



UNITED STATES MARINE CORPS

MARINE CORPS LOGISTICS BASE

814 RADFORD BOULEVARD

ALBANY GEORGIA 31704-1128

BO P5700.1H Ch 2

130

17 Jan 95

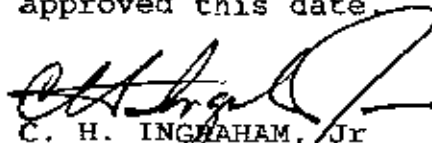
BASE ORDER P5700.1H Ch 2

From: Commanding General
To: Distribution List

Subj: SOP FOR PUBLIC AFFAIRS

Encl: New page inserts to BO P5700.1H

1. Purpose. To transmit new page inserts to the Basic Manual.
2. Action. Replace corresponding pages with enclosure (1).
3. Summary of Changes. Paragraph 7005 was added to bring this Manual up to current standards.
4. Change Notation. Significant changes in the revised pages for this Change are denoted by an astrisk (*) symbol.
5. Filing Instructions. This Change transmittal will be filed immediately following the signature page of the basic Manual.
6. Certification. Reviewed and approved this date.


C. H. INGRAHAM, Jr
Chief of Staff

DISTRIBUTION: A1



UNITED STATES MARINE CORPS
MARINE CORPS LOGISTICS BASES
814 RADFORD BOULEVARD
ALBANY, GEORGIA 31704-1128

BO P5700.1G
130
9 Sep 94

BASE ORDER P5700.1G

From: Commanding General
To: Distribution List

Subj: SOP FOR PUBLIC AFFAIRS

Ref: (a) MCO P5720.56A
(b) MCO P5720.60
(c) MCO P5750.61

Encl: (1) LOCATOR SHEET

1. Purpose. To update the SOP for Public Affairs.
2. Cancellation. BO P5700.1F.
3. Background. The references set forth the Marine Corps policy for an active Public Affairs Program for all commands and provide for the accomplishment of this important mission. Basically, the mission requires that the public and all Marines be kept informed of the Marine Corps' mission, organization, performance of assigned tasks, and activities of the Marine Corps as compatible with military security.
4. Summary of Revision. This revision contains numerous changes and should be revised in its entirety.
5. Applicability. This Order is not applicable to the Blount Island Command.
6. Certification. Reviewed and approved this date.


C. H. INGRAHAM JR.
Chief of Staff

DISTRIBUTION: A1

SOP FOR PUBLIC AFFAIRS

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CHAPTER 7

COMMUNITY RELATIONS

7000. POLICY

1. The relationship which exists between a Marine Corps command, personnel attached to that command, and the community is of vital importance to the Marine Corps. The degree to which public understanding and support will be accorded the Marine Corps is dependent in large upon the state of the 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 and good citizens.

2. Accordingly, it is the policy of the Marine Corps and the Marine Corps Logistics Base to exert every reasonable effort to develop and maintain good community relations through internal and external means.

7001. IMPLEMENTATION. In addition to Command participation which is a continuing program, it is important that all members of the Command understand their part in the community relations program. The best advertisement of any product is the quality of the product itself. Our product is Marines. Accordingly, individual members of the Marine Corps are encouraged to actively seek opportunities to participate in the activities of the community and its civic organizations. Reference (b) outlines Marine Corps policy regarding community relations programs.

7002. LIMITATIONS. The program for the establishment of favorable community relations is not to be construed as permitting Marines to endorse commercial products, causes or undertakings when such endorsement may be interpreted as official. Extensive limitations on the appearance of personnel in uniform in connection with various causes and for purposes of endorsing products have been imposed by the Department of Defense. All personnel at the Marine Corps Logistics Base area are advised to consult with the Public Affairs Officer before participating in any advertising venture.

7003. BASE TOURS

1. When a written request for a base tour is received, the Public Affairs Officer or representative should contact the requestor and confirm the time, size of the group, interest of the group, places to visit, and whether or not the group needs lunching facilities.

2. The proposed request is then relayed to the appropriate division to determine feasibility of supporting specific tour requirements.

