



UNITED STATES MARINE CORPS
MARINE CORPS RECRUIT DEPOT/WESTERN RECRUITING REGION
SAN DIEGO, CALIFORNIA 92170

DepO P5720.1H
5D
30 NOV 1989

DEPOT ORDER P5720.1H w/ ch 1, 2

From: Commanding General
To: Distribution List

Subj: STANDING OPERATING PROCEDURES FOR PUBLIC AFFAIRS

Ref: (a) MCO P5720.60 (NOTAL)
(b) MCO P5720.61 (NOTAL)
(c) MCO 5211.3 (NOTAL)
(d) DepO 5720.3C
(e) DepO 5600.5D

Encl: (1) LOCATOR SHEET

1. Purpose. To publish public affairs policies and guidelines within the Command and to amplify references (a) through (e).

2. Cancellation. DepO P5720.1G.

3. Summary of Revision. This Manual has been completely revised and contains a significant number of changes. The major modifications to this Manual are as follows:

a. Paragraph 3001.5a. Revises the requirements for submitting audio feeds.

b. Paragraph 4002.1. Revises the procedures for submitting articles to The Chevron for publication.

c. Paragraph 4003.3. Revises the TAVSC photographic support requirements.

d. Paragraph 6003.8. Eliminates the requirement to have personnel complete Fleet Home Town News forms when checking out.

e. Paragraph 7001.3. Revises the requirements for conducting FHTN classes for recruits.

4. Recommendation. Recommendations concerning the contents of this Manual are encouraged and should be submitted to this Headquarters (Attn: PAO) via the appropriate chain of command.

6. Certification. Reviewed and approved this date.

R. R. WRIGHT
Chief of Staff

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UNITED STATES MARINE CORPS
MARINE CORPS RECRUIT DEPOT/WESTERN RECRUITING REGION
SAN DIEGO, CALIFORNIA 92140-5001

DepO 5720.1H Ch 1
5D
25 JAN 1995

DEPOT ORDER P5720.1H Ch 1

From: Commanding General
To: Distribution List

Subj: STANDING OPERATING PROCEDURES FOR PUBLIC AFFAIRS

1. Purpose. To direct pen changes to the basic Manual.

2. Action

✓ a. On page 1-3, paragraph 1003.1a, second line to read, "news conferences, interviews, briefings, visits, and press releases".

✓ b. Delete paragraph 1003.3c on page 1-4.

✓ c. On page 4-4, paragraph 4002.3, second line, delete "1200, Friday", and replace with, "close of business Tuesday," and rewrite, "in the next weeks issue", to read, "in the current week's issue".

✓ d. On page 8-3 paragraph 8001.1d, first line replace, "Biweekly", to read, "Weekly".

✓ e. On page 10-3, par 10001.1, second line delete "Domestic Emergency Preparedness Plan (DEP Plan 1-89)", and replace with "Emergency Action Plan".

3. Summary of Changes. To update this Manual to correspond with the current Public Affairs SOP.

4. Filing Instructions. This Change transmittal will be filed immediately following the signature page of the basic Manual.


G. E. SMITH
Chief of Staff

DISTRIBUTION: A



UNITED STATES MARINE CORPS
MARINE CORPS RECRUIT DEPOT/WESTERN RECRUITING REGION
SAN DIEGO, CALIFORNIA 92140-5001

DepO P5720.1H Ch 2
5D

21 FEB 1966

DEPOT ORDER P5720.1H Ch 2

From: Commanding General
To: Distribution List

Subj: STANDING OPERATING PROCEDURES FOR PUBLIC AFFAIRS

1. Purpose. To transmit a pen change to the basic Manual.
2. Action. In paragraph 2004.1, change the first sentence to read:
"All media representatives will be directed to the Public Affairs Office, Building 31, where they will pick up a public affairs escort. Any media aboard the Depot without an escort, and not on a direct route to public affairs, will be stopped and escorted to Building 31, the Public Affairs Office for further disposition".
3. Filing Instructions. This Change transmitted will be filed immediately following page 3 of the basic Manual.


J. M. GUERIN
Chief of Staff

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DepO P5720.1H
30 NOV 1989

LOCATOR SHEET

Subj: STANDING OPERATING PRODECURES FOR PUBLIC AFFAIRS

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(Indicate location(s) of copy(ies) of this Manual.)

