

ANNEX C HQMC, OFFICE OF LEGISLATIVE AFFAIRS

ANNEX C TO MARINE CORPS ROADMAP FOR THE CENTENNIALS OF NAVAL AVIATION & MARINE AVIATION HQMC, OFFICE OF LEGISLATIVE AFFAIRS

1. Situation.

a. General. This annex provides an overview of planning considerations and concepts for HQMC, Office of Legislative Affairs (OLA) in support of the Marine Corps Roadmap for the Centennials of Naval Aviation & Marine Aviation (Roadmap) during calendar years 2011 and 2012.

b. Focus. The Key Elements and Themes laid out in the Roadmap are inherent to the message of the Marine Corps and will become another contributor to achieving OLA's mission of facilitating a shared understanding between the USMC and Congress in order to ensure support for the Commandant's legislative priorities and requirements; and to maintain the Corps' unique role within the Joint Force as the Nation's premier force in readiness. This is especially true in regard to aviation related programs. OLA will focus its efforts on one of the Roadmap's Target Audiences, "Elected Officials," and specifically members of Congress.

c. Assistant Commandant of the Marine Corps (ACMC) Intent. "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."

2. Mission. From January 2011 through May 2012 HQMC, Office of Legislative Affairs will support the celebration of the Centennials of Naval Aviation and Marine Aviation by integrating the Roadmap's Key Elements, Themes, and Associations to Key Themes into OLA's overall goals and strategy as opportunities present themselves.

3. Execution.

a. Legislative Assistant to the Commandant's Intent. OLA will support the Centennials of Naval Aviation and Marine Aviation by integrating the Roadmap's Key Elements and Themes into all appropriate levels and methods of communication we use with our highlighted target audience.

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I intend to leverage the "once in lifetime" nature of this event in order to help us accomplish our mission of ensuring Congressional support for the Commandant's legislative priorities and requirements.

b. Concept of Operations. OLA, its U.S. House of Representatives Liaison, and U.S. Senate Liaison will incorporate Centennial Key Elements and Themes into all applicable briefing materials and media presented to Congressmen, Senators and their staff. OLA and its liaison elements will coordinate and synchronize their congressional engagement efforts with planned Centennial events to maximize exposure of Congress to the Marine Corps and aviation programs and requirements.

c. Tasks. OLA will:

(1) Assign support tasks to OLA team members for Congressional relations events and dedicated Centennial Events.

(2) Plan, organize and coordinate event tasks, inserting Roadmap Key Elements and Themes into Congressional relations events and dedicated Centennial events. Marine Day 2011 should emphasize Centennial of Naval Aviation (CoNA) themes, and Marine Day 2012 should emphasize Marine Aviation Centennial (MAC) themes.

(3) Provide Feasibilities of Support assessments in response to higher headquarters requests of supportability for events.

(4) Direct OLA team members, Liaisons, and Congressional Fellows to institute awareness and education plans in accordance with the Roadmap. Ensure all OLA members are aware of the Centennials and are able to communicate Key Elements and Themes of the Roadmap as appropriate.

(5) Synchronize OLA Congressional relations events with Centennial events listed in Annex I of the Roadmap to maximum extent possible.

(6) Assign support tasks to OLA team members to spearhead effort for Congress to pass a joint resolution

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proclaiming a "National Day of Marine Aviation Centennial"
in May 2012.

d. Coordinating Instructions.

(1) Command Relationships. OLA command relationships for planning will be in accordance with the Roadmap with Higher Headquarters coordination and oversight. Participating planners at all levels are authorized and encouraged to communicate directly with each other and with other organizations. 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.

(2) Release of information.

(a) Sole release authority guidance regarding any particular topics concerning the Roadmap reside with HQMC, Division of Public Affairs (HQMC DivPA) and may be further delegated upon request as indicated in Annex B.

(b) After HQMC DivPA has delegated release authority guidance, it is expected that field agencies may issue communiqués and news summaries within the guidance provided by Annex B.

(3) Information Management and Security.

Established precautions and guidelines for information management and security apply.

4. Administration and Logistics

a. Administration. OLA Operations Department will have access to the Roadmap's scalable support matrix planning tool which will serve as a framework from which to identify and track Centennial events. As a dynamic spreadsheet, it is designed to serve as a credible, single-source reference document to be regularly updated by all Major Supporting Commands (MSC) and HQMC divisions. This document will be a continual work-in-progress and is expected to adapt to current information in a beneficial manner.

b. Logistics.

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(1) The majority of information and documentation is electronic in nature and is collected, stored and created via standard office desk-top machines, typically resident on servers or local hard-drives of individual OLA team members. Accessibility will be made available through the OLA Microsoft SharePoint site.

(2) See Annex I, Synchronization Matrix and other supporting Annexes for additional information.

5. Command and Signal

a. In conjunction with 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 the Centennial of Naval Aviation and Marine Aviation Centennial. All other organizations and commands are supporting for this effort.

b. The Legislative Assistant to the Commandant will serve as the final authority to determine supportability of Centennial events or initiatives by OLA personnel or resources.