



UNITED STATES MARINE CORPS  
MARINE CORPS AIR STATION  
POSTAL SERVICE CENTER 8003  
CHERRY POINT, NORTH CAROLINA 28533-0003  
AND  
2D MARINE AIRCRAFT WING  
II MARINE EXPEDITIONARY FORCE  
POSTAL SERVICE CENTER BOX 8050  
CHERRY POINT, NC 28533-0050

ASO 5720.1  
MCAS (PAO)  
2dMAW (PAO)  
11 Aug 11

AIR STATION ORDER 5720.1

From: Commanding Officer, Marine Corps Air Station, Cherry Point  
Commanding General, 2d Marine Aircraft Wing

To: Distribution List

Subj: STANDING OPERATING PROCEDURES FOR JOINT PUBLIC AFFAIRS  
OFFICE (JPAO)

Ref: (a) SECNAVINST 5720.44B  
(b) SECNAVINST 5747.47B  
(c) MCO P5720.76  
(d) ASO P3140.2N

Encl: (1) Guidelines for JPAO

1. Situation. To establish standing operating procedures for the JPAO, Marine Corps Air Station (MCAS) Cherry Point and 2d Marine Aircraft Wing (2d MAW), per the references.

2. Cancellation. AirStaO P5720.1F.

3. Mission. The JPAO was established to employ the public affairs assets of MCAS Cherry Point and 2d MAW more efficiently. This Order reaffirms the JPAO concept and delineates responsibilities for the conduct of public communications programs within MCAS Cherry Point and 2d MAW.

4. Execution

a. Commander's Intent. This Order will be used as a guide for the conduct of public communications programs and the use of public affairs assets belonging to MCAS Cherry Point and 2d MAW.

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distribution is unlimited.

b. Concept of Operations. Guidance provided in this Order will ensure uniformity and standardization in the conduct of public communications. This Order is vital due to the turnover rate of personnel in the military public affairs environment.

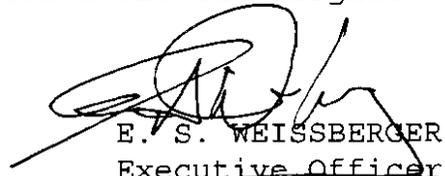
5. Administration and Logistics. The Commanding General, 2d MAW, Commanding Officers of Naval Health Clinic, Fleet Readiness Center East (FRC East), and Combat Logistics Company 21 concur with this Order insofar as it pertains to members of their command.

6. Command and Signal

a. Command. The Secretary will be located in the JPAO Office within the Headquarters Building.

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

  
R. W. REGAN  
Chief of Staff

  
E. S. WEISSBERGER  
Executive Officer

DISTRIBUTION: MCAS A  
2d MAW

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CHAPTER 1

GENERAL

1. Public Affairs. Public affairs encompasses all aspects of internal and external communication, interaction with the public, evaluation of public opinion and maintaining credibility with the public while formulating and administering Marine Corps policies.

2. Composition. While the term public affairs applies to all contact between the Marine Corps and general or specific segments of the public, public affairs programs normally encompass three categories of activity:

a. External Information. The preparation and dissemination of information and other material to newspapers, radio stations, television stations, the World Wide Web, and other elements of mass communication, as well as responses to queries from public media organizations.

b. Community Relations. All activities and actions undertaken for and in cooperation with individuals or organizations within an external community affected by a Marine Corps command.

c. Internal Information. This program closely parallels external public information and community relations activities and is of equal importance. Internal information efforts are aimed toward communicating to service members, military families, and civilian employees of the Installation and its tenant organizations.

3. Responsibility. Proactive and dynamic communications programs are encouraged at all levels of command. The commander is responsible for public affairs matters concerning his command. To assist commanders in accomplishing their public affairs mission, the JPAO provides advice, technical expertise and assistance on all matters pertaining to public affairs.

4. Mission

a. Provide guidance to commanders on all matters pertaining to public affairs.

b. Inform our service members, military families and civilian employees of policies and issues related to their quality of life and the conduct of business aboard MCAS Cherry Point and in the surrounding community.

c. Communicate to the public timely and accurate information concerning the Marine Corps, MCAS Cherry Point, and 2d MAW.

5. Policy. In keeping with the policy of the Secretary of the Navy and Commandant of the Marine Corps (CMC), it is the policy of this command to provide maximum and unrestricted disclosure with minimum of delay of all releasable information and to develop and maintain proactive community relations.

6. Disclosure As Default. According to reference (a), information about the Department of the Navy and its components will be made fully and readily available, consistent with statutory requirements, unless its release is precluded by current and valid security classifications. Requests for information from organizations and private citizens will be answered quickly and accurately. Information will be made available, without censorship or propaganda, and will not be classified or otherwise withheld to protect the government from criticism or embarrassment, when the information itself is unclassified.

7. Release Of Information Without A Freedom Of Information Act (FOIA) Request. Per reference (a), information releasable under FOIA will be released without the requestor having to submit a FOIA request, particularly if the requestor is a news media representative.