ENCLOSURE (1)

STANDING OPERATING PROCEDURES FOR PUBLIC AFFAIRS

CONTENTS

CHAPTER

1	INTRODUCTION
2	RELEASE OF INFORMATION
3	INTERNAL INFORMATION
4	DEPOT NEWSPAPER AND PHOTOGRAPHY
5	COMMUNITY RELATIONS
6	UNIT INFORMATION OFFICERS
7	FLEET HOME TOWN NEWS PROGRAM
8	TRAINING
9	SPECIAL EVENTS
10	DISASTER RESPONSE

STANDING OPERATING PROCEDURES FOR PUBLIC AFFAIRS

CHAPTER 1

INTRODUCTION

	<u>PARAGRAPH</u>	<u>PAGE</u>
MISSION.....	1000	1-3
BACKGROUND.....	1001	1-3
PUBLIC AFFAIRS POLICY.....	1002	1-3
PUBLIC AFFAIRS OFFICER.....	1003	1-4

STANDING OPERATING PROCEDURES FOR PUBLIC AFFAIRS

CHAPTER 1

INTRODUCTION

1000. MISSION. The public affairs mission for the Depot and the Western Recruiting Region (WRR) is to provide timely, accurate information to Marines and the general public on:

1. Marine Corps operations and programs.
2. The activities of the Depot and the WRR.
3. The responsibilities of Marines, Navy personnel, dependents, and civilian employees within the Depot and the WRR.

1001. BACKGROUND. The public affairs program for the Depot and WRR is only as good as the support it receives; the success of the program ultimately rests with each individual. Simply put, we're all in the public affairs business and we need to cooperate and maintain a positive attitude to succeed. If the public becomes apathetic about the Marine Corps, the Marine Corps will cease to exist.

1002. PUBLIC AFFAIRS POLICY. The Marine Corps is a public institution fully accountable to the citizens of the United States. No substitute exists for an enlightened public. To this end, the Commanding General's policy for public affairs is maximum, unrestricted disclosure of releasable information consistent with safety, security, and individual privacy.

1003. PUBLIC AFFAIRS OFFICER (PAO). The PAO is a special staff officer under the direct cognizance of the Chief of Staff and is the official spokesman for the Commanding General in all media matters. He is also responsible for bringing those with specific expertise into contact with the media. The determination as to what information should be released is the responsibility of the PAO. To make an informed recommendation to the Commanding General, the PAO must have available to him, by the quickest means possible, all information on any event that may be newsworthy. To enable the PAO to develop an appropriate public affairs plan for a newsworthy event, staff members or commanders should keep him informed of any situation that develops. Armed with all the information on a potential problem which may evoke adverse public reaction, the PAO will be in a better position to tell the Marine Corps' side of the story. The public affairs program includes the following responsibilities:

1. Public Information

- a. Prepare and release information to media representatives, to include the scheduling of news conferences, interviews, briefings, ~~and~~ visits, *and press releases.*

b. Supervise the Fleet Home Town News (FHTN) Program.

2. Community Relations

a. Develop programs that ensure positive relations between the Command and the local community.

b. Maintain a speaker's bureau with topical issues and resource files to provide background information for military speakers.

c. Provide guidance regarding military participation in community events.

d. Conduct tours and visits by civilian groups or individuals as outlined in MCO P5720.60.

e. Coordinate the Depot's role as host command for the Command Visit Program.

3. Internal Information

a. Direct and coordinate the editorial publication and distribution of the Depot newspaper, The Chevron.

b. Coordinate and supervise the distribution of nongovernment publications aboard the Depot, in accordance with DepO 5600.5

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~~c. Coordinate requirements of Marine Corps Audiovisual Information System (MCAVIS).~~

STANDING OPERATING PROCEDURES FOR PUBLIC AFFAIRS

CHAPTER 2

RELEASE OF INFORMATION

	<u>PARAGRAPH</u>	<u>PAGE</u>
POLICY.....	2000	2-3
ACTION.....	2001	2-3
SPECIAL CONSTRAINTS ON RELEASING INFORMATION.....	2002	2-3
MEDIA QUERIES.....	2003	2-4
RELATIONS WITH MEDIA REPRESENTATIVES.....	2004	2-4
MEDIA WITH COMMAND VISITS.....	2005	2-4
MEANS OF RELEASING INFORMATION.....	2006	2-5
NEWS CLIPPINGS.....	2007	2-5
WRITING FOR PUBLICATION.....	2008	2-5