3. Should on-base transportation such as buses for larger groups be needed, the arrangements would then be made through the Base Garrison Mobile Equipment Branch. Military transportation will be used only aboard base; no transportation will be provided to bring tour groups to the base.
4. Tours of the Indian Lake Wildlife Refuge are coordinated through the Chief Game Warden.
5. A Public Affairs representative will accompany each tour group. If the group is over 30 people, additional guides may be provided by Battalion Operations to aid the public affairs personnel. Following each tour, an after action report is prepared for the Chief of Staff citing any problems encountered.

7004. SPECIAL EVENTS. The Public Affairs Officer will formulate a plan for special events aboard the Base or in conjunction with civilian groups. The Public Affairs Officer will be guided by the provisions of reference (a).

*7005. JUNIOR RESERVE OFFICER TRAINING CORPS SUPPORT

1. When a request for orientation training or support is received, the Public Affairs Officer or representative should contact the requestor and confirm the dates, size of the group, interest of the group, and training requirements needed and ensure funds are available for messing requirements.
2. Requests from Marine Corps or Navy ROTC and JROTC units will be honored within mission restraints. Air Force and Army ROTC and JROTC's will be honored providing they're from the following Georgia counties: Dougherty, Turner, Mitchell, Colquitt, Lee and Worth Counties. Requests for Air Force and Army units outside of the designated counties will be referred to Moody Air Force Base, Fort Benning Army Base or facilities closer to their locality.

LOCATOR SHEET

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

Location: _____
(Indicate the location(s) of the copy(ies) of this Manual.)

SOP FOR PUBLIC AFFAIRS

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CHAPTER 1

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SOP FOR PUBLIC AFFAIRS

CHAPTER 1

GENERAL INFORMATION

1000. MISSION. The Public Affairs mission of the Marine Corps is to keep the public and Marines informed concerning the mission of the Marine Corps, its organization, and performance of assigned tasks and activities of the Marine Corps as compatible with military security.

1001. PUBLIC AFFAIRS PROGRAM-U.S. MARINE CORPS. The Public Affairs Program of the Marine Corps is dependent for success upon the attitude of every commander. Recognition by each commander of his responsibility results in mutual cordial relations with the civilian population and media representatives. In addition, every member of the Command benefits by this recognition to the extent that he understands the importance of the Marine Corps to the national defense and his role within the Corps. This understanding is communicated to the public through newspapers, magazines, radio and television stations, service and civic organizations, military oriented and veterans organizations and the Command newspaper.

1002. PUBLIC AFFAIRS PROGRAM-MARINE CORPS LOGISTICS BASE. The nature of the mission of the Marine Corps Logistics Base is such that Marines and civilian employees have comparative obligations in keeping the public informed. Therefore, information disseminated by the Marine Corps Logistics Base, to be effective, must reflect areas of current and continuing interest of Base military and civilian personnel. The success of the Public Affairs Program is dependent on the attitude of the Command Staff and military and civilian supervisors.

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PUBLIC AFFAIRS OFFICER

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CHAPTER 2

PUBLIC AFFAIRS OFFICER

2000. GENERAL INFORMATION

1. The Public Affairs Officer, under the cognizance of the Chief of Staff, is a member of the Special Staff of the Commanding General, and as such, will function per paragraph 1105 of FMFM 3-1, Command and Staff Action. When necessary, he will effect needed coordination with other staff members concerning matters of public affairs.

2. The Public Affairs Officer will maintain cognizance of the public affairs activities of the Command and all tenant organizations, providing the Commanding General (via the Chief of Staff) timely recommendations and advice on public affairs matters.

3. The Public Affairs Officer will be informed of all activities and operations of the Command and all tenant organizations which might be of interest to the news media or the general public. To be fully effective, he must have the opportunity, in advance, to offer suggestions for maintaining good public relations or to point out pitfalls of a policy, activity or operation, and to suggest alternatives which will minimize or avoid adverse public relations.

4. The Public Affairs Officer will be informed as soon as possible of any positive news event or any unusual events such as prisoner escapes, major accidents, deaths, serious contagious diseases, or any other event which may discredit or bring adverse publicity to the Marine Corps Logistics Base or the United States Marine Corps.

