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MARINE CORPS BASE  
QUANTICO, VIRGINIA 22134-5001

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From: Commanding General  
To: Distribution List

Subj: STANDARD OPERATING PROCEDURES FOR PUBLIC AFFAIRS (SHORT  
TITLE: SOP FOR PUBLIC AFFAIRS)

Ref: (a) SECNAVINST 5720.44A  
(b) MCCDC Op Plan 1-90 (Crisis Management Plan)  
(c) MCBO 5050.1  
(d) MCBO P5290.2  
(e) MCBO P11210.1

Encl: (1) LOCATOR SHEET

1. Purpose. To set forth public affairs procedures per the references.
2. Cancellation. MCBO P5720.1.
3. Summary of Revision. This revision contains a substantial number of changes and should be completely reviewed.
4. Recommendations. Recommendations concerning the contents of the SOP for Public Affairs are invited. Such recommendations will be forwarded to the CG MCB (B 058), via the appropriate chain of command.
5. Certification. Reviewed and approved this date.

G. B. BROWN III  
Chief of Staff

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LOCATOR SHEET

Subj: SOP FOR PUBLIC AFFAIRS

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SOP FOR PUBLIC AFFAIRS

RECORD OF CHANGES

Log completed change action as indicated.

<u>Change</u> <u>Number</u>	<u>Date of</u> <u>Change</u>	<u>Date</u> <u>Entered</u>	<u>Signature of Person</u> <u>Incorporated Change</u>
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SOP FOR PUBLIC AFFAIRS

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SOP FOR PUBLIC AFFAIRS

CHAPTER 1

MISSION AND FUNCTIONS

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# SOP FOR PUBLIC AFFAIRS

## CHAPTER 1

### MISSION AND FUNCTIONS

1000. PUBLIC AFFAIRS MISSION. The Public Affairs mission is to provide timely, accurate information to Marines and the general public on Marine Corps missions, organization, and performance as an instrument of national defense policy and security; to inform the Marine Corps, MCB, Quantico, and its tenants; and to initiate and support activities contributing to good relations between the Marine Corps and the public.

1. More specifically, the Public Affairs program is designed to:

a. Conduct programs of information designed to keep the public informed regarding Quantico's mission, functions and role as an instrument of national defense policy and security.

b. Evaluate the effectiveness of the Marine Corps policies and actions on issues involving public opinion.

c. Evaluate public opinion.

d. Provide recommendations concerning policies and actions which have an effect on public opinion and perception.

2. The Public Affairs Officer (PAO) will advise and coordinate with tenant activities regarding matters unique to those activities.

1001. COMMAND PUBLIC AFFAIRS RESPONSIBILITY. The Public Affairs Program for Quantico is only as good as the support it receives. A positive attitude and cooperation throughout all levels of the Command and tenant activities are the prime ingredients for success. Organizational heads should recognize the responsibility of ensuring cordial relations with the civilian population and media representatives. They should recognize the need to keep the PAO informed of any situation that may impact the civilian community so timely, accurate responses to media queries can be made. In short, public affairs is not just the PAO's concern. Rather, it is the concern of every member of the Quantico community.

1002. PUBLIC AFFAIRS ORGANIZATION, FUNCTIONS, AND RESPONSIBILITIES. The Public Affairs Office is organized into three functional areas: Internal Information, External Information and Community Relations. It is within these areas that the PAO keeps the public and Marines informed concerning the mission, organization, and performance of assigned tasks and activities, and promotes good relations between the Marine Corps and civilian communities. The Quantico Sentry and the

Media/Community Relations Sections of the Public Affairs Office are the primary vehicles used to perform the major portion of these functions. (See figure 1-1.)

1. Public Affairs Officer. The PAO is a special staff officer on the staff of the CG MCB, and is the direct representative in public affairs matters. The PAO assists and advises the CG MCB, in the area of public affairs and serves as the CG's spokesperson. The PAO is responsible for the following:

a. Advises and assists the CG MCB, tenant commanders, subordinate commanders and activity heads on public affairs policies, plans, problems, and programs.

b. Releases all news and public information material and responds to queries received from the news media.

c. Reproduces and distributes news releases, photographs and taped news programs to local media to include approving and arranging for all pictorial releases, scripts, and radio and television appearances.

d. Coordinates the activities of news media representatives visiting the installation.

e. Collects and analyzes news items and related information of interest to the Base.

f. Provides instruction, supervision and guidance to Public Affairs Unit Information Officers (UIO).

g. Assigns coverage of newsworthy events.

h. Coordinates publication of the Quantico Sentry with a commercial publisher.

i. Informs the CMC (PAM) of any incident which may gain regional or national press attention.

j. Coordinates the Base Community Relations Program.

k. Conducts Public Affairs inspections of activities as directed.

l. Submits tearsheets/clip sheets of stories and photographs involving Quantico Marine Corps personnel or equipment to the CMC (PAM).

m. Coordinates publication of the Quantico visitors map, Base guide and calendar with a commercial publisher.

n. Coordinates with the Community Planning and Liaison Officer regarding matters of mutual interest to the civilian communities adjacent to the Base.

o. Disseminates information to local media when adverse weather conditions affect Base operations.