STANDING OPERATING PROCEDURES FOR PUBLIC AFFAIRS

CHAPTER 2

RELEASE OF INFORMATION

2000. POLICY

1. The PAO is responsible for releasing all information to media representatives. The PAO will coordinate any release, other than routine, with the Commanding General and the Chief of Staff. In addition, if a news release has potential regional or national impact, the PAO will coordinate the release with the Commandant of the Marine Corps (Code PAM) in accordance with MCO P5720.61.

2. The public has a right to be informed of the activities of the Command and its Marines whether favorable or unfavorable, as long as disclosure of the information is consistent with safety, security, and privacy considerations. In this regard, commanders and section heads at all levels aboard the Depot and the WRR will keep their PAO fully apprised of any matter having potential public affairs impact. PAO's in the WRR will promptly inform the Depot PAO of any situation that may be newsworthy and of interest to the Commanding General. The Depot PAO will likewise keep the District PAO's informed of newsworthy events that occur at the Depot. Some examples include:

- a. Any death or serious injury.
- b. All serious incidents involving recruits, drill instructors, or recruiters.
- c. Fires, storm damage, accidents, misappropriation of funds.
- d. Acts of bravery or heroism.

2001. ACTION

1. For a media program to work, commanders must coordinate planning and policy with their PAO. Many events that on the surface may seem insignificant are in fact newsworthy.

2. All commanders and section heads will:

- a. Promptly advise the PAO of events that may be newsworthy.
- b. Provide information, without delay, pertaining to personnel, facilities, material, and equipment as the PAO may request. It is not the responsibility of the organization receiving the request to determine whether the information should be released to the public. This decision will normally be made by the Commanding General or the Chief of Staff, following a recommendation by the PAO.

2002. SPECIAL GUIDELINES FOR RELEASING INFORMATION

1. The Freedom of Information Act (FOIA) was designed to ensure that the federal government gives the public the maximum amount of information requested. According to the FOIA, all individuals have equal rights of access; disclosure is the rule, not the exception, and if the government chooses not to give out the information, it must justify its actions. A person denied the information may seek relief in the courts. There are nine types of information exempt from this Act, including classified materials, trade secrets, private personnel and medical files, and law enforcement records that might affect an investigation or trial.
2. FOIA requests must be in writing and cite the FOIA specifically. All such requests are referred to the AC/S, Staff Judge Advocate for action.
3. The Privacy Act protects individuals' right to privacy. Under this act, a person can determine what records are being maintained on him and gain access to those records. In addition, federal agencies can use personal information only for a necessary and lawful purpose, and must ensure its accuracy. A person may bring a civil suit against an agency for damages resulting from a violation of his privacy.
4. In determining what information can or should be released, the PAO examines how each of the Acts applies to the information, balancing the public's right to be informed with individuals' right to privacy and operational needs for withholding the information.

2003. MEDIA QUERIES

1. A record of all media queries will be maintained using a query sheet. The PAO, or his designated representative, is authorized to answer media queries. The Chief of Staff will be briefed on all media queries. All query sheets will be maintained on file for a minimum of two years.
2. When the Depot PAO contacts an individual or section on the Depot for information concerning a media query, every effort will be made to provide the information accurately and quickly.

2004. RELATIONS WITH MEDIA REPRESENTATIVES

ch 2
All media representatives will be directed to the Public Affairs Office, Building 31, where they will pick up a public affairs escort. Any media aboard the Depot without an escort, and not on a direct route to public affairs, will be stopped and escorted to Building 31, the Public Affairs Office for further disposition.

All media representatives should be directed to the Public Affairs Office and should never proceed directly to any other Depot office or organization. The PAO will be the liaison between the media and the Depot. In addition, the PAO will provide any other assistance to the media as is necessary to ensure fair, accurate news coverage.

2. Every reasonable facility and all possible assistance within the limits of security and regulations will be provided to news correspondents to help them accomplish their assignments.

3. The Depot can be compared to a "fishbowl" environment, and many Marines will have occasion to deal with the media. Marines should remember that all of us are in public affairs; when dealing with media representatives, we should be cooperative and observe the following principles:

- a. Answer inquiries promptly, accurately, and conscientiously.
- b. Tell the truth.
- c. Refer any difficulties to the PAO.

