



UNITED STATES MARINE CORPS
COMMUNICATION STRATEGY AND OPERATIONS
VOLUMES 1-6

**COMMANDANT OF THE MARINE CORPS
COMMUNICATION DIRECTORATE**



DEPARTMENT OF THE NAVY
HEADQUARTERS UNITED STATES MARINE CORPS
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WASHINGTON DC 20350-3000

MCO 5700.45
CD
20 Sep 2024

MARINE CORPS ORDER 5700.45

From: Commandant of the Marine Corps
To: Distribution List

Subj: Communication Strategy and Operations

Ref: (a) 5 U.S.C.552a
(b) SECNAVINST 5211.5F
(c) SECNAV M-5210.1
(d) MCO 5311.1E
(e) Chairman of the Joint Chiefs of Staff Manual
3150.24E, "Type Unit Characteristics Report
(TUCHAREP)," August 10, 2018
(f) MCO 5210.11F
(g) Joint Publication 3-61 CH-1, "Public Affairs,"
August 19, 2016
(h) SECNAVINST 5720.44C CH-2
(i) MCO 5211.5

Encl: (1) Communication Strategy and Operations (COMMSTRAT) Volumes
List

1. Situation

a. In 2017, the Public Affairs (PA) and Combat Camera (COMCAM) Occupational Fields (OCCFLDs) were merged into the Communication Strategy and Operations (COMMSTRAT) OCCFLD to gain efficiencies in employing high-demand and low-density capabilities and more effective communication synchronization across the force. COMMSTRAT brings a complementary yet unique capability to the Marine Corps and must execute deliberate and methodically planned operations. At all echelons of command, COMMSTRAT continues to execute PA and COMCAM capabilities and provides visual information (VI) and written communication support to all operations.

b. This Order is organized into various volumes, which consolidate disparate policy and program guidance concerning PA,

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VI, and COMCAM, and provides new guidance for all other COMMSTRAT activities.

2. Cancellation. MCO 5720.77.

3. Mission. To establish authorities, roles, and responsibilities, and implement overarching policy governing the Marine Corps' internal and external communication mission.

4. Execution

a. Commander's Intent and Concept of Operations

(1) Commander's Intent. To ensure the Marine Corps employs COMMSTRAT capabilities and activities consistently and in accordance with United States law, Department of Defense and Department of the Navy (DON) policy.

(2) Concept of Operations

(a) The United States Marine Corps' (USMC) COMMSTRAT capability resides at all major echelons of command to plan, synchronize, and execute all COMMSTRAT capabilities.

(b) The Communication Directorate (CD), Headquarters (HQMC), USMC, in coordination with the Commandant of the Marine Corps (CMC) and HQMC staff leads all public communication efforts on behalf of the service through the creation and implementation of an official USMC Communication Strategy.

(c) All operations, activities, and investments (OAIs) will be planned with COMMSTRAT considerations for the purpose of building and sustaining our Nation's trust in the Marine Corps and creating and exploiting information advantages consistent with the official USMC Communication Strategy.

(d) Individual commanders should identify operational and tactical objectives via orders and directives for their command. COMMSTRAT officers will lead the development of communication OAIs, narratives, and detailed communication plans that contribute to accomplishing operational goals.

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b. Subordinate Element Missions

(1) Deputy Commandant for Combat Development and Integration (DC CD&I)

(a) Assign capabilities integration officer (CIO) to validate, develop, and integrate COMMSTRAT capabilities in accordance with reference (d).

(b) Coordinate all total force structure processes relating to COMMSTRAT capabilities with the Director of Communication (DIRCOMM), CD, in accordance with reference (d).

(c) Coordinate the development and management of COMMSTRAT programs with the Digital Media Systems (DMS) project officer within Marine Corps Systems Command.

(d) Conduct reviews of the Marine Corps Task List to ensure COMMSTRAT functions and capabilities of PA, VI, and COMCAM are nested where appropriate.

(2) Deputy Commandant for Plans, Policies and Operations (DC PP&O)

(a) Coordinate allocation of COMMSTRAT forces within the Global Force Management (GFM) and Joint Operations Planning and Execution System (JOPES) with DIRCOMM and respective commanders of COMMSTRAT forces.

(b) Establish unit type codes (UTC) for operational COMMSTRAT forces to include the provision of COMCAM forces to support joint operations in accordance with reference (e).

(c) Ensure COMMSTRAT operational requirements are identified, planned for, and included in operational and service-level plans in coordination with DIRCOMM, as appropriate.

(3) Deputy Commandant for Aviation (DC A)

(a) Coordinate approval of waivers to allow COMMSTRAT personnel to support requirements from fixed-wing fighter aircraft, as needed.

(b) Ensure VI collection authority and exceptions are incorporated within aviation-specific special access program guidance.

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(4) Deputy Commandant for Information (DC I)

(a) As it may pertain to COMMSTRAT capabilities, coordinate the development and staffing of information-related doctrine and policy with CD.

(b) As the Information Enterprise Programming Team (EPT) Manager, ensure COMMSTRAT program funding requirements are represented within the planning, programming, budgeting, and execution process.

