
The Director's Cut

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

From the Director:

Marines -

What a privilege it is to serve in our Corps at this historic time. The President's announcement of his Afghanistan Strategy affects Marines across the Corps and has public affairs offices buzzing from coast to coast. The Chairman conducted a short-notice visit to the Carolina MAGTF, and our Marines did a good job hosting him and challenging him with great questions.

Good work keeping our communications coordinated and timely during this frenetic period. Continue to serve well our many audiences: the general public, Marines and their families, and our senior leaders. Continue to keep the information flowing with updates, and call if you need clarification on an issue.

As the number of Marines that will go into combat increases, so will the number of combat correspondents. Ensure you and your Marines are ready to fight and win in combat. This is both a leadership and a personal responsibility. The end state is that you are recognized by the combat arms communities as both proficient fighters as well as correspondents.

Many thanks to those who support our Marines as they head out the door to Afghanistan. From the base and station public affairs to the recruiting service, you are all an important part of the network that contributes to the Corps' success.

As we enter the holiday season my personal thanks to you for your service. Thank you to your families for their many sacrifices.

Semper fidelis,

Colonel Bryan Salas



DivPA admin Marines LCpl John Baxley and Sgt Tiffany Edwards were promoted to their current ranks Dec 1. (U.S. Marine Photo/GySgt Chanin Nuntavong)

MEB-A:

Greetings from Helmand Province,

Hard to believe that we arrived at Camp Leatherneck in May and Christmas is almost upon us, but the MEB has been keeping pretty busy. Regimental Combat Team 3 redeployed at the end of October, and 1stLt. Stahl and GySgt. Cox, along with their team, did a great job telling the RCT story in extremely challenging conditions. So far, 1stLt. Reney, SSgt. Agostini and the RCT 7 PA crew have done extremely well carrying on the standard set by RCT 3.

Since October, we have also welcomed Cpl. Calaway, who arrived from I MEF to help augment our team with her broadcasting talents, and GySgt. Turner, who is helping fill in as our chief through the spring. The majority of our NCOs and below at the Command Element as well as at the RCT to date have earned the CAR, so as “combat” correspondents they’re the real deal.

We are now working in our own PA office in a giant plywood building, but it’s heads and shoulders above our humble beginnings, which consisted of a single desk in the COC and a half-mile walk to another camp in a foot of moon dust for the Marines every day. And yes, it was uphill, both ways.

We’ve had about 135 reporters from 10 countries to date, so the media embed piece has not been boring. Capt. Sipe has heard begging, cajoling and even the occasional threat in many exotic accents. Plus having to prep for elections – one, then two, now maybe one again – has provided a unique perspective on democracy.

One interesting aspect of this deployment is that Afghan media don’t like to travel far from home for very long, so embeds are not a popular choice for newsgathering, but they are very interested in using our DVIDS B-roll of Afghan Army and Police training and operations, so we have focused our video efforts in that direction, along with making traditional video packages for AFN and the Pentagon Channel.

Finally, big thanks to GySgt Leone from MARCENT PAO, who came out on short notice for about six weeks to help us optimize our performance as equipment and infrastructure have continued to improve. As we head into the holiday season, hope everybody stays safe and if you need anything from MEB-A, you know where to find us.

Semper Fi,
Maj. Bill Pelletier

Plans:

Rosetta Stone: The Marine Corps has renewed its \$1.25 million contract with Rosetta Stone to provide language training to Marines at no personal cost. These courses have been revamped to ensure that they work with NMCI machines as well as the user’s personal computer. These enhancements include:

- Full access to all of the program’s speaking and pronunciation features
- Four new languages on the newest Version 3 platform - Turkish, Latin, Tagalog (Filipino) and Vietnamese
- Levels 4 and 5 of Latin American Spanish and English (ideal for Marines looking to move closer to fluency in these languages)
- Rosetta Stone Audio Companion - MP3 audio files that are available for download upon completion of a unit and can be taken anywhere Marines can access all of this training via MarineNet at home or at work.

The majority of PA offices should have received packages of information about the software and the benefits it provides, which can be disseminated as well. This package would have also included samples of posters, flyers, quick-start guides and pocket cards that can be used to further get the word

out. Should you have any questions regarding the program or these materials, contact usmc@rosettastone.com. This program is an important resource and one that we, and our Marines, need to utilize.