2005. MEDIA WITH COMMAND VISITS. While Command Visits are not media events, Recruiting Station Public Affairs NCO's are encouraged to include media representatives in Command Visits. Because of the additional coordinating and escorting requirements, a media visit with the Command Visit represents a separate visit. The Depot PAO has limited resources and will require assistance from the District and RS public affairs escorts. The following guidelines apply:

1. The District PAO, in conjunction with the Public Affairs Non Commissioned Officer, will:
 - a. Inform the Depot PAO as soon as possible when media representatives plan to accompany the command visitors. At a minimum, information will include number of representatives, names, affiliation, and telephone numbers of the media.
 - b. Coordinate the itinerary, special requests, transportation, and technical requirements with the Depot PAO prior to the media's arrival.
 - c. Provide any pre-visit information to the PAO if media representatives request an interview with a specific recruit, including the recruit's full name, social security number, and the date he arrived at the Depot.
 - d. Ensure that liaison is made with the Depot PAO before offering an itinerary or interviews to media representatives.
 - e. Forward a copy of the story to the Depot PAO upon publication or airing.
2. The Depot PAO will:
 - a. Escort media representatives during their visit to the Depot.
 - b. Coordinate the itinerary, set up interviews, and research queries.

2006. MEANS OF RELEASING INFORMATION. While news releases are the most common means of releasing information to the media, there are other ways of telling the Marine Corps story. The Public Affairs Office may also use the following means to release information:

1. Answer telephone queries.
2. Schedule news conferences.
3. Schedule interviews.
4. Use audiovisual material (e.g., art, still photos, motion pictures, books, magazines, and video tape).
5. Use the speaker's bureau program.
6. Conduct media tours.

2007. NEWS CLIPPINGS

1. Clippings are single items clipped from newspapers, magazines, or periodicals and attached to 8 by 10 1/2-inch sheets of bond paper. At the bottom of each sheet is typed the publication's name, date, and page number.
2. The Public Affairs Office will provide a clipping service of all daily newspapers in the San Diego area for the Commanding General and the Chief of Staff. The clips will be delivered each morning to the Staff Secretary.
3. The Public Affairs Office will forward local interest media clips, daily, to Headquarters Marine Corps (Code PAM).

2008. WRITING FOR PUBLICATION

1. The publication of books, articles, scripts, speeches, and similar material concerning the Marine Corps by individuals is desirable and authorized.
2. Individuals desiring to publish should refer to SECNAVINST 5370.2 , Standards of Conduct and Government Ethics and MCO 5510.9, Security of Information for Public Release.

STANDING OPERATING PROCEDURES FOR PUBLIC AFFAIRS

CHAPTER 3

INTERNAL INFORMATION

	<u>PARAGRAPH</u>	<u>PAGE</u>
POLICY.....	3000	3-3
ACTION.....	3001	3-3

STANDING OPERATING PROCEDURES FOR PUBLIC AFFAIRS

CHAPTER 3

INTERNAL INFORMATION

3000. POLICY

1. A primary vehicle for information within the Depot and the WRR is the Command newspaper, The Chevron. The Depot PAO will be responsible for publishing The Chevron according to MCO P5720.61 and MCO P5600.31. The PAO is responsible to the Commanding General and the Chief of Staff for editorial content of the newspaper.
2. The success of the newspaper in keeping personnel of the Command informed and in contributing to the morale is dependent on the cooperation of all commanding officers and section heads.
3. The Chevron, however, is not the sole source of information and commanding officers should ensure that they have an active internal information program so that their Marines can get the "word." This includes distribution of MARINES magazine.

3001. ACTION

1. The PAO will support Depot units and the WRR by publishing a weekly newspaper designed to inform Marines, Sailors, dependents, and civilian employees about the mission, function, and activities of the Command. Specific requirements are outlined in Chapter 4.
2. Commanding officers will support the command newspaper by appointing a Unit Information Officer (UIO) in accordance with Chapter 6, cooperating with the PAO by furnishing story ideas, material, and ensuring that the paper is distributed to all hands.
3. As an additional means for providing Marines internal information, the PAO will:
 - a. Provide a copy of the weekly Headquarters Marine Corps Media Highlights to the Commanding General, Chief of Staff, General Staff, and commanding officers.
 - b. Provide commanding officers with copies of media releases resulting from Command Visits.
4. The PAO and Director, Training and Audiovisual Support Center (TAVSC) will work together to support the requirements of MCAVIS.