2. Deputy PAO. Reports directly to the PAO. In the absence of the PAO the Deputy PAO assumes the PAO's responsibilities and is the OIC of the Base Information Bureau whenever a situation or incident calls for its establishment. Additionally, the Deputy PAO coordinates all functional areas of the Public Affairs Office. Specifically, the Deputy PAO:

a. Directs the operations of the Media, Press and Community Relations Branches. The Deputy PAO develops and maintains a program designed to keep Marines and the public informed about Marine Corps missions, organization and performance; Base capabilities and activities; and the activities and responsibilities of individual Marines.

b. Coordinates the release of all information concerning adverse incidents or incidents involving Base personnel.

c. Responds to press and public requests for information, coordinates the activities of print and electronic media representatives who visit and ensures they receive maximum access per current Marine Corps, DON and DoD regulations, and within the bounds of safety, security and propriety.

d. Arranges for production of an annual visitor's map, Base guide and calendar in cooperation with a civilian publisher.

e. Develops and maintains a program whereby the public is informed of Marine Corps and Base activities through both the print and electronic media, and maintains liaison between the Base and area radio, television and print news media organizations.

f. Advises the Director, Operations Division, on the appropriateness of public appearances by the Quantico Marine Band, color guard details, marching units and static displays in the local civilian communities.

g. Assists in the coordination of public speaking engagements by Base personnel, requests from the civilian community for the loan of equipment and use of facilities, Base participation with community groups, and participation in the MCB Civilian-Military Community Relations Council.

3. Press Chief. The Deputy PAO is assisted by the Press Chief. The Press Chief:

a. Directs the operation of the Public Affairs Office Press Section.

b. Prepares and distributes news releases and photographs about the Marine Corps, the Base and individual Marines to military and area news media.

c. Coordinates with the Editor, Quantico Sentry, and provides news, feature stories and photographs in a timely manner.

d. Assists activity heads with special publicity concerning high-interest projects such as alcohol/drug abuse prevention programs, voting, education, energy conservation, family advocacy, crime control, transition assistance program and environmental affairs.

e. Prepares and distributes electronic news and feature releases to military and area radio and television broadcast outlets, and supports broadcast programs initiated by the Public Affairs Division, HQMC.

4. Public Affairs Chief's Responsibilities. The Public Affairs Chief supervises, trains, and coordinates the activities of all enlisted Marines assigned to the Public Affairs Office and advises the PAO concerning internal, external and community relations programs. Additionally, the Public Affairs Chief is responsible for the following:

a. Serves as Fund Administrator, maintains all financial and supply records, and prepares the Public Affairs Office budget.

b. Serves as Responsible Officer for all public affairs equipment.

c. Sets up news escorts and conferences for the Base and tenant activities.

d. Provides professional and technical advice and assistance to the PAO concerning all aspects of the Base Public Affairs Program.

e. Assists with planned efforts to counter adverse or potentially adverse situations.

5. Community Relations Noncommissioned Officer

a. Directs the operation of the Public Affairs Office Community Relations Section.

b. Participates with community groups and serves as the principal asset of the PAO for all matters pertaining to the Civilian-Military Community Relations Council.

c. Maintains a Speakers Bureau Roster of Base personnel able to participate in public speaking engagements.

d. Maintains photographs of the President and Vice President of the United States; Secretary of Defense; Secretary of the Navy; and maintains biographies and photographs of the Chief of Naval Operations; Chaplain of the Marine Corps; Commandant of the Marine Corps; Assistant Commandant of the Marine Corps; Sergeant Major of the Marine Corps; and all active duty general officers in the Marine Corps.

e. Receives and records all noise complaints and maintains a file on all such complaints. A copy of the annual noise complaint records are forwarded to the Community Planning and Liaison Officer for analysis for specific geographic patterns to provide early identification of emerging community noise problems.

f. Responds to community inquiries for information under the cognizance of the PAO.

g. Coordinates an annual Public Affairs UIO meeting, including scheduling a date and a location for the conference, drafting invitations and preparing the agenda.

6. Editor, Quantico Sentry. Produces the Quantico Sentry newspaper in cooperation with a civilian publisher. The Quantico Sentry is the primary internal information medium used to inform the Marine Corps family of Marine Corps and Base missions, capabilities, performance, activities and responsibilities; and activities of individual Marines, Sailors, dependents, civil service, reserve and retired Marines. The Editor collects, reviews, analyzes, and edits news copy that is submitted for publication in the newspaper and coordinates and transmits the electronic layout of the Quantico Sentry to the civilian publisher on a timely basis. The Editor coordinates with Base commands and activities concerning the publication of stories in the Quantico Sentry and issues deadlines and criteria for submission of stories for publication.

