

[December 2010](#)

The Director's Cut

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

From the Director:

Marines –

Many thanks for a great year. There was tremendous accomplishment from the 2009 Thomas Jefferson Awards – those who are the very best across the entire Defense Department:

Sgt Mark Fayloga was named the Military Photographer of the Year.

In April, Marines also placed first in three of the four top outstanding individual categories for the 2009 TJ Awards Program. **Staff Sgt Luis Agostini**, public affairs chief, Regimental Combat Team 7, was announced the Department of Defense Print Journalist of the Year. **Sgt Todd Hunter**, production chief, Marines TV, Defense Media Activity-Marine Corps, was announced the Department of Defense Broadcast Journalist of the Year.

Lance Cpl Jad Sleiman, combat correspondent, Marine Forces Reserve, earned the title of Outstanding New Writer. The last year a Marine earned this title was in 2006.

And for the third year in a row, [MARINES](#) magazine, the Marine Corps' official magazine, earned the award for Outstanding Flagship Publication.

The award-season is gearing up; this is a great opportunity to share the accomplishments of our Marines.

As we go into the New Year, HQMC Division of Public Affairs is doing a self-examination to ensure we do not “confuse hard work with results.” One of the challenges is to move from “current operations” to “future operations” and plans. I encourage you to review the Expeditionary Energy Office's [strategic communication plan](#) as an example. The key to this plan's success was the drive and determination of the program director with the assistance of the PAO. Examine the plan and see if it is appropriate for your use.

Finally, many thanks for your service this past year. For those deployed in Harm's Way, thank you for your work, and for your family's sacrifice. You will be in our thoughts this Holiday Season.

Always in our thoughts is the ultimate sacrifice of 20-year-old **LCpl Ralph Fabbri**, combat camera Marine, who was killed in action this year in Afghanistan. Wounded in action were combat correspondents **Cpl Eugenio Montanez** and **Sgt Dorian Gardner**.

The commander of Marine Forces Reserve best described their sacrifices in a speech this year when he said: “Most wearing the Eagle, Globe and Anchor today joined the unbroken ranks of American heroes after that fateful day not for money, or promises of bonuses or travel to exotic liberty ports, but for one reason and one reason alone; because of the terrible assault on our way of life by men they knew must be killed and extremist ideology that must be destroyed. A plastic flag in their car window was not their response to the murderous assault on our country. No, their response was a commitment to protect the nation swearing an oath to their God to do so, to their deaths. When future generations ask why America

is still free and the heyday of Al Qaeda and their terrorist allies were counted in days rather than in centuries, as the extremists themselves predicted, our hometown heroes—soldiers, sailors, airmen, Coast Guardsmen, and Marines—can say, “because of me and people like me who risked all to protect millions who will never know my name.”

Thank you for your anonymous and selfless service.

Semper Fidelis!
Colonel Bryan Salas

Plans:

Do you want to get promoted? Do you want your Marines to get promoted? Be sure to review the [SSgt Selection Board Debrief](#), which has interesting information that’s relevant to both SNCOs and officers. The information provided serves as a helpful resource when writing fitreps or ensuring you and your Marines are prepared for promotion boards.

MEU Operations: Six hours...that's all it takes for a MEU to receive a warning order and begin execution of the mission. For those interested in learning more about MEU operations, check out this [video gallery](#) displaying the complex, fast-paced environment that MEUs operate in as they use the Rapid Response Planning Process (R2P2) to plan for and execute a mission. This is America's Expeditionary Force in Readiness!

Strategic Communication:

New Doctrine for Strategic Communication and Communication Strategy: During last month’s Joint Doctrine Planning Conference, Joint Forces Command, along with conference attendees, determined that new doctrine must be written for “Strategic Communication and Communication Strategy.” The Joint Staff J-5 will be the sponsor/author for the new doctrine.

Operational Commanders Engagement: DivPA is hosting Col Randy Newman, commander of RCT-7 Oct 2009-Oct 2010, for a series of briefings and meetings 6-9 Dec 10 as part of “Share the Marine Experience in Afghanistan” initiative. Col Newman, who has reassumed command of 7th Marine Regiment based in Twenty-Nine Palms, will brief congressional staff as well as Fellows and staff from two D.C. think tanks, and conduct media interviews, including at the Foreign Press Center. Col Newman will discuss combat and civil operations in Afghanistan, the work his Marines did, and the challenges that remain.

Communication Survey Update: Work continues on the Corps-wide Internal Communication Survey. We conducted focus groups 30 Nov-1 Dec 10 at MCB Camp Lejeune, which along with our survey of Marine PAOs will help guide and shape the survey itself. The survey will kick off in January 2011 and continue wind up in February, with a final report due in March. HQMC Public Affairs is carrying out the survey in order to develop a greater understanding of their communication needs, habits, preferences and behavior of Marines and their families, which in turn will help us engage in more effective and efficient communication efforts across the service.

Check in with [Jim Pinkelman](#) in the SC Branch or [Maj Carrie Batson](#) in the Plans Branch if you have questions about the survey.

COMREL:

Joint Civilian Orientation Conference 2011: This is a reminder that nominations are due to DivPA by 30 Dec for the two 2011 Joint Civilian Orientation Conferences. JCOC-81 is scheduled for early May in the northeast US and JCOC-82 is scheduled for late September in the central US. [MarAdmin 548/10](#) announces the program and outlines the nomination process. Nomination forms and references can be found on the official [JCOC site](#), and an [information brief](#) is available on the PANet for use in publicizing to key leaders. Submit nominations to [Naomi Dorren](#).

Senate Youth Program: DivPA is soliciting junior officers to serve as mentors for the 2011 U.S. [Senate Youth Program](#) in Washington, D.C. Nomination period ends 10 Dec. Details can be found in [MarAdmin 603/10](#).

