



UNITED STATES MARINE CORPS

MARINE CORPS AIR STATION
BOX 99100
YUMA, ARIZONA 85369-9100

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STATION ORDER P5720.2E

From: Commanding Officer
To: Distribution List

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

Ref: (a) Marine Corps Manual
(b) MCO 5740.2E
(c) SecNavInst 5720.44A
(d) SecNavInst 5720.42E
(e) MCO P5720.59A
(f) MCO P5600.3A
(g) MCO P5600.47
(h) StaO P3120.7
(i) StaO 5720.5C
(j) StaO 5723.1E
(k) StaO 5720.6C

Encl: (1) Locator Sheet

1. Purpose. To publish standing operating procedures for MCAS Yuma's Public Affairs Office in accordance with the references.
2. Cancellation. StaO P5720.2D.
3. Applicability. This Order is applicable to all commands and tenant organizations located aboard MCAS Yuma. Public Affairs support to visiting units is addressed in Chapter 6.
4. Summary of Revision. This order has been substantially revised and should be reviewed in its entirety.
5. Concurrence. The Commanding Officers of MAG-13, 1st LAAM Bn, MACS-7, MWSS-371, MAWTS-1 and CSSD-16, VMFT-401 concur in and make this directive applicable to their respective commands.

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6. Certification. Reviewed and approved this date.



C. J. TURNER

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ENCLOSURE (1)

SOP FOR PAO

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CHAPTER I

GENERAL

1000. MISSION. The mission of Marine Corps Public Affairs is to provide for the timely flow of information to Marines, their families, retirees, DoD civilians, and the American public in order to gain and maintain support for the Marine Corps, its policies, training and operations. The Corps accomplishes this mission through public affairs offices at bases and air stations which conduct internal, external and community relations programs.

1001. RESPONSIBILITY. Commanders at all levels are responsible for conducting Public Affairs programs. Units not authorized to organize public affairs assets should at a minimum participate in the Fleet Home Town News Program and support public affairs programs.

1002. CONCEPT. The Marine Corps Manual states that installations should consolidate their public affairs assets to provide a single point of contact for the command. The Public Affairs Office represents all commanders and tenant activities aboard MCAS Yuma.

1003. ORGANIZATION. To accomplish its mission, the Public Affairs Office is organized into three sections: Media Relations, Community Relations and Internal Information.

1. Media Relations. Media Relations coordinates the release of information concerning activities, operations or personnel aboard MCAS Yuma to civilian news media. The Public Affairs Officer is the sole releasing authority for all commands at MCAS Yuma.

2. Community Relations. Community Relations coordinates: MCAS support for community activities and groups, tours of MCAS, and responds to requests for information from private citizens.

3. Internal Information. Internal Information releases news stories and photographs about activities or personnel at MCAS Yuma to other military news media. The station's weekly newspaper "The Cactus Comet" is the command's primary Internal Information tool.

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CHAPTER 2

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CHAPTER 2

RESPONSIBILITIES

2000. COMMANDING OFFICERS

1. At the command level, appoint a Unit Information Officer on a collateral duty basis. A principal junior officer is preferable, but a SNCO may be assigned within smaller units. Paragraph 2007 (Unit Information Officers) pertains.
2. As required by MCO 5740.2E, Event/Incident Reports, when preparing a required serious incident report to CMC, consult with the PAO to determine the level of existing or anticipated public interest. Paragraph 8 of the OPrep 3 should contain: A statement about any present or anticipated reaction to an event or incident by the public; a statement about whether or not the cognizant (air station) Public Affairs Officer has been notified; a summary of news media interest to date; and a comment about anticipated news media interest. If the air station PAO representative cannot be reached from the recall roster, it is prudent to provide an independent, "gut instinct" assessment of an incident's newsworthiness. Therefore, reporting that the PAO was not notified should not necessarily cause a "none" to describe potential news media interest. Because this information serves primarily to alert chain of command PAOs, it is better to overestimate than underestimate media interest. Comments of "N/A" or "Unknown" are of no value and should not be used.

2001. PUBLIC AFFAIRS OFFICER

1. Serve as the Officer-in-Charge of the Public Affairs Office.
2. As the cognizant special staff officer for public affairs, conduct in accordance with pertinent directives, an effective command public affairs program for the Commanding Officer, MCAS Yuma, keeping him apprised of, and advising him on, all public affairs matters warranting his attention, and soliciting his guidance as necessary.
3. Provide public affairs assistance and guidance to the heads of all directorates, sections and activities aboard the air station and to the commanders of all resident organizations.
4. As the Commanding Officer's delegate, serve as the single authority aboard the air station for coordinating and effecting public release of

information for print, graphic or audiovisual about the air station or its personnel, whether such release is at the initiative of the command or in response to public query. Ensure that information is subjected to security review as necessary. Appendix B will be used to record information about an accident/incident; and, to comply with the Privacy Act of 1974, generally only that information in the "Personal Data" section of that appendix will be released about a service member.