7. Public Affairs UIO Responsibilities. Organizations requiring an assigned UIO are listed in appendix A. UIO's are responsible for the following:

a. Reporting to the PAO within 10 working days of the assignment for an orientation briefing.

b. Alerting the PAO of timely news and feature story possibilities sufficiently in advance of the event to permit planned news and photographic coverage.

c. Immediately notifying the PAO of all facts concerning personnel casualties or damage to major items of equipment.

After normal working hours, the organizational duty officers of the day will notify the Command Duty Officer (CDO) of all potential news incidents. The CDO is responsible for notifying the PAO, or a duty representative.

d. Supervising and coordinating internal public affairs activities.

e. Ensuring the completion and submission of Fleet Hometown News forms on all Marines or Sailors when appropriate.

f. Maintaining public affairs files outlined in appendix B for inspection by the PAO as part of the Commanding General's Inspection Program.

FIGURE 1-1 CONTAINS GRAPHICS AND IS NOT LOADED TO DOCUMENT

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CHAPTER 2

INTERNAL INFORMATION

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## CHAPTER 2

### INTERNAL INFORMATION

#### 2000. GENERAL

1. The objective of the internal information program is to ensure that all segments of the MCB, Quantico, community (Marines, their family members, civilian employees, and retirees) are fully and continually informed regarding Base programs, policies and events; Marine Corps-wide programs, policies and events; and community events.
2. The unrestricted flow of unclassified information applies to internal and external information. Marine Corps personnel are entitled to the same access to news as the public. Calculated withholding of unfavorable news stories from internal information publications is prohibited by DoDInst 5120.4.

2001. THE QUANTICO SENTRY. The Quantico Sentry is an authorized publication supporting the MCB, Quantico, internal information program. It is the Commanding General's primary communication tool to transmit information to the Quantico community.

1. The Quantico Sentry is published by a commercial publisher under contract with the U.S. Marine Corps. News and editorial content are furnished by the Public Affairs Office. The newspaper contains advertising sold by the commercial publisher. The right to circulate this advertising to Quantico readers constitutes contractual consideration instead of money to pay for the newspapers. The Quantico Sentry becomes property of the Commanding General upon delivery, according to terms of the contract.
2. The Quantico Sentry provides the Commanding General a primary means of communicating mission-essential information to members of the organization. The CG MCB, Quantico, normally defers all decision on news propriety, story placement, publication date and use of photography to the Public Affairs Officer (PAO).
3. News and feature stories on MCB, Quantico, personnel and organizations provide recognition of excellence in performance and help set forth norms for mission accomplishment.
4. News coverage and content will conform to policies of the U.S. Marine Corps and the Commanding General. News reporting

will be factual and objective. News coverage will avoid morbid, sensational or alarming details not necessary to factual news reporting. News writing will distinguish between fact and opinion. When an opinion is expressed, the source will be identified. The Quantico Sentry will not publish commercial news.

5. The Quantico Sentry will keep the community accurately informed about military matters affecting their futures. This will assist the Commanding General in improving morale and quelling rumors.
6. Quantico Sentry news and editorial content will provide information to all members of the MCB community -- officers, enlisted members, civilian employees, family members and retirees to improve the quality of their lives and thereby the effectiveness of the MCB work force.
7. The Quantico Sentry will deglamorize the use of alcohol. Articles concerning the club, unit or other activities may mention alcoholic beverages as long as the emphasis is on club activities and not the beverages.
8. The appearance of advertising in the Quantico Sentry does not constitute endorsement by the U.S. Marine Corps. Everything advertised in the Quantico Sentry must be made available to all readers without regard to race, religion, sex, national origin, marital status, physical handicap, political affiliation or any other non-merit factor.
9. The Quantico Sentry will conform to applicable regulations and laws relating to libel and copyright, the Marine Corps Privacy Act Program and Standards of Conduct, as well as U.S. Government printing and postal regulations.
10. Locally originated articles will reflect the policies of the Commanding General and be in the interest of the Marine Corps. Editorials should help readers understand Marine Corps policies and programs. They must not imply criticism of other government agencies, nor advocate or dispute specific political, diplomatic or legislative matters. Statements or articles on legislative matters by people or agencies outside the DoD, including officials or candidates for public office, will not be used.
11. Deadline. Due to printing and copy deadlines set by contract with the commercial publisher, copy submitted to the Quantico Sentry must reach the Public Affairs Office before noon Monday of the week of publication. All copy must be provided via EMAIL or disk.

