

[January 2011](#)

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# The Director's Cut

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

### From the Director:

Marines –

The New Year brings with it many changes for our Corps. Just last week, the Secretary of Defense rolled out his proposed efficiencies of which many affect our Corps. Additionally, a new Congress has rolled into town with a focus on tightening the budget belt.

What this means to you as a PA professional is the requirement to demonstrate the value of the Corps to our nation. The value to our nation begins with turning young men and women into Marines – disciplined warriors who bring the honor, courage, and commitment they get from the Corps back to their hometowns as future leaders in their communities. The other value is the role the Marine Corps has in the National Security Strategy:

- The Marine Corps is America's Expeditionary Force in Readiness — a balanced air-ground-logistics team.
- We are forward-deployed and forward-engaged: shaping, training, deterring, and responding to all manner of crises and contingencies.
- We create options and decision space for our nation's leaders. Alert and ready, we respond to today's crisis, with today's force ... TODAY.
- Responsive and scalable, we team with other services, allies and interagency partners. We enable and participate in joint and combined operations of any magnitude. A middleweight force, we are light enough to get there quickly, but heavy enough to carry the day upon arrival, and capable of operating independent of local infrastructure.
- We operate throughout the spectrum of threats — irregular, hybrid, conventional — or the shady areas where they overlap. We're ready to respond whenever the nation calls.... or the President may direct.

We're counting on you to have the situational awareness to demonstrate these values when possible. Continue your good work and your initiative in establishing and maintaining America's relationship with our Corps.

Semper Fidelis!  
Colonel Bryan Salas

### Plans:

**From PSYOP to MISO:** Last month, OSD released [this memo](#), announcing DoD is no longer using the term "Psychological Operations" (PSYOP) and is instead using the term "Military Information Support Operations" (MISO). The memo states, "Although PSYOP activities rely on truthful information, credibly conveyed, the term PSYOP tends to connote propaganda, brainwashing, manipulation and deceit. As a result, a wide range of vital military information-related activities and capabilities have become tarnished by the term PSYOP." Read the [memo](#) for more background on DoD's rationale.

**2011 Merit Awards:** The 2011 United States Marine Corps Combat Correspondent and Division of Public Affairs Merit Awards [MARADMIN](#) has been released. Please encourage your Marines to participate. All first place winners in each category will be submitted for the Thomas Jefferson Awards, which were swept by the Marine Corps last year. Ensure entries are made by the deadline, 23 Feb 11. There will be no exceptions. If you have any questions or issues, contact [GySgt Brenda Varnadore](#) at 703-692-1879.

**Career Designation:** [The attached guidance](#) has helpful information relevant to both Lieutenants seeking career designation, and officers writing fitreps on Lieutenants. Use the information provided to ensure you and your Marines are prepared for career designation and promotion boards.

**DoN's Recommended Facebook Privacy Settings:** Whether using Facebook to connect with family and friends, or to engage with organizations, it is important to customize your privacy settings to avoid sharing information you want to keep private. To help, the Navy released this [step-by-step guide](#) for setting privacy settings. We encourage you to review the guide and update your settings accordingly.

**DoN's Guidance for Unofficial Posts:** DoN released this [short presentation](#) breaking down the ALNAV on unofficial posts into 20 things you need to know to keep safe and stay out of trouble online. The presentation simplifies the rules and would be helpful to reference when speaking to Marines about posting online in an unofficial capacity.

## Communication Integration:

We've changed! Instead of the Strategic Communication Branch, we've changed our name to the Communication Integration Branch. We're now focused on coordinating DivPA communication efforts and developing and disseminating communication tools and products. The Strategic Initiatives Group (SIG) now leads HQMC's strategic communication process with the support of DivPA and other HQMC agencies.

**Operational Commanders Engagement:** In Dec., the CI Branch kicked off the first "Share the Marine Experience in Afghanistan" initiative. Col Newman, RCT-7 Commander from Oct 2009-Oct 2010, shared his experience during a series of briefings and meetings with key publics including congressional staff, fellows and staff from two D.C. think tanks, and various media outlets. Col Newman discussed combat and civil operations in Afghanistan, the work his Marines accomplished, and the challenges that remain.

The CI Branch continues to accept nominations for recently returned commanders to serve as speakers. If you have any questions or would like to nominate a speaker, please contact [Mr. Jim Pinkelman](#).

### Communication Products:

**Commandant's Planning Guidance (CPG) External Brief:** To enhance our communication efforts, the CI Branch prepared a [CPG External Brief](#) for all Marines to use when speaking to external audiences. Based on the CPG, the brief includes text, images and speaker tips. We encourage you to review the brief and use as needed.

**In the Black:** On 21 Dec 10, DivPA distributed an [In the Black](#) on the recently published Naval Logistics Integration Strategic Plan. All ITB issues can be found in the [In the Black](#) folder on the SC Website.

