

ANNEX B HQMC, DIVISION OF PUBLIC AFFAIRS

ANNEX B TO MARINE CORPS ROADMAP FOR THE CENTENNIALS OF
NAVAL AVIATION & MARINE AVIATION
HQMC, DIVISION OF PUBLIC AFFAIRS

1. Situation.

a. General. This annex presents an overview of the public affairs activities ISO the Marine Corps Roadmap for the Centennial of Naval Aviation and the Marine Aviation Centennial (CoNA/MAC) during calendar years 2011 and 2012.

b. CMC Focus Areas. CMC vision for this period of support is to honor, through various activities and events, a century of Naval and Marine Aviation, and their roles in the defense of the Nation, in order to build and maintain public support for the Marine Corps and the role of its Aviation Combat Element (ACE). The fundamental strategic elements of the Roadmap are restated below:

(1) Key Elements.

(a) Adaptable - Embracing new thought, technology, and capabilities.

(b) Agile - In every climb and place.

(c) Of One Mind - Every Marine a rifleman.

(2) Themes.

(a) Focus on the MAGTF.

(b) History and tradition.

(c) Innovation and transformation.

(3) Key Audiences.

(a) Marines (Active and Reserve).

(b) Former and Retired Marines.

(c) Elected Officials.

ANNEX B TO MARINE CORPS ROADMAP FOR THE CENTENNIALS OF
NAVAL AVIATION & MARINE AVIATION
HQMC, DIVISION OF PUBLIC AFFAIRS

- (d) Media (mass and specialized).
- (e) Marine-Friendly Groups.
- (f) Influencers and Prospective Recruits.
- (g) Other Military Institutions.
- (h) Industry and Higher Education.
- (i) Aviation Enthusiasts.
- (j) Museum Staffs.

(4) Association to key themes as they relate to past, present and future historical relevance.

(a) Highlight history of innovation in doctrine and technology and the importance of multi-role aircraft that support the MAGTF.

(b) Emphasize the unique aspects of Marine Aviation to differentiate it from other Services - esprit de corps, multi-role aircraft ISO ground operations, integrated maintenance and logistical support, and command and control.

(c) Continue to foster bonds between industry leadership and the Marine Corps by focusing on the value of innovation in doctrine and technology.

c. CMC Intent. The strategic communication direction for the commemoration (i.e. messages, audiences, etc.) is outlined in the Marine Corps Roadmap for the CoNA/MAC. Commander's intent is restated here for emphasis: "To capitalize on enduring relationships and recurring events that the Marine Corps enjoys. A positive and valued reflection of the Marine Corps and its ACE will be the end state of our efforts."

d. Strategic Communication/Expectation Management. Commemorative tactics employed by all supporting units will be designed to echo the key elements and themes and connect with key audiences. This annex will guide public affairs planning at the subordinate commands.

ANNEX B TO MARINE CORPS ROADMAP FOR THE CENTENNIALS OF
NAVAL AVIATION & MARINE AVIATION
HQMC, DIVISION OF PUBLIC AFFAIRS

e. Assumptions.

(1) All levels of command and support execute commemorative tactics with a vetting process to mitigate over-extending asset participation impacting training and readiness.

(2) Inter-Service, Inter-Agency and Inter-Departmental coordination and contact will follow established chains of command and tasking authority, especially in dealing with short-term, unexplained and immediate requests.

(3) HQMC disseminates and provides the Information Awareness Plan and Implementation Guidance through Public Affairs channels as needed.

(4) Opportunities exist to educate and provide awareness across many targeted audiences as well as within the Marine Corps and affiliated organizations. Local commanders are encouraged to establish creative means to educate and provide awareness to their Marines and other audiences.

2. Mission. From Jan 2011 through Dec 2012, Division of Affairs (DivPA) Community Relations Branch (COMREL) and Marine Corps Public Affairs offices will incorporate the key elements and themes of the Marine Corps Roadmap for the CoNA/MAC, where appropriate, into existing community relations activities.

3. Execution.

a. Concept of Operations. DivPA (COMREL) will plan, coordinate and synchronize events and PA activities within its purview ISO the Marine Corps Roadmap for the CoNA/MAC to ensure CMC's themed focus areas are conveyed through internal and external media outlets, community engagement, online and social media platforms.

b. Tasks.

(1) Marine Week. Marine Week St. Louis 2011 and Marine Week 2012 (location TBD) provides the Marine Corps an opportunity to connect with the American public, showcase its war fighting capabilities, and share its rich

ANNEX B TO MARINE CORPS ROADMAP FOR THE CENTENNIALS OF
NAVAL AVIATION & MARINE AVIATION
HQMC, DIVISION OF PUBLIC AFFAIRS

history and traditions. Throughout the week, members of the community are invited to participate in a number of activities including sports and MCMAP demonstrations, static displays of aircraft and ground equipment, leadership and diversity forums, Silent Drill Platoon performances and band concerts.