## CHAPTER 2

### ADMINISTRATION

#### 1. Organization of the JPAO

a. The JPAO will be comprised of occupational field 43 Marine personnel assigned to MCAS Cherry Point or 2d MAW. All 2d MAW public affairs officers and combat correspondents will be assigned to MCAS Cherry Point through the Fleet Assistance Program or via TAD in excess orders. The senior officer who is assigned as the Director, JPAO, will be carried on the T/O of his/her parent command. A civilian supervisory public affairs specialist will serve as the Deputy Director, JPAO. The Deputy will serve as the acting director in the director's absence.

b. The Director will be the reporting senior for the Deputy and for any officers of the equivalent rank as the Deputy (O-3) and for the public affairs chief. The MCAS Cherry Point Executive Officer will be the reviewing officer.

c. The deputy will be the reporting senior for all other officers and Staff Non-Commissioned Officers (SNCOs). The director will be the reviewing officer.

d. Section heads will be the reporting senior for Sergeants within their section, and the deputy will be the reviewing officer.

e. The internal organization of the JPAO will be determined by the director, who will ensure the capability exists for complete separation of both Air Station and Wing personnel and equipment into independent sections should such action be required to support deployments.

2. Assignment to Public Affairs Duty. Commanders are requested to screen members of their command for possible assignment to the JPAO. Applicants who have had experience in, appear suited for and are interested in the public affairs field should be referred to the JPAO (Attn: Public Affairs Chief) for an interview and further screening. Recommended applicants who wish to request a lateral move should go through their unit career retention specialist for assignment to the public affairs field (MOS 4341).

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3. Training. Applicants who are accepted into the public affairs field will be assigned on-the-job training, at the JPAO, only if the applicant has enough time-on-station remaining. Such training, as detailed by the Director and supervised by the public affairs chief, will include, but will not be limited to, spelling and grammar, sentence structure, writing techniques, news reporting, and basic photography. If warranted by rank, public affairs policies will be covered.

4. Formal Schools. Formal school training for public affairs personnel is held at the Defense Information School, Fort George G. Meade, Maryland. Quotas for the Combat Correspondent Course will be requested, by the Director, to Headquarters Marine Corps, Division of Public Affairs.

CHAPTER 3

DUTIES OF THE JPAO DIRECTOR AND UNIT INFORMATION OFFICERS (UIOs)

1. Director, Joint Public Affairs Office. As special staff members, the director and deputy will provide counsel and assistance to MCAS Cherry Point and 2d MAW commanders on all public affairs matters. The director will establish and implement all public affairs policies and procedures approved by the commanders. In addition, the JPAO will fulfill the following requirements under the Directors leadership:

a. Maintain release authority and perform the role of command spokespersons for all public information material concerning units or tenant commands, except for matters involving the FRC East and the Naval Health Clinic. This includes, but is not limited to, such activities as:

- (1) Print media service.
- (2) Electronic media service.
- (3) Photographic and video coverage of news events.
- (4) Security review and clearance of manuscripts pertaining to radio and television appearances.
- (5) Verification of media accreditation.
- (6) Development, clearance, and dissemination of all press and photographic releases.
- (7) Collection, review, and analysis of news and related information.
- (8) Coordination of the activities of civilian news media representatives who are command guests.
- (9) Forwarding news and feature material to CMC for national dissemination.
- (10) Coordination of print media interviews and appearances on local radio and television programs of MCAS Cherry Point-based personnel.

b. Prepare public affairs annexes to operation plans and orders, as required.

c. Maintain a list of appropriate military and civilian speakers for the Speakers Bureau. Coordinate arrangements for Marine Corps speakers requested by the community.

d. Review requests for equipment and personnel to participate in civic ceremonies, parades, and other events.

e. Conduct media, civic, and other official command tours. Plan media and publicity coverage of open house events, when appropriate.

f. Provide content and maintain oversight of the publication and distribution of the MCAS Cherry Point newspaper, the WINDSOCK.

g. Establish and maintain the MCAS Cherry Point and 2d MAW web site.

## 2. Unit Information Officers

a. Group and squadron commanders will designate a collateral duty UIOs in writing and forward a copy of the assignment letter to the JPAO. Changes in this assignment will be made similarly in writing.

b. UIOs shall:

(1) Report to the deputy for an orientation briefing within 10 days of assignment as UIO.

(2) Maintain comprehensive Fleet Home Town News program, per Chapter 8 of this Order.

(3) Maintain current historical files which contain, at a minimum, the unit history; biographies of the Commander, Executive Officer and Sergeant Major; dated news clippings and photographs pertaining to the unit or members of the unit; copies of unit citations; and other relevant information of historical importance.

(4) Alert the JPAO of timely news and feature stories for publication in the WINDSOCK or for external media coverage, as appropriate.

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(5) Notify the JPAO of all media queries or visits that have not been previously cleared by public affairs personnel.

(6) Facilitate guided tours of their units, if requested by public affairs personnel, per paragraph 7004 in this Order.

(7) At a minimum, provide to the JPAO Webmaster, unit mission, unit history, and the biographies of the Commanding Officer, the Executive Officer, and the Sergeant Major. Provide any other information per the Web update SOP in Chapter 10 in this Order.

CHAPTER 4

MEDIA RELATIONS

1. General. Establishing personal liaison with media representatives will prove invaluable in accomplishing the public affairs mission and cannot be overemphasized. Each opportunity for the commander or their public affairs representative to become personally acquainted with news media representatives should be taken. Personal contact encourages two-way communication and usually results in fair and balanced coverage.

