

ANNEX F EASTERN REGION (2d MAW & MCI EAST)

ANNEX F TO MARINE CORPS ROADMAP FOR THE CENTENNIALS OF
NAVAL AVIATION & MARINE AVIATION
2d MAW & MCI EAST

1. Situation.

a. General. This annex provides an overview of planning considerations and concepts for the Eastern United States Region conducted by 2d MAW and MCI EAST in support of the Marine Corps Roadmap for the Centennials of Naval Aviation & Marine Aviation during calendar years 2011 and 2012 (Roadmap).

b. CMC Focus Areas. Communicating the CMC's focus areas as outlined in the Roadmap is inherent to the mission of 2d MAW and MCI EAST with regional Force Commander oversight, who serves as the final authority to adjudicate whether a proposed Centennial event is supportable or not using 2d MAW or MCI EAST assets. CMC vision for this period of support is to honor through various venues 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) within its Marine Air Ground Task Force (MAGTF).

(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

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- (a) Marines (Active and Reserve)
- (b) Former and Retired Marines
- (c) Elected Officials
- (d) Media (mass and specialized)
- (e) Marine-Friendly Groups
- (f) Influencers and prospective recruits
- (g) Other military institutions
- (h) Industry
- (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 in support of 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. 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. See Roadmap Annex B (PA).

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e. Assumptions

(1) All levels of command and support execute expectation management 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. HQMC ASM is the lead agent for event task risk mitigation and conducts prioritization negotiations with the Regional Force Commander.

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

(4) This is an information and knowledge management endeavor covering two years of celebration. Opportunities abound to educate and provide awareness across many targeted audiences as well as within the Marine Corps and affiliated organizations. Local commanders are enabled to establish creative means to educate and provide awareness to their Marines and other audiences.

(5) Marine Aviation is more than pilots and airframes. Successful innovations intertwine air, ground, and logistical operations. The Marine Air Control Group (MACG) and Marine Wing Support Group (MWSG) which are unique to the Marine Corps is the means by which we integrate the MAGTF's aviation, ground, and logistic combat elements. The units assigned to the MACG, MWSG, adjacent Ground and Logistic Command Elements, as well as the Marine Expeditionary Units, are included in the celebration activities and tasks.

2. Mission. From January 2011 through December 2012, 2d MAW and MCI EAST, with the oversight of the Regional Commander, will support various directed Centennial events and incorporate the key elements and themes of the Marine Corps Roadmap for the Centennials of Naval Aviation and Marine Aviation in community relations events and

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information awareness opportunities as the situation presents throughout the Eastern United States Region.

3. Execution

a. Concept of Operations. 2d MAW and MCI EAST Operations, their Public Affairs agencies and subordinate commands will coordinate, engage and synchronize events and PA activities in support of Marine Corps Roadmap of the Centennials to ensure CMC's themed focus areas utilizing internal and external media outlets, community engagement, internet activities and social media platforms are implemented.

b. Tasks. These tasks below identify key actions needed to support the concept of operations.

(1) 2d MAW and MCI EAST Operations Departments will:

(a) Plan, organize, and coordinate event tasks, inserting Marine Corps Roadmap for the Centennials of Naval Aviation and Marine Aviation themes into community relations events and dedicated Centennial event-targeted key audiences.

(b) Assign support tasks to subordinate commands for community relations events and dedicated Centennial events. Unless otherwise tasked, Centennial events will be given priority for resource allocation

(c) Direct subordinate commanders to institute individual awareness and education plans in accordance with the Marine Corps Roadmap for the Centennials of Naval Aviation and Marine Aviation theme and Annexes.

(2) 2d MAW and MCI EAST Joint Public Affairs Offices

(a) Disseminate lead agency key messages for use by Commanders, event planners and organizers.

(b) Coordinate PA activities with applicable Commands/Units to synchronize messages and utilize community influencers.

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(c) Prepare, coordinate, and distribute public affairs guidance.

(d) MCI EAST coordinate and ensure sufficient 2d MAW and public affairs personnel and resources are available to support Marine Corps Roadmap of the Centennials intent.

(e) Coordinate with HQMC's Strategic Communication Secretariat and other Offices of Primary Responsibility within HQMC and outside Commands/Units to support the Strategic Communication and Expectation Management process.

(f) Provide appropriate counsel and media training for senior 2d MAW and MCI EAST leadership and key personnel.

c. Coordinating Instructions.

(1) Command Relationships. 2d MAW and MCI EAST command relationships for planning will be in accordance with the Centennials Roadmap with Higher Headquarters oversight and coordination. 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 for the Centennials of Naval Aviation & Marine Aviation resides with HQMC, DivPA and may be further delegated upon request as indicated in Annex B.

(b) After HQMC Public Affairs 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.

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4. Administration and Logistics

a. Administration. 2d MAW G-3 Future Operations in coordination with MCI EAST Operations Departments will maintain a master synch matrix document for tracking CoNA community relations events. The master synch matrix document is intended to serve as a current single source document depicting the relevant details of 2d MAW and MCI EAST CoNA support. It will be regularly updated with II Marine Expeditionary Force, adjacent, and Major Subordinate Commanders and other Higher Headquarters planning information as the information from synchronization meeting and reconciliation conferences becomes available. Access to the matrix will be through the 2d MAW G-3 sharepoint website.

b. Logistics.

(1) The majority of information and documentation is electronic in nature and is collected, stored or created via standard office desk-top machines, typically resident on servers or local hard-drives of individual 2d MAW or MCI EAST planners. Accessibility of shared products is currently made available through the 2d MAW Headquarters Microsoft SharePoint site.

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

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 the Centennials of Naval and Marine Aviation. All other organizations and commands are supporting for this effort.

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

c. The Commanding Generals, 2d Marine Aircraft Wing and Marine Corp Installations - East, will lead the

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planning and execution of events in the eastern half of the United States.