12. Rewrite. All copy submitted to the Quantico Sentry will be rewritten to ensure it conforms to Marine Corps journalism guidelines for news writing; conforms to "style" guidelines in The Associated Press Stylebook and Libel Manual; and meets appropriate story length to facilitate layout and design.
13. Placement. The CG MCB normally defers all decisions on story placement to the PAO. The CG -- not the person who submits an article -- gives direction on story placement to the PAO.
14. Recurring Columns. Recurring columns from Base agencies will be addressed on a case-by-case basis.
15. Award Winners. Stories and/or photos are limited to Base or division level and higher. Awards below that level may be mentioned in a regular news column and published on a space-available basis.
16. Changes of Command. Stories and photos are limited to Base or division level or major tenant organizations. Battalion level change of command announcements may be published in the "Newsline" column.
17. Photos. On-the-job action photos will be published. Photos unacceptable for publication include "grip and grins," ribbon cuttings, photos containing alcoholic beverages or cigarettes, retirement/reenlistment photos, photos containing controlled area badges, photos of people not conforming to regulations or poor quality photos as determined by the PAO.
18. Fund Drives. Coverage will be limited to those campaigns authorized by service regulations, such as Combined Federal Campaign and the Navy/Marine Corps Relief Society Fund drive. Front page coverage is not guaranteed for any fund drive or membership campaign. News during a given week determines story placement on Page 1. The PAO will work with key workers to ensure appropriate coverage of these events.
19. Coordination. Quantico Sentry articles will be coordinated with affected agencies as deemed appropriate by the PAO. Controversial or "sensitive" articles will be coordinated with the Commanding General and higher headquarters, when necessary, before publication. Changes to style or news writing will only be made when directed by the PAO. A courtesy review by coordinating units for accuracy of information will be provided if feasible with story production deadlines as determined by the PAO.

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### 2002. OTHER MEDIA

1. In addition to the Quantico Sentry, other communication media play important roles in the internal information program. Among these are commercial radio and television, commercial newspapers, and a variety of printed media ranging from pamphlets and posters to newsletters and printed messages.

2. The production of unofficial, periodic newsletters, information bulletins or newspapers by individual activity heads must be authorized by CMC (AREA) as outlined in MCO P5600.31.

3. Generally, distribution of flyers aboard the Base by commercial enterprises is prohibited. Requests for distribution of commercial advertising materials aboard this Base will be referred to the Morale, Welfare and Recreation Division's Marketing Branch. Commercial enterprises are authorized to purchase advertisements in internal information publications such as the Quantico Sentry and other publications aimed at a military audience in order to sell their products.

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CHAPTER 3

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# SOP FOR PUBLIC AFFAIRS

## CHAPTER 3

### EXTERNAL INFORMATION

3000. GENERAL. The public information responsibility of this Base is focused primarily on the accurate and timely dissemination of information to local area and national news media about the people, actions and activities of this Base. This function involves daily contact with representatives of the civilian print and electronic news media. While timely reporting is vital to a successful relationship with the civilian news media, credibility is equally essential to a professional and enduring relationship. It is, therefore, imperative that requests for information in response to media queries be responded to quickly, accurately and candidly. While the Marine Corps cannot dictate which stories will receive coverage in the civilian news media, efforts to tell the story from a Marine Corps perspective must, nonetheless, be energetically pursued.

#### 3001. SPECIAL SITUATIONS

1. Organizational heads will ensure the Public Affairs Office is immediately informed of all incidents, either internal or external to the Base, which might result in unfavorable public reaction. During nonworking hours, notification will be through the Command Duty Officer (CDO). Such incidents include, but are not limited to, vehicular or aircraft accidents; deaths; escapes from custody; crimes of a felonious nature; epidemics; and major damage to equipment. It is imperative that the Public Affairs Officer (PAO) be advised without delay, day or night, of unfavorable incidents and all facts and developments as they occur. The decision as to what information will be made public, rests with the PAO and the CG MCB, Quantico. Personnel originating or reporting unfavorable information may not decide what should or should not be released and may not withhold unfavorable information or known facts from the PAO.

2. Through a policy of maximum disclosure with minimum delay, the PAO will emphasize the positive in providing information to the media and the public. Our overall approach must be one of candor, truthfulness and responsiveness. This "passive" aspect of media relations is one that requires considerable experience and judgment to exercise. The Base is under no obligation to search for information of a negative nature for unsolicited release to the media. However, questions about such matters will be responded to forthrightly. In certain cases, such as training-related serious injuries or deaths, timely, unsolicited

information release is crucial. After the proper next of kin notification has taken place, an unsolicited release of available information, consistent with security and investigative restrictions, will be made.

3. No personnel, other than those authorized by the CG MCB or the PAO, may release information to civilian news media or the general public concerning deaths or other serious incidents.

4. The public release of names and hometowns of Marines or naval personnel killed or injured will be withheld until such time as the next-of-kin have received official notification of the accident. However, every effort should be made to release such names and addresses simultaneously with, or as soon thereafter as possible, the release of the accident news itself.

5. Because of the Base's proximity to the nation's capital and the frequent visits by key U.S. Government personnel or equivalent rank foreign government visitors, release of casualty information concerning them will be accomplished per paragraph 0808 of SECNAVINST 5720.44A.

6. The PAO will provide a list, updated when needed, of the PAO, Deputy PAO, Public Affairs Chief and Press Chief's home phone numbers to the Base Adjutant. At no time will at least one of the above not be locally available to assist the CDO during off duty hours.

