



UNITED STATES MARINE CORPS
MARINE CORPS AIR STATION
POSTAL SERVICE CENTER BOX 8003
CHERRY POINT, NORTH CAROLINA 28533-0003

ASO 1710.14F
COMMSTRAT
16 JAN 2023

AIR STATION ORDER 1710.14F

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

Subj: ELECTRONIC MARQUEE INFORMATION SYSTEM

Ref: (a) ASO 5720.1

1. Situation. This Order is to establish operating procedures for the use of the electronic marquee information system.
2. Cancellation. ASO 1710.14E.
3. Mission. The guidance established in this Order will allow for the effective and timely dissemination of information, of community-wide interest, to be published using the electronic marquees.

4. Execution

a. Commander's Intent and Concept of Operations

(1) Commander's Intent. This Order will provide guidance for submitting a request for the publishing or programming of information to the electronic marquees.

(2) Concept of Operations

(a) Communication Strategy and Operations (COMMSTRAT) is the cognizant agent for use of the electronic marquees and is responsible for posting and canceling announcements. This includes signs designated as Buildings 4406 (proximal to Main Gate), 4407 (at intersection of A Street and Cunningham Boulevard), 4408 (at intersection of Roosevelt Boulevard and Oak Street; proximal to McDonald's restaurant) and 4409 (proximal to intersection of Roosevelt Boulevard and Sixth Avenue). Exceptions include any portable electronic and fixed signs belonging to other organizations such as the Provost Marshal's Office and Marine Corps Community Services (MCCS) Marketing Division.

(b) All requests for postings to the COMMSTRAT-controlled electronic marquees must be submitted to the organization's electronic mailbox. Submissions will be edited for brevity, clarity and propriety. COMMSTRAT will post MCCS messages created and provided by MCCS Marketing. Display frequency of all messages will be adjusted according to volume and priority of requests, particularly when emergency or very important person (VIP) messages must be highly visible.

(c) These signs will be used for messages of general interest to personnel aboard the air station. Messages 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, shutdowns and community events both on and off base. Off-installation events must be secular and nonprofit oriented and will be posted on a space-available basis.

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(d) Organizations/units that desire information to be posted on the electronic marquees will submit requests via email to COMMSTRAT at cherrypoint@usmc.mil. "Marquee Request" should be included in the subject line. The request should include all relevant information (Who, What When, Where, Why and/or How); the unit, a point of contact, phone, date of the event, time of event registration or relevant deadlines, specific dates to begin and stop running the message, and proposed message. Submissions must be sent at least five working days prior to the requested posting date.

5. Administration and Logistics. COMMSTRAT has administrative oversight of the electronic marquees, thus it will:

- a. Ensure that maintenance and repair of the electronic marquees is accomplished as required.
- b. Monitor and conduct periodic visual performance checks of the systems.
- c. Communicate maintenance and repair needs to Facilities or Telecommunications and Information Services Directorate, when the matter can be remedied through such channels.
- d. Request funding support through the Comptroller to acquire replacement parts or hire specialized service representatives to perform needed repairs or maintenance.

6. Command and Signal

a. Command. This Order is applicable to the service members and civilian employees aboard Marine Corps Air Station Cherry Point.

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



B. C. BURKS

DISTRIBUTION: A