

MASTER FILES DIRECTIVES



UNITED STATES MARINE CORPS

15TH MARINE EXPEDITIONARY UNIT
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IN REPLY REFER TO
MEUO 5701.1D
PAO
22 Dec 2003

MARINE EXPEDITIONARY UNIT ORDER 5701.1D

From: Commanding Officer
To: Distribution List

Subj: STANDING OPERATING PROCEDURES FOR PUBLIC AFFAIRS

Ref: (a) SECNAVINST 5720.44_
(b) SECNAVINST 5724.3_
(c) MCO P5720.61_
(d) BO 5724.1_

1. Purpose. To publish basic policy, regulations and guidance concerning the conduct of 15th Marine Expeditionary Unit (MEU) public affairs in accordance with the references.

2. Cancellation. MEUO 5701.1C

3. Background. The command's public affairs program encompasses all aspects of the 15th MEU's relationship to the United States and foreign national public. The 15th MEU Public Affairs Officer (PAO) is a member of the Commander's special/personal staff under the cognizance of the Executive Officer. The PAO is primarily responsible for executing the Commander's public affairs (PA) mission: providing information about the Marine Corps to the public, the media and the internal Marine Corps audience; establishing/maintaining sound relationships with local communities and the general public. This order is intended to assist the 15th MEU and MSE Commanders in planning, coordinating and accomplishing continuous public affairs objectives.

4. Authority

a. The 15th MEU Commander has the authority to implement public affairs' policies established by the Commanding General, Marine Forces Pacific, under the direction of the Commandant of the Marine Corps, and to coordinate all public affairs activities within the 15th MEU.

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b. Subject to the direction of the commanding officer, Major Subordinate Element (MSE) commanders are responsible for implementing the public affairs policies and programs within their command. An inherent responsibility exists regardless of availability or non-availability of public affairs personnel.

c. Every Marine has a continuing obligation and responsibility to promote public understanding of the Marine Corps and to foster public goodwill.

5. Public Affairs Policy

a. The 15th MEU public affairs program will be conducted in strict compliance with the references.

b. The 15th MEU Commander has overall responsibility for the command public affairs programs.

c. Public affairs matters within the command are under the staff cognizance of the PAO, who is responsible for dissemination of public affairs guidance to lower echelons.

d. Maximum unrestricted disclosure of all releasable information, internally and externally, is the Commanding Officer's policy for Public Affairs. Members of the 15th MEU will not interfere with or manage the news. This order and higher authority strictly prohibit classifying information solely to avoid public disclosure. The only acceptable reasons for restricting the release of information are the bounds of security, accuracy, propriety, and policy of higher headquarters.

6. Public Affairs Program

a. External Information

(1) Maximum coverage in local, regional, national, and international newspapers, television broadcasts, and websites is the primary goals of the MEU public affairs program.

(2) The public affairs program exercises an active public information posture consistent with operational considerations and the Department of Defense (DOD) policy of "maximum disclosure with minimum delay."

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(3) The 15th MEU Public Affairs Officer is the releasing authority for all printed public affairs information while deployed. When time is available, releases should be staffed through and reviewed by appropriate personnel to ensure they contain only releasable, unclassified information.

b. Internal Information

(1) The public affairs program institutes an aggressive internal public affairs program by highlighting the efforts of 15th MEU Marines and Sailors to the military news media.

(2) Commanders are responsible for keeping unit personnel and their families informed. Methods for improving communication and subsequently morale during deployments include maintaining an MSE website and providing Marine Corps newspapers and other military publications to Marines and their families. Additionally, family-grams, which detail the command's participation in exercises, and activities while underway is an excellent means to communicate with family members.

c. Community Relations

(1) All commanders, in cooperation with host countries, communities, and military leaders, will exert every reasonable effort to develop and maintain sound community relations.

(2) The 15th MEU PAO and MSE Unit Information Officers will emphasize the importance of good community relations to commanders and actively pursue publication efforts of noteworthy achievements regarding members of the 15th MEU in host nation communities. All MSE commanders may approve requests for presentations of exhibits and static displays in appropriate local community events in order to assist in this endeavor.

