

[April 2011](#)

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# The Director's Cut

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

### From the Director:

Fellow Marines –

This is truly a remarkable time in our history to be serving in the U.S. Marine Corps.

Marines in Afghanistan as part of Regional Command Southwest continue to secure Helmand province and to enable the Afghan government's development and progress. Marines in Japan as part of Operation Tomodachi are reminding the world that there is still "no greater friend" than a U.S. Marine as they provide humanitarian assistance to the Japanese in their time of need. Marines serving alongside the U.S. Navy as part of the MEU/ARG team are providing power projection and contingency response options to a plethora of intense scenarios.

Please remember the important role each of you plays on this world stage. It's imperative that we plan for and capture these significant moments that are taking place on a near daily basis right now. It's imperative that we show the American people, the Congress, and the International public what we do. They need to see a picture. They want to see a video. They want to know the story.

Marines, I truly believe that there probably was an XO or GySgt telling Joe Rosenthal why he couldn't climb the big hill. Marines like you ensured that he did climb that hill. He took a couple photos too.

These are exciting times, but the dust will settle, and people will forget. We're going to need compelling photos, video, and stories, and constant engagement, to help them remember all that their Marines have done for them.

Take care. Be safe. Hope to see everyone in New Orleans later this year.

Semper Fidelis!

Col Bryan Salas

### Plans:

**2011 PA Leadership and PA Professional Development Conferences:** Planning is underway for this year's PA Conferences scheduled for 13-16 Sept at the Westin New Orleans Canal Place in New Orleans, La. The PA Leadership conference is for officers and SNCOs and the PA Professional Development Conference is for Sgts and below. We will have a packed schedule to include guest speakers; professional development sessions providing insight into research methods, communication planning and program evaluation; discussions on PA capability development; and much more. See the PA conference [MARADMIN](#) for further information. A block of rooms has been reserved for conference attendees; be sure to make your [hotel reservations](#) NLT 31 Jul. There will also be a one-day Marketing and Public Affairs Conference 12 Sept in conjunction with the Leadership Conference; a MARADMIN will be released this week. Call GySgt [Brenda Varnadore](#) at 703-692-1879 with any questions.

**Work continues** on new PA Doctrine and the Corps-wide PA survey. Planning also is underway for the PA training portions of the upcoming Brigadier General Select Orientation Course (BGSOC) and Senior Enlisted PME (SEPME).

**DivPA Logo:** We are pleased to announce the unveiling of the DivPA logo. Download different formats of the logo [here](#).

## Communication Integration:

**Operational Commanders Engagement:** Under our Operational Speakers Program, the CI Branch will execute a series of outreach engagements on 27-29 Apr and 2-5 May for MajGen Richard Mills to share his experiences in Afghanistan with our key publics. Engagements will include briefs to Congress, OSD Policy, think tanks, VSO representatives, and media.

**In the Black:** The CI Branch released an “In the Black” 23 Mar on the [Marine Corps' Expeditionary Energy Strategy](#). As the ITB explains, the Corps is committed to changing the way we use energy – with the intent to increase combat effectiveness and reduce our need for logistics support ashore.

**Mini Posture Statements:** To assist you in communication planning and speechwriting, the CI Branch segmented the Posture Statement by topic and placed them in topic-specific folders on the SC Website. You can download all statements [here](#). If you need access to the SC Website, contact [Susie Schoenberger](#).

## COMREL:

**Save The Date For Marine Week St. Louis:** Approximately 80 days from now, we will be holding our 3rd annual Marine Week in St. Louis (20-26 Jun). In support of shaping operations preceding this year's event, we will conduct O&I Flights in St. Louis, 9-10 Apr for civic leaders, key influencers and media. Also from 9-10 Apr, the members of the All-Marine Running Team will participate in the GO! St. Louis Marathon. The Final Planning Conference will be held in St. Louis from 12-14 Apr. The complete Marine Week schedule will be released in early May via the Marine Week [website](#). If you have any questions, please contact [LtCol Pete Conlan](#) or [Jeanette Casselano](#) at 703-614-1034.