(a) Since the number of Marine Week activities ranges from 60 to 100 in any given city, it is in itself a force multiplier, providing myriad opportunities to share CoNA/MAC themes with a variety of audiences. Aside from the mission of Marine Week, CoNA/MAC will be a central theme of Marine Week St. Louis.

(b) Key Audiences.

(1) Local, state and federal government officials.

(2) Industry and civic leaders.

(3) Marine-Friendly and Veterans organizations.

(4) Educators, Influencers and prospective recruits.

(5) Families.

(6) Media.

(c) Activities Suited to CoNA/MAC Theme.

(1) SPMAGTF Demo featuring Marine air and ground assets including the Osprey and/or Harrier.

(2) Osprey rides for media and VIPs.

(3) Static displays of aviation assets.

(4) General Officer speaking engagements on past, present and future of Marine Corps aviation.

(5) Media interviews and speaking engagements with hometown Marine pilots.

ANNEX B TO MARINE CORPS ROADMAP FOR THE CENTENNIALS OF
NAVAL AVIATION & MARINE AVIATION
HQMC, DIVISION OF PUBLIC AFFAIRS

(6) Receptions/Dinners/Luncheons hosted by Marine Corps affinity groups that highlight aviation themes.

(7) Engagements with local sports teams that recognize Marine Corps aviators.

(8) Engagements with corporations, such as Family Days featuring Marine air assets.

(9) Band performances that showcase aviation themes in backdrops, narration and music selections.

(d) Tasks.

(1) Incorporate the CoNA/MAC themes and messages into all Marine Week communication, media outreach, marketing materials, speeches, etc.

(2) Work with the History Division to determine the history of Marine aviation in host city.

(3) Link to the CoNA/MAC websites and highlight Marine aviation and aviators with ties to host city on the Marine Week website.

(4) Marine Band will perform in support of the CoNA/MAC through music selection and narration.

(5) Prepare talking points on the CoNA/MAC and shared aviation history for inclusion in the mayoral proclamation that kicks off Marine Week in host city.

(6) Acquire the CoNA/MAC logo and feature in Marine Week banners, signage and marketing materials.

(7) Identify Hometown Marine aviators and work to ensure that they participate in Marine Week as speakers, media spokespeople and interact with the public on family days.

(8) Develop events, speeches, media angles, venues and web content highlighting the connections between the Marine Week host city's aviation history and the CoNA/MAC.

ANNEX B TO MARINE CORPS ROADMAP FOR THE CENTENNIALS OF
NAVAL AVIATION & MARINE AVIATION
HQMC, DIVISION OF PUBLIC AFFAIRS

(2) Strategic Communication Speakers Bureau (SCSB). SCSB was established in Dec 2008 to inform external audiences about Marine Corps contributions to national security and define the Corps' role in our nation's future security environment. Marine Corps speakers are officer, enlisted or civilian subject matter experts who engage interested think tanks, academics, industry and civic groups. Past topics have included Vision and Strategy 2025, Seabasing and Shipbuilding, and Current Operations. ISO CoNA/MAC, SCSB will be used to highlight Marine Corps Aviation among key stakeholders and interested audiences.

(a) Key Audiences.

- (1) Industry.
- (2) Aviation Enthusiasts.
- (3) Colleges and universities with prominent engineering schools.
- (4) Conferences/Panels.

(b) Tasks. Compile topic abstracts, speaker bios and a list of potential speaking opportunities with a goal of scheduling one per month throughout the CoNA/MAC.

(3) National Museum of the Marine Corps (NMMC) Traveling Exhibit. The NMMC traveling exhibit highlights the role of the Marine Corps in every major American conflict from the Revolutionary War to current operations through a series of history panels and combat art. A video kiosk and table with brochure racks completes the display. Throughout the year, the exhibit travels across the country to nationally significant aviation and band events, and to veteran service organization conventions. In coordination with NMMC, the exhibit will be updated to include an emphasis on Marine Aviation by:

(a) Adding a history panel detailing 100 years of Marine Corps Aviation.

(b) Including more combat art prints depicting aircraft or pilots.

ANNEX B TO MARINE CORPS ROADMAP FOR THE CENTENNIALS OF
NAVAL AVIATION & MARINE AVIATION
HQMC, DIVISION OF PUBLIC AFFAIRS

(c) Looping a video on Marine aviation in the video kiosk.

(d) Displaying CoNA/MAC or Marine aviation literature in the brochure racks.

(e) Featuring NMMC docents versed in the history of Marine aviation in period uniform at large-scale events such as Marine Week and Fleet Weeks.

