

[October 2010](#)

The Director's Cut

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

From the Director:

Marines –

It is with solemn regret that I note the death of 20-year-old LCpl Ralph Fabbri, combat camera Marine, who was killed in action last month in Afghanistan. I did not know Ralph personally, but mourn his death and honor his family's sacrifice within the greater public affairs community.

His loss is a reminder to all of us of the lethality of our profession and of the requirement to be ready to fight and win in combat. Combat readiness is both a personal and leadership responsibility. Continue to develop your expertise in the warfighting tasks - from martial arts to marksmanship.

Previous months discussed the battle of the narrative, strategic communication and the value of the Corps to our Nation. While these remain our professional focus, LCpl Fabbri's service reminds us to treasure our work, our colleagues, and our families.

Semper Fidelis!
Colonel Bryan Salas

Plans:

Marine Corps Warfighting Publication 3-33.3, Marine Corps PA: [MARADMIN 534/10](#) announces the release of the [MCWP 3-33.3](#) which describes Marine Corps doctrine on PA. It addresses the information environment and provides an overview of the fundamentals, organization, support requirements, and tactical considerations by PA. It's critical that all PA staff know the information within the publication, and be able to speak to it when working with their commanders.

Countering Taliban Information Operations in Afghanistan: NDU's Press for the Center for Complex Operations recently released a new issue of [PRISM](#), focused on countering Taliban IO. The issue provides: observations on the ISAF and the Taliban's strengths and weaknesses in the information environment, questions to ask when assessing the effectiveness of Taliban information activities, and recommendations on how to best exploit Taliban weaknesses. The biggest takeaway is that there are no studies out there to confirm if the Taliban is winning the information war. The ISAF does not know how effective the Taliban information activities really are, making it hard to determine what to ignore and what to counter.

Special Education Selection Board: The [Special Education Selection Board](#) results have been released and congratulations to 1stLt Stewart Coles and 1stLt Michele Perez. 1stLt Coles will attend San Diego State University's School of Journalism and Media Studies beginning Summer 2011 and 1stLt Perez will attend the Naval Academy's Leadership Development Program.

If you are interested in applying for next year's SEP board, please contact [Capt Kevin Schultz](#).

CMC/SMMC Birthday Message Video: Please inform your commands that the CMC/SMMC birthday message video will not be released until 22 Oct 10. Combat Camera requires the approximate number of DVDs for each command/unit. Send an e-mail with POC, phone number and shipping address to [Mr. Christopher Cox](#), [Mr. Ricardo Robinson](#) and [MSgt Jamie Rodriguez](#).

PA Field Phone Directory: The PA field phone directory has been updated and available for download [here](#).

Strategic Communication:

Communication Products: The SC Branch issued a [slide deck](#) on the takedown of the Magellan Star by Marines of the 15th MEU. The slide deck depicts the flexibility and responsiveness of the MEU aboard the Navy's amphibious warships. It also is available on the [SC Website](#).

Communication Survey Update: DivPA is working on a Corps-wide survey of Marines and their families in order to develop a greater understanding of their communication needs, habits, and preferences, which in turn will help us engage in more effective and efficient communication efforts across the service. The survey kicks off in December 2010 and continues into February 2011. A final report is due in March 2011.

PA professionals at bases and stations and in operational commands can support this vital endeavor in two ways: First, tell us the kind of information you want from the survey. Second, support efforts to facilitate data collection, working to ensure that Marines complete questionnaires and making Marines available when necessary for focus groups or similar activity.

Submit your recommendations or questions to [Jim Pinkelman](#) in the SC Branch or [Maj Carrie Batson](#) in the Plans Branch.

COMREL:

Joint Civilian Orientation Conference 2011: DivPA will accept nominations 4 Oct through 30 Dec for the two JCOCs to be conducted in 2011. JCOC-81 is scheduled for early May in Northeast CONUS and JCOC-82 is scheduled for late Sep. in Central CONUS. [MARADMIN 548/10](#) announces the program and outlines the nomination process. Nomination forms and references can be found on the [official JCOC site](#) and an [information brief](#) is available on the PANet for use in publicizing to key leaders.

Marine Week St. Louis: The Marine Week Initial Planning Conference was conducted in St. Louis from 21 to 23 Sep. During this conference, site surveys were conducted and a rough CONOPS was developed. Marine Week St. Louis is scheduled for 20-26 Jun 2011. If you have any questions or comments about Marine Week St. Louis, please contact [LtCol. Peter Conlan](#) or call (703) 614-1034.

New York City Columbus Day Parade (11 Oct): The 2ND Marine Air Wing band will be performing in this parade along with 35,000 other marchers. The band members will be marching down New York City's Fifth Avenue, from 47th to 72nd Streets from 1130-1500. The NYC Columbus Day Parade celebrates the spirit of exploration and courage that inspired Christopher Columbus' 1492 expedition and the important contributions Italian-Americans have made to the United States. Over a dozen high school bands, as well as groups from the United States and Italy will participate. Traditional folk groups perform centuries-old dances, and cutting-edge designs are brought to the parade route in displays of the vibrant culture that is Italy today. This parade is the world's largest celebration of Italian-American culture.