7. In any emergency, disaster or special project, either aboard the Base or involving the civilian community, the PAO may establish a Command Information Bureau (CIB) to function as a central point for military and civilian media representatives to deliver and receive up-to-date information. Whenever sizable numbers of military personnel are dispatched from the Base to aid the civilian community in an emergency, a public affairs representative will accompany the officer in charge. Whenever a command post is established to coordinate any emergency or disaster, a CIB will be established at that command post. Specific instructions for public affairs activities associated with such events are contained in DoDInst 5410.1.

#### 3002. RELATIONS WITH CIVILIAN NEWS MEDIA REPRESENTATIVES.

Organizational heads are requested to extend maximum cooperation to properly authorized news media representatives visiting the Base. Communication with news media representatives will not be initiated without authority of the PAO or MCB. All inquiries from civilian news media will be referred to the PAO, or CDO during nonworking

hours, unless specific releasing authority has been granted. When the situation requires, the PAO may authorize individuals on the Base to reply directly to news media representatives.

1. 3003 THE FLEET HOMETOWN NEWS PROGRAM provides a means to recognize Marine and Navy personnel in their individual home communities. The program is informational in nature and is not intended to cite or publicize Base activities or service programs. The entire thrust of the program is on the individual and is one of the most effective means available for informing the American public of Marines and their work. Public Affairs Unit Information Officers (UIO) or their designates are responsible for forwarding completed Fleet Hometown News forms from the organization directly to the Fleet Hometown News Center in Norfolk, Virginia, for release.

2. Fleet Hometown News forms will be prepared for all individuals joining a unit, meritorious masts, promotions, first reenlistments, awards, decorations, graduation from military schools or temporary additional duty training of at least 4 weeks duration, participation in community or service projects and similar events. Fleet Hometown News releases equal to eight percent of an organization's onboard strength constitutes viable participation in the program. Public Affairs UIO will report the number of releases submitted to the Fleet Hometown News Center by the 15th of each month for the period covered by the previous calendar month.

3. Fleet Hometown News forms will be completed even though the event prompting the release is covered by Public Affairs personnel. Questions or comments should be referred to the PAO.

#### 3004. BASE-SPONSORED/SANCTIONED CLUBS AND ORGANIZATIONS

1. Base sponsored or sanctioned civic, youth, social, and fraternal clubs and organizations should appoint an individual to serve as publicity coordinator.

2. Routine news and announcements concerning regular meetings, competitions and social events may be released to local civilian news media but not without prior submission to the PAO for review. If an outside news agency contacts a club or organization directly requesting information or an interview, the news agency should be referred to PAO.

3. Articles concerning Base or Marine Corps policy or activities will only be released to news media by the PAO.

4. News of upcoming events can be submitted to the Quantico Sentry for publication.

3005. NEWS QUERIES CONCERNING MARINE HELICOPTER SQUADRON ONE (HMX-1). The Public Affairs Office will respond to news media and public inquiries concerning HMX-1, with the exception of inquiries regarding the "executive" or "Presidential" mission of the squadron. In that case, all public and media inquiries will be deferred to the vision of Public Affairs, Headquarters Marine Corps (PAM). The PAO will inform CMC (PAM) of all inquiries pertaining to HMX-1.

3006. NEWS QUERIES CONCERNING DELTA COMPANY, 4TH LIGHT ARMORED RECONNAISSANCE BATTALION (LAR BN). The Public Affairs Office will respond to news media and public inquiries concerning Delta Company, 4th LAR Bn. The PAO will inform the Commanding General, 4th Marine Division of all inquiries pertaining to 4th LAR Bn.

3007. NEWS QUERIES CONCERNING OTHER TENANT ACTIVITIES. The Division of Public Affairs, CMC (PAM), has primary responsibility for response to media inquiries and other public affairs requirements relative to certain tenant activities aboard MCB, Quantico, to include HQMC Personnel Management Support Branch, MWR Support Activity, Marine Security Guard Battalion, Marine Corps Systems Command, Marine Corps Intelligence Activity, and Marine Corps Operational Test and Evaluation Activity. The Quantico PAO is authorized to respond to media and public inquiries regarding these activities; however, the PAO will coordinate responses with the individual activity, as well as CMC (PAM).

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CHAPTER 4

COMMUNITY RELATIONS

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## CHAPTER 4

### COMMUNITY RELATIONS

#### 4000. GENERAL

1. Every reasonable effort will be made to develop and maintain sound community relations. This will be achieved by participation in local public events and community activities. The Quantico area for community relations extends to and includes the counties of Prince William, Stafford, Fauquier and Spotsylvania, and their incorporated municipalities.
2. The Public Affairs Officer (PAO) is the cognizant staff officer for coordination of community relations activities. All requests for participation in support of community relations activities will be forwarded to the PAO for staff coordination.
3. Organizational heads are requested to maintain records to provide information to the PAO concerning community relations activities. This requirement extends to the following and similar activities:
  - a. Participation in public events by musical units, flag presentation teams, firing details, displays and marching units.
  - b. Speaking engagements, contest judging, awards presentations and appearances by military entertainers in hotels, schools, or private homes.
4. Individuals designated as liaison or Base representatives to public organizations, civic groups, scout groups and similar activities will ensure the PAO is kept informed of their assignment and activities.

