



UNITED STATES MARINE CORPS  
MARINE AIR GROUND TASK FORCE TRAINING COMMAND  
MARINE CORPS AIR GROUND COMBAT CENTER  
P.O. BOX 788105-8100  
TWENTYNINE PALMS, CALIFORNIA 92278-8100

CCO 5728.2  
5C

MAY 26 2015

COMBAT CENTER ORDER 5728.2

From: Commanding General  
To: Distribution List

Subj: PUBLIC AFFAIRS OFFICE

Ref: (a) MCO 5720.77  
(b) SECNAVINST 5720.44C w/Ch 1  
(c) SECNAVINST 5720.47B  
(d) CCO 3500.4K  
(e) Joint Information Center (JIC) Plan  
(f) The Privacy Act of 1974, 5 U.S.C. § 552a (2006)  
(g) CCO 7000.4C  
(h) MAGTFTC, MCAGCC Public Affairs Office Manual

Encl: (1) Non-Media Imagery Request Form  
(2) Online List of the Public Affairs Office Manual

1. Situation. In 2014, the Public Affairs (PA) field was reorganized to employ public affairs assets of the Marine Corps more appropriately and efficiently. This Order reaffirms the Marine Air Ground Task Force Training Command (MAGTFTC), Marine Corps Air Ground Combat Center (MCAGCC) PA Office (PAO) plan and delineates responsibilities for the conduct of public communications programs within MAGTFTC for its tenant and operational units residing aboard the Combat Center, Marine Corps Mountain Warfare Training Center (MCMWTC), and Marine Aviation and Weapons Tactics Squadron One (MAWTS-1).

2. Mission. Establish standing operating procedures for the MAGTFTC, MCAGCC PAO in accordance with (IAW) the references.

3. Execution

a. Commander's Intent and Concept of Operations

(1) Commander's Intent

(a) This Order, in conjunction with reference (h), will be used as a guide for the conduct of public communications programs and the use of public affairs assets belonging to MAGTFTC and residing aboard the Combat Center, MCMWTC, and MAWTS-1.

(b) The support of the command and tenant activities is critical to the success of the MAGTFTC, MCAGCC PA program.

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(2) Concept of Operations. Guidance provided in this Order and reference (h) will ensure uniformity and standardization in the conduct of public communications.

b. Subordinate Element Missions

(1) Commanding Officers, Assistant Chiefs of Staff, and Special Staff Officers

(a) Review Chapter 3 of reference (h) for PAO support for operational and tenant command.

(b) Appoint in writing a unit information officer (UIO) and provide a copy to the PAO. See reference (h) for an example letter.

(c) The commander is responsible for public affairs matters concerning their command; keep the PAO informed of any situation that may garner public attention.

(2) Assistant Chief of Staff G-5. Ensure that reference (h) is maintained and updated as required.

(3) Public Affairs Director

(a) Due to the turnover rate of military personnel in the PA environment, ensure this Order and reference (h) are reviewed by all incoming personnel and that all procedures are followed.

(b) Provide advice, technical expertise, and guidance on matters pertaining to PA.

(c) Ensure timely and accurate information concerning the Marine Corps and MAGTF/TC, MCAGCC is provided to the service members, military families, civilian employees, and the public.

(4) UIO

(a) Report to the MAGTF/TC, MCAGCC PAO for an orientation briefing within 10 days of assignment as UIO.

(b) Alert the PAO of timely news and feature stories for publication in the OPSERVATION POST or for external media coverage, as appropriate.

(c) Notify and route to the PAO all media queries or requests for visits that have not been previously cleared by public affairs within one working day of receipt.

(d) Serve as a 'Contributor' to the command web site. Ensure your command's unit mission, unit history, and the biographies of the Commanding Officer, the Executive Officer, and the Sergeant Major remain current. Provide any other information relevant to your command/directorate/organization to ensure information within your respective webpage is up-to-date and remains IAW references (a), (b), (c), and in keeping with Chapter 9 of reference (h).

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c. Coordinating Instructions

(1) Enclosure (1) will be used in those cases where non-media personnel request to photograph aboard the Combat Center, MCMWTC, MAWTS-1.

(2) See enclosure (2) is a quick review of what the PAO manual consists of.

4. Administration and Logistics

a. Directives issued by this Headquarters are published and distributed electronically. Electronic versions of Combat Center directives can be found at: <http://www.29palms.marines.mil/Staff/G1Manpower/AdjutantOffice/Orders.aspx>.

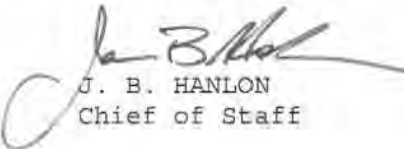
b. Enclosure (2) of this Order is found at: <http://www.29palms.marines.mil/Staff/G5CommunityPlansPAO/PublicAffairs.aspx>.

c. Forms. Enclosure (1) is the CC 5726/1 MAGTFTC, MCAGCC Non-Media Imagery Request and can be obtained from the Naval Forms Online web site at <https://navalforms.documentservices.dla.mil/web/public/home>. Use the forms tab to access the search page; the number or title can be entered in the keyword search. All former editions are obsolete and will not be accepted.

5. Command and Signal

a. Command. This Order is applicable to active duty, civilian, and contractor personnel aboard MAGTFTC, MCAGCC, MCMWTC, and MAWTS-1.

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

  
J. B. HANLON  
Chief of Staff

Distribution: A

NON-MEDIA IMAGERY REQUEST			
REQUESTER			
1a. ORGANIZATION	1b. POINT OF CONTACT NAME	1c. E-MAIL	1d. PHONE
MCAGCC SPONSOR			
2a. ORGANIZATION	2b. POINT OF CONTACT NAME	2c. E-MAIL	2d. PHONE
3. DESCRIPTION OF PROJECT			
PHOTOGRAPHY/IMAGERY COMPANY			
4a. ORGANIZATION	4b. POINT OF CONTACT NAME	4c. E-MAIL	4d. PHONE
4e. STREET ADDRESS OR P.O. BOX	4f. CITY	4g. STATE	4h. ZIP CODE
4i. NAMES OF PHOTOGRAPHY/IMAGERY PERSONNEL WHO WILL BE ON-SITE			
MCAGCC ORGANIZATIONAL CONCURRENCE			
AC/S G-3 BEARMAT (if aerial)			
5a. NAME	5b. SIGNATURE	5c. DATE	
AC/S G-4 GI&S OFFICE (if applicable)			
6a. NAME	6b. SIGNATURE	6c. DATE	
AC/S G-7 AT/FP			
7a. NAME	7b. SIGNATURE	7c. DATE	
AC/S G-7 PMO			
8a. NAME	8b. SIGNATURE	8c. DATE	
PAO APPROVAL			
9a. SIGNATURE		9b. DATE	
9c. NAME		9d. PHONE	
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Online List of the Public Affairs Office Manual

1. Further guidance pertaining to reference (h) is listed as follows and can be located at <http://www.29palms.marines.mil/Staff/G5CommunityPlansPAO/PublicAffairs.aspx>.

2. MAGTFTC, MCAGCC PAO Manual

- a. General Information
- b. Administration
- c. Duties of the MAGTFTC, MCAGCC PAO Director, Unit Information Officers, and PAO support for Operational and Tenant Commands
- d. Media Relations
- e. Release of Information
- f. Internal Information
- g. Community Relations
- h. Photography
- i. Official Marine Corps Websites