2. Media Visits

a. Visiting media representatives will be provided maximum opportunities to visit, meet with, and observe Marines and Marine activities.

b. Commanders are directed to provide maximum assistance consistent with operational commitments to such representatives who desire to visit their units. Commanders are encouraged to extend, through the JPAO, invitations to the media to observe training and events of a newsworthy nature.

c. However, invitations to the media for such activities will be extended only through the JPAO, except in cases where units are deployed. Commanders with authorized release authority, as prescribed in Chapter 5 of this Order, may extend invitations for deployed units.

d. Any MCAS Cherry Point organization made up solely of civilians that wishes to invite civilian media to a function aboard the Air Station may do so, providing:

(1) They advise the JPAO.

(2) They provide an escort to and from the main gate; however, in all cases JPAO reserves the right to provide an official JPAO media escort.

3. Media Escorts

a. The JPAO will arrange for escort for media representatives who visit this installation; however,

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circumstances may arise which will require subordinate units to assist in these duties. In such cases, commanders will ensure that media representatives are handled per the provisions of reference (a).

b. In the case of visiting media representatives who possess still or video photographic equipment, the JPAO is responsible for ensuring that all existing security regulations are adhered to, specifically:

(1) What can and cannot be photographed aboard the Installation.

(2) Notification of Station G-3, Air Field Operations Officer and the Air Field Operations Duty Officer when media representatives will be taking still or video photographs on the flight line.

(3) Media representatives must have proper credentials with them at all times aboard the Installation.

4. Civilian Embarkation Aboard Aircraft. Commanders at all levels are encouraged to request public affairs travel. Public affairs travel is any flight, embarking civilians, that is conducted in the interest of adding to the public understanding of Marine Corps aviation missions and capabilities. Typically there are two categories of public affairs travel, orientation/indoctrination flights and transportation flights.

a. The orientation/indoctrination flight is a continuous flight performed within the local flying area and terminating at the point of origin. This flight can be conducted to familiarize the civilian with local training complexes, aircraft capabilities, flight operations, and other aspects of Marine Corps aviation.

b. The transportation flight is conducted to carry passengers from one place to another. This type of flight is typically used to transport a media representative to cover military training exercises or military operations. Transportation flights shall not compete with commercial sea, land, or air transportation when that capability exists.

c. CMC Aviation Manpower and Support (ASM) is the approving authority for most requests to fly.

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d. CMC ASM is the approving authority for all requests when involving media representatives from national or international organizations.

e. Civilians requesting to fly in aircrew positions or in aircraft equipped with life support oxygen and ejection seats must obtain an Aero-Medical Clearance and must successfully complete Naval Aviation Physiology Training and Naval Aviation Water Survival Training.

f. Media representatives must be accredited. If the individual is freelance, a letter of intent to publish must be provided by a publisher or news agency. The JPAO reserves the right to deny requests from non-standard news agencies, such as Web sites that are not "mainstream" media, or if coverage will not reach a broad enough audience with significant enough impact to justify resources to coordinate the flight.

#### 5. Command Information Bureau

a. During operations, exercises, disasters, and other special incidents, it may become necessary to establish facilities and procedures to support an extended influx of news media representatives due to an increased level of public interest in an event. The JPAO is responsible for establishing and operating a Command Information Bureau (CIB) when required.

b. A CIB may be activated up to 30 days prior to the initiation of exercises, operations, or special events to enable adequate public affairs planning. However, the JPAO will be prepared to implement the establishment of a CIB with little or no advance notice in case of events that may not be anticipated.

c. The JPAO is responsible for establishing contact and working relationships with its counterparts in local, state, and federal agencies that may be required to respond to significant events impacting the outside community.

CHAPTER 5

RELEASE OF INFORMATION

1. General. It is Marine Corps policy to keep the public informed of Marine activities, consistent with military security considerations.

2. Release Authority

a. The MCAS Cherry Point and 2d MAW commanders are the sole authority for release of information to the media. This authority, however, is delegated to the JPAO located at each installation. The JPAO aboard MCAS Cherry Point, MCAS New River, and MCAS Beaufort are the sole releasing authorities and command spokespersons for their installations and tenant 2d MAW units. The exception is covered in the following paragraph.

b. Commanders of 2d MAW units deployed from their permanent location are authorized to release unclassified news or feature material of local interest to news media located in the immediate geographical area of their deployment, if there is not a Marine PAO, Navy PAO, or similar releasing agency functioning within the immediate area. Normally, news releases from deployed units will be routed through the PAO of the command to which they are attached.

c. News media queries regarding matters outside the scope or responsibility of either command, and queries on matters considered sensitive or of more than local interest, will be taken by the JPAO and referred promptly to higher headquarters.

d. Under no circumstance will a media query be ignored or left unanswered.

3. Accidents, Incidents, and Casualties. The JPAO will ensure a timely, accurate, and properly coordinated release of unclassified information, regarding special incidents occurring within their commands.

a. Special incidents include, but are not limited to, the following: serious injuries or death, aircraft accidents, civilian property damage caused by Marine Corps personnel or vehicles, events causing significant damage to aircraft or the Installation, serious racial incidents, bomb threats, acts of

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sabotage, civil disturbances, serious incidents of misconduct, and acts of terrorism.

b. Proper coordination, prior to the release of information, is required. Depending on the severity and scope of the accident, incident, or casualty, proper coordination includes briefing the unit/squadron Commanding Officer, respective 2d MAW Chief of Staff or Executive Officer, staff judge advocate, military law enforcement personnel, and/or Naval Criminal Investigative Service agent.

