



UNITED STATES MARINE CORPS
MARINE CORPS BASE
QUANTICO, VIRGINIA 22134-5001

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MARINE CORPS BASE BULLETIN 5727

From: Commander

To: Distribution List

Subj: MCB QUANTICO ANNUAL COMMUNICATION PLAN

Encl: (1) Schedule of Events for 2004

(2) Additional Events and Planning Calendar

1. Purpose. To identify MCB Quantico events that have potential to generate media interest or that are relevant for distribution to internal or external media outlets.
2. Information. The enclosures list established events requiring Public Affairs support.
3. Action. Addressees should notify Public Affairs of any changes to date or times of scheduled events and of any additional events that may require support.

R. T. BRIGHT
Chief of Staff

DISTRIBUTION: INTERNET

SCHEDULE OF EVENTS FOR 2004

COMMAND EVENT	DATE	HIGHLIGHTED COMMAND THEME OR MESSAGE	TARGET AUDIENCE	TARGET MEDIUM (DETERMINED BY PAO)
AT/FP Exercise	6-7 April 2004	Primary concern is the safety and security of its personnel and the surrounding communities.	Civic leaders, active duty personnel and spouses	Sentry and general media list
Phase I cleanup, mainside Former Rifle Range	In Progress	Continues to fulfill our obligations as stewards of the environment.	Base personnel, local community	Sentry, general media list, trade publications, civilian/military councils
Spring Turkey (Gobbler) Season	In Progress	Continues to fulfill our obligations as stewards of the environment.	Military personnel, family members, and civilians	Sentry, general media list, trade publications
Environmental Affairs Coordination Committee Meeting & Introduction to EMS	Quarterly (Next: 4 May 2004)	Implement an Environmental Management System in accordance with USMC policy and Executive Order 13148 by 31 December 2005.	MCCDC/MCB mid-level and senior-level managers	Sentry, general media list, trade publications, civilian-military councils
MCCDC/MCB Environmental Impact Review Board	Quarterly (Next: 20 May 2004)	Continues to fulfill our obligations as stewards of the environment.	Members identified in MCBO 5090.1A and project sponsors	Sentry, general media list, trade publications, civilian-military councils
Armed Forces Day Morning Colors	11 May 2004	Morning Colors Ceremony	Active duty, civilian and families assigned to MCCDC/MCB, local leaders and civilian community	Sentry and local media
Safety Expo 2004 Location: Chapel Lawn POC: Rod Newman, 703-784-5385	26 May 2004	Per CMC's quarterly safety theme, MCB is dedicated to preserving our Marines and providing a safe environment for them.	Active duty and families assigned to MCCDC/MCB, as well as all civilian personnel	Sentry and Safety Trade Publications
Car Safety Seat Inspection Location: MCX parking lot POC: SSgt E. N. Cruz, 703-784-2120	27 May 2004	Dedicated to preserving the families of Marines, ensuring a "ready" Marine.	Active duty and families assigned to MCCDC/MCB, as well as all civilian personnel	Sentry and Safety Trade Publications
Memorial Day Morning Colors	30 May 2004	Morning Colors Ceremony	Active duty, civilian and families assigned to MCCDC/MCB, local leaders and civilian community	Sentry and local media
Flag Day Morning Colors	8 June 2004	Morning Colors Ceremony	Active duty, civilian and families assigned to MCCDC/MCB, local leaders and civilian community	Sentry and local media

