



UNITED STATES MARINE CORPS
2D MARINE AIRCRAFT WING
II MARINE EXPEDITIONARY FORCE
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JPAO/G-3
NOV 05 2012

POLICY LETTER 09-12

From: Commanding General, 2d Marine Aircraft Wing
To: Distribution List

Subj: STRATEGY FOR PUBLIC AFFAIRS (PA) OPERATIONAL SUPPORT TO
2D MARINE AIRCRAFT WING (2D MAW)

Encl: (1) Example Operations Events for Public Affairs Coverage

1. Purpose. 2d MAW will plan, promote, and carry out a coordinated, pro-active PA strategy to communicate 2d MAW's capabilities, interests, and intentions. Commanders and Public Affairs Officers (PAOs) within 2d MAW have a responsibility to communicate with the United States public, and other important audiences, directly and via the news media. Even in the absence of a PAO, Commanders must plan for media coverage of exercises, operations and other key events.

2. Cancellation. Policy Letter 05-11.

3. Background. 2d MAW trains for, and conducts worldwide operations in support of, the Commandant's overall mission of making Marines, winning battles and creating quality citizens. Part of 2d MAW's overall concept of operations is to ensure that the American public is provided an informed perspective concerning United States Marine Corps and 2d MAW capabilities in support of our Marine Air/Ground Task Forces and the Joint Force, and to build understanding and support for 2d MAW, II Marine Expeditionary Force (II MEF) and the Marine Corps' role in national security.

4. Policy

a. The Joint Public Affairs Officer (JPAO) will coordinate with 2d MAW G-3 and unit commanders at group and squadron levels to plan and schedule PA support of key unit operations. Key unit operations are defined as those operations of a scale and importance to warrant coverage in support of the greater 2d MAW mission and deemed of interest to target publics. Subject

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support will include internal and external coverage of unit training and operations, with the goal of publicly linking those operations to the 2d MAW's support of the Marine Corps mission. Existing training venues, deployments, and exercises will be used to assist in telling the 2d MAW story. 2d MAW will not "frag" units for the purpose of providing dedicated support to media outlets, visiting delegations, or interest groups. Instead, coordination with the G-3 and group headquarters' will vector interested parties to targets of opportunity with little to no impact on unit training or opportunities.

b. 2d MAW G-3, group S-3s and the JPAO will coordinate development of an annual and prioritized events calendar for use in assignment of PA support to 2d MAW.

c. The JPAO will assign 2d MAW combat correspondents to cover 2d MAW training and operations at the supporting East Coast air stations, as well as in appropriate field locations in the Continental United States and abroad.

d. The JPAO will facilitate civilian media coverage of 2d MAW events when appropriate opportunities exist.

e. Tasks. G-3 and JPAO will conduct an Operational Planning Team with the group S-3s to map out a PA engagement strategy for 2d MAW. Key events across 2d MAW, regardless of the participating units or groups, will be identified and prioritized for maximum effective public communication.

(1) The JPAO will:

(a) Deploy PA forces throughout 2d MAW to ensure adequate coverage of 2d MAW units and events.

(b) Leverage available communication tools to produce and distribute the 2d MAW story to internal and external media agencies. These tools will include direct release to appropriate civilian media; release to civilian media via Defense Video Imagery Distribution System; release to appropriate military publications via direct e-mail and upload to Marines.mil; publication in Cherry Point, New River, and Beaufort Air Station publications; and links to command publications on the 2d MAW website.

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(c) Invite civilian media to cover 2d MAW operations (when appropriate and support is feasible) with no interference to subordinate units and within existing safety regulations.

(d) Participate in weekly G-3 training meetings to maintain situational awareness of ongoing planning, operations and training across the 2d MAW.

(2) Unit Commanders will:

(a) Provide a list of key training and operations exercises to the JPAO bi-annually, in conjunction with Training, Exercise, and Evaluation Plan planning.

(b) Provide training and deployment schedule updates to the JPAO so that PA support of emerging events can be planned.

(c) Include the JPAO in appropriate planning meetings for unit operations, when requested by the JPAO.

(d) Attach 2d MAW combat correspondents to units deploying for prioritized events or operations and provide administrative support as necessary, when requested by the JPAO.

(e) Provide logistical support and appropriate clearance of 2d MAW combat correspondents to cover scheduled operations, when requested by the JPAO. This support will not interfere with the conduct of subject operations but will be provided whenever fiscally and operationally possible. Support will include transportation to deployed bases of operations, billeting and meals as made available to other deployed support personnel.

(f) Provide support to JPAO-escorted civilian media representatives when subject support will not interfere with operations. Support should include access to operational events when feasible and safe for subject reporters.

(3) 2d MAW G-3 will:

(a) Maintain visibility on all events and assist the groups/squadrons/detachments to ensure target audiences receive directed messages.

(b) Provide training and deployment schedule updates to the JPAO, so PA support of emerging events can be planned.

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f. Coordinating Instructions

(1) A PA calendar of events for planned coverage will be maintained on the 2d MAW SharePoint portal under JPAO <https://intranet.2dmaw.usmc.mil/SpecialStaff/JPAO/default.aspx>.

(2) Points of Contact (POC):

(a) The JPAO Director, Deputy Director and PA Chief will be the primary POCs for planning and execution of the PAS plan within the 2d MAW.

(b) The 2d MAW G-3 and Deputy G-3 will be the primary POCs for coordinating support between units and the JPAO.

(3) Transportation. The JPAO will seek the most efficient and expeditious methods of transporting PA personnel in support of 2d MAW operations. This will include local travel in the vicinity of air stations that base 2d MAW units and personnel, as well as travel to deployed 2d MAW locations. As the JPAO is afforded an extremely limited budget for expected travel requirements, the JPAO will request support from appropriate operational units for the transportation of JPAO personnel to deployed operations sites. Whenever possible, deploying 2d MAW units will embed JPAO personnel with the unit to provide the most efficient mode of transportation.

(4) Temporary Additional Duty (TAD) Funding. In cases when the JPAO cannot obtain funding via its normal chain of command, 2d MAW units will cover TAD costs associated with support of that unit to the greatest extent possible.

(5) Communications. JPAO personnel who deploy with 2d MAW units will plan for and seek the most expeditious methods of releasing coverage of unit operations. When necessary, the JPAO will ensure supporting units are aware of any communication requirements prior to deployment of JPAO personnel.

(6) Contact Information for JPAO:

(a) Director: 252-466-5279/DSN 582-5279.

(b) Deputy Director: 252-466-5714/DSN 582-5714.

(c) PA Chief: 252-466-5562/DSN 582-5562.

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(7) Contact Information for 2d MAW Operations:

- (a) G-3: 252-466-7183/DSN 582-7183.
- (b) Deputy G-3: 252-466-7315/DSN 582-7315.
- (c) Future Operations: 252-466-2246/DSN 582-2246.

5. Filing Instructions. A copy of this policy shall be maintained on file.


R. W. REGAN
Chief of Staff

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