Thumbdrives: In a [DefenseNews article](#), the U.S. Defense Department announced it would cautiously reinstate the use of USB thumbdrives and other flash storage-based media. Flash storage -- and devices which use them, including memory sticks, digital cameras, media players, PDAs, and more -- were banned last November after thousands of military computers were infected by various malware, most of which was traced back to thumbdrives.

That ban will soon be lifted, at least partially. Robert Carey, chief information officer of the U.S. Navy, said in a blog post that only "authorized individuals" are likely to be given permission to use thumbdrives, and even then only for "mission-essential functions." And these won't be personal drives picked up off of Newegg or Best Buy.

Instead, the drives will be "government-owned and procured," and will also contain built-in encryption chips that may require both a password and a fingerprint scan to decrypt the data, among other safeguards that are yet to be worked out.

Reserve Opportunities: Please contact DivPA's Reserve Liaison Officer (4302 Reserve OccFld Sponsor) Maj. Steven "Tiny" O'Connor at 703-697-2695 if you have any questions about the numerous opportunities for reserve duty post EAS. The Reserve PA community may be able to provide PA support to different exercises and operations. If support is needed, please let Maj. O'Connor know as soon as possible so he can plan and coordinate accordingly.

Media:

The following Public Affairs Guidance is provided for your use:

Mine Resistant Ambush Protected Vehicle Program: The success of the MRAP Vehicle program is dependent upon resourcefulness and dedication from many arenas. As such, interest in this program is high and information requests are presented from many organizations to many sources. It is imperative that all interested Department of Defense Public Affairs personnel are aware of security sensitivities regarding the vehicles and adhere to the following [MRAP PAG](#).

ISAF Talking Points for Afghanistan: White House [PAG](#) for the way forward in Afghanistan and Pakistan after the Presidents recent speech. We've also provided USMC [PAG](#) and a recently distributed [press release](#).

Community Relations:

VSO Conference: COMREL will host an annual conference for Veteran Service Organizations at The Pentagon. Representatives from 17 national organizations have been invited to attend. Participants will be briefed and have the opportunity to discuss issues including Current Operations, Strategic Vision, End Strength Status, Wounded Warrior Regiment efforts and Legislative priorities.

Senate Youth Mentor Program: Nominations are due by 22 Dec 09 for the 2010 Senate Youth Program. This is an annual program provides outstanding high school students from across the U.S. an opportunity to learn firsthand about the functions of the government during a week long visit in Washington, D.C. Marine officers serve as youth mentors and escorts for students participating in the program. Please find the MARADMIN below. Submit nominations to Mrs. Hattie Powell-Ray at 703-692-1528.

Senate Youth Mentor
Program MARADMIN

OASD (PA) Heroes Program: Maj Mount (MARCORSYSCOM) and 1stSgt Brazeal (ret) were featured in Investor's Business Daily. These Marines participated in the OASD Heroes Program. COMREL coordinates USMC participation in this program. The goal of the program is to bring more attention to our military heroes who are being recognized for bravery on the battlefield. Investor's Business Daily reaches 138,732 people. Please find the stories below:

Maj Stephen Mount 1stSgt Donnie
 Brazeal

Marine Week Boston (3-9 May): The announcement page for the second Marine Week effort, held in Boston this year, was launched on 9 Nov [here](#). COMREL is also planning the Mid-Planning Conference for Marine Week, to be held 11-13 Jan in Boston.

Trademark Licensing Office:

The Trademark Licensing Office has hit full stride this month and is officially up and running. We have a [website!](#) We're still adding content so please be sure to check the site often for updates on policy and general trademark licensing issues. Also, you can begin sending the inquiring public to the site answer many of their questions regarding use of Marine Corps branding.

We've also finalized our first Trademark Licensing agreement and are happy to be working with some (78) of the best companies in the commercial product business.

Please remember it's best for you to call us rather than we call you! If your unit or organization receives a request which requires the use of the Eagle, Globe and Anchor, name and initials of the Marine Corps in any matter associated with commercial use of endorsement of a non-federal entity let us know!

If you have any questions or concerns about the proper use of USMC trademarks please contact the Trademark Licensing Office at 703-614-7678.

NYC PAO:

Greetings from "The City That Never Sleeps"

Fresh off a successful, widely attended and productive East Coast Media Symposium, headed by LtCol. Norton and his Marines from the MTU, November proved to be an extremely busy and fast month.