Marine Week St. Louis: [Marine Week St. Louis](#) was announced in November and the website is available at www.marines.mil/marineweek. This year we will feature more than 60 events throughout the city, from 20-26 Jun 11, including static displays and demonstrations, musical performances, color guards, and ceremonial observances.

Tournament of Roses Parade: The Composite West Coast Marine Band will perform at the [Tournament of Roses Parade](#) on 1 Jan 11. Marine musicians from MCRD San Diego, 3d MAW, 1st MarDiv, MCCDC, and 29 Palms will assemble at MCAS Miramar on 27 Dec 10 to begin rehearsing together for this event. The Tournament of Roses Parade is attended by nearly one million people and is televised worldwide on New Year's Day.

Honorary Marines Announced: A former congressman who lead the House Armed Services Committee and an Aussie Colonel who lead a Marine battalion in Vietnam have recently been bestowed the title of Honorary Marine. Former Congressional Representative from Missouri's 4th District, Ike Skelton, was presented with his honorary title at 8th & I by CMC on 1 Dec 10, and retired Australian Army Colonel Ivan Cahill was presented his honorary title 19 Nov 10 by 3d MarDiv Commanding General, MajGen James Laster, at a Marine Corps Ball held in Canberra, Australia.

DMA Marine Element:

Social Media: We have a social media distribution that provides weekly updates on progress and information related to the ever increasing spread of our Corps' social media opportunities. In each issue, we provide a summary of stats on "official online presences" and other nuggets you may find interesting. Can't hurt to give it a try – just send me an e-mail asking to join.

Marines.mil Migration: It's been long talked about; some may have even lost sleep over it: the impending movement of [Marines.mil](#) to a new hosting platform. Although plans have been in the works for several months now, we were reluctant to make significant announcements until the time to step off was certain. By the end of the month, we should begin movement of existing SharePoint sites to their new home on the DoD consolidated Web information system. The first two units to press forward are MARFORPAC and MCI East. The next sites slated for movement are (not necessarily in serial order): MCB Camp Lejeune, II MEF, MARFORCOM, MCI West, 1st MLG, 11th MEU, 31st MEU, and Marine Aviation. These sites were selected based on size, scope, level of effort and personnel capability – to provide a broad baseline of overall level of effort while planning for continued site movement. More details are available in the [communication plan](#). A MARADMIN outlining the schedule and execution plan will be forthcoming.

Marines.mil Report: Latest report for Marines.mil can be found [here](#).

Digital IQ Index: A recently released study of 100 major public sector organizations has determined that the Marine Corps is digitally "gifted." The assessment took a look at the overall mix of website, digital, social media and mobile platforms and determined that our Corps is doing well -- across the board. We received high marks

for Marines.mil and the Corps' social media outreach with a nod to our digital and mobile efforts on the iPad, blogs and mobile sensing delivery of the Corps' top content. There's more work to be done to deliver better experiences for our audiences – but it's good to know we're hitting the target.

Suggested quick references:

Effective headlines: <http://web.ku.edu/~edit/heads.html>

Captions and Cutlines: <http://web.ku.edu/~edit/captions.html>

NATO Training Mission - Afghanistan

Roz-e Khush (Good Day) from Kabul,

Greetings from a combined, joint Individual Augmentee billet in NATO Training Mission - Afghanistan, now the Coalition's main effort here. This is not your everyday USMC PAO gig, I assure you...but it is incredibly rewarding nonetheless. I have served here since May as the Senior Advisor for PA to the Ministry of Defense, the Deputy Director of PA Ministerial Development at NTM-A, and most recently, the Tactical Training Chief as well, coordinating and supporting the PA training & mentoring efforts of six teams downrange in the regions. The MoD job alone could use three or four full-time PAOs, but we adapt and overcome. I advise MajGen Azimi of the Afghan National Army, his deputies and department chiefs for Public Information, Command Information and Community Outreach, and all of their subordinates as feasible, with the crucial assistance of an experienced contractor and a savvy interpreter/translator.

I asked to contribute to this Director's Cut because my mission, already extended, is soon coming to a close. While my intended replacement (a highly recommended DoD GS-12) stands a great chance of continuing this development work, I encourage each and every Marine PAO who has not yet had the opportunity to serve as an advisor or mentor to do so. Doing so has tested my knowledge of our profession, and challenged me to be prepared in ways that a straightforward PAO assignment never has. Marines are thought of very highly by our Afghan colleagues...and with that respect comes a responsibility to deliver the very best PA expertise.

Our reputation among sister services in our discipline remains sky-high as well (no matter how much they grumble about our supposed "propaganda machine" in D.C.), and we in Kabul seek to leverage that while learning all we can about preferred methods of our US counterparts and international partners. As Maj Chapin noted recently, everyone has something to bring to the table. Most important here is to listen, really listen, to our Afghan allies...some have been doing their jobs successfully for a number of years, and all of them know a whole lot more about how to reach their audiences than we do.

If you can find a position, explore the advisor route. The only way we are going to achieve desired results in Afghanistan is by standing up fully capable institutions, and our advisees in PA are further along than most functional areas. Help them get all the way there, while educating our own side on what transition is all about. No one is better equipped to do that than a motivated Devil Dog.

Semper Fidelis,
Maj Dan Huvane USMC
NATO Training Mission - Afghanistan

Job Opportunity:

Million Air Headquarters, located in Houston, Texas, is looking to fill their Director for Marketing and Public Relations open position. Applicants who are former military are of particular interest for the position. To find out more about Million Air, visit: <http://www.millionair.com/>.

The point of contact for this opportunity is [Ms. Sandy Nelson](#), Chief Brand and Business Development Officer. She can be reached at 713-640-4013.