#### 4. Media at the Accident Scene

a. When an aircraft accident occurs on public domain, military personnel have no authority to deny news personnel or other civilians access to the crash site, unless the site is unsafe or contains classified material. If classified equipment is visible, it should be covered from view or removed with the approval of the senior investigator at the scene. The cooperation of civil law enforcement officers and civilian news personnel should be solicited to discourage civilian photographers from shooting scenes that may disclose classified equipment of information.

b. When classified material cannot be covered or removed, consent to take photographs will not be given. In such cases, civilian photographers who persist in their desire to photograph classified material will be advised that photographing classified material without permission of appropriate military authority is a violation of Federal Law (Title 18, USC, Sections 795 and 797).

c. If, after the foregoing notification, a civilian photographer insists upon taking a picture of classified material, a request will be made that the negative or digital recording media be delivered to the officer-in-charge at the scene. The photographer will be advised that failure to comply with such a request is a felony under the provisions of Title 18, USC 793(e). If the photographer fails to comply with this request, the assistance of appropriate civilian authorities should be sought to recover the photographs, negatives, digital images, or sketches presumed to contain classified information.

d. When a media representative fails to cooperate in these matters, the JPAO will forward a report to HQMC (PA) via higher headquarters.

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e. Under no circumstances will Marine Corps personnel use force or coercion to confiscate photographs or photographic material, nor will they physically interfere with civilian photographers at the scene of an accident.

f. When aircraft or other accidents occur aboard a Marine Corps Installations East installation, the JPAO will be notified immediately. A JPAO representative will escort media to the accident site as soon as practical, but only after the officer-in-charge at the site has determined that no classified material is visible and that human remains, if any, have been removed from the site. The officer-in-charge of an investigation should not use this guideline to arbitrarily delay the admission of media representatives to an accident site. If the mishap occurs on public domain, a JPAO representative will accompany the aircraft mishap board to the mishap site. While at the mishap site, the JPAO representative will coordinate the release of information with the senior member of the board.

#### 5. Casualty Information

a. When accidents occur within the confines of stateside Marine Corps installations, the public release of information regarding killed or injured military personnel, will be made 24 hours after the Next-Of-Kin (NOK) have been officially notified and per the Privacy Act. This releasable information includes name, rank, gender, service component (Army, Navy, Marine Corps, etc.), duty status (active, reserve, retired), date of service entry, occupational specialty (MOS primary and secondary), date of rank, gross salary, duty stations, duty phone numbers, source of commission, location entered service (not home of record), promotion sequence number, awards and decorations, professional military education/training, official photograph, and end of active service date. It is the policy of this command to only release information from this list that is specifically requested by the media, or additional information from this list which is determined appropriate for the individual circumstances (such as to clarify inaccurate reports).

b. When accidents occur outside the confines of stateside Marine Corps installations, involve civilian or military motor vehicles, trains, commercial or private aircraft, or cause appreciable property damage - that is, if the accident causes a major invasion of the civilian domain - the names of killed or injured military personnel are likely to be released by civilian

media prior to the official notification of NOK. The JPAO personnel will confirm personnel information, as listed in paragraph 5004.1, per the Privacy Act, after NOK have been officially notified.

c. When accidents occur outside the confines of stateside Marine Corps installations, away from populated areas, involve no civilian casualties, and cause no appreciable civilian property damage, the public release of information, regarding killed or injured military personnel, will be made 24 hours after NOK have been officially notified per the Privacy Act.

d. When accidents occur outside the United States, the public release of information regarding killed or injured military personnel, will be made 24 hours after NOK have been officially notified per the Privacy Act. In the case of multiple casualties, where the NOK notification may be delayed, a partial list of casualties may be released with the specific approval of HQMC (PA).

6. FRC East Aircraft Mishaps. To ensure that external releases are factual and prompt, the following procedures will be implemented relative to aircraft mishaps for aircraft under the control of the FRC East.

a. Mishaps Within the Confines of FRC East. The releasing authority will be the FRC East PAO. If an FRC East PAO representative cannot be located, the JPAO shall provide public affairs assistance to the FRC East Commanding Officer.

b. Mishaps on the Installation Outside of FRC East. Both the FRC East PAO and the JPAO shall be notified of the mishap. Representatives from both the JPAO and FRC East PAO shall go to the mishap site. JPAO shall be the releasing authority; however, at the discretion of the JPAO Director, the FRC East PAO may make the release(s).

c. Mishaps Occurring Outside the Confines of the Installation. Both the FRC East PAO and the JPAO shall be notified of the mishap. Representatives from both the JPAO and FRC East PAO shall go to the mishap site. The releasing authority will be the FRC East PAO. If an FRC East PAO representative cannot be located, the JPAO shall provide public affairs assistance to the FRC East Commanding Officer.

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7. Serious/Special Incident Reporting. Commanders will adhere strictly to the regulations on special incident reporting (OPREP-3) procedures and Marine Corps Serious Incident Reports with particular attention to those sections dealing with public affairs. Every OPREP-3 SIR message will include a statement addressing present media coverage, anticipated media coverage, and whether or not the local public affairs office has been notified. The JPAO shall be notified of all OPREP-3 SIR messages, regardless of whether the originator anticipates media coverage or not.

8. Notification to the Director, JPAO

a. It is the responsibility of the commander of the activity first officially apprised of a special incident or unusual activity, to ensure the director is notified.

b. Such notification will be accomplished by contacting the JPAO during normal working hours. After hours and on weekends or holidays, the director, or deputy, will be notified by the MCAS Cherry Point or 2d MAW Command Duty Officer.