#### 4001. TOURS AND VISITS

1. Requests for Base sponsored tours, visits, reunions, meetings, conferences, etc., will be forwarded to the Director, Operations Division (B 031) for coordination as described in MCBO 5050.1. Depending upon the request and the group involved, the PAO may be tasked with providing assistance.
2. The PAO will arrange for, coordinate and conduct all media visits at Quantico. When media are aboard the Base, a representative from PAO will accompany them at all times.

3. All involved personnel should make every reasonable effort to enhance the community relations effort by making maximum effort to accommodate the media within the limitations of facilities and restrictions imposed by security, safety and operations.

4. Organizational heads are requested to make every effort to provide demonstrations, static displays, tours and speakers as requested.

4002. LOAN OF EQUIPMENT. All requests for the loan of material or equipment for public events external to the Base will be submitted to the PAO for evaluation based on overall community relations benefit to the Base. Requests deemed appropriate will then be forwarded to the Director, Logistics Division, for determination of availability of equipment and/or concurrence with the request. Such requests will be evaluated for compliance with factors set forth in paragraph 0408(a) of SECNAVINST 5720.44A regarding potential competition with commercial alternatives. The public affairs objectives must transcend any direct or implied competition with available commercial resources.

4003. REQUESTS FOR APPEARANCE OF THE QUANTICO MARINE BAND. Requests for musical support from the Quantico Marine Band will be forwarded to the Director, Operations Division (B 035), for coordination. With the exception of military changes of command, requests for musical support beyond a 100 mile radius of Quantico; in the District of Columbia; the city of Alexandria, Virginia; and the counties of Arlington, Virginia; Fairfax, Virginia; Montgomery, Maryland; Prince George's, Maryland; and their incorporated municipalities, will be referred by the Director, Operations Division (B 035) to the CMC (PAC) for determination and approval. Within the staffing process, requests from nonmilitary activities should be reviewed by the PAO to determine the legitimacy of the request. The PAO may be tasked to provide media coverage or assistance as required.

4004. REQUESTS FOR TROOP PARTICIPATION AND STATIC DISPLAYS. Requests for Base participation by marching units, drill teams, buglers and firing details, color guards, static displays, funeral details and similar military demonstrations will be forwarded to the Director, Operations Division (B 031) for coordination. During staffing, the PAO should evaluate all nonmilitary requests to determine the legitimacy of the requests and assist in establishing support priorities.

## 4005. COMMAND SPEAKERS PROGRAM

1. The Marine Corps has a continuing requirement to inform the American public of its activities. One means to accomplish this is the use of Marines for public appearances, speeches, and radio, television, and newspaper interviews.
2. Organizational heads are requested to make every effort to provide qualified speakers as requested by the PAO.
3. Prior to accepting public speaking engagements, members of the Base are requested to contact the PAO for guidance concerning current Secretary of Defense policies. Public speeches are considered official releases and will be forwarded to the CMC for clearance when required. Marines speaking in the local community concerning their personal experiences are not required to submit manuscripts for clearance. Notification to the PAO, however, is suggested.
4. All personnel will assume personal responsibility to ensure their speeches and public statements are consistent with national security objectives and the policies of the Secretary of Defense.
5. Upon completion of any speaking engagement, the speaker is requested to submit a report to the PAO, to include identification of the speaker; date, location, topic and length of speech; organization addressed; size of audience; purpose of event; and audience reaction.
6. Requests for military or civilian personnel to speak before groups in the civilian community will be referred to the PAO.

## 4006. CIVILIAN-MILITARY COMMUNITY RELATIONS COUNCIL

1. It is essential for the promotion of good, effective community relations that the neighboring communities understand the effects, roles and activities of this Base, and that they have a means by which their views and opinions can be communicated to the CG MCB.
2. To achieve these goals, a Civilian-Military Community Relations Council under the staff cognizance of the PAO is established, and consists of principal officers of the Base and local civic leaders. The Council meets quarterly to implement two-way communication between the Base and the surrounding communities to identify problem areas and suggest solutions.
3. Organizational heads are urged to submit topics, problems and questions to the PAO which may merit discussion by the Council.
4. Membership and bylaws of the Council are contained in appendix C.

SOP FOR PUBLIC AFFAIRS  
CHAPTER 5  
PUBLIC AFFAIRS SERVICES

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# SOP FOR PUBLIC AFFAIRS

## CHAPTER 5

### PUBLIC AFFAIRS SERVICES

5000. APPLICANT SCREENING FOR PUBLIC AFFAIRS DUTY. Organizational heads are requested to recommend personnel within their organizations who show an interest and aptitude for public affairs duties for screening by the Public Affairs Officer (PAO). Applicants will be referred to the PAO for interview and screening prior to submission of an Administrative Action form for transfer to public affairs duties or to a public affairs school.