5. Ensure that personnel assigned to the PAO are made readily available to fully support public affairs requirements related to wing level exercises and deployments, and that published 3d MAW standard operating procedures reflect current public affairs procedures.

6. Collect, analyze and maintain published news articles and other public domain information pertaining to the air station advising the Commanding Officer as findings bear on command plans, policies and operations.

7. Conduct regular organized MOS training, BST and physical training for public affairs Marines within the PAO, and provide for deliberate individual career progression through billet assignments and formal professional/occupational schooling.

8. Ensure that public affairs/media training is available to all Marines, Sailors and civilians aboard the air station.

2002. ADJUTANTS

1. Unit Adjutants should provide the PAO with an information copy of local itineraries for distinguished visitors to the air station, and assist PAO combat correspondent as feasible in covering the visits of newsworthy individuals/groups.

2. Provide appropriate correspondence to PAO narrators to sufficiently support the unit's or individual's ceremony in relation to certificates, awards, bios, etc.

2003. SERGEANT MAJOR, MCAS YUMA. Coordinate with the PAO in filling approved requests from the community for public appearances by Marines, e.g., color guards, firing details, event escorts, fund-raiser volunteers, etc.

2004. STATION OPERATIONS OFFICER

1. Expeditiously notify PAO of visiting exercise forces. Local directives require visiting units to notify the Operations Officer in case of accident or other adverse incidents, and visiting units should not be required to effect a simultaneous, separate PAO notification; however, their direct communication with the PAO will be required ultimately.
2. Provide the PAO an opportunity during the pre-WTI/Operational briefs to address exercise force staffs on local public affairs considerations and requirements, including the need to fully cooperate with the MCAS Yuma Public Affairs Office in cases of death, serious injury, major ground or air accident, or any other incident likely to be of interest to the news media.
3. Assist the PAO in coordinating news media coverage of WTIs and visiting unit deployments.

2005. DIRECTOR, LAW CENTER. Advise the PAO on the legal aspects of such matters as interpretation of pertinent Marine Corps Orders pertaining to, but not limited to The Freedom of Information Act, loan of military equipment, government liability with respect to the public, and the propriety of news releases.

2006. OFFICER-IN-CHARGE, BRANCH MEDICAL CLINIC. Advise the PAO when it is determined that the Naval Hospital, Camp Pendleton is the appropriate release authority for information about a hospital matter. In these cases, the PAO will defer action and refer any queries to the designated Navy spokesperson.

2007. UNIT INFORMATION OFFICERS

1. Contact the PAO upon assumption of duty as the UIO, arranging for a public affairs brief within 10 working days, or as soon thereafter as possible.
2. Ensure the unit file at the PAO contains current material -- copy of UIO appointing letter, unit lineage/history, and Commanding Officer's official portrait and biography.
3. Inform the PAO of newsworthy unit activities and events, providing assistance to public affairs correspondents assigned to cover them.

4. On a noninterference basis, UIOs will assist with escorts of news media members covering unit activities.
5. Serve as the liaison between the unit and the PAO, keeping the Commanding Officer appraised of public affairs activities involving or affecting the unit.
6. Notify the PAO as quickly as possible of any matter likely to be of news media interest, providing timely, accurate information upon request, and ensuring that the PAO is made aware of significant developments as they occur as in paragraph 5008.1.

2008. COORDINATING INSTRUCTIONS: All commanders, officers-in-charge, directors and principal/special staff officers of commands and organizations, and visiting commands and organizations aboard the air station are requested to accomplish the following:

1. Notify the PAO as quickly as possible of any matter likely to be of news media interest, providing timely, accurate information upon request, and ensuring that the PAO is made aware of significant developments as they occur. This requirement is especially important when incidents are negative in nature and expected to produce unfavorable news coverage, e.g., death or serious injury, serious ground vehicle or aircraft accidents, major damage to government property, self-inflicted injuries, escape from custody, and apparent commission of serious crime. Copies of serious incident and casualty messages originated by a unit should be provided to the PAO to supplement available information.
2. Refer to the PAO, without comment, all news media queries and requests from the general public, explaining that the PAO is responsible for handling requests for information or base assets.
3. Consult the PAO if proposed changes to command policies or procedures will, if implemented, affect the public, either directly or indirectly, so that the PAO may evaluate the potential public affairs impact and provide relevant comments during the planning/staffing stage.
4. Notify the PAO of events, activities or personalities offering potential for news or feature articles for the "Cactus Comet." This may be accomplished through the Unit Information Officer, if applicable.

5. Provide support as feasible to the PAO for command public affairs activities such as media escorts, tours, static displays, speakers, and the news assignments of public affairs correspondents. Public Affairs' Marines are prepared to present a photo ID card (Appendix E) upon request, and verification may be effected at the discretion of the hosting unit.

