
The Director's Cut

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

From the Director:

Marines –

Marine Corps Combat Correspondents achieved unprecedented honors this year as you swept the Defense Department's Thomas Jefferson Awards.

"Unprecedented and historic," is how the chief of combat correspondents, MGySgt Phil Mehringer described the accomplishment.

Among ten of the awards taken were the best writer, photographer, broadcaster, and new writer categories. This success is first and foremost due to the vision, perseverance, and creative genius of the Marines who did the work. I also want to thank the junior and senior leaders who stood behind their Marines to foster a command climate that encourages this type of success.

I briefed the Commandant on this achievement and he is extremely proud of your accomplishments.

Of course we cannot rest on our laurels. This is the start of a team that will dominate the DoD program for years to come! You built this house! Savor this victory. Continue to share the courage of our Marines – your work will resonate throughout history.

Semper Fidelis!

Colonel Bryan Salas

Plans:

San Diego State University: DivPA Plans has received only 2 confirmations from Marines who are submitting packages to the SEP board. If you're interested, you still have time to apply. The 10-month long program at SDSU offers PAOs the opportunity to earn their Masters Degree in Mass Communication. If you already plan to submit a package to the SEP board and haven't notified DivPA, please do so. Questions regarding the program can be directed to [Capt Schultz](#) or call (703) 614 -1494.

JEPAC AAR: For those interested in learning more about the Joint Expeditionary Public Affairs Course, read a quick [after-action report](#) submitted by 3 recent graduates. JEPAC is targeted to officers, O1-O4, and enlisted, E5-E9, who are deploying soon. The next class is scheduled 5-19 July. For more information, contact [GySgt Varnadore](#) or [Capt Schultz](#).

PA Roadmap 2025: LtGen Flynn, Commanding General Marine Corps Combat Development Command, signed the [PA Roadmap 2025](#) which is designed to guide future PA

capability development across DOTMLPF. All PA Marines should read this document to understand the vision for our field.

PA Roadmap Implementation Guidance: An implementation guidance conference is scheduled 18-19 May to outline how the Marine Corps plans to reach the vision described in the PA Roadmap 2025. If you have comments that you would like included in the conference, please forward them to your MEF or MARFOR PAO.

PA Conference 2010: This year's PA conference scheduled for Reno, Nevada, Aug. 23-27, is looking to be an exciting, information packed event. We encourage you to bring as many junior enlisted as you can afford as they will have a packed schedule furthering their professional development. The PA Leadership, USMCCCA and PA Professional Development Conferences [MARADMIN](#) can be accessed for further information. Please ensure you register for the conference [here](#). Conference fees can be paid [here](#). Any questions concerning the conference can be directed to [GySgt Varnadore](#).

Re-enlistments: It is time for first termers to begin their re-enlistment packages. Marines may execute re-enlistments July 1. Many Marines were forced to make a lateral move or separate from the Corps this year because they missed the boat spaces. Please ensure you are accurately recommending your Marines for re-enlistment and submitting their packages in a timely manner. Any questions about FTAP Marines can be directed to [GySgt Varnadore](#).

Reserve Opportunities: Please contact DivPA's Reserve Liaison Officer (4302 Reserve OccFld Sponsor) [Maj Steven "Tiny" O'Connor](#) at (703) 614 -1494 if you have any questions about the numerous opportunities for reserve duty post EAS. The Reserve PA community may be able to provide PA support to different exercises and operations. If support is needed, please let Maj. O'Connor know as soon as possible so he can plan and coordinate accordingly.

I MEF (Fwd):

Greetings from Helmand,

On behalf of all us serving with I Marine Expeditionary Force (Forward) Public Affairs, we are honored to be here, appreciative of all MEB Afghanistan accomplished and eager to build on their successes.

We have a great group of Marines here with us from I MEF (FWD). We are formed as a true Marine Air-Ground Task Force, with each of the major supporting elements represented. We are well-staffed for our mission, a true anomaly for Public Affairs in most of our collective memories. We are geared-up. We have seven, DVIDS PANLS sets in various locations in the province, new Mac Book Pros for video and photo editing and a plethora of digital cameras and related gear. This represents a great team effort across the DOTMLPF process to get us here. We are grateful for the unprecedented support we have received from all corners to include our support team with Crawford Communications in Atlanta.

We are rather excited about some of our early successes. We have already had several significant engagements with MajGen Mills and some of the other primary staff. We still have

about 30 embedded media reps each month, but we are counting on the DVIDS dish as a lifeline.

We will be breaking new ground for the Marine Corps with the expected growth into a Regional Command. Not completely sure what this means for us, we have an outstanding PA rep from the Royal Air Force serving with us, and we recently joined a team of U.S. Navy Public Affairs reps to assist us in the arduous task of moving media around Helmand.

Again, thanks for all the support. All of us feel truly fortunate to have this opportunity to serve here right now for the Marine Corps.

SEMPER FIDELIS,

LTCOL CHRIS HUGHES
I MEF (FWD) PUBLIC AFFAIRS

MCRC:

SM Brief: The Sergeant's Major throughout Marine Corps Recruiting Command recently received a [brief on Social Media](#) and its impact on recruiting. The brief highlighted the evolution of communication, different SM platforms available, and the opportunities and challenges that SM presents. The brief is provided for your situation awareness by [Mai Chris Devine](#), MCRC PAO.