On Nov. 2, New Yorkers opened their eyes to The [USS NEW YORK](#) steaming up the Hudson river, pausing along side the World Trade Center site for a 21 gun salute, to prepare for its commissioning on Nov 7 which featured the SECSTATE, SECNAV, CMC, and a Harrier and Osprey flyover. With 7.5 tons of World Trade Center Steel in her bow and Marines and Sailors from the 26th MEU on board, the bitter-sweet commissioning week was a complete success in that it paid homage to the people killed on Sep 11th and looked to a continued bright future for the Navy and Marine Corps team complete with the support and well wishes of New York City.

Thanks to some hard work put in by the crew and the SPMAGTF-26, including: Capt. Schulz, 1stLt. Ulsh, GySgt. Matt, GySgt. Piper, GySgt. Randazzo, GySgt. Forbes, Sgt. Bacon, Sgt. Clinton, and scores more, The Marines and Navy garnered significant media and entertainment

coverage which highlighted our Marines and Sailors, our amphibious capabilities and our rich naval character. Again, new ground was forged with Sgt Clinton's use of face book and twitter to "tell the story." Marines and Sailors also reached a wide audience having conducted thousands of ship tours which included a special visit by wounded warrior groups accompanied by the NYPD.

Overlapped on the USS NEW YORK were a myriad of birthday events and celebrations along with Veterans Day observances. Some highlights during this two-week stretch included:

- USS INTREPID, Council on Foreign Relations, Marine Corps League, NYPD and FDNY cake cuttings.
- WTC re-enlistments and promotions.
- Welcome Receptions provided by the American Legion.
- School and children's hospital visits.
- Stock Exchange opening bell ringing with LtGen Flynn.
- Playoff and World Series appearances.
- Islanders, Knicks and NY Giants Military Appreciation nights.
- A Food Network appearance with the MEU on-ship.
- A street naming on Long Island in honor of Sgt Julian Arechaga.
- A funeral of the oldest known female Marine Miriam Cohen (101).
- FOX and Friends broadcasts, featuring Marines and the Osprey.
- Mike and Mike ESPN coverage.
- The Early Show and Today Show appearances.
- A Montell Williams broadcast.
- The Jimmy Kimmel Show.
- The "Top 10" on The Late Show with David Letterman.
- Disney on Ice events.

Special thanks go to Marines from 6th Communications Battalion, 2/25, 1st MCD, RS New York, Marine Corps Leagues, Maj. Devine's and Capt Rankin-Galloway's teams, Sarah Menkes and the folks at JWT for creating great synergy in the coordination and execution of multiple events surrounding this time frame.

With the departure of The NEW YORK back to Norfolk, the office switched gears at the invitation of Col. Keith Oliver (USMC Ret.) to participate in a DINFOS current events panel on public affairs in New York with the other service reps located in our 3rd Avenue Office. The next day, we began the communications work for Toys for Tots. Starting with a Telemundo project with Spanish speaking Marines from 6th Communications Battalion, we coordinated some awareness events and worked over a 3-day period with Toys for Tots CEO LtGen H.P. Osman (ret.) participating in local and national morning show appearances, local COMREL visits, a Disney on Ice appearance and finished up with ringing the closing bell at the New York Stock Exchange on 25 Nov. He also served as the key-note speaker at the Inauguration of The Columbia University [School of International and Public Affairs](#) (SIPA) Veterans Association.

Finally! Thanks to a personal visit and yeoman's work by Lisa Gleason along with Sgt Clinton, our office has launched our [new website](#) that better represents what we do here in NY.

As the month comes to a close, we looked forward to a Macy's Day Parade and a Thanksgiving dinner at the [Soldiers, Sailors, Marines and Airmen's Club](#), and more Toys for Tots opportunities. We also undertook some special holiday events to include The NBC [Rockefeller Center Tree Lighting](#) featuring returning Marines from 6th Communication Battalion and The USO Van Cleave Awards, which honored LCpl. Matthew Bradford. Bradford was injured on Jan. 18, 2007 while conducting combat operations in Al Anbar Province. His injuries resulted in the amputation of both legs and injuries to his face and eyes which left him legally blind. The award is presented to one member of each service for selfless commitment to country which inspires others and uplifts

the spirits of their comrades, their families, and the American people. Thanks to Capt. Reyes at the WWR for her assistance in submitting this inspiring Marine.

Finally, we begin planning next month for Fleet Week '10 in May and wish to thank everyone across the globe, from III MEF, who provided "Big Circle" Magazines to distribute to the Japanese Consulate and Japanese stores in NY to IIMEF and LA PAO for their continued comms and coordination to MARFORCOM, IIMEF and MCBCL in helping figure out which end is up on the east coast. Without your support our efforts in New York would not succeed.