**Marine Corps Executive Forum:** We will be hosting our first Marine Corps Executive Forum of the year, 6 May. BGen David Berger (Director of Operations, PP&O) will host this day-long event consisting of approximately 15 guests from the St. Louis, MO region. MCEF participants are given the opportunity to experience the Marine Corps first-hand in and around the Washington, D.C. area. If you would like to nominate someone to attend MCEF this year, please contact [Naomi Dorren](#) at 703-614-1034.

**Veterans Service Organization Conference:** CMC will host the 2011 Veterans Service Organization (VSO) Conference at the Pentagon, Washington, D.C 28 Apr. This is a day-long conference aimed at keeping the VSOs well informed about the current state of the Marine Corps and other matters such as updates on the Wounded Warrior Regiment, the social climate and legislative affairs. Representatives from 15-20 different organizations will be in attendance.

**Veteran Services Organization Awards:** MARADMINS have been released announcing, and providing application instructions for the 2011 VSO awards. The [Marine Corps League](#) awards will recognize Marines and Sailors for outstanding contributions to the Corps. The deadline for submissions is 15 Apr. The [American Legion Spirit of Service Award](#) will recognize a Marine (Sgt and below) for volunteer service, and the [Navy League](#) will recognize outstanding individual achievements.

## PAB:

"The President's Own" U.S. Marine Band announces vacancies for the following:

- Euphonium: 8-9 Aug
- Percussion/Drum Set: 15-16 Aug

For more information, please contact the Marine Band Operations office at 202-433-5714.

## MCRC:

Greetings from Marine Corps Recruiting Command. For those who are unaware, my intent with this entry is to explain who we are and what we do.

MCRC PA's enterprise-wide composition is as follows: MCRC HQ staff (4 PA Marines, 1 Civ Deputy); Marine Corps District Headquarters (1 ComCam + 4 PA Marines x 6 Districts); and 48 Recruiting Station Marketing and Public Affairs Representatives (1 MPAR x 48 RSs).

MCRC PA's mission is to provide coordinated, accurate and responsive PA counsel, support and training to MCRC personnel IOT facilitate the effective engagement of key publics and positively influence the recruitment of young men and women into the Corps.

The RS MPAR's mission is unique in that he/she has the added element of planning and executing the command's Marketing and Advertising activities, as well.

MCRC PA's vision of success is the development or maintenance of vigorous and purposeful relationships with key publics who facilitate our mission attainment.

The RS MPAR's vision of success is centered around an increase in lead generation as a direct result of integrated and mutually supporting PA, marketing and advertising activities, but includes necessary focus on purposeful relationships to ensure enduring success.

MCRC PA's enterprise-wide supporting objectives and goals are as follows:

- A. Establish command relationships with key publics IOT conduct strategic shaping in support of tactical actions (e.g. MCRC-level relationship with national PTA-type organizations, Band/Athletic Boosters, Nat. Teachers' Assoc.).
  - Status: Engagements IAW this goal have occurred throughout the year, next up are Marine Week St. Louis KLEs and our HQ's three weeklong Educator/Influencer workshops aboard Quantico.
- B. Fully resource and maintain an e-MPAR desktop (Ad Portal 2.0); this is a desktop application maintained by our contracted Ad agency that consolidates the majority of RS MPARs duties, responsibilities and resources in one place. Our goal is to expand its utility by addressing capability gaps - (i.e. research/develop media resource; and expand/utilize Strategic Communication application).
  - Status: MCRC HQ anticipates fielding a media resource capability, similar to Cision, enterprise wide via the Ad Portal this summer.
- C. Develop/resource MCRC-wide T/E for MPARs, District and MCRC PA Marines - to include POM/sustainment funding to ensure required technology refresh.
  - Status: We are currently in the process of fielding approximately \$500,000 worth of gear/resources in support of this effort. Additionally, we're coordinating the articulation of an RS MPAR T/E in TFSMS via MCCDC's PA Capability and Integration Officer. Our

intent is to sufficiently and accurately articulate our materiel requirements via MCCDC in order to inform the development of an "MPAR kit" at MCSC. If achieved, this will provide RS and District Supply officers with the appropriate authority and means to procure system refreshes, as required.