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COMMAND EVENT	DATE	HIGHLIGHTED COMMAND THEME OR MESSAGE	TARGET AUDIENCE	TARGET MEDIUM (DETERMINED BY PAO)
Civilian/Military Council Socials	9 June, September, December	One of the premier civilian/military communities in the nation.	Local leaders and civic groups	Civic group meetings, Sentry, newsletters, e-mail distribution lists
Civilian/Military Council Executive Luncheons	2 June, September, December	An effective, informal and standardized communication link with local communities.	Local leaders and civic groups	Civic group meetings, Sentry, newsletters, e-mail distribution lists
Family Day/Strongest Marine Challenge	25 June 2004	HqSvcBn provides an opportunity for Battalion personnel and family members to enjoy time together participating in fun activities.	All HqSvcBn personnel and their families	Sentry
Lunga Independence Day Celebration	4 July 2004	One of the premier civilian/military communities in the nation.	Civic leaders, civic groups, general public, active duty military, and families	Sentry
Sept 11 th Remembrance	11 September 2004	Colors Ceremony	Internal and external audiences	Sentry and local media
Civilian/Military Golf Tournament	September 2004	One of the premier civilian/military communities in the nation.	Local leaders and civic groups	Civic group meetings, Sentry, newsletters, e-mail distribution lists
MCCDC Change of Command and Retirement	September 2004	Continue to support tenant commands through facility and equipment upgrades.	MCCDC personnel, local community leaders	Sentry and general media list
Toys for Tots	August - December	Actively engaged with the local communities to work in partnership for the betterment of the region.	General media list, local community leaders, civic organizations	Civic group meetings, general media list, all contacts
Hunting Season	September - January	Continues to fulfill our obligations as stewards of the environment.	Military personnel, family members, and civilians	Sentry, general media list, trade publications
Modern Day Marine Military Exposition	14 - 16 September 2004	Maintains a focus on the future and provides a forum for identifying futuristic projects.	Defense contractors, acquisition officials, general military, and Congressional members	Sentry, Trade pubs, military pubs, general media list
Constitution Day	17 September 2004	Supports Montpelier, VA, Constitution Day Ceremonies	Civic leaders, local media, base personnel	Sentry and local media

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MCNCRCA Anniversary	September 2004	Plays a vital role in the safety and security of the National Capital Region.	Civic leaders, local media, base personnel, trade groups, DoD	Sentry and Marine Corps publications
Civilian Appreciation Day Picnic	2 nd week in August 2004	Picnic at Lunga Reservoir	Civilian members, families and active duty personnel	Sentry
Phase 2 cleanup, mainside, Former Rifle Range	TBD, late summer 2004	Continues to fulfill our obligations as stewards of the environment.	Base personnel, local community	Sentry, general media list, trade publications, civilian/military councils
PPV Housing Opening	Fall 2004	Dedicated to providing the best quality of life for service members assigned here. These new homes replace previous structures built in the 1950s.	Active duty and family members living aboard base, congressional members, civic leaders	Sentry, general media list, military publications
29 th Annual Marine Corps Marathon	31 October 2004	Actively engaged with the local communities to work in partnership for the betterment of the region.	General public	Sentry, general media list and all contacts
Marine Corps Birthday Pageant	November 2004	Pageant at stadium	Civic leaders, civic groups, general public, active duty military, families	Sentry, general media list and all contacts
Semper Fit Turkey Trot	3 rd week in November 2004	10k road race	Internal and external audiences	Sentry and local media
Transfer Study Result Release	TBD	MCB Quantico will continue to provide the best possible quality of life for service members assigned here.	Active duty and family members living aboard base, civic leaders	Sentry and local media
CB-8 Realignment Decision Release	TBD	An effective, informal and standardized communication link with local communities.	Local communities, civic groups, military personnel	Civic group meetings, Sentry, newsletters, e-mail distribution lists
Marathon Facility Opening	TBD	Actively engaged with the local communities to work in partnership for the betterment of the region.	Civic leaders, civic groups, general public, active duty military, families	Sentry, general media list, trade publications
Bn Field Meet/Single Marine	TBD	HqSvcBn provides an opportunity for the Battalion's single Marines to enjoy time participating in fun activities and organized games.	All HqSvcBn personnel	Sentry

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Barracks Super Bowl Party	January 2005	HqSvcBn provides an opportunity for Battalion personnel to participate in moral building activities.	All HqSvcBn personnel	Sentry
MCM Registration	January 2005	Registration for the annual event begins this month.	All military outlets and general public	USMC website, Sentry, base newspapers, general media list, Marine Corps publications
MCM Lottery Drawings	February – April 2005	Lottery participants will be notified if they are selected.	All military outlets and general public	USMC website, Sentry, base newspapers, general media list, Marine Corps publications
30 th Marine Corps Marathon Race	October 2005	The premiere event for the USMC, highlighting human-interest stories of the race participants.	All military outlets and general public	USMC website, Sentry, base newspapers, general media list, Marine Corps publications
MCM's Photo Finish Contest	December 2005	The winner of the Photo Finish Contest will be placed on the back of the MCM results book.	All military outlets and general public	USMC website, Sentry, base newspapers, general media list, Marine Corps publications
MCM's Original Art Contest	December 2005	The winner of the Art Contest will become the staple graphic for the following race.	All military outlets and general public	USMC website, Sentry, base newspapers, general media list, Marine Corps publications
Quantico Town Christmas parade	2 nd Week December 2005	Town of Quantico Parade	Internal and external public's	Sentry and local media
MCB Quantico Holiday Concert	2 nd Week December 2005	Annual concert at Little Hall	Internal and external public's	Sentry and local media
Annual Training	Last Consecutive Wednesday & Thursday of each month	Once a month HqSvcBn will offer training in the following areas: Swim qual, Gas Mask Confidence, Substance Abuse, AT/FP Level 1, Suicide Awareness, and Equal Opportunity	All HqSvcBn personnel	Sentry