2001. RESPONSIBILITIES. In discharging his responsibilities, the Public Affairs Officer will:

1. Prepare and conduct a public affairs program, including community relations and internal relations for the Command, per reference (c), and directives and instructions from the Commanding General and higher authority.

2. Maintain liaison, as appropriate, with public affairs officers of senior and subordinate commands, and those of Army, Navy, Air Force, and Marine Corps commands in the adjacent area.

3. Assist Navy activities within the Command area in planning and implementing public affairs programs.

4. Keep senior officers of the Command advised of current public affairs trends, problems, and potentialities, and of directives concerning the release of information and other public affairs policies.
5. Prepare public affairs annexes to operations plans and orders.
6. Review as necessary the mobilization requirements for public affairs personnel within the Command.
7. Arrange for adequate coverage of all noteworthy events and activities.
8. Provide narrative copy and photographs for the civilian enterprise newspaper, THE EMBLEM, distributed aboard the Command.
9. Manage the Fleet Home Town News Program.
10. Administer the Command Speakers Bureau for off-base civic, service and fraternal organizations.

2002. PUBLIC AFFAIRS CHIEF-RESPONSIBILITIES. In discharging his responsibilities, the Public Affairs Chief will:

1. Assist and advise the Public Affairs Officer.
2. Administer MOS training for office personnel on a monthly basis. Lesson plans and attendance rosters will be maintained to document the training.

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CHAPTER 3

RELATIONS WITH NEWS MEDIA REPRESENTATIVES

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CHAPTER 3

RELATIONS WITH NEWS MEDIA REPRESENTATIVES

3000. POLICY. The Marine Corps is a source of news. Rules of relations with news media generally require that all Marine Corps news be treated objectively. Media will publish or broadcast, and the public will learn about newsworthy events and other information concerning the Marine Corps whether or not the Marine Corps cooperates. It is in the Marine Corps' interest to ensure that news is factually and accurately reported and to maintain close and cordial relations with news media representatives.

3001. IMPLEMENTATION

1. In order to implement the above policy, the Commanding General, through the Public Affairs Officer, will:
 - a. Be immediately available to give news media representatives prompt, truthful, and (within limits of military security) complete answers to queries.
 - b. Extend and regularly renew invitations to media representatives to visit the Command to observe and report unclassified Marine Corps activities of public interest.
 - c. Provide equal access to Marine information and equal privileges to all bona fide representatives of news media, without discrimination as to individuals, types of media, or competing organizations.
 - d. Utilize opportunities to make the acquaintance and enlist the confidence, support, and understanding of media organizations.
2. As a general practice, all news media representatives visiting the Base will first be directed to the Base Public Affairs Officer, who will extend to them reasonable assistance in the accomplishment of their assignment.
3. The Public Affairs Officer will carefully screen requests for appearance of the Commanding General or members of his Command to see that programs are in good taste, that neither the Marine Corps nor its personnel are exposed to embarrassment for the sake of entertainment, and that personnel are not put "on the spot" simply to maintain audience interest.
4. Marines and civilian employees making speeches or appearing in news articles or on television should inform the Public Affairs Officer beforehand and discuss the contents of their speeches or interviews with the Public Affairs Officer.

3002. TEAR SHEETS. Area newspapers will be screened and tear sheets of stories pertaining to the Marine Corps will be forwarded to the Commandant of the Marine Corps (PAM).

1. An electronic tracking procedure will be used by the Public Affairs Officer to document any news stories, photographs, and captions sent to the Commandant of the Marine Corps (PAM) for consideration for publication in "Marines" magazine of MCNEWS.
2. The Operations Chief will maintain a logbook and file of any tearsheets, news items and clippings of Marine Corps interest forwarded to Commandant of the Marine Corps (PAM).

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RELEASING INFORMATION

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CHAPTER 4

RELEASING INFORMATION

4000. POLICY

1. It is the policy of the Marine Corps, and a function of the Command, to keep the public informed, within the limits of military security. Release of unclassified information which is of legitimate public interest is the responsibility of local commands per reference (b). A policy of maximum disclosure with minimum delay shall be practiced.