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CHAPTER 3

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CHAPTER 3

INTERNAL INFORMATION

3000. GENERAL. In accordance with references (b), (e), and (f) the goal of the Internal Information Program is to inform, motivate and retain our Marines, Sailors and civilian employees. A secondary goal is to improve the quality of life for service personnel and their families by promoting recreational, educational and career enhancing programs and activities.

3001. CACTUS COMET. "The Cactus Comet" is the station's weekly commercial enterprise newspaper. It is published under contract by a civilian company to inform station readers about news within the Department of Defense, Navy and Marine Corps as well as other local activities.

1. Contents. "The Cactus Comet" will contain news, feature and sports articles of general interest to readers, as well as standard columns such as a Chaplain's Column.

2. Classified Ads. As a service to the station's military personnel, retirees and civilian employees, the "Cactus Comet" has a section for free classified advertisements of goods and services. Exchanges of goods between parties must be incidental, and not of a sustained business nature. Persons desiring to place such ads, should do so in person at the Public Affairs Office, bldg. 970, during normal working hours. Persons or businesses desiring to place classified ads for a business should contact the "Cactus Comet's" commercial publisher.

3. Distribution. "The Cactus Comet" is delivered to news racks each Thursday through a commercial publishing agreement. Persons can also get copies at the Public Affairs Office, bldg. 970, during normal working hours. It is also mailed to all Marine Corps commands.

4. Back Issues. Back issues of "The Cactus Comet" are available on a limited basis at the Public Affairs Office, bldg. 970, during normal working hours. PAO maintains copies bound in annual editions dating from 1961 for reference.

5. Announcements. Persons desiring to have announcements placed in "The Cactus Comet" should phone the Public Affairs Office, bldg. 970, to find out that week's deadline for submission. The announcement should be short and clear with a point of contact and telephone number.

6. Style. News and information contained in the Cactus Comet will be written using Associated Press style.

3002. STATION GUIDE AND TELEPHONE DIRECTORY. In accordance with reference (h), PAO publishes an annually updated version of the station guide and telephone directory. A limited number are produced without the phone directory and advertisements for distribution to civilians. Editorial changes to the guide and directory should be submitted to the PAO. Telephone listing changes should be submitted to the Station Telephone Office.

3003. HQMC MEDIA HIGHLIGHTS. HQMC Media Highlights is distributed by PAO to all commands at MCAS Yuma.

3004. REQUESTS FOR PHOTOGRAPHIC COVERAGE. The Public Affairs Office takes photos of newsworthy events and training for units and individuals from MCAS Yuma to be used in "The Cactus Comet" newspaper. PAO does not make prints. The film is provided by a commercial publisher under contract to produce only the newspaper. Units or personnel desiring photos of awards ceremonies or promotions for unit documentation purposes should contact the MCAS Photo Lab. For more information, contact the Press Chief at PAO.

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CHAPTER 4

COMMUNITY RELATIONS

4000. GENERAL. The goal of the Command's Community Relations Program is to maintain the bond of mutual understanding and support between the Marine Corps and our civilian neighbors. This relationship is maintained through close contact with the local civic leaders, citizens, and veterans groups.

4001. POLICY. To the extent possible, MCAS and its tenants should support the Community Relations Program by hosting tours and providing support to community events within guidelines established in references (a) through (d).

4002. LOCAL LEGISLATORS. Maintaining contact with local legislators is an important aspect of the Command's Community Relations Program. It is important to keep local legislators informed about ongoing operations and issues at the air station, so they will be able to answer citizens' questions. A "heads up" telephone call to local officials about an early morning launch enhances the support the air station receives.

4003. SUPPORT FOR COMMUNITY EVENTS

1. General. The use of Marine Corps resources in the public domain is strictly regulated by the Department of Defense, based on public law and executive orders. Only those events that are open to, and of common interest and benefit to, the general public may be supported. Those events that selectively benefit, favor or endorse the sponsoring organization are unauthorized.

2. Color Guards. Color Guard support for community events is coordinated by the Station Sergeant Major. Support will not be provided if the PAO determines that the appearance would not be in the Marine Corps' interests.

3. Equipment Support. Community requests for MCAS support often involve the loan of government equipment such as buses, tents and communications assets. Although such loans are authorized, the Public Affairs Officer must ensure that the criteria established in references (a), (b), (c) and (d) are met, particularly as pertains to avoiding direct competition with commercial sources and avoiding selective benefit of an organization. Questions of propriety and liability should be directed to the Staff Judge Advocate.

4. Volunteers. Upon request, MCAS frequently provides volunteer assistance to help locally with worthy endeavors such as the Special Olympics program and fund-raising events for community projects. The community relations value of such support is significant and the Marines, Sailors and civilians involved often get a great deal of personal satisfaction for their efforts. PAO will obtain the MCAS commander's approval on all requests for volunteer support and coordinate requests with individual commanders as appropriate.

4004. TOURS. Because of the numerous requests received by individuals desiring a tour of MCAS Yuma, the PAO consolidates its tour program into the following standard packages. PAO will schedule and coordinate tours using Appendix C.