**Communication Survey Update:** Work continues on the Corps-wide Internal Communication Survey. We conducted focus groups 30 Nov-1 Dec 10 at MCB's Camp Lejeune and Quantico to help guide and shape the survey itself. The survey will kick off this month and wind up in February with a final report due in March. DivPA is carrying out the survey in order to develop a greater understanding of the communication needs, habits, preferences and behaviors 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 [Mr. Jim Pinkelman](#) in the CI Branch or [Maj Carrie Batson](#) in the Plans Branch if you have questions.

## COMREL:

**Marine Corps Music Leadership Symposium** was held last month in Chicago, Ill. Over 120 Marines and their guests attended the dinner with SMMC as the guest speaker. The live performance of the year honors was awarded to the 2nd Marine Aircraft Wing Band under the leadership of CWO3 Robert Szabo for their performance of "Molly o the Shore". The top Small Ensemble performance was submitted by Marine Band San Diego's Jazz Combo, "From Within". The Band of the Year honors went to Marine Corps Band, Albany, under the direction of CWO2 Christian Flores.

**Harrier Demonstration and Osprey Static Displays:** The 2011 Calendar of AV-8B Harrier and MV-22 Osprey airshow dates were released to the public in December. An airshow is a rare venue to show the unique capabilities of the MV-22 Osprey to the public. Additionally, the AV-8B Harrier II demonstration is one of the most sought-after aerial demonstrations offered by the U.S. military. The schedule of Harrier demonstrations and Osprey static displays is posted [here](#).

**Marine Week St. Louis:** Tasking message [231651zDec10](#) provides guidance to commands in regard to their unit participation. In addition, [GENADMIN 161824zDec10](#) was released to announce the Marine Week St. Louis Mid-Planning conference that will take place in St. Louis 11-13 Jan 11. Participants at the Mid-Planning Conference will review the schedule of events and begin detailed planning. Marine Week St. Louis is scheduled for 20-26 Jun 11. If you have any questions or comments about Marine Week St. Louis, please contact [LtCol Peter Conlan](#) at 703-614-1034.

## 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. To get on the distribution list, send an email to [Mr. Greg Reeder](#).

**Marines.mil Report:** To see how you measure up, check out the [most recent report](#) for which unit took the top spot in the story, photos and overall categories.

**Online Style Update:** A new consolidated style for Marine Corps Web presences is coming soon - projected to begin by 1 Feb 11. The first two sites to experience the make-over will be the Corps' official blog and magazine sites. Marine Corps websites hosted on the new DoD platform will follow. See the associated (draft) [style-guide](#) and [web wireframe](#).

**Are Americans Using Twitter?** As you continue to engage the American public using Twitter, check out the [latest usage stats](#) reported by The Pew Center. A few highlights:

- Eight percent of online Americans use Twitter
- Of the users, 18-29 year olds, minority groups and urban residents use Twitter the most
- One-quarter of users check the site multiple times per day for tweets
- Fifty-five percent use Twitter to share links to news stories
- Fifty-three percent use Twitter to retweet other users' material

## LA PAO

Greetings from Los Angeles!

Happy New Year! We hope everyone had a great holiday season and look forward to working with all of you throughout this year.

We begin this year waiting for many of last year's projects we supported to make their way to the big screen and television. Specifically, we are excited for the motion pictures "[Battle: LA](#)", due out 11 Mar 11, and "[Transformers 3](#)", due out 1 Jul 11. On the television front, we will be featured on a new [History Channel](#) show titled "Only in America" premiering 8 Feb 11 as well as an "[Extreme Makeover Home Edition](#)" show about a 2<sup>nd</sup> MAW Marine and his family stationed in Beaufort, SC.

I just returned from a shoot in New Orleans for a Nicholas Sparks movie titled "The Lucky One". I can't thank enough LtCol Fran Piccoli and his folks for pulling out some additional support at the last minute after the Army backed out. While we don't have a major role in the movie, the part we did support looks fantastic and we couldn't have done any of it without the great efforts of Fran and his crew.

My personal and professional thanks to many of you who assisted us for the "VH1 Divas Salute the Troops" special. We had phenomenal ratings (12 million on the initial) and put on a fantastic show at MCAS Miramar and at Camp Arifjan, Kuwait. The USO and VH1 were very impressed with our ability to support, and I believe this will lead to many great events in the future at other installations.

I plan on sending out the West Coast Commander's Media Training Symposium message in the coming weeks. The dates are 4-8 Apr 11 at Redondo Beach, Calif. We are taking much of the feedback from last year and making this year's session even more successful. We'll continue to reach out to all of the PAOs with more information but as always, you can contact anyone in our office with questions and/or requests for seats.

One of our renewed efforts for 2011 is to be more outgoing with our social presence. We are trying to take the great lead our brethren in New York have been doing and build on that. We also appreciate the assistance of Mr. Reeder and his folks so we can be more vocal about how we contribute to the Marine Corps' Strategic Objectives. Be sure to watch out for our Tube Alerts and posts to our [Facebook](#) site for upcoming shows.

Though we are out of the office quite often, and just lost Sgt Schwartz to the Sgt's Course, I encourage everyone to continue reaching out to us for questions and concerns. We are always open to ideas and your opinions on the projects we support. If you're ever here in LA land, please let us know and we'll be happy to have the door open for you.

Semper Fi,  
LtCol Johnston