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## **The Director's Cut**

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

### **From the Director:**

Marines –

January is here! Hit the ground running! Part of the end state in the Director's Guidance "Share the Courage" discusses the PAO's role on the staff. It says that we..."actively participate in operational planning and provide sage counsel in a variety of issues across the command." One of the great things about being a PAO is that we get to work on all the significant issues from operations to criminal action. Help the command out and help yourself by ensuring there are well-developed public affairs plans to address these key issues. This sounds like a "no-brainer," however when was the last time you developed a well-staffed PA plan that was briefed to the commander in conjunction with the ops plan? Don't wait to be tasked to develop a plan – produce and brief the PA work that helps ensure success of the program. Ensure your weekly briefs reflect that you are relevant to the commander. Unsure if you are being effective? Ask for help from senior public affairs officers or a mentor from your own staff. Do not wait for a mentor to reach out to you. Seek assistance and guidance from leaders you respect and wish to emulate. From recruiting station to HQMC - be an active participant in planning and a sage counselor to your staff! Good luck and Semper Fidelis!

Colonel Bryan Salas

### **Plans:**

**Social Media Safety:** While using social media, Marines and their families are encouraged to remain mindful that disclosure of operational information could potentially jeopardize security or expose the safety of our people or forces. A [related article](#) explains potential threats and how the enemy is looking to consolidate general information to gather intelligence. For example, in your personal life, you don't send out tweets announcing your address and that you will be out of town for a week. Similarly, unit location, future destination and mission aren't something to announce either. It's a basic balance for freedom of movement and communication with the associated risks so as not to create unnecessary vulnerabilities. The [DoD Social Media hub](#) is a good resource for commands, Marines and Sailors and their families on the safe use of social media.

**Social Media Case Study:** Check out a CHINFO provided [Case Study of NORAD](#) using social media to build a relationship with its community.

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**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.

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## **Strategic Communication:**

**Marine Corps Service Campaign Plan:** On 9 Dec, CMC signed the [Marine Corps Service Campaign Plan](#), which provides a framework and direction that will enable the Corps to realize the goals set out in the Vision and Strategy 2025. The MCSCP will include a PA Annex and an SC Annex, both in development. A copy of the MCSCP is attached.

**SC Website:** We hope you find the [SC Website](#) useful throughout your communication planning and outreach. As we continue to grow the calendar section, please remember to submit to us any key events taking place at your base or station this year. Submitting events will help raise visibility of your command's/unit's events among senior leadership. Please submit your events for consideration to Ms. Susie Schoenberger at [schelpdesk@usmc.mil](mailto:schelpdesk@usmc.mil) or call her at (703) 614-2019.

## **LA PAO:**

**West Coast Commanders Media Training Symposium:** LA PAO will host the 2010 West Coast Commanders Media Training Symposium in Redondo Beach, CA from 29 March to 2 April. This year's symposium will include briefings, practical application and exercises and guest speaker presentations. For details and points of contact, refer to [MARADMIN 011/10](#).

## **Community Relations:**

**Marine Week Boston (3-9 May):** The Mid-Planning Conference will be held in Boston from 12 - 13 Jan 10. COMREL will lead the conference in conjunction with 25<sup>th</sup> Marines and will get updates from all involved parties working on Marine Week. COMREL will also hold side meetings with Boston city officials and tour several venues in the city.

**Nationally Significant Community Relations Events Calendar:** COMREL released the Nationally Significant Community Relations Events Calendar ([MARADMIN 729/09](#)) for 2010 on 28 Dec. This document lists significant community relations events scheduled to receive Marine Corps support in 2010. This calendar is in support of the Marine Corps Strategic Communication Plan, which is the capstone document from which all strategic communication planning and action is derived. Please find the MARADMIN attached:

**Marine Corps Award Nominations:** Keep a look out for two MARADMINS soliciting nominations for the Marine Corps League USMC and USN Enlisted Awards and Navy League Sea Service Awards. A sample nomination package is available at [here](#). Click on "other resources," then "links."

## **USF-W Iraq:**

Greetings from al Anbar,

Those of us remaining here in Anbar have the distinct privilege of both standing up and closing out our new command designation: United States Force - West. In all reality it's just a name change, but hey, it's something to hold on to. Perhaps someone will get a cool tattoo of the new logo.

All of the PA Marines from the MSCs have returned home, the rest of us will depart just before or shortly after U.S. responsibility for Anbar is transferred to United States Division - Central on 23 January. Except for 1stLt Beatty, she will remain behind for a few weeks as the PAO for the Special Purpose MAGTF-Responsible Drawdown.

We have had a long and interesting year and are eagerly looking forward to getting home.

Our efforts in providing media officer/advisor training to the Iraqi Security Forces and Provincial Government Offices have been worthwhile and professionally rewarding as we continue to see them develop their media engagement skills culminating in the Provincial Government response to the recent attacks in Ramadi that wounded the Provincial Governor. Within 24 hours, there were more than 700 stories about the incident in the media. However, as a testament to the ability of the Iraqi leadership in the province, we at II MEF (Fwd) received two media queries...simply amazing and exactly where we need to be as the Marine Corps finishes our mission here in Anbar and heads home to prepare for the fight in Afghanistan.

It goes without saying that those of us here now are riding on a high that has only been possible by the hard work and sacrifice of those who have served here prior to us. Especially the sacrifices of Marines like Megan McClung and Aaron Mankin...may we never forget the price they paid over here.

Semper Fidelis,

LtCol Curtis Hill  
PA Director, USF-W  
Al Asad, Iraq