5. TAVSC will be responsible for:
 - a. Producing and submitting audio feeds, as requested by PAO.
 - b. Submitting alibi copies of audio and video feeds to the PAO.
6. The PAO will be responsible for:
 - a. Providing story ideas.
 - b. Final story approval and release.

STANDING OPERATING PROCEDURES FOR PUBLIC AFFAIRS

CHAPTER 4

DEPOT NEWSPAPER AND PHOTOGRAPHY

	<u>PARAGRAPH</u>	<u>PAGE</u>
POLICY.....	4000	4-3
IMPLEMENTATION.....	4001	4-3
SUBMISSION OF MATERIAL FOR PUBLICATION	4002	4-3
PHOTOGRAPHY.....	4003	4-4

STANDING OPERATING PROCEDURES FOR PUBLIC AFFAIRS

CHAPTER 4

DEPOT NEWSPAPER AND PHOTOGRAPHY

4000. POLICY. The PAO is responsible for publishing the Depot newspaper, The Chevron, according to current printing and publishing regulations. The purpose of The Chevron is to keep the Depot and WRR military and civilian community informed of current events, local and national military policy, and other items of interest as appropriate.

4001. IMPLEMENTATION

1. The Public Affairs Office will publish the Depot newspaper on a weekly basis.
2. UIO's will notify the Public Affairs Office of potentially newsworthy events at least 48 hours prior to the event to ensure adequate coverage.
3. The PAO is responsible for screening the nature of information and general interest items prior to publication. In all instances, the PAO will evaluate and make a determination of the news value of the event, the extent of coverage, and subsequent publication in The Chevron, unless otherwise directed by the Commanding General or the Chief of Staff.
4. The PAO will ensure that contractual and printing agreements with the printer of the newspaper are followed and will report any violations to proper authorities.

4002. SUBMISSION OF MATERIAL FOR PUBLICATION

1. Anyone can submit articles to the Public Affairs Office for publication in The Chevron. Call the PAO to discuss the story idea. The following procedures are established for submission of articles to The Chevron:
 - a. Material will be typed (10-pitch) and double-spaced, using a 60-character line.
 - b. The author's name, organization, and telephone number must accompany the article.
 - c. The Public Affairs Office reserves the right to edit articles and will make the final determination on publication.
2. Proposed articles and other information should be delivered to the Public Affairs Office on Wednesday for consideration in the following week's Chevron.

ch 1
close of business Tuesday
3. Classified advertisements for The Chevron will be accepted if submitted by ~~1200, Friday~~ to appear on a space-available basis in the ~~next~~ ^{current} week's issue. Advertisement forms are available at the Public Affairs Office.

4003. PHOTOGRAPHY

1. It is both the Marine Corps and Command policy to make maximum use of still and motion picture photography to inform the public of the activities and accomplishments of the Marine Corps, the Depot, and the WRR.
2. The PAO will act as an advisor to commercial photographers, representing the news media, who are authorized aboard the Depot. The PAO will ensure that negatives and prints which might disclose classified information remain under the jurisdiction of this Command until officially released.
3. The PAO works closely with and will request photographic support from TAVSC, as required.
4. The PAO uses photographs for official news purposes only. Requests for all other photographs, not having public affairs potential, should be directed to the Director, TAVSC. Additionally, public affairs personnel on writing assignments will only photograph as much of an event as they feel is representative of that event for media release. It is, therefore, the responsibility of respective commanding officers/section heads to coordinate directly with TAVSC if photographic coverage beyond that required for official news releases is desired. Courtesy copies or personal prints of official news photographs will not be produced.
5. Promotion pictures will not be taken by the Public Affairs Office. Providing photos primarily for souvenir purposes is also not a public affairs function.
6. In all cases, the Depot PAO will determine whether photo coverage for news purposes is warranted, unless specifically directed by the Chief of Staff or the Commanding General.
7. The TAVSC provides photographic equipment to the Public Affairs Office via subcustody. The PAO will ensure that only qualified journalists operate photo equipment. TAVSC is responsible for repairing the equipment, providing materials for processing film, and assisting with supplementary training as requested by the PAO. This arrangement does not eliminate the requirement for photographic support from TAVSC. In this regard, direct liaison with the Director, TAVSC is authorized.