Happy Thanksgiving to all our PA teams around the world, especially our deployed Marines! We have a lot to be thankful for. As always, if you are in NYC, please look us up and we'll steer you in the right direction for a memorable visit.

Semper Fidelis,

Major Neil F. Murphy, Jr.

Division of Public Affairs
Headquarters Marine Corps
New York City Branch

Marine Band:

The Marine Band's most recent educational recording, FESTE, features musical selections representative of the festival traditions of five different cultures. Educators, librarians, military bands, and radio station managers can request that their respective organizations' be added to the CD mailing list by visiting [here](#).

"The President's Own" announces auditions for the following vacancies:

Clarinet – January 25-26

Staff Arranger – Date TBD (please visit Marine Band website for updated details).

For information contact, please [email](#). Audition repertoire is available [here](#).

MCRC:

MCRC continues to flourish and capitalize on residuals from the 202K surge and a lack-luster job market in FY09, reaching record highs in quality standards: 98.5% high school graduates (Tier I) and 69% scoring in the upper mental categories on the ASVAB. As we roll into FY10, we continue to get mission adjustments from M&RA in order to get us in the 202K-box as mandated by Congress. This year we will look make 33,868 Marines (28K=Active; 5,868 Reserve)--the lowest mission we have had since the advent of the AVF. Moreover, we are currently sitting at 100% start pool for the first Trimester --meaning all of our shipping to the depots has been already placed with perspective recruits from October through January. Similarly, our annual start pool is sitting at 62%, whereas the former and latter are historic highs for the command.

We received great feedback and ROI for the new advertising campaign "America's Few" (launched in September) which showcases the calling and challenge of becoming a Marine. We continue to push these associated themes in much of our communication and outreach. We recently combined our efforts with the NYC PA Office in promoting the MC Birthday to several national news and entertainment media outlets headquartered in NYC, and attempted an at-large media push celebrating our birthday by collecting video from units across CONUS and deployed around the globe. Our thanks to all those units who submitted video of their B-day Ball celebrations to JWT, H&K, and DVIDS for us to package in online and news promotions of our 234th birthday. The unfortunate events at Ft. Hood precluded our efforts to penetrate the national news media cycle with a video mosaic of our birthday, but we will look to utilize that content in the future and in some of our online and social properties. We will continue to pull our resources

(with JWT) and work with NYC PA Office in promoting future initiatives and themes with national media as our interests are shared.

On 8-9 December we will be holding our National MPA Conference in Fort Worth, TX. This is an important command training and information exchange among our combined Marketing and PA communicators, enabling us to identify our communication challenges and build upon initiatives at both the tactical and national levels. We are also currently working with TECOM to expand the POI of our MPA course with advanced graduate-level marketing study from George Washington University, providing an accreditation that will hopefully give this course the bona fides necessary to justify an additional MOS for our 4341's who serve as MPA's. MPA duty remains to be incredibly challenging, and accordingly, we are looking for the right Marine NCO's/SNCO's to become apart of the MCRC team. In order to ensure the quality caliber of future MPA's, we are creating an expanded independent-duty checklist with MMEA that will solicit the feedback of PAO's and PA Chiefs in determining Marines best suited for MPA duty.

This month MCRC will begin a new national partnership with Ultimate Fighting Championship (UFC) and its various associated programming. Obviously, this has direct interest of many Marines, and associated impact on the possibility of hosting UFC (or other MMA) venues on our bases and stations. In short, our leadership believes that UFC is the NFL of mixed-martial arts, and their associated warrior-culture is commensurate with our brand and warrior ethos. We will provide some further messaging to the force as this develops in the near-term.

Also, our PA shop continues to spearhead the command's efforts to penetrate the social media/new media online space by working in concert with our operations folks to integrate social media platforms as a formal tool to be used in recruiting operations. Operating outside the realm of NMCI is truly a blessing, one that affords us the luxury to learn and operate in many online mediums that other commands cannot. We will be hosting our first "Electronic Prospecting" OPT in January to begin to shape the framework on how our recruiters will use (and train others to use) social media platforms to communicate, screen, and manage prospective applicants. Equally important is leveraging our current MCRC Facebook page (now over 140K friends) with the MCNews/DivPA Facebook page to hopefully create one site that marries our shared communication needs from an organizational standpoint.

Lastly, we welcome LtCol Brad Bartelt as the new Assistant Chief of Staff for Marketing & Advertising--the first 4302 to hold this unique and incredibly significant billet.

Semper Persuasion,
Maj. Devine