9. Specail Weapons Situation. It is United States government policy to neither confirm nor deny the presence of nuclear weapons or components on board a Marine Corps installation or aircraft. When there is an accident or incident, the presence of a nuclear weapon or component may be announced if:

a. It is advisable in the interest of public safety, as when evacuation is necessary.

b. A factual account of the accident would allay the fears and the alarm felt by the public. For example, if they could see a radiation team at work.

10. Security Review. The JPAO is responsible for conducting security reviews of all proposed news and photographic releases, to preclude the disclosure of classified information.

CHAPTER 6

INTERNAL INFORMATION

1. General

a. Internal information is an essential command function through which commanders communicate with Marines, Marine families, and civilian employees aboard Marine Corps installations.

b. The dissemination of internal information can be accomplished in many ways. These include, but are not limited to, the command newspaper, electronic marquee, unit plan of the day, unit formations, All-Hands e-mails, command Web sites, bulletin boards, or newsletters.

2. The Windsock

a. The MCAS Cherry Point newspaper, The Windsock, is a weekly information clearinghouse designed to supplement existing internal information programs. The JPAO maintains editorial control over this publication.

b. MCAS Cherry Point activities are encouraged to publicize their services and upcoming events by submitting information and photographs to the press officer or press chief in the JPAO. Guidance on submission requirements and publication deadlines is available from the press officer or press chief by calling (252)466-4241.

c. Commanders of 2d MAW units, and/or their UIO, and family readiness officer, are encouraged to maintain liaison with the press officer or press chief. The unit should inform the JPAO of current and future exercises, operations, deployments, achievements or special events for coverage in The Windsock.

d. The Windsock combat correspondents often deploy with units from MCAS Cherry Point throughout the United States and overseas. This provides an opportunity for in-depth coverage of deployed units and quality training for JPAO Marines.

e. Individual stories from The Windsock selected by the JPAO will be uploaded to the www.marines.mil Web site for release to other military organizations and outside media.

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f. The Windsock will be posted to the MCAS Cherry Point Web site, [www.cherrypoint.usmc.mil](http://www.cherrypoint.usmc.mil), on its weekly publication day.

### 3. Electronic Marquees

a. The electronic marquees provide a rapid, real-time ability to pass information such as current events, installation notifications, and unit greetings.

b. Marquee message requestors shall submit their requests via the JPAO Organizational Mail Box (OMB) at [chpt.jpao.omb@usmc.mil](mailto:chpt.jpao.omb@usmc.mil), titled as "Marquee request" and should include the name and phone number of the requestor.

4. Audiovisual Equipment. The JPAO does not maintain any audiovisual equipment. This equipment is maintained by Combat Camera for the Training Support Department in the Station Operations Directorate.

5. Severe Weather and Force Protection. All activity by the JPAO related to severe weather or force protection issues, will be conducted per the Destructive Weather Manual, ASO P3140.2N. The JPAO, in conjunction with the Operations Directorate, will compose announcements for dissemination to the local MCAS Cherry Point community via the command information hotline, media releases, the Command Access Channel, All-Hands e-mail, and the MCAS Cherry Point publicly accessible Web site.

a. Command Information Hotline (466-3093). The JPAO maintains administrative control over the Severe Weather and Force Protection Information Hotline. This hotline is used to inform MCAS Cherry Point and 2d MAW personnel of changes in local destructive weather conditions and force protection conditions. This hotline also provides information concerning early dismissals, closures, or delays as they relate to MCAS Cherry Point and 2d MAW. This hotline IS NOT applicable to FRC East, Naval Health Clinic or Defense Distribution Depot, Cherry Point personnel. The FRC East hotline is 464-8333. The Naval Health Clinic hotline is 466-1188. The Defense Distribution Depot, Cherry Point's hotline is 466-4083.

b. Media Releases. The JPAO maintains a list of media contacts to disseminate information concerning early dismissals, closures, or delays, as they relate to MCAS Cherry Point, 2d MAW, and Naval Health Clinic personnel. JPAO will include

information concerning FRC East only after coordinating with FRC East Commanding Officer, Executive Officer, or PAO.

c. Command Access Channel (TV 6). The JPAO will provide Combat Camera with severe weather and force protection data to be posted on Channel 6 for service members, civilian employees, and military family members aboard the Air Station.

d. MCAS Cherry Point Web Site. The JPAO will provide severe weather and force protection information to the Webmaster. The Webmaster will post this information on the MCAS Cherry Point publicly accessible Web site, www.cherrypoint.usmc.mil.

6. All Hands E-Mail. The JPAO will publish command information on a routine basis via All Hands e-mail to MCAS Cherry Point and 2d MAW personnel. At their request, JPAO will include All Hands notifications to specific POCs of other tenant organizations aboard the Air Station, including, but not limited to, FRC East, the Naval Health Clinic, the Defense Logistics Agency, Marine Corps Community Services (MCCS), etc. The capacity to publish All Hands e-mail is established by the Telecommunications and Information Systems Directorate, which provides All Hands e-mail capability to other organizations aboard the Air Station as well.

a. All Hands e-mail published by the JPAO will be limited to information that has the potential to effect large segments of the population aboard MCAS Cherry Point. This includes official notifications, emergency information, and occasional off-base information. The JPAO will not do MCCS event information, as MCCS has the capability to do its own All Hands e-mail. All requests are handled on a case-by-case basis.

b. Requests shall be submitted via the JPAO OMB at chpt.jpao.omb@usmc.mil, titled as "All Hands e-mail request" and should include the name and phone number of the requestor.

c. All requests to announce Marine Corps Birthday Ball fundraisers will be approved by the appropriate staff judge advocate at the Joint Law Center before they are published. The requesting organization will be responsible for routing the request prior to submitting it to the JPAO.