STANDING OPERATING PROCEDURES FOR PUBLIC AFFAIRS

CHAPTER 5

COMMUNITY RELATIONS

	<u>PARAGRAPH</u>	<u>PAGE</u>
POLICY.....	5000	5-3
IMPLEMENTATION.....	5001	5-3
SPEAKERS' BUREAU.....	5002	5-3
COMMAND VISIT PROGRAM.....	5003	5-3
INVOLVEMENT WITH THE ENTERTAINMENT INDUSTRY.....	5004	5-4

STANDING OPERATING PROCEDURES FOR PUBLIC AFFAIRS

CHAPTER 5

COMMUNITY RELATIONS

5000. POLICY

1. The relationship which exists between this Command, personnel assigned to the Command, and the community is vital to the Marine Corps. The degree of mutual respect, understanding, and support between this Command and the community is dependent on a good relationship. It will be favorable if the Command accepts and seeks to carry out its responsibility to the community, and if individuals within the Command are good neighbors, citizens, and Marines.
2. Accordingly, it is the policy of the Marine Corps and this Command to exert every reasonable effort to develop and maintain good community relations.

5001. IMPLEMENTATION

1. The PAO is responsible for Command participation in community events. He receives and evaluates all civilian and community requests. Requests for the Depot Band and Color Guard will be forwarded from the AC/S, G-2/3 to the PAO for an opinion on the public affairs impact in the community. Participation in community events by Marines is governed primarily by MCO P5720.61.
2. The AC/S, G-2/3 is responsible for scheduling the Depot Band and Color Guard. In addition, the AC/S, G-2/3 is also responsible for arranging, coordinating, and conducting tours for military and paramilitary organizations. MCO P5720.60 has amplifying details.
3. The PAO is responsible for arranging, coordinating, and conducting visits for civilians and community groups.

5002. SPEAKERS' BUREAU

1. The PAO will maintain a current speakers' bureau program. The program encourages Command representatives to present the Marine and Command "message" to the community.
2. The PAO will be responsible for screening all requests for speakers from the local community. The Chief of Staff will appoint a speaker to fulfill each approved request.
3. Depot personnel, upon request from the PAO, will fill out a speakers' bureau form.

4. Upon completion of a speaking engagement, the speaker will fill out an after-action report, provided by PAO, and forward it to PAO.

5003. COMMAND VISIT PROGRAM

1. The purpose of the Command Visit Program is to acquaint the public with the historical role of the Marine Corps, its mission, and the role of the WRR and the Depot in recruiting and making Marines. By providing selected opinion leaders and influential citizens the chance to visit Marine commands, we increase public awareness, understanding, and appreciation of our military role. This program is vital to the recruiting service and to the Depot. Unquestionably, the Marine Corps needs public support to exist and this program allows us to foster that support.

2. It is the policy of the Commanding General to provide maximum support to this program. The PAO is responsible for planning, coordinating, and conducting the Command Visit Program in accordance with MCO P5720.60.

5004. INVOLVEMENT WITH THE ENTERTAINMENT INDUSTRY

1. Because of the Depot's proximity to a major portion of the entertainment industry, Marines here are occasionally involved with requests to participate as performers, advisors, or other visible functions. All requests should be referred to the PAO before any commitments are made. The Depot PAO will evaluate each request to ensure the request is not in conflict with Department of Defense regulations or policy and advise the individual on the propriety of the request.

2. Any involvement with the entertainment industry by Depot personnel will be handled by the Depot PAO in close coordination with the Chief of Staff and the PAO, Los Angeles. Headquarters Marine Corps (Code PA) will be contacted if the involvement is significant.

STANDING OPERATING PROCEDURES FOR PUBLIC AFFAIRS

CHAPTER 6

UNIT INFORMATION OFFICERS

	<u>PARAGRAPH</u>	<u>PAGE</u>
DEFINITION.....	6000	6-3
SCOPE.....	6001	6-3
RESPONSIBILITIES.....	6002	6-3
DUTIES.....	6003	6-3

STANDING OPERATING PROCEDURES FOR PUBLIC AFFAIRS

CHAPTER 6

UNIT INFORMATION OFFICERS (UIO'S)

6000. DEFINITION. UIO's are collateral duty officers, responsible for release of information to the Public Affairs Office concerning their unit, its training, equipment, and personnel.

