



UNITED STATES MARINE CORPS  
15TH MARINE EXPEDITIONARY UNIT  
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MEUO 5701.1E

PAO

26 JUL 2003

MARINE EXPEDITIONARY UNIT ORDER 5701.1E

From: Commanding Officer, 15th Marine Expeditionary Unit  
To: Distribution List

Subj: STANDARD OPERATING PROCEDURES FOR PUBLIC AFFAIRS

Ref: (a) SECNAVINST 5720.44  
(b) MCO P5720.61  
(c) MCO 5230.18  
(d) MCWP 3-33.3  
(e) The Social Corps

Encl: (1) Public Affairs Background and Authority  
(2) Public Affairs Policy and Program

1. Situation. To publish policy, regulations and guidance concerning the conduct of 15th Marine Expeditionary Unit (MEU) Public Affairs (PA).

2. Cancellation. MEUO 5701.1D

3. Mission. This order assists the 15th MEU and Major Subordinate Element (MSE) commanders in planning, coordinating and accomplishing continuous PA objectives.

4. Execution.

a. Commander's Intent and Concept of Operations.

(1) Commander's Intent. To ensure the 15th MEU's PA program successfully informs and educates both foreign and domestic stakeholders about the performance, capabilities, needs, and activities of the 15th MEU and the Marine Corps.

(2) Concept of Operations. The references and the enclosures will be the guiding influence in the execution of the 15th MEU's PA program. Enclosure (1) contains information regarding PA background knowledge and the controlling authorities for the PA program. Enclosure (2) highlights overarching PA policies and outlines the three major categories of PA.

b. Tasks.

(1) Public Affairs Officer, 15th MEU. The 15th MEU Public Affairs Officer (PAO) commands a team of permanent and non-permanent personnel assigned to the 15th MEU as a special staff section. All Marines assigned to this office are PA Marines by Military Occupational Specialty. The PAO is responsible for conducting all aspects of the command's PA program. PA accomplishes this mission by:

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(a) General.

1. Maximize disclosure of accurate information with minimum delay so that the public may assess the facts, whether it helps or hurts the MEU in any way, thus ensuring the MEU's continued credibility.

2. Ensure the disclosure of accurate information in accordance with security, accuracy, policy, and propriety (SAPP).

3. Incorporate PA throughout all phases of wartime, peacetime, and execution to ensure appropriate access to accurate, unclassified, and releasable information.

4. Ensure and maintain operational security in all products.

5. Initiate and support activities that foster public awareness of the Marine Corps.

6. Support and conduct aggressive PA programs to inform both internal and external audiences.

7. Issue and implement public affairs guidance (PAG).

8. Support DOD and/or joint PA operations and organizations.

9. Provide PA and media relations training for Marines, their family members, and civilian employees.

(b) Public Information. Public information activities provide a method of communication with the public through the media.

1. Prepare subject matter experts to serve as official spokespersons to engage news media representatives.

2. Determine the number, profiles, interests, and editorial stance of media outlets and reporters, in conjunction with United States PA representatives located at U.S. embassies in foreign countries.

3. Write Annex F to operations orders as needed.

4. Write and disseminate public affairs guidance to commanders and Marines.

5. Write and disseminate press releases.

6. Coordinate with subject matter experts in order to respond to media queries.

7. Coordinate and conduct press conferences.

8. Coordinate interviews and media days.

9. Coordinate media aviation requests with the MEU S-3 Air Officer.

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- interests.
10. Coordinate static displays for media and civilian interests.
  11. Conduct media escorts.
  12. Provide press information packages to educate the media on combat operations, military missions and capabilities, and other venues as appropriate.
  13. Act as the command's spokesperson when engaging news media representatives and news affiliated agencies when appropriate subject matter experts are unavailable.

(c) Command Information. The objective of a command information program is to ensure all segments of the Marine Corps community (Marines, their family members, civilian employees, and retirees) are fully and continually informed regarding Marine Corps programs, policies, operations, and events.

1. Produce and disseminate photos, videos and stories to Marine Corps and Department of Defense (DOD) media outlets to include newspapers, magazines and websites, to include social networking sites (Defense Video and Imagery Distribution System, Marines.mil, Facebook/Marines, etc.).