2. Release of information by this Command will be accomplished by the Commanding General or the Public Affairs Officer.

4001. REQUESTS FROM THE PUBLIC FOR INFORMATION OR RECORDS. An attitude of disclosure rather than denial of information should be followed on all requests from the public for information or records, except where disclosure is expressly prohibited. Specific guidance for handling such requests is outlined in reference (a).

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INFORMATION CONTACTS

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CHAPTER 5

INFORMATION CONTACTS

5000. RESPONSIBILITIES

1. Directorate, Division, Branch and Section heads will appoint one civilian employee and one military to act as information contacts on an additional duty basis.
2. Where possible, appointees should have an interest in news reporting for the areas of their responsibilities.

5001. FUNCTION OF INFORMATION CONTACTS

1. The Information Contacts will:
 - a. Maintain liaison with the Base Public Affairs Office.
 - b. Be alert to news and feature story possibilities, communicating any leads to the Base Public Affairs Office before the fact if possible.
2. Since resources of the Base Public Affairs Office are necessarily limited, the successful implementation of the Public Affairs Program depends in great part upon the assistance rendered by Information Contacts.

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FLEET HOME TOWN NEWS PROGRAM

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CHAPTER 6

FLEET HOME TOWN NEWS PROGRAM

6000. POLICY

1. The effectiveness of the Fleet Home Town News Release Program is dependent upon the timely submission of newsworthy stories concerning individual Marines and sailors for publication and/or dissemination through home town newspapers, radio, and television stations. This news is in the form of stories, photographs, and tape recordings. The production of such material stimulates to a great extent the public's interest in the Marine Corps, the job its men and women are doing, and is a direct means of providing recognition for their accomplishments.
2. The Marine Corps Logistics Base is expected to contribute to the program and will prepare and forward home town news stories on personnel within the Command on all appropriate and newsworthy occasions. Such occasions include, but are not limited to, personnel reporting aboard, promotions, award of medals and commendations, beneficial suggestions, leisure time activities, reenlistment, graduation from a service school, and correspondence course completions.
3. Marine Corps home town news is forwarded to and processed by Fleet Home Town News Center, Norfolk, VA. This forwarding is accomplished by the Public Affairs Office.

6001. IMPLEMENTATION

1. Military information contacts will ensure that individuals complete home town news release forms on suitable occasions as set forth in paragraph 6000.2. Division/Battalion information contacts will exercise reasonable supervision to ensure that information contained on the form is complete, legible, and accurate. The Public Affairs Office will be responsible for ensuring that all personnel reporting aboard are afforded the opportunity to complete a Fleet Home Town News Release while checking in with the Public Affairs Office. Completed forms must be signed and expeditiously forwarded by information contacts directly to the Public Affairs Office.
2. Only the Fleet Home Town News Center Release Form (NAVSO-5724/1) will be used. These forms can be obtained from the Self-Service Store and will be completed per instructions contained on the form.

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COMMUNITY RELATIONS

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CHAPTER 7

COMMUNITY RELATIONS

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CHAPTER 8

SPEAKERS BUREAU

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CHAPTER 8

SPEAKERS BUREAU

8000. POLICY

1. Reference (c) sets forth the Marine Corps policy on public speaking and states in part that public speaking is a vital part of the community relations program and should be effectively utilized.
2. The Director of Public Affairs, Headquarters Marine Corps, will coordinate the appearance of Marine Corps speakers before national meetings of groups or organizations and will be advised in advance of speeches of national news interest.

8001. IMPLEMENTATION

1. The Public Affairs Officer has the responsibility of maintaining and coordinating an active Speakers Bureau for this Command by accepting every legitimate request from area community organizations for a Marine Corps speaker. The Public Affairs Officer will adhere to the following procedures in operating the Base Speakers Bureau:
 - a. Operate a Bureau Library to include speech texts and reference materials.
 - b. Assist the speaker in determining type, content, and subject of the speech.
 - c. Brief speaker on type of audience and occasion of speech.
 - d. Inform officers and staff non-commissioned officers reporting aboard of the Speakers Bureau and seek their participation.
2. Requests for specific speakers will be filled when practical; however, when no specific request is received, speakers will be assigned according to experience, ability, type of speeches, and audience.
3. As far as practical, speakers will be utilized on a rotating basis.