6001. SCOPE. UIO's will be assigned by the Commanding Officer, Recruit Training Regiment at the Regimental and Battalion level; Commanding Officer, Headquarters and Service Battalion; and Commanding Officer, Weapons and Field Training Battalion.

6002. RESPONSIBILITIES. Commanding officers will assign, in writing, a UIO as soon as a vacancy exists. A copy of the appointing order will be forwarded to the Depot PAO. Commanders are encouraged to appoint as UIO's, individuals with journalistic training and background, if available, although this is not a requirement for success. Adjutants are generally appointed UIO's. It is highly recommended an NCO be assigned to assist the UIO for continuity purposes.

6003. DUTIES

1. UIO's are directed to become thoroughly familiar with the contents of this Manual, MCO P5720.60, and MCO P5720.61 to gain understanding of the policy and mission of public affairs at the Marine Corps and Depot level. Duties required of the UIO's are:

1. Report to the PAO, within ten working days following assignment, for a briefing.
2. Establish and maintain liaison with appropriate members of the public affairs staff.
3. Administer the unit FHTN Program as outlined in Chapter 7 of this Manual. Briefly, this includes maintaining a log of FHTN releases submitted to the PAO; checking all FHTN forms for accuracy; and submitting them to the PAO in a timely manner.
4. Alert the PAO to timely, news and feature story possibilities within their unit. It is not expected that UIO's will write the stories; they merely alert the PAO to story possibilities. Such notification should be far enough in advance to permit proper coverage.

STANDING OPERATING PROCEDURES FOR PUBLIC AFFAIRS

5. Advise and assist the unit commander by alerting the PAO of situations that may have media interest. Rapid, detailed, accurate information assists everyone and may lessen or divert a potentially damaging situation. Remember, the PAO serves all commanders, as well as the Commanding General, in public affairs support and counsel.
6. Prepare and maintain a unit file containing background information and material of interest to media representatives and visitors to the command. At a minimum, the following will be kept:
 - a. A detailed and current unit history.
 - b. An official biography of the commanding officer.
 - c. An 8"X10" black and white photo of commanding officer.
 - d. A list of all previous commanding officers and their inclusive dates.
 - e. A brief statement and description of the unit's mission, to include major highlights.
 - f. Appointing order for the UIO.
7. Maintain a unit scrapbook. Neatly clip and tape newspaper articles pertaining to the unit (include the publication's name and date of issue). The UIO should screen The Chevron weekly.
8. Ensure that the UIO is listed on all check-in sheets. The UIO should inform officers about their being the point of contact for public affairs matters. FHTN forms should be filled out by personnel checking in.
9. Attend an annual UIO conference conducted by the Depot PAO.
10. Inform the PAO of any unit-sponsored programs, during the planning stage, that may be of interest to the public.
11. Ensure that the Officer of the Day (OOD) contact the PAO or the Depot OOD immediately if there is a question about an incident that may be a public affairs matter. Instructions for notification should be included in the OOD's turnover file.

STANDING OPERATING PROCEDURES FOR PUBLIC AFFAIRS

CHAPTER 7

FLEET HOME TOWN NEWS PROGRAM

	<u>PARAGRAPH</u>	<u>PAGE</u>
POLICY.....	7000	7-3
IMPLEMENTATION.....	7001	7-3

STANDING OPERATING PROCEDURES FOR PUBLIC AFFAIRS

CHAPTER 7

FLEET HOME TOWN NEWS (FHTN) PROGRAM

7000. POLICY

1. The foundation of the FHTN Program is to provide news of Marines for publication in home town newspapers and for broadcast via local radio and television stations.
2. Every Marine Corps command is expected to contribute to this program and will prepare home town news stories on personnel assigned to the command on appropriate newsworthy occasions. UIO's are in charge of this program for their units and will ensure that the FHTN forms are properly filled out and forwarded to the PAO on appropriate occasions. These occasions include:
 - a. Reporting aboard.
 - b. Promotions, retirements, reenlistments.
 - c. Awards or commendations.
 - d. Graduation from a service school.
 - e. Rotation from an overseas assignment.
 - f. Meritorious action.
 - g. Graduation from boot camp.
3. FHTN forms are forwarded to the PAO, who reviews the forms and sends them to the FHTN Center, Norfolk, Virginia. Forms improperly filled out will be returned to the UIO.
4. All routine news events will be released through the FHTN Center. Releases of greater and more timely news value will be released directly to HQMC or the individual's home town by the PAO. All releases will be in accordance with MCO P5720.61.