#### 5001. PHOTOGRAPHIC SUPPORT

1. The PAO will coordinate the photographic requirements for all media/news events. Requests from Public Affairs Unit Information Officers and individuals for newsworthy photographic coverage will be submitted to the PAO at least 72 hours in advance of the event. Requests may be oral, written or via EMAIL and will include date and time of event, location, type of event, personnel participating and point of contact. Beyond internal photojournalism capabilities, the PAO may request customer support for photographic services from the Training and Audiovisual Support Center (TAVSC) Branch, Operations Division.
2. Personal prints of official photographs will not normally be made available through the PAO.
3. Writer/photographer teams are to be used specifically for photographic coverage of Marine Corps activities for internal and external news purposes only. Teams will be briefed by the Public Affairs Chief prior to an assignment and will not be diverted from that assignment except by the PAO.
4. The Head, TAVSC Branch, Operations Division, will maintain sufficient photographic equipment kits for subcustody to qualified photojournalists assigned to the Public Affairs Office. Once issued, the equipment will be returned to the TAVSC on 6-month intervals for scheduled preventive maintenance. Nonscheduled corrective maintenance will be performed by TAVSC as required.
5. Repetitious coverage of parades, inspections, social events and visitors will be curtailed and limited to those of definite news value. Where there is no news value involved, and neither internal nor external news releases made (i.e., individual awards or promotions), requests for photographic coverage will be submitted directly to the Head, TAVSC Branch, Operations Division (B 034).

5002. MILITARY AUTHORS. Military personnel may write for unofficial publications. Clearance of certain material, including scientific, professional, and technical articles on nonmilitary subjects, will be handled per existing directives. Articles on military matters that have national or foreign policy implication should be submitted to the PAO for review and clearance. Personnel will not make a commitment to furnish a personal manuscript that requires clearance to any unofficial publication prior to obtaining such clearance. All individuals will assume personal responsibility to ensure their articles are consistent with national security and Secretary of Defense policies.

5003. BASE GUIDE AND DIRECTORY, MAP AND CALENDAR

1. Under the staff cognizance of the PAO, a Base guide, map of Quantico and calendar are produced annually by a commercial publisher at no direct cost to the Marine Corps. The primary purpose of these publications is distribution to incoming personnel and to visitors and guests.
2. Distribution to incoming personnel is the responsibility of the Director, Manpower Division. Distribution to visitors is the responsibility of the Provost Marshal.
3. Supplies of these publications are limited; however, every effort will be made to provide copies to Base divisions, commands and activities as available.
4. Periodically, upon request by the PAO, organizational heads will provide updates of the information contained in the directory, map and calendar concerning their areas of responsibility.
5. The PAO is responsible for the selection of photographs which appear in the directory and for the editing and final preparation of the directory, map and calendar subject to contractual arrangements with the commercial publisher.

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APPENDIX A

ORGANIZATIONAL HEADS REQUIRED TO ASSIGN A  
PUBLIC AFFAIRS UNIT INFORMATION OFFICER (UIO)

Each of the following will designate a UIO:

President, Marine Corps University  
Director, Amphibious Warfare School  
Director, Staff Noncommissioned Officers Academy  
Director, Command Control Systems School  
Commanding Officer, Officer Candidates School  
Commanding Officer, The Basic School  
Director, Commandant's Warfighting Lab  
Director, Warfighting Development and Integration Division  
Director, Training and Education Division  
Director, Computer Sciences School  
Commanding Officer, Weapons Training Battalion  
Head, Maintenance Branch, Facilities Division  
Head, Support Branch, Facilities Division  
Head, Natural Resources and Environmental Affairs Branch,  
Facilities Division  
Director, Logistics Division  
Director, Morale, Welfare and Recreation Division  
Director, Reserve Affairs Division  
Director, Safety Division  
Commanding Officer, Headquarters and Service Battalion  
Commanding Officer, Security Battalion  
Head, Fire Protection/Prevention Branch, Security Battalion  
Base Inspector  
Commander, Marine Corps Systems Command  
Director, Marine Corps Intelligence Activity  
Director, Drug Enforcement Agency  
Agent in Charge, Naval Criminal Investigative Service  
Commanding Officer, 4th Light Armored Reconnaissance Battalion  
Commanding Officer, Marine Security Guard Battalion  
Commanding Officer, Marine Corps Air Facility  
Director, FBI Academy  
Director, Marine Corps Operational Test and Evaluation Activity  
Health Care Advisor  
Dental Care Advisor  
Superintendent, Quantico Dependents School System  
Director, American Red Cross  
Commanding Officer, HMX-1

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APPENDIX B

FILES TO BE MAINTAINED BY THE  
PUBLIC AFFAIRS UNIT INFORMATION OFFICERS (UIO)

For all UIO:

Appointment Letter

MCBO P5720.1A, SOP for Public Affairs

Speakers Bureau Participants Roster

Speakers Bureau After Action Reports

Photographs and Biographies of all Colonels (O-6) and GS-15 and above in their organization

Organizational History/Scrapbook

Copies of Organizational Newsletter (If published)

For UIO in Units with Commanding Officers:

Fleet Hometown News Release Log

Photographs and Biographies of commanding officers and sergeants major/first sergeants

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APPENDIX C

MARINE CORPS BASE  
CIVILIAN-MILITARY COMMUNITY RELATIONS COUNCIL BYLAWS

ARTICLE I

Name. The organization will be known as the MCB Civilian-Military Community Relations Council.