CHAPTER 7

COMMUNITY RELATIONS

1. General. Community Relations is the public affairs function concerned with the relationship between Marine Corps installations and the civilian communities in which they are located. The degree to which public understanding, acceptance, and support of the Marine Corps exists, is dependent in large measure upon the state of that relationship.

2. Policy

a. Active participation in the community by Marines and Marine Corps units is an important factor in establishing, maintaining, and improving a state of mutual acceptance, respect, and cooperation between the Marine Corps and the communities affected by its operations.

b. Community Relations programs are subject to operational requirements, but are encouraged for the following purposes.

(1) Inform the public on the state of preparedness of the Marine Corps.

(2) Develop public understanding of and cooperation with the Marine Corps.

(3) Stimulate national pride and promote patriotic expression.

(4) Assist recruiting efforts.

3. Coordination. The JPAO is responsible for the coordination of community relations activities. The community relations officer will receive all requests for Marine participation in or material support to community events. Exceptions include requests from local elected officials and community opinion leaders - these requests are the responsibility of the Community Plans and Liaison (CP&L) office. The community relations officer will ensure that (non CP&L) requests are routed through the appropriate chain-of-command and Staff Judge Advocate for approval and that they conform to current Marine Corps regulations. Guidance on community relations event

participation is available from the Community Relations Officer at 252-466-4241.

4. Speakers Bureau. The Marine Corps has a continuing requirement to inform the public of its activities, its training, and its state of readiness. The use of articulate and representative Marines for such activities as public speaking appearances, television, radio, and newspaper interviews is highly encouraged. Requests from the civilian community for Marine Corps speakers will be coordinated through the community relations officer in the JPAO.

5. Tours and Visits. Because of the September 11 terrorist attack, open to the public tours aboard the installation are no longer conducted. The JPAO and CP&L will, however, consider tour requests from civic groups, schools, and other organizations. Requests may be submitted via the MCAS Cherry Point Web site.

a. The Community Relations Officer will assess the feasibility of guided tours aboard the installation on a case-by-case basis. If approved, the Community Relations Officer will arrange the guided tour aboard the Air Station and will coordinate with UIOs for individual unit tour guides. From time to time, CP&L will also coordinate a group tour aboard the installation.

b. Forty-eight hours prior to the scheduled tour, the Community Relations Officer will verify, with the UIO or other unit POC that scheduled operational commitments do not preclude the unit tour.

c. Any unit or organization sponsoring a group tour aboard the Installation must notify the JPAO at least 48 hours in advance.

d. Requests from foreign nationals will be approved through the appropriate MCAS Cherry Point/2d MAW security offices.

6. Scouts and Youth Groups. Cooperation with Boy Scouts, Girl Scouts, and other youth groups is encouraged and will be conducted in accordance with current directives applicable to those activities.

7. Tail Spotters. The JPAO will not grant tours to aviation hobbyists or tail spotters. The goal of these groups or

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individuals is to capture still or video images of aircraft for documentation purposes. Moreover, these images are categorized by service, squadron, and aircraft side number, and then traded like baseball cards, posted on the Internet or published in books and magazines. The JPAO will deny these tour requests for the following reasons:

a. Supporting these tours does not enhance our relationship with the local community, nor does it provide any benefit to the Marines of this installation or the Marine Corps as a whole.

b. Supporting these tours requires significant resources, effort, and time, and the results pose a potential security risk. The detailed information gathered during these tours would reveal a specific unit's strengths, weaknesses, and capabilities.

c. Supporting these tours does not add to the public's understanding of the Marine aviation mission.

8. Requests for Aviation Assets. The JPAO is frequently contacted by organizations requesting aviation assets for a wide variety of events, ranging from private meetings to large air shows. All requestors will be instructed to download and complete a DD Form 2535 from the HQMC Web site, www.marines.mil under the "In the Community" link. The following is the procedure and sequence of events related to such requests:

a. The requestor will send the completed form to the HQMC Public Affairs Branch per the instructions on the HQMC Web site. The Public Affairs Branch will determine whether the event meets required eligibility criteria per MCO 5720.73. If eligible, the requestor will be notified and the event will be posted on the "Eligible Events" page of the HQMC Web site.

b. The requestor may then contact the JPAO to seek MCAS Cherry Point/2d MAW support for eligible events, or MCAS Cherry Point/2d MAW units may independently seek to support the event for training purposes. Should an MCAS Cherry Point/2d MAW unit desire to support an eligible event, it will submit an "intent to support" notification up the operational chain of command via the Naval Message System.

c. If an MCAS Cherry Point or 2d MAW unit is approved to support an eligible event, the participating unit will contact the requestor as soon as practical to coordinate the support.

The JPAO will be notified by either the participating unit or the respective G-3 for JPAO reporting purposes.

d. If MCAS Cherry Point or 2d MAW declines or is unable to support a requested event, the JPAO will provide appropriate notification to the requestor.