DVIDS:

Teammates,

The DVIDS Hub recently made some upgrades to our "News from the Field" pages that will give units the ability to select and display the content that best supports their public affairs priorities. Units now have:

- Ability to select automatic or manual.
- Automatic remains the current display mode. (Every piece of submitted content gets posted in the order it has been received in its prospective "container" (Recent Video, Recent Images, News Stories, etc.)
- Manual gives the unit control over the following
 - Selection of which content to place in each "container."
 - Which personnel names appear on the front page
 - How many rows
 - How many "containers"
 - The names of the "containers" (IE: Third Army's Priority of Effort: Ready Tonight, Sustain the Fight, Shape the Future, or your units themes and messages)
 - Selection of which content to place in each "container."
 - Commands that have subordinate Public Affairs Units can choose to display those units on their page if they desire.

- You can also add a link to your command's News from the field page as well.

After logging in, the controls for your page can be found in the "unit contacts" section beneath your administration log in. The SOP for this is found beneath "DVIDS Training" in our web site. Please feel free to submit suggestions or comments for how we can improve what we do. We are here to serve you and your public affairs efforts.

Thanks,

CPT Scott Betts, USA
Deputy Director of Operations
DVIDS Hub

III MEF / MCBJ:

Greetings,

The first quarter of the year saw many of our motivated combat correspondents leave for greener pastures and numerous DINFOS trainer killers report aboard. We also said goodbye to SSgt. Marc Ayalin who has moved on to MCRD San Diego; SSgt. Brain Griffin headed down the road to AFN Okinawa; and 1stLt. Kurt Stahl PCSed to MCRD San Diego to be a series commander.

The press section said goodbye to Cpl's Andrew Avitt and Heather Golden in February, both are now stationed in 29 Palms, Calif. We also said goodbye to Cpl. Joseph Cabrera in March, who PCSed to 8th&I. Cpl. Jefferey Cordero left us May 1 to join 12th Recruiting District in Missouri. LCpl. Heather Choate, Pfc. Michal Iams and Pfc. Gary Welch joined us in April from DINFOS.

LCpl. Dengrier Baez is still attached to the 31st MEU. LCpl. Justin Wheeler is scheduled to return soon from a six-month Individual Augment billet at Guantanamo Bay, Cuba, and LCpl. Anthony Ward is scheduled to replace Wheeler this summer. 2nd Lt. Scott Sasser and Cpl. Joseph Cabrera returned from Hijudai, Japan, where they participated in the Artillery Relocation Training Exercise in February.

2nd Lt. Scott Sasser, GySgt. Cindy Fisher and LCpl. Kentavist Brackin deployed to the Philippines in March for Exercise Balikatan, and LCpl. Aaron Hostutler also deployed in March to mainland Japan for exercise Forest Light.

Mr. Michael Ard, 1st Lt. Jordan Cochran, 2ndLt. Lucas Burke, SSgt. Brian Griffin, and LCpl. Jovane Holland returned from Thailand in March after supporting bilateral exercise Cobra Gold.

LtCol Doug Powell, 1st Lt Kurt Stahl, Cpl. Daniel Flynn and Cpl. Paul Zellner traveled to Iwo Jima to support the 65th anniversary of the battle of Iwo Jima March 4. MGySgt. Constance Heinz and MSgt. Christopher Cox also traveled to Iwo Jima to serve as escorts for 11 Iwo Jima veterans traveling with the Greatest Generation Foundation.

LCpl. Thomas Provost and LCpl. Abigail Wharton traveled to Korea in March for exercise Freedom Banner.

In April Cpl. Rebekka Heite deployed to Guam for Realistic Urban Training Exercise 10-1 with the III MEF Special Operation Training Group.

DINFOS: LCpl. J Nava returned from the Basic Broadcasters Course in April and LCpl. Shelby Shields returned from the Advanced Electronic Journalism Course in March. Cpl.'s Flynn and Zellner are currently attending the Intermediate Photojournalists Course and Cpl. Heite is attending the Editor's Course.

Since January the plans section has coordinated and planned for eight exercises and deployed 22 Marines, as well as preparing two PAO officers to fill billets in support of OEF. The plans section continues to conduct training for all CPAO Marines. Although plans section lost SSgt. Griffin to AFN, he is replaced by the ever motivated SSgt. Michael Freeman who joins us from the 31st MEU.

Media section welcomed Cpl. Megan Angel who has filled the role of Media NCO with great enthusiasm. 2nd Lt. Lucas Burke took over as Media Office from 1st Lt. John Norton, who recently deployed to Afghanistan to serve with ISAF. 2ndLt Scott Sasser also deployed to Afghanistan to serve an IA billet.

And finally our deputy director, Michael Ard, is currently deployed with LF CARAT to various countries in Asia-Pacific region.

Strategic Communication:

DID YOU KNOW?

As articulated in a recent DOD report, the [JP 1-02 definition of SC](#) does not fully explain how SC is currently interpreted and implemented. In the next few months, we'll share with you emergent thinking within DOD about SC. To start:

SC should be viewed as a process, rather than a capability or military specialty (MOS). However, DOD recognizes that for SC to be effective, there must be designated individuals tasked with facilitating the SC process. For example, many headquarters have an SC Director or section that is responsible for ensuring that the planning, coordination and synchronization of communication (policy, actions, images, words) is carried out effectively.

Community Relations:

Fleet Week New York: This years New York City Fleet Week will be 26May - 2Jun. This years activities include a flyover of (2) MV-22s and (2) F/A-18s for the New York City Fleet Week Parade of Sail on 26 May, which kicks off the week long event. Other highlights of this event are a MAGTF demonstration and static display including (1) MV-22, (1) CH-46, and (2) AH-1Ws at the Rye Playland Amusement Park in Rye, NY on 30 May. A MAGTF static display of (1) CH-46 and (1) AH-1W will be at the Lindenhurst High School in Long Island, NY on 1 Jun.