- D. Migrate all MCRC public websites to marines.mil - objectives are: uniformity of appearance/functionality; effective/expedient management; training/turnover standardization; compliance with HQMC corps-wide migration goal/interoperability; elimination of administration/support cost to MCRC.
  - o Status: Three of six Districts, to include their respective Recruiting Stations have made the transition. Working with DMA to facilitate MCRC HQs and the remaining Districts/RSs, as soon as practicable.
- E. Sustain DOTLMPF- type progress associated with PA Marines serving ISO recruiting duty - (e.g. updates to Volume III, MPA SOP, CGIP/SRI checklist updates, MPAR MCTL, T&R and MOS manuals, MCRC MPAR course and MSC follow-on T&A programs).
  - o Status: All doctrinal/policy updates and training standardization initiatives are ongoing.

- Maj John Caldwell

## MARFORPAC:

Greetings from the Pacific,

MARFORPAC and all of our MSCs have been significantly engaged in PA support to two named operations, Tomodachi and Pacific Passage. LtCol Griesmer and his team at III MEF/MCBJ have been working tirelessly in support of Joint Task Force 505, commanded by LtGen Glueck; the Joint Force Land Component Commander, MajGen Brilakis; 3rd MEB, commanded by BGen (sel) Timberlake; and the possibility of using Marine Corps Bases Japan installations for travel of American citizens in the case of an ordered departure. They have been augmented by Maj Delarosa (MCAS Miramar), 1stLt McLean (1st MLG), GySgt Holly (MARFORPAC) and a team from JPASE. This has truly been an extraordinary effort.

Along the same line, MCIWEST and MCB Hawaii have been preparing to support the possible arrival of American citizens in the event of an ordered departure. And no one should forget Capt Eames and his team out with the 31st MEU doing great work internally covering and externally facilitating great coverage of those HA/DR efforts being conducted.

Lest anyone forget the normal business of the Corps, Capts Itoh (MARFORPAC) and Reidinger (MCAS Yuma) have just deployed in support of Exercise Balikatan in the Philippines.

- LtCol Curtis Hill

## III MEF/MCBJ

March has been an extremely busy month for CPAO.

A 9.0 magnitude earthquake and resulting tsunami struck Honshu, mainland Japan, 11 Mar. By 12 Mar, III MEF/MCBJ CPAO was deploying Marines to mainland Japan with III MEF units supporting the humanitarian assistance and disaster relief efforts of Operation Tomodachi. CPAO Marines immediately began providing print, photographic and video coverage of the preparation of Marines deploying to mainland for HA/DR efforts. In the days immediately following the tsunami, b-roll produced by CPAO Marines was run on CNN and other news agencies.

The first to deploy were 1stLt Eisenbeiser and GySgt Salinas to Sendai, Japan, 12 Mar, where they covered Marine HA/DR operations as well as coordinated civilian media coverage and provided escorts. That same day, LCpl Denny deployed to Naval Air Facility Atsugi to provide coverage of 1st Marine Aircraft Wing units and the flight missions they conducted in support of Operation Tomodachi. LCpl Denny also provided media escorts. Cpl Saunders and LCpl Stroud deployed with III MEF's Humanitarian Assistance Survey Teams to Atsugi and Sendai and travelled with them to surrounding locations, 13 Mar. 2ndLt Pirek deployed to Atsugi to provide additional PA support, media escorts and coordination, to 1st MAW units the next day. 1stLt Cochran deployed to Yokota Air Base to provide PA support for Joint Task Force 505, the task force responsible for planning and coordinating the voluntary departure of DOD family members and for planning any other contingency departures. LCpl Hernandez deployed to Sendai to provide video and print coverage of III MEF units operating in that area. Cpl Angel deployed to Yokota to join the PA effort supporting JTF-505. She also took on the role as a distribution center for PA Marines on mainland to release product to the various Marine websites and established a JTF-505 Facebook page. 1stLt Norton and GySgt Wright deployed to mainland to provide PA support in Sendai and Yokota. Wright too began producing video coverage of the operation.

CPAO Marines remaining behind on Okinawa began 24 hour, 7 days a week operations to provide support to deployed PA Marines. These Marines also provided video and print coverage of MCAS Futenma daily flight operations sending personal and supplies to mainland, stories of family members, service members and organizations here coordinating fund drives for Japanese families affected by the disaster.

