](#). If you have any questions, please contact [LtCol Pete Conlan](#) or [Jeanette Casselano](#) at 703-614-1034.

We’ll see you in St. Louis.

National Museum of the Marine Corps Traveling Exhibit: The traveling exhibit of the [National Museum of the Marine Corps](#) recently returned from [Fleet Week New York 2011](#). Click [here](#) for a look at the exhibit in the rotunda of Federal Hall. If you have an event in mind that you think the traveling museum should be a part of, please contact [Jason Werden](#).

The Parris Island Marine Band will perform a formal concert at the [Sturgis Falls Celebration](#), taking place 25 June in Cedar Falls, IA. This annual celebration is aimed at heightening the community’s patriotism and to salute the armed forces. Expected attendance is near 10,000.

LA PAO

Greetings from Los Angeles!

As is the case every spring, our project load for this summer is beginning to increase. We begin June supporting numerous top-rated productions including the Season Opener for “The Biggest Loser.” The show will air in September so this will be a great opportunity to showcase, to approximately 11 million viewers, Marine Aviation in the heart of the Centennial. Many thanks to Capt Roger Hollenbeck at the 11th MEU and MEF PA staff for their quick turn on this one.

In June we will be attending E3, along with folks from the Trademark & Licensing Office, to continue marketing our offices to the video game world. We are working with some very popular game titles and look forward to increasing our assistance to this platform.

We also will be facilitating the filming of PSA’s supporting the White House “Joining Forces” initiative. This project was started by the First Lady and Dr. Jill Biden as a way to ask Americans to give support to Military Families. The PSAs will be narrated by Steven Spielberg, Tom Hanks and Oprah Winfrey, and they will begin running everywhere (literally) on the July 4th weekend.

Once again we were asked to support another episode of Hell’s Kitchen to fill their Table of Honor for their 10th season of the series, and The Discovery Channel will crank up its second season of “Surviving the Cut.” They have elected to feature the Marine Corps in four of the ten episodes. After last year’s enormous ratings, Discovery can be quoted as saying, “We want more Marines, they bring in the ratings.” The network has also started a 3-D channel and the Marine Corps will be the first of the branches to be highlighted with a documentary.

For the summer we look forward to the release of “Transformers 3: Dark of the Moon” and “Warrior.” Both projects should do well at the theatre and provide audiences a better understanding of the Marine Corps.

As you can tell, June 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.

III MEF/MCBJ

This month, we welcomed back 1stLt John Norton from mainland Japan where he deployed in support of Operation Tomodachi. 1stLt Norton is now filling the position of deputy director of public affairs for III MEF/MCBJ.

III MEF/MCBJ facilitated the Japanese Defense Minister and Foreign Minister visits with III MEF Commanding General LtGen Glueck. More than 15 media outlets and 30 reporters attended the event. The Media Section also welcomed 1stLt Justin Jacobs as a new PAO and promoted 1stLt Lindsay Pirek to her current rank.

GySgt David Drafton, Cpl Dengrier Baez and LCpl Matheus Hernandez deployed to Bangladesh where they supported the commemoration of Operation Sea Angel. Cpl Brackin returned from Korean Incremental Training Program 2011 late May. LCpl Stroud deployed to Australia in support of the 2011 Australian Army Skill at Arms Meeting. Cpl Aaron Hostutler departed in support of Land Force Cooperation Afloat Readiness and Training through the middle of June. Sgt Heather Brewer deployed to Thailand with Special Operations Training Group in support of the Non-Lethal Weapons Executive Seminar and scheduled to return in the middle of June.

2ndLt Gregory Carroll joined the III MEF team from DINFOS and has taken on the role of Distribution Officer.

We are preparing to bid farewell to our CPAO Chief, MGySgt Connie Heinz, and Cpl Baez at the beginning of June. MGySgt Heinz is heading to the Defense Media Agency and Cpl Baez will report to Marine Barracks Washington Public Affairs.