7. 15th Marine Expeditionary Unit Public Affairs Office

a. General. The 15th MEU Public Affairs Office is a team of permanent personnel assigned to the 15th MEU as a special staff section. All Marines assigned to this office are public affairs Marines by Military Occupational Specialty. The PAO is responsible for conducting all aspects of the Commander's public affairs program.

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b. Duties

(1) External Media Relations. Facilitate the Commander's ability to conduct operational and/or tactical missions without being distracted by unnecessary contacts with military journalists and/or civilian news media, while maximizing these assets to achieve the command's PA mission.

(a) Act as the command's official spokesperson when engaging news media representatives (NMRS) and news affiliated agencies.

(b) Determine the number of local media outlets, host nation sensitivities, reporter/outlets profiles, and interests or agendas with United States Information Agency representatives located at U.S. embassies in foreign countries.

(c) Write Annex F to operations orders, as needed

(d) Write and disseminate public affairs guidance to commanders.

(e) Write and disseminate press releases.

(f) Respond to all media queries.

(g) Coordinate and conduct press conferences.

(h) Coordinate interviews and media days.

(i) Coordinate media aviation requests with MEU S-3 Air Officer.

(j) Coordinate static displays for media and civilian interest.

(k) Conduct media escorts.

(m) Provide press information packages to educate the media on combat operations, military missions and capabilities, and other venues as appropriate.

(n) Prepare Marines for media encounters.

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(2) Internal Media Relations

(a) Write and disseminate photos/video and stories to Marine Corps and DOD media outlets to include newspapers, magazines and websites (Marine Link, The Scout Newspaper, Leatherneck, Stars and Stripes, Asian-Defense Journal, Navy-Marine Corps News, etc.).

(b) Maintain the 15th MEU website.

(c) Establish a Unit Information Officer program for all MSEs of the 15th MEU.

(d) Establish and update the Fleet Hometown News Release Program.

(e) Use the Public Affairs Center (PACEN) to market news stories.

(f) Archive all 15th MEU press releases, news clips, photographs, and video productions for historical purposes. Ensure all documents are transferred to the DOD Defense Visual Information Center for permanent storage.

(3) Community Relations

(a) Maintain a direct liaison with community leaders.

(b) Coordinate and conduct community relations projects.

8. Unit Information Officer (UIO)

a. General. The UIO is a critical component of the Commander's public affairs program. The UIO is a facilitator of information from all MSEs to the PAO. The UIO has the opportunity to generate additional publicity by writing news features regarding Marines and their involvement with foreign cultures and command exercises. Accordingly, all MSEs will appoint an officer as the command's UIO.

b. Duties

(1) Maintain liaison with the 15th MEU Public Affairs Officer.

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- (2) Implement a comprehensive Fleet Hometown News Release program.
- (3) Immediately report any serious incident involving unit personnel or property to the PAO.
- (4) Submit a comprehensive, monthly report to the PAO identifying significant unit events. Events will be considered for coverage by civilian or military media representatives.
- (5) Coordinate with the PAO to arrange for press, civic, and other official tours of the unit.
- (6) Facilitate media interviews with unit personnel and escort media representatives visiting the unit in accordance with guidance provided by the PAO.
- (7) Review the content and coordinate the management of unit websites. The 15th MEU Public Affairs Office must review all information posted to MSC websites.
- (8) Write stories highlighting the efforts of Marines and Sailors within each MSC. Submit stories to the PAO for publication to various media outlets.
- (9) Provide unit photographs to the MEU PA office for publication in DoD media outlets.
- (10) Act as the primary Cruisebook coordinator for your MSC. Submit photographs and cutline information per the timeline identified by the MEU PA office.
- (11) Act as the primary Tiger Cruise coordinator for your MSC.
- (12) Maintain an up-to-date unit history along with a biography and official photo of your commanding officer.



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