(c) Ensure COMMSTRAT network and storage requirements are codified and incorporated into the Marine Corps Information Environment Enterprise Blueprint.

(5) Commanding General of Training and Education Command (CG TECOM)

(a) Exercise primary cognizance over COMMSTRAT-related training and education programs in accordance with reference (d).

(b) Develop and/or validate resourcing requirements for COMMSTRAT-related training and education programs and enablers, and coordinate with CD and Deputy Commandant for Programs and Resources, to allocate resourcing.

(c) Develop and/or validate resourcing requirements for non-VI-related training and education programs and enablers, necessary to generate COMMSTRAT forces and capabilities, to include aircrew, airborne, and dive qualifications.

(d) Coordinate with Training Input Plan (TIP)-sponsors for required COMCAM training seat allocations for COMMSTRAT forces in accordance with the requirements within this Order.

(6) Commanding General of Marine Corps Systems Command (CG MARSYSCOM)

(a) Assign project officer to manage DMS program.

(b) Assist Deputy Commandant for Combat Development and Integration in validating, developing, and integrating COMMSTRAT capabilities.

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(7) Inspector General of the Marine Corps (IGMC)

(a) Ensure the development or modification of the Inspector General of the Marine Corps (IGMC) functional area checklist (FAC) for COMMSTRAT is coordinated with DIRCOMM.

(b) Ensure CD conducts COMMSTRAT functional area inspections in coordination with IGMC.

(8) Headquarters Marine Corps, Communication Directorate (HQMC (CD)), Director of Communication (DIRCOMM)

(a) Advise the CMC, Assistant Commandant of the Marine Corps (ACMC), and all HQMC staff on all COMMSTRAT capabilities.

(b) Perform all duties as the COMMSTRAT Military Occupational Specialty (MOS) Sponsor in accordance with reference (d).

(c) Develop and maintain service-level COMMSTRAT doctrine and policy in accordance with references (h) and (i). Ensure all COMMSTRAT personnel are trained and resourced to conduct COMMSTRAT functions in accordance with the above policies.

(d) Advise Deputy Commandant for Plans, Policies and Operations regarding employment of COMMSTRAT capabilities in support of operational requirements.

(e) Advise Deputy Commandant for Information regarding COMMSTRAT capabilities during information-related doctrine and policy development.

(f) Coordinate with IGMC for the development or modification of the COMMSTRAT FAC, and the conduct of command inspections.

(g) Direct and manage the Visual Information and Excellence in Communication Awards program and ensure service participation in the Department of Defense Media Awards.

(h) Develop, maintain, and disseminate service-level communication strategy and playbook for leaders and COMMSTRAT personnel.

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c. Coordinating Instructions

(1) Commanders at all echelons of command with assigned COMMSTRAT capabilities will develop local policies in accordance with their assigned capabilities and the contents of this Order.

(2) Commanders at all echelons of command will ensure appropriate resourcing for their assigned COMMSTRAT capabilities in accordance with the contents of this Order.

(3) COMMSTRAT directors at all echelons of command will ensure COMMSTRAT capabilities are employed in accordance with this Order.

5. Administration and Logistics

a. Records Management. Records created as a result of this Order shall be managed according to National Archives and Records Administration (NARA)-approved dispositions in reference (c) to ensure proper maintenance, use, accessibility, and preservation, regardless of format or medium. Records disposition schedules are located on the Department of the Navy/Assistant for Administration (DON/AA), Directives and Records Management Division (DRMD) portal page at: <https://portal.secnave.navy.mil/orgs/DUSNM/DONAA/DRM/Records-and-Information-Management/Approved%20Record%20Schedules/Forms/AllItems.aspx>. Refer to reference (f) for Marine Corps records management policy and procedures.

b. Privacy Act. Any misuse or unauthorized disclosure of Personally Identifiable Information (PII) may result in both civil and criminal penalties. The DON recognizes that the privacy of an individual is a personal and fundamental right that shall be respected and protected. The DON's need to collect, use, maintain, or disseminate PII about individuals for purposes of discharging its statutory responsibilities shall be balanced against the individuals' right to be protected against unwarranted invasion of privacy. All collection, use, maintenance, or dissemination of PII shall be in accordance with the Privacy Act of 1974, as amended (reference (a)) and implemented per references (b) and (i).

c. Recommendations concerning the contents of this Order are invited and should be submitted to the DIRCOMM via the appropriate chain of command.

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6. Command and Signal

a. Command. This Order is applicable to the Marine Corps Total Force.

b. Signal. This Order is effective the date signed.

A handwritten signature in black ink, appearing to read "A. L. Langwell".

A. L. LANGWELL

Director of Communication
HQMC, Communication Directorate

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Communication Strategy and Operations (COMMSTRAT) Volumes List

VOLUME	TITLE	SPONSOR	DATE
1	Public Affairs	CD	20 Sep 2024
2	Combat Camera	CD	
3	Visual Information	CD	
4	Community Relations	CD	20 Sep 2024
5	Public Web Program	CD	
6	Command Social Media	CD	20 Sep 2024

Note: Volumes 2, 3, and 5 are in development and will be incorporated into this Order on a later date.