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Marine Battle Skills Training (Sgts & below)	First Consecutive Monday - Thursday of each month	HqSvcBn offers a 4-day training event to refresh a Marine's Basic Infantry Skills.	Sgt's and Below within HqSvcBn	Sentry
Marine Battle Skills Training (SNCOs and officers)	First Consecutive Monday - Tuesday of each month	HqSvcBn offers a 2-day course to train leaders in Infantry skills relevant to current conflicts.	SSgt – GySgt & Company Grade Officers within HqSvcBn	Sentry
Corporal's Course	Once each Semi-annual	HqSvcBn offers a course to train young leaders in the basics of Marine Corps Leadership.	LCpl – Cpl within HqSvcBn	Sentry
Marine Corps Martial Arts Program	0500 - 0700 Monday – Thursday	HqSvcBn offers flexible daily training allowing Marines to work on the next level of MCMAP training.	All HqSvcBn personnel	Sentry
Area I AT/FP Working Group	Quarterly	HqSvcBn conducts quarterly meetings with tenant activities within Area I (Mainside) to discuss relevant AT/FP issues and concerns.	Designated AT/FP representatives within Area I	Sentry
Bn Motivational Run	Quarterly (First one is scheduled for 28 May 2005)	HqSvcBn provides an opportunity for Battalion personnel to conduct a motivational run along designated routes within mainside.	All HqSvcBn personnel	Sentry
Equal Opportunity	Eight (8) different observances throughout the year	HqSvcBn provides an opportunity for battalion personnel to participate in numerous Special Emphasis Observances (African American History Month, National Hispanic Heritage Month, Women's History Month, etc.).	All HqSvcBn personnel	Sentry

ADDITIONAL EVENTS AND PLANNING CALENDAR

<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>
<p>Birth Defects Prevention Month National Blood Donor Month National Eye Health Care Month National School Nurse Day National Glaucoma Awareness Week National Black Health Month Tax story in opening of Tax Center Alpha Club Dinner</p> <p>1 Jan: New Year's Day 20 Jan: Martin Luther King Birthday</p>	<p>American Heart Month Black History Month American History Month Children's Dental Health Month Child Passenger Safety Awareness Week National Burn Awareness Week National Crime Prevention Week Combined Federal Campaign Awards Ceremony No Greater Love, Persian Gulf War Wreath Laying Winter Chamber Music Recital Series</p> <p>2 Feb: Groundhog Day 4 Feb: USO Birthday 8 Feb: Boy Scouts founded 20 Feb: Presidents' Day 23 Feb: Flag raising on Mt. Suribachi</p>	<p>Women's History Month American Red Cross Month National Nutrition Month Poison Prevention Month Cataracts Awareness Month National Kidney Month National Social Work Month National Diabetes Alert Week DON Posture Statement Naval Medical Corps (1871) First Marine amphibious landing Spring Band Concert Series National Society of Black Engineers Association of Naval Service Officers</p> <p>3 Mar: Star Spangled Banner designated national anthem 3 Mar: Florida 27th state (1845) 4 Mar: National Easter Seal Telethon 4 Mar: Vermont 14th state (1791) 6 Mar: Alamo falls (1836) 23 Mar: Patrick Henry "give me liberty or give me death" (1775)</p>
<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>
<p>Month of the Military Child Child Abuse Prevention Month Stress Awareness Month Women's Health Month Cancer Control Month National Humor Month Alcohol Awareness Month National Library Week National Volunteer Week Volunteer Appreciation Week Professional Secretaries Week National Organ Tissue Donors Week World Health Day Daylight Savings Naval Dental Techs (1948) Congress approves first U.S. flag (1818) U.S. enters WWI (1917) American Revolution starts National Cherry Blossom Festival Parade Holocaust Observance Ceremony Navy League Sea-Air-Space Systems and Technology Expo (first week) Spring Band Concert Series</p> <p>1 Apr: April Fool's Day 9 Apr: Civil War ends (1865) 15 Apr: Federal income tax due 18 Apr: Paul Revere's ride 22 Apr: Earth Day 30 Apr: Louisiana 18th state (1812)</p>	<p>Asian Pacific Islander Heritage Month Military Spouse Month National Physical Fitness/Sports Month National Running and Fitness Month Sight Conservation Month National High Blood Pressure Month National Skin/Melanoma Cancer Month National Arthritis Month Public Service Recognition Week Safe Kids Week Buckle Up America Week National Pet Week National Nurses Week National Missing Children's Day Navy Nurse Corps founded (1908) Marine Aviation Birthday (1912) Fleet Week, New York City Mother's Day: (second Sunday) No Greater Love Children's Remembrance Day Ceremony Memorial Day: (last Monday) Spring Chamber Orchestra Concert Series Sunset Parades begin</p> <p>20 May: Armed Forces Day 20 May: Joint Services Open House 21 May: American Red Cross founded (1882)</p>	<p>National Safety Week Safe Boating Week Schools out Youth summer jobs Battle of Midway (1942) Navy Hospital Corps (1898) Korean War begins (1950) Summer Concert Series at Sylvan Theater and U.S. Capitol West Coast Commanders Media Symposium</p> <p>TBD Jun: Washington Marine Corps Scholarship Foundation Ball 6 Jun: D-Day landing 8-12 Jun: 4th Quarter Editorial Board 14 Jun: Flag Day 17 Jun: Battle of Bunker Hill 14 Jun: May Day 24-25 Jun: CAPEX 26 Jun: United Nations charter signed (1945)</p>