In all, CPAO Marines on Okinawa and deployed released to DVIDS, Marines.mil, Flickr and Facebook more than 390 images; more than 20 video, multimedia and b-roll pieces; more than 30 stories and more than 25 press releases from 12 Mar to present.

Cpl Brown deployed as an augment for MARFORPAC in support of Balikatan 2011 and LCpl Ward deployed with 3rd MARDIV in support of Balikatan 2011.

During March, we welcomed PFC Valle straight from the schoolhouse and 2ndLt Almoss.

- MGySgt Constance Heinz

## II MEF

The concept of the MAGTF is alive and well within II MEF as we continue to execute missions across the entire Range of Military Operations.

The 26th MEU has been busy its entire deployment beginning with disaster relief for flooding in Pakistan, hunting pirates off the Horn of Africa and deploying its battalion landing team of 1,000 warfighters into Afghanistan. Toward the end of their deployment, the MEU has conducted noncombatant evacuations from the Tunisia/Libya border to Egypt. From more than 100 nautical miles off the coast off Libya, they have executed multiple successful air strikes against pro-Qadhafi regime forces, and conducted a successful recovery/rescue mission in support of two Air Force pilots who crashed in Libya. Everything that we want our elected and military leadership and American public to see about the Marine Corps, from disaggregated and sea-basing operations to humanitarian assistance and combat, has been epitomized in the 26th MEU's most recent deployment.

Another MAGTF, the 22nd MEU, deployed 90 days early at the end of March to conduct a relief in place with the 26th MEU. Always stretched thin, the Gator Navy did not have adequate shipping to simultaneously support the multitude of Theater Security Cooperation exercises and operational commitments. Consequently, the early departure of the 22nd MEU for operational commitments quickly prompted the return of the Marines engaged in Southern Partnership Station throughout Central and South America, and effectively cancelled Africa Partnership Station 2011 as it headed out the door. This

should send a clear message to all the significance of amphibious shipping and the impact that its deficiency has on our ability to conduct operations.

In March, the last remnants of II MEF Fwd deployed for Afghanistan to relieve I MEF Fwd. In all, nearly a third of the MEF will be engaged in Afghanistan for a year.

The last day of March also found elements of our Chemical Biological Incident Response Force deploying from Indian Head, Maryland, to Japan in support of Operation Tomodachi disaster relief efforts following the 11 March earthquake and tsunami there.

Across the globe, II MEF has tens of thousands of Marines spread throughout five continents in 14 countries for operations and exercises, and their work continues to validate all six Marine Corps core competencies.

- Capt Timothy Patrick

## LAPAO:

Hello again from Los Angeles! We are executing this week's 2011 Commander's Media Training Symposium and expect a large number of attendees. We have several folks wait listed and I want to thank the PAOs out there for their assistance in getting us their quotas, despite on-going CR issues and the current Op-Tempo in MARFORPAC AOR. We are very excited to have Mr. Fred Garcia kick the conference off once again and of course expect great things out of the other presenters. This year the Center for Advanced Operational and Cultural Learning (CAOCL) is sending us an expert in Arab Media, Ms. Barbara Ferguson. I have been trying to get this subject addressed for years and am happy we were allowed to have her for the week. I hope to see as many PAOs as possible and will thank them in advance for their time with us.

"Battle: LA" was a great success from the studio's perspective. I am hearing rumors that they are now beginning to think about a sequel. The Marine Corps put a lot of effort into this movie and I will be attempting to gather some ROI details which I'll be sharing. I think it's important we ensure we are getting value out of what it is we (and ultimately your units) do for Hollywood.

The staff continues to work multiple projects (we have 39 projects currently in the works) around the Marine Corps and the summer months look to make us even busier. We continue to work with Discovery and Military Channel on several series and can't stop thanking the folks at I MEF and MCB Camp Pendleton enough for their continued work. Camp Pendleton is a great location given its proximity and its range of personnel and equipment.

This summer will see the release of two major movies which we worked; "Transformers 3" on 3 Jul and "Warrior" during September. We are working on getting screenings again of both these movies for multiple locations and of course we'll be in touch with you as the dates draw near.

We also are in discussions with HBO in regards to a concert in New York on 11 Sept, as well as another concert with VH1. These concerts are extremely time-consuming and difficult, but I think the payoff for our families is worth it.