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CHAPTER 9

INTERNAL INFORMATION

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CHAPTER 9

INTERNAL INFORMATION

9000. POLICY

1. The purpose of the internal information program is to help ensure that Marines, active and inactive, their families, and civilian employees of the Command are continually informed about the Marine Corps Logistics Base Albany and Marine Corps Logistics Bases, their mission and future with emphasis on their individual importance.

2. Marines, their dependents, and civilian employees are entitled to the same access to news and unclassified information as are all citizens.

9001. IMPLEMENTATION. The Public Affairs Office will provide editorial materials and photographs for publication in THE EMBLEM, a civilian enterprise newspaper published for and in the interest of the personnel of the Marine Corps Logistics Base.

1. Editorial material submitted by divisions, organizations, or individuals of this Command for possible publication in THE EMBLEM will be submitted to the Public Affairs Office by 1200 on Tuesday for publication in that Friday's edition.

a. Material submitted must be legibly written or typed, double-spaced, and signed by the person submitting the article or classified ad.

b. The Public Affairs Office reserves the right to screen all submissions for propriety and value to readers, and will, when necessary, rewrite or edit material to ensure that it meets space requirements and conforms to proper newspaper style.

2. Articles of obvious value and of the human interest variety are always sought for publication. The date of publishing such articles depends on the size of the newspaper and backlog of articles. The Public Affairs Office should be given as much advance notice as possible to ensure proper coverage of such events. Events include medal and awards ceremonies. Such advance notice is also necessary for proper photographic coverage.

3. The technical experience of Public Affairs personnel is available on an advisory basis to all organizations on the Marine Corps Logistics Base who have a need for technical guidance in the areas of publication, press, radio, and television.

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WRITING FOR PUBLICATION

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CHAPTER 10

WRITING FOR PUBLICATION

10000. POLICY. Within the bounds of security and policy, the writing of books, articles, scripts, speeches, and similar material intended for publication on topics of military and professional interest or general interest concerning the Marine Corps or the support of the military policy of the United States or in the interest of national defense is encouraged by higher authority; however, all personnel at the Marine Corps Logistics Base are advised to consult the Public Affairs Officer before submitting their material to publishers.

10001. LIMITATIONS. As noted in paragraph 10000, there are limitations governing material written about the Marine Corps or military subjects. However, personnel writing on subjects that do not pertain to the Marine Corps or the Defense Establishment are free to write and seek publication of their material in the same manner as any author.

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CHAPTER 11

ACCIDENT AND DISASTER RESPONSES

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CHAPTER 11

ACCIDENTS AND DISASTER RESPONSES

11000. POLICY

1. When an accident occurs on board the installation, it is the responsibility of the Public Affairs Officer or the Public Affairs Chief to respond to any media requests for information.
2. The public affairs representative should immediately check with the military police, civilian police, hospitals, etc., to gain verified information. The Commanding General and Chief of Staff should then be notified of the incident in addition to notifying the Commandant of the Marine Corps (PA).
3. A press release is then prepared in addition to possible questions and answers which might be asked by the local media. If deemed necessary, these should be cleared by the Chief of Staff, Commanding General, and the Commandant of the Marine Corps (PA).
4. The Public Affairs Officer or representatives should not make a general release until the third inquiry is received. Up to that point, they should give only requested information. To pass on as accurate information as possible, they should maintain contact with the information sources for updates and release new information as soon as it becomes available.
5. Should the accident involve members or equipment from another branch of service, the Public Affairs Officer should coordinate with the public affairs officials from that service to ensure that all released information is correct and timely.
6. The statement "The accident/incident is under investigation" will always be the closing paragraph of any accident story.
7. When the Public Affairs Officer becomes involved in a disaster, all information should be coordinated with the Disaster Control Officer.