1. Winter Visitor Tours. In accordance with reference (i), MCAS Yuma hosts public tours November through March on the fourth Tuesday of each month. Visitors are taken by bus on a narrated tour of the flightline to a static display of an AV-8B, F-5E, UH-1N Huey, HAWK missile launcher, EOD equipment, and Crash/Fire Rescue equipment at station operations. Persons desiring to reserve a space on the tour should contact the PAO for times.

2. Group Tours. MCAS periodically hosts tours for groups such as veterans organizations, reunions or local business leaders. Such tours are tailored to the group needs and desires.

3. VIP Tours. PAO does give tours to specific individuals or small groups when directed by higher authority. These people will usually be given a mission brief and taken on a guided tour of the air station.

4. Commercial Tour Operators. PAO supports Yuma County tourism by granting commercial tour operators access to MCAS for narrated windshield tours on a non-interference basis. For these tours, a PAO Marine will ride along on a private carrier's motor coach as escort, pointing out sites of interest. These tours must be arranged in advance.

5. JROTC Unit Tours. MCAS Yuma supports a number of Junior Reserve Officer Training Corps groups during the year on a non-interference basis with mission requirements. Generally, if there is billeting available through Station S-4, MCAS Yuma will host a JROTC unit. Taskings to support Marine Corps JROTC may limit support provided to other service branches.

6. Unit Hosted Tours. Unit commanders may host tours at their discretion. It is requested that the hosting unit notify the PAO prior, to ease entry to the air station and avoid confusion during the visit.

4005. BLOOD DRIVES. MCAS Yuma serves as a collection site for semi-annual blood drives conducted by United Blood Services of Arizona and the Yuma Regional Medical Center. Conducted in January and June of each year, these drives contribute significantly to the blood and blood by-product reserves of Arizona. Awards are presented to units with the best participation, in one of four categories: small, medium, large and overall.

4006. SPEAKER REQUESTS

1. MCAS receives requests regularly from various local organizations desiring speakers on given subjects. Providing speakers is an excellent way to enhance community relations.
2. Each Commanding Officer should appoint in writing, two officers and/or SNCOs to serve as that unit's speakers. That list should be submitted to the PAO to retain on file. Speakers should be generally knowledgeable, have the ability to speak before audiences, and present a positive Marine Corps public image.

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CHAPTER 5

MEDIA RELATIONS

5000. GENERAL. The objective of the command media relations program is to maintain a positive flow of information between MCAS and news media organizations in order to facilitate the greatest understanding of, and support for, Marine Corps and MCAS missions. Dealing with media in a positive, open and proactive manner will ensure that MCAS Yuma maintains a good working relationship with media and public support for MCAS missions.

5001. POLICY. The air station will conduct its activities in an open manner, consistent with the need for security and the right of privacy. The Secretary of Defense's policy of "maximum disclosure with minimum delay" will be weighed against security concerns to provide the most timely, accurate release of information possible.

5002. RELEASING AUTHORITY. The Public Affairs Officer is the releasing authority for MCAS Yuma and tenant commands. The PAO will coordinate the release of any information with the commander or a designated command representative of the unit or units concerned, prior to any informational release.

1. PAO will coordinate all media visits to MCAS and tenant commands with the unit commander and/or his representative. The Public Affairs Officer will brief the commander and obtain the commander's guidance prior to the visit.

2. When appropriate, the Public Affairs Officer will prepare public affairs guidance, consisting of a statement and hypothetical questions with answers, for the respective unit commander. Such guidance will be approved by the unit commander prior to the visit.

5003. PUBLIC AFFAIRS GUIDANCE. The PAO will, in coordination with Headquarters Marine Corps, publish public affairs guidance in anticipation of events or policy changes likely to draw media attention. Unit commanders are encouraged to brief their Marines, Sailors, and civilian employees on this guidance.

5004. TRAINING. The Public Affairs Officer is available to conduct public affairs and media training for units and departments at MCAS Yuma.

5005. MEDIA ESCORTS. News media representatives must be escorted at all times while aboard the air station. The escort will normally be provided by the PAO. When the reporter is interested in a specific Marine or unit and the story does not involve command policies, the unit may be asked to provide an escort. In no case, however, will a person or unit invite media aboard the air station without authorization of the PAO.

5006. NEWS RELEASES. The PAO will provide media with information either by telephone conversation or, when warranted, through a prepared news release. The PAO will make every effort to get publicity for newsworthy unit events or training exercises.

1. General Release. Information of general interest to the American public will be released to mass media using international wire services. The value of using wire services is that the news is passed to all media quickly and with minimum effort. Local newspapers and television stations subscribe to these services.

2. Local Release. News of local interest will be released to all local media.

3. Hold For Query. Sensitive information, such as that pertaining to military operations, courts martial and investigations, will only be released in response to query by news media. At that time, information approved for release will be provided by the PAO to those media requesting it.

