



**UNITED STATES MARINE CORPS**  
MARINE CORPS AIR STATION  
POSTAL SERVICE CENTER BOX 8003  
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ASO 1710.14E  
JPAO  
4 Feb 10

AIR STATION ORDER 1710.14E

From: Commanding Officer, Marine Corps Air Station, Cherry Point  
To: Distribution List

Subj: ELECTRONIC MARQUEE INFORMATION SYSTEM

1. Situation. This Order is to establish operating procedures for the use of the permanent electronic marquee information system.

2. Cancellation. AirStaO 1710.14D.

3. Summary of Revision. This Order has been completely revised and should be reviewed in its entirety.

4. Mission. The guidance established in this Order will allow appropriate information of community wide interest to be disseminated using the electronic marquees in an effective and timely manner.

5. Execution

a. Commander's Intent. With this Order, guidance will be established for submittal of requests for posting of information to the electronic marquees.

b. Concept of Operations

(1) The Joint Public Affairs Officer is the cognizant agent for use of electronic marquees and is responsible for posting and canceling announcements. This includes signs numbered 4406 (front gate), 4407 (corner of A Street and Cunningham Blvd), and 4409 (near corner of Roosevelt Blvd and 6th Ave). Exceptions include sign 4408 (located on Roosevelt Boulevard in front of McDonald's restaurant), and any portable electronic signs belonging to other organizations such as the Provost Marshall Office (PMO). Sign 4408 is controlled by the Marine Corps Community Services (MCCS) marketing division and used for MCCS marketing.

DISTRIBUTION STATEMENT A: Approved for public release;  
distribution is unlimited.

(2) All requests for postings to the Joint Public Affairs Office (JPAO)-controlled electronic marquees must be submitted to the JPAO. Submissions will be edited for brevity, clarity and propriety.

(3) These signs will be used for messages of general interest to personnel aboard the Air Station. These may include, but are not limited to, welcome aboard announcements, changes of command, recreational activities, safety announcements, service announcements such as power or water outages, flag conditions, closures or shut downs, and community events both on and off base. Off base events must be secular and non-profit oriented and will be posted on a space-available basis. Club events will be posted on the MCCS electronic marquee by MCCS marketing unless the event is of high priority.

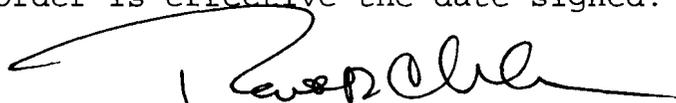
(4) Organizations/units that desire information to be posted on the electronic marquees will submit the requests via e-mail to the Joint Public Affairs Office at [chpt.jpao.omb@usmc.mil](mailto:chpt.jpao.omb@usmc.mil). The subject line should state "Marquee Request." Ensure the request provides unit POC, phone, date of event, time of event, registration or relevant deadlines, specific dates to begin and end running the message, and proposed message. Submittals must be sent at least five working days prior to the requested posting date.

6. Administration and Logistics. The Director of Facilities is responsible for the repair and maintenance of the electronic marquees.

7. Command and Signal

a. Command. This Order is applicable to the Marines, Sailors, and civilian employees aboard Marine Corps Air Station, Cherry Point.

b. Signal. This Order is effective the date signed.



ROBERT D. CLINTON  
Executive Officer

DISTRIBUTION: A