2. Maintain and monitor a 15th MEU website and social media presence. Maintaining the MEU's social media presence requires engaging other, non-MEU users through social networking platform (e.g. Facebook).

3. Establish a Unit Information Officer (UIO) program from all MSEs of the 15th MEU.

4. Update the I Marine Expeditionary Force PA Office with disseminated products and community relations activities.

5. Archive all 15th MEU PA press releases, news clips, photographs and video productions for historical purposes.

(d) Community Engagement. Community engagement encompasses those PA programs that address issues of interest to the general public, businesses, academia, veterans, service organizations, military-related associations, and other non-news media entities.

1. Maintain a direct liaison with community leaders.
2. Coordinate and conduct community relations events.

(2) Unit Information Officer. The UIO is a critical component of the command's PA program. The UIOs are facilitators of information from each MSE to the PAO. The UIO has the opportunity to generate additional unit publicity by directing the PAO to features and events regarding Marines and their involvement with local and foreign communities and exercises.

- (a) Maintain liaison with the 15th MEU PAO.

(b) Immediately report any serious incident involving unit personnel or property to the PAO.

(c) Submit a monthly report to the PAO identifying significant events to be considered for coverage by civilian or military media representatives.

(d) Coordinate with the PAO to arrange for press, civic and other civil tours of the unit.

(e) Review the content and coordinate the management of unit websites. The PAO must review all information posted to MSE websites.

(f) Provide unit photographs to the MEU PA office for publication in DOD media outlets.

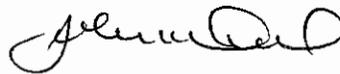
(g) Maintain an up-to-date unit history along with biographies and official photos of unit leadership.

5. Administration and Logistics. None.

6. Command and Signal.

a. Command. This order is applicable to all service members permanently assigned or temporarily attached to the 15th MEU (active and reserve) and its MSEs.

b. Signal. This order is effective the date signed.



J. R. O'NEAL

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Public Affairs Background and Authority

1. Background. The command's Public Affairs (PA) program encompasses all aspects of the 15th Marine Expeditionary Unit's relationship with the United States and foreign national publics. The 15th MEU Public Affairs Officer (PAO) is a member of the Commanding Officer's (CO) special staff under the cognizance of the Executive Officer. The PAO is primarily responsible for executing the CO's PA mission: establishing and maintaining sound relationships between the 15th MEU and important stakeholder publics using external and internal Marine Corps media.

2. Authority

a. The 15th MEU CO 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 PA activities within the 15th MEU.

b. Subject to the direction of the CO, MSE commanders are responsible for implementing PA policies and programs within their command. An inherent responsibility exists regardless of the 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.

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Public Affairs Policy and Program1. Public Affairs Policy

a. The 15th Marine Expeditionary Unit (MEU) Commanding Officer (CO) has overall responsibility for the command's Public Affairs (PA) programs.

b. Public Affairs matters within the command are under the staff cognizance of the Public Affairs Officer (PAO) who is responsible for dissemination of PA guidance to lower echelons.

c. Maximum unrestricted disclosure of all releasable information, internally and externally, is the CO's policy for PA. 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.

2. Public Affairs Programa. Public Information

(1) Maximum coverage in local, regional, national and international newspapers, television and radio broadcasts, and internet and social media websites is the primary goal of the MEU PA program.

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

(3) The 15th MEU PAO is the releasing authority for all printed and electronic PA 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. Command Information

(1) The PA staff institutes an aggressive to highlight the efforts of 15th MEU Marines and sailors using media controlled by the Department of Defense, Department of the Navy, the Marine Corps and higher headquarters.

(2) Commanders are responsible for keeping unit personnel and their families informed. Methods for improving communication and morale during deployments include maintaining an MSE website and providing Marine Corps website and social networking site access and other military publications to their Marines and families, and identifying newsworthy events for the review of the PAO.

c. Community Engagement

(1) All commanders, in cooperation with host countries, communities and military leaders, will exert every reasonable effort to develop and maintain sound relationships with neighboring communities both at their home station and when deployed.

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(2) The 15th MEU PAO and MSE Unit Information Officers will emphasize the importance of good community relations to commanders and actively pursue opportunities to highlight 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.