5007. NEWS MEDIA QUERIES. News media queries received by PAO will be recorded on a standard form (Appendix B) and kept on file for one year. Except for basic facts about the air station, the Public Affairs Officer must authorize the release of information.

5008. ACCIDENTS AND MISHAPS. The public affairs goals during an accident or mishap are to provide timely factual information and to protect the privacy of those involved in the accident or mishap. These goals are sometimes in conflict with media coverage of accidents and mishaps involving MCAS or its tenants, and will be conducted using established policies.

1. Military Aircraft Mishap Aboard MCAS. PAO personnel will take media to a designated location for a brief on the situation. Media will be allowed to take pictures of the scene from a safe distance, once any casualties have been removed. When approved by the Commanding Officer of the mishap unit,

media will be given a tour of the scene by PAO/CFR personnel. Unescorted media or media who refuse to cooperate with military officials will be escorted off the air station. Although military officials have the right to confiscate film or equipment from unauthorized media, only the Commanding Officer of MCAS Yuma will make the determination to do so.

2. Military Aircraft Mishap Off-Station. PAO personnel will get to the scene as soon as possible to coordinate the release of facts concerning the incident. Military personnel responding to the mishap must rely on civil law enforcement officials to control access to the scene. In no case, will military personnel confiscate film or equipment from media or civilian bystanders outside the boundaries of the air station.

3. Military Mishap on Training Ranges. PAO personnel will provide media with facts concerning the incident as they become available. Depending on the location of the incident, media may or may not be allowed to visit the site. Media will not normally be flown to remote sites.

4. Civilian Aircraft Mishap Aboard MCAS. Because MCAS Yuma is a joint-use facility, the potential exists for a civilian airliner to experience a mishap aboard the air station. Media will be directed to the Yuma International Airport passenger terminal for a briefing by airline representatives and MCAS personnel. Media will be allowed to film/photograph the scene from a safe distance, once any casualties have been removed.

5. Civilian Mishap Off-Station. PAO personnel will coordinate the release of information concerning Marine Corps response to local civilian agencies.

5009. INVESTIGATIONS. Circumstances surrounding mishaps are available only to personnel involved in the investigatory process. Information about ongoing investigations will not be released until the investigation is completed and signed. Requests for copies of investigations are only releasable through the Freedom of Information Act and will only be provided by the Navy Judge Advocate General, 200 Stovall Street, Alexandria, VA 22332-2400.

5010. REQUESTS BY FREE-LANCE PHOTOGRAPHERS. Because of the number of requests received from free-lance photographers to take pictures of aircraft, it is impossible to support them all. PAO will support on a non-interference basis only those photographers who provide a publishing agreement requiring photography of Marine Corps aircraft. Highest priority

will go to support mass media and specialty publications with publishing contracts. Requests from foreign "tail spotters" and other hobby photographers will not normally be considered and will be directed to the station's winter visitor tours.

5011. REQUESTS FOR SUPPORT OF WRITERS AND FILM MAKERS. All requests received from writers and film makers will be forwarded to the Marine Corps' Los Angeles Public Affairs Office. Such requests will be supported only upon official approval by Headquarters Marine Corps.

5012. PRIVACY ACT. The Privacy Act of 1974 limits the amount of information that may be released to third parties in order to protect an individual's right of privacy. The "Privacy Act Information" form located in Appendix D outlines information that is releasable, and this form will be used by the PAO when providing information on a Marine or Sailor to local news media.

5013. FREEDOM OF INFORMATION ACT. In accordance with references (c) and (j), the PAO will generally require a written FOIA request only when it is anticipated that the command will have to dedicate significant personnel resources or incur appreciable administrative costs in responding to a given request for information. In such cases, the FOIA request will facilitate the government billing of the requester.

5014. REQUESTING INFORMATION FROM LOCAL AGENCIES. Requests for information from local agencies should be directed to the agency's community relations director. MCAS Public Affairs maintains a list of MCAS personnel authorized to receive patient or casualty information from the Yuma Regional Medical Center.

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CHAPTER 6

VISITING UNITS

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CHAPTER 6

VISITING UNITS

6000. GENERAL. In addition to providing public affairs support to all organizations resident at the air station, the Public Affairs Officer will provide limited support to visiting units consistent with the following:

1. Routine News Coverage. The PAO is not organized to provide routine news coverage of visiting exercise forces. Units desiring news coverage should coordinate desired public affairs support with their parent command's PAO prior to deployment, with organic public affairs assets committed accordingly. The Public Affairs Officer may, either upon request or at his initiative, provide public affairs correspondents to cover newsworthy activities of interest to MCAS personnel, with copies of any news releases forwarded to the parent command's PAO.

2. Emergency Public Affairs Support. PAO support for visiting units is generally limited to emergency situations. To ensure authoritative, timely and effective public release of information, the PAO will normally handle news releases about serious incidents involving visiting units. It is imperative, therefore, that the PAO receive the cooperation of unit commanders in the preparation of factual news releases that convey as complete a story as possible to the public. Close coordination between unit commanders and the PAO remains necessary for answering follow-on news media queries and preparing subsequent releases as required.