7001. IMPLEMENTATION

1. UIO's will ensure that all Marines, sailors, and recruits within their command complete FHTN release forms (NAVSO 5724/1) on all newsworthy events.
2. UIO's will ensure that the information contained on the forms is complete, legible, timely, and accurate. Completed forms will be forwarded to the PAO as soon as possible.
3. FHTN forms (NAVSO 5724/1) can be obtained through normal supply channels.

STANDING OPERATING PROCEDURES FOR PUBLIC AFFAIRS

CHAPTER 8

TRAINING

	<u>PARAGRAPH</u>	<u>PAGE</u>
POLICY.....	8000	8-3
IMPLEMENTATION.....	8001	8-3

STANDING OPERATING PROCEDURES FOR PUBLIC AFFAIRS

CHAPTER 8

TRAINING

8000. POLICY. The PAO will insure the continuation of a practical and active mission-oriented training program for all personnel of the public affairs occupational field.

8001. IMPLEMENTATION

1. The PAO will carry out this MOS training by using the following techniques:
 - a. Maximum use of available school and seminar quotas for public affairs personnel.
 - b. Daily OJT assignments in news writing, editing, layout, interviewing, and leadership skills.
 - c. OJT cross-training whenever possible.
 - d. ^{Weekly} ~~Bi-weekly~~ classes for all available public affairs personnel on selected topics relating to the occfld and welfare of the unit.
 - e. Support of personnel pursuing off-duty education.
2. In addition, orientation classes for all new UIO's will be given within ten working days of their assignment; subsequent training will be conducted as necessary.

STANDING OPERATING PROCEDURES FOR PUBLIC AFFAIRS

CHAPTER 9

SPECIAL EVENTS

	<u>PARAGRAPH</u>	<u>PAGE</u>
SPECIAL EVENTS.....	9000	9-3

STANDING OPERATING PROCEDURES FOR PUBLIC AFFAIRS

CHAPTER 9

SPECIAL EVENTS

9000. SPECIAL EVENTS. No specific guidelines can be laid down for the conduct of a "special event." The PAO will refer to appropriate portions of MCO P5720.60 and MCO P5720.61 when supporting such events. In addition, the PAO will seek the recommendation and direction of the Commanding General and Chief of Staff, as appropriate. It is important that staff sections and commands keep the PAO aware of the planning and progress of any "special event."

STANDING OPERATING PROCEDURES FOR PUBLIC AFFAIRS

CHAPTER 10

DISASTER RESPONSE

	<u>PARAGRAPH</u>	<u>PAGE</u>
POLICY.....	10000	10-3
IMPLEMENTATION.....	10001	10-3

STANDING OPERATING PROCEDURES FOR PUBLIC AFFAIRS

CHAPTER 10

DISASTER RESPONSE

10000. POLICY. In the event of a disaster or emergency, the Command must be prepared to initiate action to provide the media timely information and facilities to cover the disaster. All action taken to facilitate this coverage will be according to regulations concerning safety, security, and privacy.

10001. IMPLEMENTATION

Ch 1
1. In the event of a disaster, the PAO will establish an information bureau using the guidelines in MCO P5720.60 and MCO P5720.61 and the ~~Depot Domestic Emergency Preparedness Plan (DEP Plan 1-89)~~. Because the scope of possible disasters and emergencies is so wide, no specific guidelines will be issued. All personnel aboard the Depot will assist the PAO in carrying out his duties during a disaster or emergency. Release of information guidelines discussed in Chapter 2 will prevail. *Emergency Action Plan*

2. If a disaster or emergency occurs, the Depot OOD will immediately notify the PAO by using the recall roster located in the OOD's turnover file. The PAO will then, if necessary, call other public affairs personnel using the public affairs recall roster.

3. Headquarters Marine Corps (Code PAM) will be notified immediately and kept up to date on any disaster or emergency.