(4) Marine Corps Business Executive Forum (MCBEF). MCBEF educates, informs and exposes senior civilian leaders to the Marine Corps' interests, programs, strategic initiatives and current operations. The program begins with a dinner and is followed by briefings at the Pentagon the next day. The executives are later air lifted to Quantico for an afternoon tour of the base including Marine Corps air and ground assets. These business leaders are among key audiences outlined in the CoNA/MAC plan. Talking points that highlight the importance of Marine aviation to the MAGTF will be included in MCBEF briefings. If available, brochures or other literature on Marine aviation will be included in the MCBEF briefing packets.

(5) Harrier/Osprey Board and Flyovers/Static Displays. DivPA (COMREL) convenes the annual Harrier/Osprey Board to review all Air Shows requesting these aircraft. Special consideration will be given to events that further the mission and messages of CoNA/MAC. Requests for Marine Corps aviation static displays and flyovers are also fielded by DivPA (COMREL). Each approved request provides an opportunity to inform the event organizers of CoNA/MAC and provide them with scripts or talking points for their narrators.

(a) Tasks (2010):

(1) Prepare talking points based on the CoNA/MAC themes that can be provided to event organizers requesting aviation assets.

(2) Create boiler plate language on CoNA/MAC with logo and link (button) for display on the websites of event organizers receiving USMC air assets.

ANNEX B TO MARINE CORPS ROADMAP FOR THE CENTENNIALS OF
NAVAL AVIATION & MARINE AVIATION
HQMC, DIVISION OF PUBLIC AFFAIRS

(3) Provide logo in formats suited for display on jumbotrons or other electronic displays at events.

(4) Develop materials such as banners and signage for display at air shows.

(5) Provide CoNA/MAC brochures or literature (if available) to event organizers for distribution to event attendees.

(6) Determine the most efficient way to deliver materials to event organizers and ensure they are prominently displayed.

(b) Tasks (2011-2012):

(1) Inform event organizers about CoNA/MAC and how it can be used to enhance their program.

(2) Encourage organizers to mention CoNA/MAC and assist in marketing the celebration to their audiences by:

(a) Posting CoNA/MAC button and language on event website to inform attendees about CoNA/MAC.

(b) Incorporating USMC-provided talking points on CoNA/MAC when announcing flyovers and when introducing pilots.

(c) Displaying CoNA/MAC banners or signage.

(d) Allowing distribution of CoNA/MAC brochures or literature.

(e) Displaying CoNA/MAC logo on electronic billboards, jumbotron, etc.

(f) Playing video (if available) highlighting Marine Corps Aviation.

(6) Media outreach. In conjunction with the Marine Corps Roadmap for the CoNA/MAC, DivPA (COMREL) will

ANNEX B TO MARINE CORPS ROADMAP FOR THE CENTENNIALS OF
NAVAL AVIATION & MARINE AVIATION
HQMC, DIVISION OF PUBLIC AFFAIRS

leverage local media to feature aviation events and hometown Marine pilots to tell the Marine Corps aviation story; and highlight the evolution of aviation during the past 100 years through the stories of past and present Marine aviators.

(a) Key Audiences.

(1) Local radio, television and print media.

(2) National radio, television and print media.

(3) Aviation trade publications.

(b) Tasks.

(1) Provide Osprey O&I flights for media.

(2) Coordinate media interviews and speaking engagements with hometown Marine pilots.

(3) Create media fact sheets highlighting evolution of Marine Corps Aviation.

c. Coordinating Instructions.

(1) Release of Information.

(a) DivPA (COMREL) holds sole release authority guidance regarding media material distribution concerning the Roadmap for the CoNA/MAC.

(b) DivPA (COMREL) will delegate release authority guidance, as required, IOT allow field agencies to issue communiqués and news summaries within the guidance provided in this Annex.

(2) Information Management and Security.

Established precautions and guidelines for information management and security apply.

4. Administration. DivPA (COMREL) will develop a spreadsheet to capture, track and identify activities. This document will serve as a credible, single-source

ANNEX B TO MARINE CORPS ROADMAP FOR THE CENTENNIALS OF
NAVAL AVIATION & MARINE AVIATION
HQMC, DIVISION OF PUBLIC AFFAIRS

reference document to be regularly updated and supplied to Deputy Commandant for Aviation (ASM).

5. Command and Signal.

a. In conjunction with the Commander Naval Air Forces, who has the overall Department of the Navy lead, the Deputy Commandant for Aviation is the lead Marine Corps planner for CoNA/MAC. All other organizations and commands are supporting for this effort.

b. Public Affairs relationships for planning will be IAW the Marine Corps Roadmap for the CoNA/MAC. Participating Public Affairs planners at all levels are authorized to communicate directly with each other and with other organizations IOT facilitate mission requirements. Such coordination should not be used in any situation where it would interfere with the responsibility and authority of a commander or disrupt the normal chain of command.

c. Force Commanders will provide oversight and serve as the final authority to determine whether a Centennial event is supportable.

d. DivPA (COMREL) is the lead public affairs agency for CoNA/MAC.