3. PAO Media Escorts. The PAO has a continuing need to escort members of the news media covering deployments to MCAS Yuma and other unit training aboard the air station. The PAO will coordinate with the visiting unit commander, upon his arrival, when such an escort would be enhanced by allowing close coverage of exercise forces. PAO personnel normally perform these escorts. However, with the approval of the Commanding Officer, news media members have been temporarily placed in the charge of a unit with positive results. While there is no substitute for this "up front" coverage, the unit commander's decision will be final on such media escorts.

4. Release Authority. As the Commanding Officer's delegate, the PAO is the sole releasing authority for information about the air station. At a unit's request, the PAO will review for accuracy and propriety any information intended for public release. Although material produced by news media members is not subjected to review, the PAO must be notified in advance any time a unit plans to host a news media member.

6001. INCIDENT REPORTING

1. Public Affairs Officer Notification. Commanding Officers should notify the PAO as quickly as possible of any matter likely to be of news media interest, providing timely, accurate information upon request, and ensuring that the PAO is made aware of significant developments as they occur. This requirement is especially important when incidents are negative in nature and expected to produce unfavorable news coverage, e.g., training fatality or serious injury, serious ground vehicle or aircraft accident, major damage to government property, self-inflicted injuries, and apparent commission of a serious crime.

2. Operational and Casualty Reports. When preparing required serious incident reports to CMC, Commanding Officers will consult, as feasible, with the PAO to determine the level of existing or anticipated public interest. Copies of serious incident reports and casualty messages originated by a unit should be provided to the PAO to supplement available information. Coordination between a unit and the PAO is especially important to ensure that names of casualties are not officially released until next of kin notification has been accomplished.

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CHAPTER 7

EMERGENCY PUBLIC AFFAIRS

7000. GENERAL. Public Affairs activities associated with emergencies aboard the air station or emergency support to local governments will be conducted in accordance with reference (g), MCAS Yuma Disaster Preparedness Plan.

7001. CONTINGENCY PRESS CENTER. The potential for a mass casualty incident or some other eminently newsworthy event aboard the air station makes the possibility of a rapid influx of local, regional and national media representatives very real. Should such a major incident or event occur involving the air station, the convergence of a large number of reporters will require the quick activation of a Contingency Press Center (CPC).

1. Activation. The air station Commanding Officer, upon the recommendation of the PAO, will direct that the CPC be activated, designating its site.

2. Location. The primary site for the CPC will be determined by the location of the accident/incident.

3. Requirements. The CPC must reasonably satisfy the following criteria:

a. Size. The CPC must accommodate at least 30 news media representatives, providing sufficient chairs, work (table) space and lavatory facilities.

b. Power. Installation of extension cords providing supplemental power outlets will be required inside the CPC.

c. Access. The CPC must remain open 24 hours a day until deactivated on order of the air station Commanding Officer. The designated site will be closed to unauthorized personnel, or patrons during the period of CPC activation.

d. Parking. The parking areas adjacent to the CPC site must offer sufficient parking space for up to 60 media representative vehicles to include trucks with live remote capabilities.

e. Messing. Media should have access to nearby fast-food facilities to serve as messing facilities for representatives.

f. Telephone Service. Telephone service, at a minimum, should include 15 class A lines to be used exclusively by media representatives.

g. Billeting. Fairness dictates that media representatives arrange for their own off-base billeting.

h. Briefings. As directed, principal, cognizant commanders and staff officers aboard the air station will be required to provide appropriate unclassified briefings to media representatives at the CPC, being prepared to respond to questions.

4. Responsibilities

a. Director, Facilities Management. When designated by reference (I), make subject site available for media representatives to include sufficient power and power accessories; sufficient parking area for 60 vehicles and 24-hour access to support a minimum of 30 media representatives.

b. Station Telephone Officer. Make available at designated site, 15 telephones with class A service.

c. Provost Marshal. While the CPC is activated, allow base access with a PAO escort to reporters presenting proper news media ID.

7002. EMERGENCY OPERATIONS CENTER. In accordance with reference (g), the PAO will, as feasible, provide representation to the air station Emergency Operations Center (EOC) while activated. From the EOC, public affairs personnel will be able to stay current on developments, advise the Commanding Officer, and coordinate media support. It must be recognized, however, that depending on the type and scope of the emergency, the PAO, in addition to providing representation to the EOC and manning the PAO, may have to establish and monitor the CPC and conduct media escorts, possibly while supporting a deployment of MAG-13. Thus, the PAO will have the authority to freely shift PAO personnel as necessary, even if this results in the temporary absence of public affairs personnel from the EOC.