As most of you know, we are continually out of the office, but we encourage everyone to give us a call if they have any questions or concerns and we'll be happy to assist.

- LtCol Jason Johnston

## MARFORRES PAO:

2ndLt Dominic Pitrone and Cpl Tyler Hlavac supported Exercise Trade Winds in Antigua and Barbuda recently. Trade Winds was a multinational exercise between 20 Caribbean nations involving a sharing of skill sets to combat criminal and terrorist activities and encourage trust between partner nations. With Coast Guard public affairs Petty Officer 3rd Class George Degener, they released 15 stories and 90 images in the span of two weeks. See their work at <http://www.dvidshub.net/units/TW2011>.

This month is replete with planning conference participation for upcoming exercises to include Sea Breeze and Javelin Thrust 2011, and Marine Week St. Louis.

On the personnel front, we congratulate newly minted 1stLt Dominic Pitrone (AC-4302) and LCpl Zach Altemus (AC-4341) on their well earned promotions. We say goodbye to Reserve GySgt Azemar King, who had served as the command's national community relations chief since July 2008, and Cpl Lucas Vega (AC-4341), who is going to fill a MARCENT IA requirement. Sgt Kari Keeran has assumed the duties as the national community relations chief.

Here's some knowledge for you:

DOD is conducting a survey of Reserve and National Guard service members' civilian employers. This survey is expected to produce a current assessment of impact sustained operations on the nation's employers. Since 9/11, the nation has relied heavily on Guard and Reserve service members -- who make up nearly 50 percent of the total force -- to perform roles historically performed by those on active duty. The results of this survey will help determine future DOD policy as it relates to the Guard and Reserves. If you have friends, family or know someone who employs a Reserve Marine, please encourage them to participate in the survey.

Lastly, a special thanks to the Public Affairs Division and MARFOR PA staffs for taking a keen interest in our activities and for fully supporting or coordinating our myriad PA requests.

- LtCol Francis Piccoli and MSgt Chris Cox

## DVIDS

**Explore the Social Side of DVIDS:** To keep up with the world's increasing interest in social media, new social media features will continue to pop up on DVIDS. Features already in place allow you to easily share, navigate, network and interact with published content.

When you submit content to DVIDS, it automatically populates your unit's page. You also have the ability to customize your unit's page to show the personnel and content you choose. Be sure to give your unit's page a little attention since it can be shared on different social media sites.

The ability to track the number of shares on Facebook and Twitter is also available. This feature helps you gauge the level of interest in your unit's page and content.

Just like you can share a military unit page, each product on DVIDS can easily be shared on numerous social media platforms. The number of Facebook and Twitter shares is also displayed. Since DVIDS launched the social media feature during March 2010, products have been shared more than 29,000 times.

Registered DVIDS users have the ability to follow your unit's page; the number of followers is counted next to the alert bell in the bottom right-hand corner of the top left box. Unit pages continue to be promoted to media outlets as an easy way to keep up with new content from your unit. Help increase your

followers by passing your link around to family and friends interested in keeping up with news from your unit.

Beyond distribution and media placement reports, do you want to know how your submissions stack up to those submitted by other military journalists? Registered DVIDS users are able to rate photos, videos and news articles. More than 139,000 photos have already been rated. Check out the ratings for your photos and nudge your buddy to log on and rate your photos. Don't forget to rate products yourself. Photos with a rating of five appear under the ["Highest Rated"](#) images, which may lead to more views and exposure.

The most recent social media addition to DVIDS allows military PA personnel to connect with a military friend within "My DVIDS." This feature will be expanded in the future to include registered non-PA personnel. The "My DVIDS" section already allows you to update your contact and personal information and upload a profile photo. You also have direct access to your recent products, placements and journalist portfolio and can see the previous duty stations you were registered under at DVIDS.

Looking ahead to the unveiling of new site features, the [journalist of the month](#) will soon fill a special section on the front page of the website. Registered DVIDS users are able to follow [military journalists](#) just like military unit pages.

You will soon be able to access DVIDS on-the-go with DVIDS iPad and iPhone applications.

If you would like to see other social media features added to DVIDS site, email your suggestions to social media manager, [Nan Clarke](#).

Army Major Scott M Betts  
DVIDS Director of Operations