Marine Band:

Learning Tools for Music Educators: The Marine Band's [website](#) has a wealth of learning tools for music educators and students. Learn about the history of wind music in the section 'Discover Band Music' or read information about hundreds of composers in the 'Hall of Composers'. For younger children, don't forget about the interactive, virtual tour of the White House with John Philip Sousa as a guide in the 'Kid's Corner'. Also, the Marine Band is now on [Facebook](#). Visit us to read interesting blogs and up to the minute news and event items.

DMA Marine Element:

Each week, DMA generates a "[Social Media Weekly Snapshot](#)," highlighting user traffic and engagement trends for the four HQMC social media platforms. The report template might be helpful for you to use when measuring your social media sites and reporting results to your commands.

LA PAO:

Greetings from Los Angeles!

Over the past two months, our office has been pulled in many directions as we provide support to a variety of projects. We extend an enormous "thank you" to everyone that has assisted our office in placing Marines in the forefront of the entertainment industry. From feature films produced in Southern California to documentaries in Afghanistan, we could not make it happen without your support.

Lately, we have wrapped up minor support for a few motion picture projects: "Transformers 3," "Battleship" and "Moneyball," which are due in theaters sometime next year. In March of 2011, the highly anticipated "Battle: Los Angeles" will premiere. We reviewed the rough edition a few weeks ago and it is something that you do not want to miss. We have a few more movies to support in the near future and we'll be in contact with various units as they are in the planning stages at the moment.

We have several television projects in the works ranging from "Hell's Kitchen," "Super Nanny" and "The Biggest Loser." Staff Sgt Rocke returned from the SNCO Academy and hit the ground running with support to several game shows that salute the military. A new series for the History Channel will premiere soon, and we were fortunate to support one of the episodes for "Only In America with Larry The Cable Guy." After reviewing the rough cut, we promise it will be hilarious, and Larry throws the Corps a big "BZ" in order to "Git-R-Done." We will inform the PA community of the air dates, but please let us know if you would like to be added to our email distribution list. You can also get these updates on our [Facebook site](#).

Capt Edwards recently wrapped up a highly successful series for Discovery titled "Surviving The Cut," which featured episodes on the Basic Reconnaissance Course and Scout Sniper School at Camp Pendleton. The Recon episode set records on viewership for Discovery, and we anticipate supporting a couple more projects for the season next year.

I would like to personally thank all of the PA offices that have brought production support requests to our attention. At times, these requests may come directly to your office without our knowledge. I ask that you remain vigilant in forwarding those requests to us so we may screen them for proper staffing and support requirements. In addition, we have fielded several questions from PA offices across the nation regarding participation of Marines in various venues of the entertainment industry. This means that our word is getting out, and I encourage you to remind your personnel of the policies in place for Marine Corps support. When in doubt, give us a shout.

We welcome Sgt Schwartz back to the office as he recently returned from DINFOS after attending IPC. His return will bring relief to the office as it brings us back to a full staff.

As always we encourage everyone to reach out to us to ask questions and request guidance; we'll do our best to steer you in the right direction.

RS,

Lt. Col. Johnston

RC-Southwest:

Greetings from Sunny Helmand,

We've recently passed the parliamentary elections and the start of the school year. As we enter the cooler months of the year with what's nearly a brand new staff, we are in the midst of planning and aligning communication efforts across Helmand and Nimruz provinces.

Recent additions to the team include Master Sgt Mark Oliva our new PA Chief, Staff Sgt Philip Grondin our new DVIDS Chief, combat correspondent Pfc Mark Garcia and Lt Cmdr Brian Ramsay of the Royal Navy for Media Plans. Our team is well rounded with diverse experiences and backgrounds, and readily adapts to the changing environment and needs of operating under a regional command.

As U.S. Marines, operating in this capacity has allowed us to embrace our coalition partnership and breach new horizons. A few of the initiatives we're working on include the development and mentorship of our PA Afghan National Army partners with the 215th Corps, as well as further expand our internal and media embed coverage to show the full capacity of our operations, both kinetic and non-kinetic, throughout our key districts.

One of the greatest lessons that can be learned here is that our strengths lie within our partnerships and our ability to operate as a cohesive coalition force. It's the realization of the national sensitivities that exist when transferring authority and operational control from U.K. to U.S. forces in the area of Sangin and the impact that has on your PA plan. It's not just a traditional press release or just another media embed; there are other implications that exist of your actions and decisions you make that can significantly impact an entire nation.

The only way to overcome these hurdles and think outside of the U.S. Marine Corps Public Affairs Officer box is to truly be a partner to the other nations that came here to join the same fight, and to learn about their history and the social and political conditions that shaped the way they conduct Public Affairs. Everyone has something to bring to the table, and together as an International Security Assistance Force command, we're taking part in the enduring effort to develop the Afghan National Security Force capabilities and support improved governance and economic development of a greater Afghanistan.

Semper Fidelis,
Maj Gabrielle Chapin
Regional Command Southwest