7003. DOMESTIC EMERGENCIES. Military resources may be employed on proper authority to supplement the resources of existing federal, state and local organizations engaged in disaster relief operations. The military, however, will not act unilaterally; rather it will be in a supporting role to the federal agency in charge (e.g., the Federal Emergency Management Agency). For matters of disaster relief within this geographic region, the designated Marine Corps regional coordinator -- Commanding General Air Bases Western

SOP FOR PAO

APPENDIX A

SAMPLE NEWS RELEASE FOR AVIATION MISHAPS

MCAS YUMA, Ariz., (date) -- The pilot of an AV-8B Harrier ejected safely before his plane crashed in the Chocolate mountain Aerial Gunnery Range shortly after noon today.

The pilot, whose name is not yet being released, was taken by the air station's search and rescue helicopter to the Yuma Regional Medical Center where he was treated and released.

The aircraft was one of two taking part in a training exercise in the Chocolate Mountains Aerial Gunnery Range about 30 miles east of Nyland, Calif., at the time of the mishap.

The cause of the mishap is under investigation.

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OR

MCAS YUMA, Ariz., (date) -- The pilot of an _____ was killed (or died of a result of injuries he sustained) when his plane crashed in the Barry M. Goldwater Air Force Range shortly after

The pilot, (once family has been notified), was assigned to Marine Attack Squadron-XXX based in Yuma.

The aircraft was one of two taking part in a training exercise in the range at the time of the mishap.

The cause of the mishap is under investigation.

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APPENDIX B

MEDIA QUERY FORM

DATE: _____

TIME: _____

NAME OF REQUESTER: _____

ORGANIZATION: _____

ADDRESS: _____

CALL BACK DATA: _____

DEADLINE: _____

QUERY: _____

ACTION TAKEN: _____

CALL TAKEN BY: _____

Area, Marine Corps Air Station El Toro, CA exercises responsibility over the air station for the preparation and execution of required inter-agency coordination and must authorize all requests for the regional use of Marine Corps resources in the public domain. The single exception is when timely instructions or resources from the regional coordinator not forthcoming. In this case, the Commanding Officer is authorized to "take those local actions necessary to save human life, prevent immediate human suffering, or mitigate great destruction or damage to property." All requests for assistance from civilian authorities will be referred to the EOC. Requests from individual members of the public will be referred to the Yuma County Sheriff's Department.

7004. TERRORISM. Specific public affairs guidance for terrorist situations is contained in reference (a). No information about a terrorist incident will be released to the public without the approval of the Assistant Secretary of Defense, Public Affairs OASD(PA). The single exception is when the on-scene commander determines that "failure to release information would place people in jeopardy." In such a case, the PAO should inform OASD(PA) as quickly as possible of what has been released. Terrorist acts are typically performed to exploit public fears and/or focus attention on a specific organization. For this reason, it is imperative that the PAO ensure that instructions contained in the reference are carefully adhered to so as not to further the terrorist cause.

DATA REQUIRED BY THE PRIVACY ACT OF 1974

(5 U.S.C. 552A)

PART A — GENERAL

The Marine Corps uses a variety of forms in administering matters related to the individual Marine. Forms are necessary for enlistment and reenlistment, evaluating performance, applying for training and assignments, granting leave, disciplinary action, administering pay, and other purposes. In some instances, these forms involve the collection of personal information from the individual Marine. Information such as home address and telephone number, names and other information on dependents, preference for duty, address on leave, and the individual's Social Security Number are illustrative of the information asked for on forms.

The Privacy Act of 1974 requires that you be informed of the authority, purposes, uses, and effects of not providing information when it is requested from you. In order to eliminate the need for issuing an individual statement each time information is requested from you about matters such as those described, this statement serves as a one-time Privacy Act Statement which is intended to satisfy the requirements of the Privacy Act when forms related to your personnel and pay records are used. If you desire more information about a specific form when it is used, your commanding officer will provide such information upon request.

PART B — INFORMATION TO BE FURNISHED TO INDIVIDUAL

1. AUTHORITY

Title 5, U.S. Code, Section 301, is the basic authority for maintaining personnel and pay records. Use of Social Security Number as a means of personal identification is authorized by Executive Order 9397 of 23 November 1943.

2. PRINCIPAL PURPOSES

The basic purposes of personnel and pay records are to enable officials and employees of the Marine Corps to efficiently manage personnel resources; to administer pay and allowances; to screen and select individuals for promotion; to provide educational and training programs; to administer appeals, grievances, discipline, litigation, investigations, and adjudication of claims; to administer benefits and entitlements; and to manage retirement and veterans affairs programs. Further information about the purposes and uses of information being requested from you can be obtained by consulting the applicable description for systems such as the following:

SYSTEM DESCRIPTION	SYSTEM NUMBER
Marine Corps Military Personnel Records System	MMN 00006
Manpower Management System	MMN 00003
Bond and Allotment System	MFD 00004
Joint Uniform Military Pay System/Manpower Management System	MFD 00003

3. ROUTINE USES

Information included in personnel and pay records is used by officials and employees of the Marine Corps in the execution of their official duties. The information is also used under certain conditions by officials and employees elsewhere in the Department of Defense; by other Federal agencies such as the General Accounting Office; Civil Service Commission; Veterans Administration; the Federal Bureau of Investigation and other Federal, state and local law enforcement authorities; and the General Services Administration. Information is also furnished to Congressional sources. Your Social Security Number is used as a means of personal identification.

