



UNITED STATES MARINE CORPS  
2D MARINE AIRCRAFT WING  
II MARINE EXPEDITIONARY FORCE  
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JPAO/G3

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POLICY LETTER 05-11

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) Operations Events for Public Affairs Coverage

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

2. Background. 2d Marine Aircraft Wing (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 the requirement to ensure the American public is provided an informed perspective concerning United States Marine Corps (USMC) and 2d MAW capabilities in support of our Marine Air/Ground Task Forces and the Joint Force and to build understanding and support for the Wing, II Marine Expeditionary Forces (II MEF) and the Marine Corps role in national security.

3. Policy

a. The Joint Public Affairs Officer (JPAO) will coordinate with 2d MAW G-3 and Unit Commander's at group and squadron levels to plan and schedule comprehensive PAs support of unit operations. Subject 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

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exercises will be used to help tell 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 PAs 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 Continental United States (CONUS) and abroad.

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

(1) Tasks

(a) G-3 and JPAO will conduct an Operational Planning Team (OPT) with the group S-3s to map out a PAs engagement strategy for 2d MAW. Events across the Wing, regardless of the participating units or groups, will be coordinated and prioritized for maximum effective public communication.

(b) The JPAO will:

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

2. 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 (DVIDS); 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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3. 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.

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

(c) Unit Commander's will:

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

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

3. When requested by the JPAO, include the JPAO in appropriate planning meetings for unit operations.

4. When requested by the JPAO, attach 2d MAW combat correspondents to units deploying for events or operations and provide administrative support as necessary.

5. When requested by the JPAO, provide logistical support and appropriate clearance of 2d MAW combat correspondents to cover scheduled operations. 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.

6. 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.

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(d) 2d MAW G-3 will:

1. Maintain visibility on all events and assist the groups/squadrons/detachments to ensure target audiences receive directed messages. 2d MAW has identified a "target list" for this effort. These targets and others the groups may have knowledge of, will be matched to events in a cohesive engagement strategy.

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

(e) 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>.

(f) Points of Contact (POC):

1. The JPAO Director, Deputy Director and PAs Chief will be the primary POCs for planning and execution of the PAs plan within the 2d MAW.

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

(g) 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.

(h) 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.

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(i) 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.

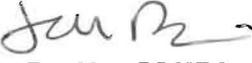
(j) Contact information for 2d MAW JPAO:

1. Director: 252-466-5279/DSN 582-5279.
2. Deputy Director: 252-466-5714/DSN 582-5714.
3. PA Chief: 252-466-5562/DSN 582-5562.

(k) Contact information for 2d MAW Operations:

1. G-3: 252-466-7183/DSN 582-7183.
2. Deputy G-3: 252-466-7315/DSN 582-7315.
3. Future Operations: 252-466-2246/DSN 582-2246.

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

  
J. M. DAVIS

DISTRIBUTION: A

Operations Events for Public Affairs Coverage

<u>Event</u>	<u>Group</u>	<u>Date</u>	<u>Description</u>	<u>Value of PA coverage</u>
Aerial Delivery Training	MAG 26	4-Feb-11	V-22's practicing aerial delivery to DZ Pheasant, using Combat Deliver Systems/Door Bundles	Demonstrate the ability of the V-22 to resupply ground troops via aerial delivery into a DZ as is being used in theater
HMH-366 Homecoming	MAG 29	Early Feb (TBD)	HMH-366 Det returns from Afghanistan	Highlights 2D MAW support for OEF and integration into the tasked organized MAGTF
CONA	MAG 14	10-14 Feb 11	VMAQ-4 representing Marine Corps Electronic Warfare to the opening of the Centennial of Naval Aviation	Large- scale event with great opportunity for media coverage. VMAQ-4 is representing 2D MAW during 3D MAW's event.
HMLA-167 DFT	MAG-29	14-17 Feb 11	HMLA-167 DFT (3 x AH, 2 x UH) to Avon Park, FL in support of exercise ATLANTIC STRIKE	Integration into large force joint exercise focused on JTAC training
EMV 4-11	MAG-26	21 Feb-19 Mar 11	Block IV PTP desert training in which MAG 26 FWD will operate as the ACE HQ and integrate ACE elements with the GCE	Demonstrate the capabilities of the V-22 as the primary assault support the ACE in a desert combat environment to simulate operations in Operation Enduring Freedom
MWSS-273 AGS FEX	MWSG-27	TBD (Mar 2011)	AGS exercise with Army Unit in Ft Stewart Georgia at Wright Army Airfield. Event allows units to sever the ties to home station and enhance MWSS-273's ability to plan for long distance operations as well as improve proficiency for AGS functions throughout the squadron. Tentative dates 21 Mar-1 Apr.	Communicate and reinforce the importance of conducting Joint Training while also fostering a strengthened relationship with sister service. Training focus demonstrates a return to expeditionary capabilities/operations.
Jane Wayne Day	MAG-26	26-Mar-11	Orientation of Marine Spouses to the Marine Corps lifestyle, aircraft and simulators.	Portrays the Marine Corps' desire to familiarize Marine families with the military lifestyle