9. Marine Corps Auxiliary Landing Field, Bogue Night Operations. As good neighbors to the local community, it is imperative that MCAS Cherry Point and 2d MAW make every effort to mitigate noise issues created by Marine Corps aircraft in the vicinity of Marine Corps Auxiliary Landing Field, Bogue (MCALF Bogue), located in the proximity of Emerald Isle, N.C. To that end, the JPAO has established a communication process to alert Emerald Isle officials and news media to scheduled night operations at MCALF Bogue. This allows Emerald Isle officials to post warnings on the town Web site so residents can plan around the scheduled night operations.

a. JPAO personnel will routinely check MCALF Bogue's schedule posted on the 2d MAW intranet to watch for operations that are scheduled to happen later than 1800.

b. 2d MAW G-3 personnel will ensure the JPAO is alerted to last-minute changes to the schedule related to night operations, or will alert JPAO when the intranet schedule is inoperable.

c. When night operations are scheduled, JPAO will alert Emerald Isle city officials via e-mail. Those officials will include, but are not limited to, the town manager and the town planning director. Local media will also be included in the notification. The JPAO will maintain up-to-date contact information for those recipients.

d. The JPAO will also alert the 2d MAW and MCAS Cherry Point Commanders of operations that could reflect negatively upon the Marine Corps with the local community. An example would be the scheduling of late night operations during the week of the 4th of July, which is the busiest week for Emerald Isle residents and visitors.

CHAPTER 8

FLEET HOME TOWN NEWS (FHTN) PROGRAM

1. General. The FHTN program is an effective means of informing the American public about Marines and Marine activities.

2. Policy

a. The FHTN program has been in existence for many years, and has evolved into a simple, inexpensive way to get home town recognition for your Marines - which can directly influence their morale and that of their families. The JPAO does not encourage a minimum quota for unit participation in the FHTN program. Stories released through the FHTN Center should be pertinent and of newsworthy caliber, rather than a flow of releases designed to ensure a unit meets an arbitrary goal.

b. Commanders should encourage the submission of FHTN releases. Submissions occasions can include, but are not limited to, a promotion, award, deployment, reenlistment, retirement, and reporting aboard. The UIOs shall help prepare FHTN material and will forward submissions to the Fleet Home Town News Center, Attn: FHTN Center, 9420 3rd Ave, Norfolk, V.A., 23511-6698.

c. Due to continued advancements in the technology used to administer the FHTN program, UIOs shall go to the FHTN Center's Web site, <http://www.chinfo.navy.mil/fhtnc/index.html>, for instructions.

3. Preparation of the FHTN Release Form

a. Pay particular attention to the following items in the preparation of the FHTN Release Form:

(1) Command address in the upper left corner plus the RUC in the upper right corner.

(2) If both parents are deceased, the NOK, their address, and the Marine's relationship to them (e.g., step parents, grand parents, brother, etc.).

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(3) Address of each parent or NOK. The JPAO strongly recommends city, state, and zip code only, for security and privacy purposes.

(4) The occasion for the release should be noted in sufficient detail in Block 21 of the FHTN Release Form, use an accompanying sheet of paper if necessary.

b. The FHTN Release Form is used to cover two types of stories:

(1) Form Story. This story is used when dealing with fewer than 10 individuals. The occasion for the release must be stated separately on each form.

(2) Roster Story. This story is used when dealing with 10 or more individuals who were involved in the same event. Each individual will complete his or her own form without indicating the reason for the release. The UIO will prepare an explanation of the occasion to accompany the completed FHTN Release Form to the FHTN Center.

c. The UIOs must ensure that the information contained in the FHTN Release Forms is complete and correct. Incomplete forms will cause Marines not to receive news coverage and incorrect information may cause considerable embarrassment to Marines and their families. Incomplete forms will be returned to the UIO for correction.

#### 4. Hold Files and Deployments

a. A unit scheduled for routine deployment will prepare FHTN Release Forms on each Marine in the command.

b. The UIO will prepare a master roster story on the deployment and submit it with the forms to arrive at the FHTN Center no later than 2 weeks prior to the deployment.

c. After a command has departed from its home station, all master roster stories will be forwarded to the FHTN Center per instructions provided by the Center.

d. Rosters submitted to the FHTN Center are placed in a hold status after the initial release is made. Hold files have a 60-day life cycle. The cycle begins on receipt of the file at the FHTN Center. At day 50, a message or letter will be

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forwarded to the activity advising that the file will be returned in 10 days unless it is updated or its current accuracy is verified. Each time the hold file is updated, another 60-day cycle begins. Commands will notify the FHTN Center promptly by Naval message of any changes to their roster (for example transfer, death, etc.). Messages will refer to the hold number when reporting roster changes.

CHAPTER 9

PHOTOGRAPHY

1. Policy. Photography plays a major role in Marine Corps public affairs programs and should be used to the fullest extent consistent with budgetary constraints.

2. Public Affairs Photography

a. Personnel assigned to the JPAO are trained as press photographers and are neither qualified as, nor intended to be, official Marine Corps photographers. Photographic support, other than photography for The Windsock and public affairs documentary support, will be provided by Combat Camera personnel.

b. The JPAO personnel will not take photos of reenlistments, awards, promotions, or other routine occasions. Unit commanders are encouraged to use unit digital cameras for these occasions and forward the photo with the appropriate FHTN Release Form to the FHTN Center.

c. The JPAO personnel are authorized to take photographs or videotape on the flight line in support of the public affairs mission. This authority will be extended to media representatives escorted by JPAO personnel in support of the public affairs mission.