4. MANDATORY OR VOLUNTARY DISCLOSURE AND EFFECT ON INDIVIDUAL OF NOT PROVIDING INFORMATION

Disclosure of information required on forms related to personnel and pay records is mandatory. An individual may, at his or her option, elect not to apply for benefits and services to which entitled (leave, registration of allotments, etc.) but once the individual has made the decision to apply for such benefits the disclosure of information on related forms becomes a mandatory action. Failure to provide requested information could have the effect of denying certain benefits and would hamper the efficient management of an individual's career while in the Marine Corps. Disclosure of your Social Security Number is mandatory.

PART C — STATEMENT OF UNDERSTANDING BY THE INDIVIDUAL

I have read and understand this statement. I understand that I may have the opportunity to review published systems notices and current Marine Corps directives which pertain to forms which I am asked to complete.

_____ Date

_____ Signature of the Individual

_____ Social Security No.

PRIVACY ACT STATEMENT FOR MARINE CORPS PERSONNEL AND PAY RECORDS

(5211)

NAVMC 11000 (4-76) SN: 0000-00-006-6540 U/I: SH

(File Original in OQR or SRB; Provide Copy to Individual)

Fleet Home Town News Release Form

- 1. Instructions on Back.
- 2. Print in Ink or Type.
- 3. For Additional Remarks Use Block 23.

1. From: Command/Address			2. Command Releasing Authority Print Name Signature _____ Duty Phone _____			3. RUC/UIC/OPFAC			
Homeport/Base (not FPO etc.)			4. Circle Branch or Service Active - Reserve USN - USMC - USCG - USA - USAF			5. Date of Event MM/DD/YY			
6. Rank	7. Pay Grade	8. Date Entered Service MM/YY	9. Date Reported this Command	10. Sex M ___ F ___	11. Married Yes ___ No ___	12. Social Security Number			
13. Your First, Mi., Last Name				14. Spouse's Name (If Married)					
Your Living Parents/or if Guardians or other Relatives Show Relationship - If Military Include Rank/Service									
15. Your Father's First, Mi., Last Name			Address (Number and Street)				ZIP Code		
			City		State				
16. Your Mother's First, Mi., Last Name			Address (Number and Street)				ZIP Code		
			City		State				
			<input type="checkbox"/> Same as BLK 15						
17. Wife/Husband's Father's First, Mi., Last Name			Address (Number and Street)				ZIP Code		
			City		State				
18. Wife/Husband's Mother's First, Mi., Last Name			Address (Number and Street)				ZIP Code		
			City		State				
			<input type="checkbox"/> Same as BLK 17						
19. High School - Complete Name			Year Graduated	City	State	ZIP Code			
20. College/University/Complete Name			City	State	Type Degree/Year	FHTNC Use Only			
21. College/University/Complete Name			City	State	Type Degree/Year	FHTNC Use Only			
22. Duty to Which Assigned/Job Title - If Designated a Plane Captain, etc.-List Type Aircraft, Etc.									
23. Event-Check Appropriate Box or List Complete Details-Use extra Paper or attach copy of citation, etc.									
<input type="checkbox"/> Reported		<input type="checkbox"/> Promoted to Above Rank		<input type="checkbox"/> Meritoriously		<input type="checkbox"/> Medal/Award Attach Copy		<input type="checkbox"/> Reenlisted Years	<input type="checkbox"/> Retired Years
24. PRIVACY ACT STATEMENT - AUTHORITY: 5 U.S.C. 301, and 14 U.S.C. 93f and 10 U.S.C. 8012 and 8034, and EO 9397. PRINCIPAL PURPOSE: To prepare news stories and news releases for distribution and publication by civilian news media to recognize the achievements of sea service members. SSAN is used for positive identification. ROUTINE USE: Information may be disclosed to civilian news media representatives. Once published, information is considered "Public Domain." DISCLOSURE IS VOLUNTARY: Failure to provide the information may mean little or no public news release material can be produced, thus denying the individual public recognition for personal achievements.									
25. I certify that the above information is correct and I have no objection to its publication.									
Signature _____					Date _____				
For Reserve Use Only - See Instructions on Back									
26. Your Address (Number and Street)				City		State		ZIP Code	
27. Company Name				Address (Number and Street)				Position/Years with Company	
				City		State		ZIP Code	
28. Company Publication				Address (Number and Street)				FHTNC Use Only	
				City		State		ZIP Code	

SOP FOR PAO

APPENDIX E

XEROX COPY OF PAO IDENTIFICATION BADGE

FRONT

BACK