Operations Events for Public Affairs Coverage

WTI 2-11	MAG-26	Mar-Apr-11	Large scale MAGTF school with multiple exercises that demonstrate the 6 functions of Marine Aviation.	Demonstrate the capabilities of the V-22 as the primary assault support platform for the ACE in a desert combat environment to simulate operations in Operation Enduring Freedom.
WTI 2-11	MACG-28	8 Apr-1 May	MACG-28 provides a robust Marine Air Command and Control System (MACCS) in support of student learning objectives and PTP requirements for MACG-28 Marines deploying for OEF 11.2	Demonstrates the expeditionary capabilities of the MACG and communicates the role of Command and Control in executing the functions of Marine Aviation.
Beaufort, SC Air Show	MAG-26	30-Apr	V-22 Static Display	Introducing the V-22 to the public eye
Stinger FIREX 1-11	MACG-28	Apr-May (TBD)	2D LAAD Bn conducts live-fire training with Stinger Missiles using 1:5 scale target drones. This training will take place at the E-1 Range (Onslow Beach) aboard CLNC.	Increases visibility of a unique capability and weapon system organic to 2d MAW.
New River Air Show	MAG-26	14-May-11	V-22 Static Display	Introducing the V-22 to the public eye
New River Airshow	MAG-29	11 - 13 May	Annual New River Airshow to include a MAGTF demonstration	Highlights the Wing's role in the MAGTF. MAG-29 will provide the air mission commander for the MAGTF demo.
Camp Springs, MD Air Show	MAG-26	20-May-11	V-22 Static Display	Introducing the V-22 to the public eye
Wanatag, NY Air Show	MAG-26	28-May-11	V-22 Static Display	Introducing the V-22 to the public eye
VMU-2 Homecoming	MACG-28	May (TBD)	Redeployment of VMU-2 Detachment from OEF 10.2	Highlights 2d MAW participation in OEF.
Spring WTI	MAG-14	Spring 2011	VMAQ-1, VMA-231, VMGR-252 representing MAG-14/2dMAW for Weapons and Tac	MAG-14 assets integrating into MAGTF operations
ICAP III Deployment	MAG-14	Spring 2011	VMAQ-4 deploys to OEF	First Marine Corps EA-6B Improved Capability III (ICAP III) deployment
VMAQ-3 Redeploys	MAG-14	Spring 2011	VMAQ-3 redeploys from OEF	Marines coming home to their families

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Greenfield, IN Air Show	MAG-26	11-Jun-11	V-22 Static Display	Introducing the V-22 to the public eye
2d MAW LFE	MWSG-27	13-17 Jun 11	Integration of elements from with the MAW, led by a MAG headquarters. Event ties together MISTEX and EWTGLANT TACP Shoot, MAW(Fwd) PTP Block IV requirements, and operations at Bogue Field	Communicate the training of a MEB-level like ACE; an event that has not been conducted in the past; training focus demonstrates a return to expeditionary capabilities/operations.
Marine Week	MAG-29	20 - 26 June	Annual Marine Corps PA event located in St. Louis in 2011, MAG-29 will support with 4 aircraft and personnel	Highlights the Wing's role in the MAGTF
EMVs	MAG-14	Jul-11	VMA-223, Combat Employment Exercises for OEF	Integrated MAGTF operations
Red Flag Alaska	MAG-14	Jul-11	VMA-231, Joint Combat Employment Exercises	2dMAW Harrier integration into joint Air combat exercises
VMFA-312 DFT	MAG-31	11-Jul	El Centro, CA. Primarily a squadron level training event to gain proficiency in live ordnance delivery. Some interaction with FACs on the ground is planned.	OEF scenarios will be utilized. Offensive Air Support function will be highlighted.
HMH-461 Homecoming	MAG-29	August - (TBD)	HMH-461(-) returns from Afghanistan	Highlights 2D MAW support for OEF and integration into the tasked organized MAGTF
EMV 7-11	MAG-26	Aug-Sep-11	Block IV PTP desert training in which MAG 26 fwd will operate as the ACE HQ and integrate ACE elements with the GCE.	Demonstrate the capabilities of the V-22 as the primary assault support platform for the ACE in a desert combat environment to simulate operations in Operation Enduring Freedom.
Stand up of HMLA-567	MAG-29	Sep - (TBD)	Marine Corps' newest aviation unit standing-up. Expect IOC in Sep.	Highlight the role and capability of the HMLA and their growth out of the demand spawned by the "long war." Would probably go hand in hand with the UH-1N to "Y" transition, as this will initially be their primary role/focus.

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WTI 1-12	MAG-26	Sep - Oct 11	Large scale MAGTF school with multiple exercises that demonstrate the 6 functions of Marine Aviation.	Demonstrate the capabilities of the V-22 as the primary assault support platform for the ACE in a desert combat environment to simulate operations in Operation Enduring Freedom.
Cleveland, OH Air Show	MAG-26	3-Sep-11	V-22 Static Display	Introducing the V-22 to the public eye
24 MEU work ups	MAG-26	Sep 11 - Feb 12	V-22 amphibious operations.	Demonstrate the capabilities of the V-22 during amphibious operations in support of 24th MEU. Must coordinate with 24th MEU PAO.
Fall WTI	MAG-14	Fall 2011	VMAQ-1, VMA-231, VMGR-252 representing MAG-14/ 2DMAW for Weapons and Tac	MAG-14 assets integrating into MAGTF operations
HMH-464 Homecoming	MAG-29	Jan 2012 - (TBD)	HMH-464(-) returns from Afghanistan	Highlights 2D MAW support for OEF and integration into the tasked organized MAGTF
Townsend Range Training	MAG-31	Ongoing	Joint Close Air Support with Marine Air and either Army or Air Force JTACs.	This is a good chance to highlight joint training. Its also an opportunity to highlight the positive environmental impact on all of the protect land in that area of Georgia.