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<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
<p>Women's Equality Day Back to school story Navy Medical Corps (1947) Dental Corps Anniversary (1912) Nominations for DACOWITS NAACP Convention NNOA Conference</p> <p>4 Jul: National 4th of July concert 20 Jul: Neil Armstrong on moon (1969)</p>	<p>American Legion Convention Sergeant Major Symposium</p>	<p>Hispanic Heritage Month (15 Sep -15 Oct) Baby Safety Awareness Month National Cholesterol Education and Awareness Month Grandparent's Day (first Sunday after Labor Day) National Hunting and Fishing Day Leukemia Society Day Treaty of Paris (1783) Inchon Landing (1950) Labor Day: (first Monday) Independence of Mexico Marine Corps Combat Correspondent Convention Marine Corps League National Convention Rosh Hashanah General Officers' Symposium Marine Corps League Modern Military Exposition Labor Day (first Monday)</p> <p>15 Sep: POW/MIA Recognition Day</p>
<u>OCTOBER</u>	<u>NOVEMBER</u>	<u>DECEMBER</u>
<p>Toys for Tots Native American Heritage Month Domestic Violence Awareness Month Family Health Month National Disability Awareness Month National Breast Cancer Month National SIDS Month Consumer Information Month Smoking Prevention Month National Alzheimer's Disease Month National Military Family Week Patient Education Week Drug Free America Week Energy Conservation Week Fire Prevention Week Daylight Savings National Red Ribbon Drug Awareness Great American Smokeout Campaign for Healthier Babies Week East Coast Commanders Media Symposium Hispanic Engineer National Achievement Awards Conference</p> <p>7 Dec: Pearl Harbor 13 Oct: Columbus Day 23 Oct: Beirut bombing 26 Oct: Marine Corps Marathon 27 Oct: Navy Birthday</p>	<p>National Drug and Drunk Driving Awareness Month Mailing deadlines Holiday travel Mailing deadlines Joint Civilian Orientation Conference Navy Chaplain Corps (1775) Marine Corps Worship Service at National Cathedral Recruiter/DI of the Year Election Day (first Tuesday) Thanksgiving Day (last Thursday)</p> <p>10 Nov: Commemoration Ceremony at Marine Corps War Memorial 10 Nov: Marine Corps Birthday 11 Nov: Veterans' Day</p>	<p>Hannakuh Marine Band Christmas Concert at Wolftrap Filene Center</p> <p>8-12 Dec: 2nd Quarter Editorial Board 25 Dec: Christmas Day</p>