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
     (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 MAGTFCTC, MCAGCC is provided to the service members, military families, civilian employees, and the public.

(4) UIO

(a) Report to the MAGTFCTC, 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 OPSEsrvATION 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).
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.

Distribution: A
# Non-Media Imagery Request

**Requester**

1a. Organization: [ ]

1b. Point of Contact Name: [ ]

1c. Email: [ ]

1d. Phone: [ ]

**MCAGCC Sponsor**

2a. Organization: [ ]

2b. Point of Contact Name: [ ]

2c. Email: [ ]

2d. Phone: [ ]

**Description of Project**

3. [ ]

**Photography/Imagery Company**

4a. Organization: [ ]

4b. Point of Contact Name: [ ]

4c. Email: [ ]

4d. Phone: [ ]

4e. Street Address or P.O. Box: [ ]

4f. City: [ ]

4g. State: [ ]

4h. ZIP Code: [ ]

**Names of Photography/Imagery Personnel Who Will Be On-Site**

5a. [ ]

5b. Signature: [ ]

5c. Date: [ ]

**MCAGCC Organizational Concurrence**

ACS G-3 Bearcat (if applicable)

6a. Name: [ ]

6b. Signature: [ ]

6c. Date: [ ]

ACS G-4 G&O Office (if applicable)

7a. Name: [ ]

7b. Signature: [ ]

7c. Date: [ ]

ACS G-7 AT/FP

8a. Name: [ ]

8b. Signature: [ ]

8c. Date: [ ]

ACS G-7 PMO

9a. Name: [ ]

9b. Signature: [ ]

9c. Date: [ ]

**FAO Approval**

10a. Signature: [ ]

10b. Date: [ ]

10c. Name: [ ]

10d. 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