ARTICLE II

Objectives. The MCB Civilian-Military Community Relations Council is an organization established to:

- a. Develop better understanding between the military and civilian communities.
- b. Help create mutual interest in the activities and problems of the military and civilian communities.
- c. Provide a vehicle for promoting the achievement of goals and objectives of mutual benefit to the military and civilian communities.

ARTICLE III

1. Membership. Membership of the Council will include:
  - a. Military Members
    - (1) CG MCB
    - (2) C/S MCB
    - (3) General Counsel
    - (4) Director, Manpower Division
    - (5) Director, Operations Division
    - (6) Director, Facilities Division
    - (7) Director, Reserve Affairs Division
    - (8) Director, Comptroller Division
    - (9) Director, Morale, Welfare and Recreation Division
    - (10) Director, Logistics Division
    - (11) Director, Safety Division

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- (12) Director, Communications Electronics Division
- (13) Public Affairs Officer
- (14) Inspector
- (15) Adjutant
- (16) Chaplain
- (17) Staff Judge Advocate
- (18) Community Planning Liaison Officer
- (19) Commanding Officer, Weapons Training Battalion
- (20) Commanding Officer, The Basic School
- (21) Commanding Officer, Support Battalion, The Basic School
- (22) Commanding Officer, Officer Candidates School
- (23) Commanding Officer, Security Battalion
- (24) Commanding Officer, Headquarters and Service Battalion
- (25) Commanding Officer, Marine Security Guard Battalion
- (26) Commanding Officer, Marine Corps Air Facility
- (27) Commanding Officer, Marine Helicopter Squadron One
- (28) Commanding Officer, 4th Light Armored Reconnaissance Battalion
- (29) Dental Care Advisor
- (30) Health Care Advisor
- (31) Head, Civilian Human Resources Office - Quantico

b. Civilian Members

- (1) Elected and appointed city and county officials.
- (2) Media representatives and business/civic leaders. Each county/town will maintain its own address list and will provide a copy to the Quantico Public Affairs Office.

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(3) State senators, Quantico district's U.S. Congressmen and both area state delegates will be carried as honorary members and extended an invitation to all meetings.

(4) Representatives of federal activities adjacent to MCB, Quantico, such as Prince William Forest Park and Quantico National Cemetery.

2. Proxy. A Council member absent from a general meeting may be represented by an individual designated by that member, with all powers of the absent member excluding serving as a Council officer.

3. Guests. Any Council member may invite or approve the attendance of a nonparticipating guest at any general meeting to further the Council's objectives.

## ARTICLE IV

### Organization and Function

a. Authority. The Council and any subordinate organization thereof will discuss issues of mutual concern between the local community and MCB, Quantico. The success of the Council is derived from the establishment of communication links and from bringing to the attention of those who have authority to act, the problems, needs, and concerns of others.

#### b. Officers

(1) There are two co-chairpersons, one military and one civilian. The military co-chairperson is the CG MCB, Quantico. The civilian co-chair is rotated biannually among elected officials represented on the Council. The rotation schedule follows:

- (a) Town of Dumfries
- (b) Town of Quantico
- (c) Fauquier County
- (d) Prince William County
- (e) Stafford County

(2) There is a secretary of the Council who is the Public Affairs Officer, Quantico, and who serves as secretary to the Executive Council.

#### c. Executive Council

(1) There is an Executive Council consisting of the civilian and military co-chairpersons; the Chief of Staff, MCB, Quantico; and a representative from the counties of Fauquier,

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Prince William, Spotsylvania, and Stafford; the towns of Dumfries and Quantico; and Prince William Forest Park. The Council secretary serves on the Executive Council, as well.

(2) The Executive Council will meet prior to the quarterly Council meetings to discuss issues of concern to the various community jurisdictions.

### d. Meetings

(1) Regular meetings of the Council will be held quarterly. Locations will be rotated among members of the Executive Council as hosts.

(2) Traditionally, Prince William County hosts the Winter Quarter meeting as a community relations Christmas social. Continuation of this tradition will be approved annually by the Executive Council and the rotation of hosts will be adjusted accordingly.

## ARTICLE V

Changes to the Bylaws. Bylaws will be reviewed as part of routine reviews of the SOP for Public Affairs. Proposed changes will be presented to the Executive Council for comment and to the Council for information prior to publication.

## ARTICLE VI

Promulgation. Each Council member will be provided a copy of the Council bylaws.