3. Official Portraits

a. Officers promoted to the rank of colonel and above will, within 30 days of promotion, have an official portrait taken at the Combat Camera.

b. Within 20 days after assuming command, group, and squadron commanders will submit a copy of their biography and an official portrait to the Webmaster in the JPAO.

CHAPTER 10

OFFICIAL MARINE CORPS WEB SITES

1. General. Per references (b) and (c), the JPAO is responsible for the content and appearance of the official publicly accessible Web sites for MCAS Cherry Point and 2d MAW. The purpose of this Chapter is to establish uniform policy and procedure for adding, updating, and reviewing information on the public Web sites maintained by JPAO.

2. Applicability. The provisions of this Chapter apply to ALL public Web sites hosted by the Marine Corps Enterprise Information Technology Services (MCIETS/Marines.mil), which are maintained or supported by JPAO, including MCAS Cherry Point and 2d MAW.

3. Policy

a. Public Web sites are intended for the use of the general public. Information contained on the Web site must be informative and/or educational in nature to service members, family members, and the public. Commanders must be cognizant of the public nature of these sites when considering the propriety of information to be posted on the unit's Web site.

b. The Marine Corps directs a standard uniformity, which is required to establish consistency, functionality, and professional appearance, as well as aid in navigation for internal and external audiences.

c. The JPAO maintains and provides support for the public Web sites for MCAS Cherry Point, 2d MAW, and other tenant organizations who host their public Web sites with MCEITS/Marines.mil.

d. Although the Webmaster will provide final review of material to be posted on the Web sites, it is the unit Commander who is ultimately responsible for information provided by his unit.

e. All information that meets customer needs will be considered and used, providing it follows established standards and is not in violation of any policies or laws. No advertising information will be considered. No false or misleading

information may be knowingly submitted. False or misleading information will be immediately removed, once identified.

f. Information submitted must be concise and easily understood by the general public.

g. The JPAO reserves the right to edit information to conform to established style guidelines or remove inappropriate information.

h. Information that is refused will be returned to the submitter with appropriate comments as to why it is not being used. Changes may be made to the information by the submitter and returned to the Webmaster for inclusion.

i. The JPAO does not have authority to approve requests for external links on unit Web sites. Links to non-government sites are authorized only when they contain information that supports the mission of the command and are sanctioned by the Marine Corps. Requests to add external links to the unit Web sites must be made to the Marines.mil portal owner at the MCEITS/Marines.mil MDM service desk at [mceitshelp@mceits.usmc.mil](mailto:mceitshelp@mceits.usmc.mil).

j. Families play a vital role in unit readiness. Thus, the 2d MAW, group, and squadron Web sites will contain a Family Readiness page tailored toward unit families, staying within the guidelines set in this Chapter and the Marine Corps Web Standards. Unit Commanders will be responsible to properly screen information being sent by the appointed Family Readiness Officer.

4. Authorized Information. The following information is authorized on the official unit Web site:

- a. Unit history, mission, and capabilities.
- b. Commanding Officer, Executive Officer, and Sergeants Major names and biographies, excluding home town and family information.
- c. Family Readiness Officer's name, work phone number, and work e-mail address.
- d. Commanding Officer or Sergeants Major message to the families.

- e. Unit newsletters.
- f. Family Readiness Officer and family photographs. However, any caption information that could be used to identify family members is strictly prohibited.
- g. Unit photos of a non-operational nature.
- h. Unit photos of an operational nature. If deployed, prior to posting operational related photos, these photos must be released by the PAO.

5. Information not Authorized. The following information is not authorized on the official unit Web site:

- a. Present or future location of a deployed unit.
- b. Personnel rosters.
- c. Phone numbers of deployed unit members.
- d. Family names, home addresses, home phone numbers, cell phone numbers, or e-mail addresses.
- e. Maps of any nature.
- f. Links to external sites.

6. Web Update Guidelines. Although the recent implementation of SharePoint has enabled authorized family readiness officers to upload information and photos to their respective unit Web sites, personnel without that authorization will be subject to the following rules for submitting data updates to their Web pages:

- a. Information to be included on any public Web site maintained or managed by JPAO is to be provided on CD-ROM or through e-mail to the JPAO Webmaster. Information should provide specific instructions.

- b. Each unit may submit up to 25 photos per event for a 30-day posting limit. All photographs need to be submitted in the VRIN format (YYMMDD-M-XXXXI-xxx.JPG). All photographs and artwork will be submitted in JPEG, TIF, or PNG file format. DO NOT embed photos in Word or any other documents.

c. All information submitted must contain name, phone number, e-mail address, and unit of person submitting information.

d. Upon approval by the Webmaster for inclusion on the public Web site, the information will be published according to the procedures for the applicable public Web server.

e. Published information will be reviewed periodically to remove outdated information and to ensure compliance with operational security guidelines. Changes, such as dates, names, minor changes to posted files, or invalid information are the responsibility of the submitter.

f. The JPAO will fully inspect and review any operational security discrepancies found on the public Web sites when notified by Joint Web Risk Assessment Cell, the Marine Corps Web Risk Assessment Cell, or any other DoD Information Assurance office. When a discrepancy is found, the information will be removed from the Web site and the owner of the content will be notified. The Webmaster will work with the owner to resolve the discrepancy to ensure compliance with current regulations and once completed, will repost on the Web.