

ANNEX H MARINE FORCES RESERVE (MARFORRES & 4TH MAW)

ANNEX H TO MARINE CORPS ROADMAP FOR THE CENTENNIALS OF
NAVAL AVIATION & MARINE AVIATION
MARFORRES & 4TH MAW

1. Situation.

a. General. This annex provides an overview of planning considerations and concepts for Marine Corps Forces Reserve (MARFORRES) and 4th MAW 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 MARFORRES and 4th MAW with regional Force Commander oversight, who serves as the final authority to adjudicate whether a proposed Centennial event is supportable or not using MARFORRES or 4th MAW 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).

(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

ANNEX H TO MARINE CORPS ROADMAP FOR THE CENTENNIALS OF
NAVAL AVIATION & MARINE AVIATION
MARFORRES AND 4TH MAW

- (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).

ANNEX H TO MARINE CORPS ROADMAP FOR THE CENTENNIALS OF
NAVAL AVIATION & MARINE AVIATION
MARFORRES AND 4TH MAW

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, MARFORRES and 4th MAW 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 information awareness opportunities as the situation presents throughout the entire United States.

ANNEX H TO MARINE CORPS ROADMAP FOR THE CENTENNIALS OF
NAVAL AVIATION & MARINE AVIATION
MARFORRES AND 4TH MAW

3. Execution

a. Concept of Operations. MARFORRES and 4th MAW 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) MARFORRES and 4th MAW Operations Departments:

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

(b) 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.

(c) Assign support tasks to subordinate commands for community relations events and dedicated Centennial events.

(d) 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) MARFORRES and 4th MAW 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.

ANNEX H TO MARINE CORPS ROADMAP FOR THE CENTENNIALS OF
NAVAL AVIATION & MARINE AVIATION
MARFORRES AND 4TH MAW

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

(d) MARFORRES Coordinate and ensure sufficient 4th 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 MARFORRES and 4th MAW leadership and key personnel.

(3) 4th MAW Safety Department: Ensure all standard safety procedures and protocol are followed for all static, flyover, and MAGTF demo events; to include safety surveys and review of area and hazards charts.

c. Coordinating Instructions.

(1) Command Relationships. MARFORRES and 4th MAW 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

ANNEX H TO MARINE CORPS ROADMAP FOR THE CENTENNIALS OF
NAVAL AVIATION & MARINE AVIATION
MARFORRES AND 4TH MAW

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. MARFORRES and 4th MAW Operations Department utilize the Outlook web calendar planning tool which serves as a framework from which to capture, track and identify events to include COMREL. This document is regularly updated with MARFORRES, adjacent, and Major Subordinate Command Element and other Higher Headquarters planning information during synchronizing meetings and reconciliation conferences.

b. Logistics. The information and documentation is electronically collected and created via standard office desk-top machines, servers or local hard-drives of individual MARFORRES and 4th MAW planners.

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 General, Marine Forces Reserve, will lead the planning and execution of events for all Marine Reserve Forces.