



UNITED STATES MARINE CORPS
MARINE CORPS RECRUIT DEPOT/EASTERN RECRUITING REGION
PO BOX 19001
PARRIS ISLAND, SOUTH CAROLINA 29905-9001

IN REPLY REFER TO:
DepO 3104.F
CSO

70 JUN 2020

DEPOT ORDER 3104.1F

From: Commanding General
To: Distribution List

Subj: COMMUNICATION STRATEGIES AND OPERATIONS (COMMSTRAT)
POLICIES AND PROCEDURES ORDER

Ref: (a) MCO 5720.77
(b) MCO 3104.1B
(c) MCO P5600.31A

Encl: (1) Communication Strategy and Operations Standard
Operating Procedures

1. Situation. This Order establishes policy, procedures, and standards for the effective management and operation of Communication Strategies and Operations activities and provides guidance concerning the mission and capabilities of COMMSTRAT, Marine Corps Recruit Depot, Parris Island, Eastern Recruiting Region (MCRD/ERR, PI), per references (a) through (c).

2. Cancellation. DepO P3104.1E.

3. Mission. To provide the commander with a digital and physical photographic, video, graphical, reproduction and archival capability in order to directly support mission requirements and achieve the Commander's desired effects. These requirements include Strategic Communication, training and readiness, administrative, operational and historical visual information services.

4. Execution

a. Commander's Intent and Concept of Operations

(1) Commander's Intent. COMMSTRAT will provide organic imagery acquisition, design and development capabilities to support training initiatives and learning objectives for recruit training Programs of Instruction and the Eastern Recruiting Region. COMMSTRAT will integrate current and relevant imagery from forward-deployed units into the design and development of training and educational media.

DISTRIBUTION STATEMENT A: Approved for public release;
distribution is unlimited.

(2) Concept of Operations. COMMSTRAT will be assigned to the Chief of Staff, MCRD/ERR, PI. Enclosure (1) is provided to aid in execution of the COMMSTRAT mission in accordance with references (a) through (c).

b. Subordinate Element Missions. MCRD/ERR, PI, and Tri-Command personnel will familiarize and comply with the policies and procedures contained in this order.

c. Coordinating Instructions. Reference (a-b) provides for establishing, manning, budgeting, and the operations of COMMSTRAT, MCRD/ERR, PI. Reference (c) provides regulations and restrictions for printing and print management within Marine Corps activities.

5. Administration. Submit all recommendations concerning the content of this order to Director, COMMSTRAT via the appropriate chain of command.

6. Command and Signal

a. Command. This Order is applicable to MCRD PI, ERR and Tri-Command organizations, units, and activities.

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


C. J. WILLIAMS
Chief of Staff

DISTRIBUTION: A

LOCATOR SHEET

SUBJ: COMMUNICATION STRATEGY AND OPERATIONS (COMMSTRAT)
POLICIES AND PROCEDURES ORDER

LOCATION: _____
(Indicate the location(s) of the copy(ies) of this
order.)

RECORD OF CHANGES

Log completed change action as indicated.

Change Number	Date of Change	Date Entered	Signature of Person Incorporated Change

TABLE OF CONTENTS

<u>IDENTIFICATION</u>	<u>TITLE</u>	<u>PAGE</u>
Chapter 1	GENERAL OPERATING PROCEDURES.....	1-1
1.	Organization.....	1-1
2.	Daily Routine.....	1-1
3.	Work Request Procedures.....	1-1
4.	Priority System.....	1-1
5.	Priority of Support	1-2
6.	Compliance with Copyright Laws.....	1-2
7.	Classified Materials.....	1-3
8.	Releasing Authority.....	1-3
9.	Support Capabilities Brochure.....	1-4
10.	Technical Reviews & Research.....	1-4
Figure 1-1	Statement of Understanding Concerning Copyright and the Fair Use Doctrine.....	1-5
Chapter 2	CUSTOMER SERVICE DESK.....	2-1
1.	Purpose.....	2-1
2.	Location.....	2-1
3.	Work Requests.....	2-1
4.	Procedures for Requesting Support.....	2-1
5.	Receipt of Completed Work.....	2-1
Chapter 3	PHOTOGRAPHY STUDIO.....	3-1
1.	Purpose.....	3-1
2.	Support Available.....	3-1
3.	Photographic Archive.....	3-2
Chapter 4	DIGITAL ENGAGEMENT SECTION.....	4-1
1.	Purpose.....	4-1
2.	Support Available.....	4-1
3.	Restricted Support.....	4-1
4.	Video Archive.....	4-1
Chapter 5	REPRODUCTION & GRAPHICS SECTION.....	5-1
1.	Purpose.....	5-1
2.	Support Available.....	5-1
3.	Restricted Support.....	5-2
4.	Reprographic Archive.....	5-2

Chapter 1

General Operating Procedures

1. Organization. COMMSTRAT is comprised of four work sections:

- a. Photography Studio
- b. Digital Engagement
- c. Reproduction and Graphics
- d. Media Engagement

2. Daily Routine

a. The customer service desk, located in Building 287, is manned from 0800-1630 Monday through Friday.

b. COMMSTRAT normal operating hours are 0830 to 1630 Monday through Friday. After hours services must be coordinated with the Director, COMMSTRAT.

c. COMMSTRAT supports recruit training graduations with photo and video support, including livestream, and is closed graduation weeks on Fridays from 0800-1300. Prior coordination is required for the photo studio if service is needed during this timeframe. The photo studio will be open on Friday mornings during non-graduation weeks.

d. COMMSTRAT can support photographic or video requests on weekends, however, a work request form must be submitted and approved prior to the event.

3. Work Request Procedures

a. Requests for support should be made in writing to the Director, COMMSTRAT, via Letter of Instruction (LOI) or in person at the Customer Service Desk. The request should be made with sufficient time as to allow COMMSTRAT to prepare resources and personnel for the upcoming requirement; requests must be submitted at a minimum of five working days prior to the date of event or required delivery date. Each request must undergo a validation process to ensure that a duplication of an existing requirement does not occur.

b. An official work request form must be completed for all support. Requests forms can be obtained at Building 287 and can be filled out with the office's customer service desk. Each request is reviewed by COMMSTRAT leadership to ensure resources and personnel are available to support the request. Requests that exceed the capabilities/limitations as outlined in this Order will be contacted by COMMSTRAT to discuss options available to them for completing their work request. If a work request is denied, the Visual Information Officer will contact the requestor to discuss the reasons for denial and will work with them in an effort to make the work request supportable.

4. Priority System. COMMSTRAT works within (4) priority echelons based on valid needs of the customer:

- a. While You Wait. Service is rendered while the customer waits.
- b. Urgent. Service rendered within (8) business hours.
- c. Priority. Service is rendered within (3) business days.
- d. Routine. Service is rendered based on individual section turnaround times. Standard turnaround times for each section are as follows:

Photography	5 Business Days
Videography	5 Business Days
Reproduction/Graphics	7 Business Days

* **Note:** Some large projects and productions exceed these standard turnaround times and will be coordinated with the customer (e.g. - video productions, original artwork creation, etc.)

5. Compliance with Copyright Laws. Compliance with restrictions on copyrighted materials is essential. Commercially and privately produced photographs, papers, recordings, and other nonpublic materials will not be reproduced by COMMSTRAT. Express written consent is necessary for the reproduction from the copyright holder, artist, original photographer, or heirs. Use of copyrighted materials in Department of the Navy publications, motion pictures, audio and video tapes, and similar work is prohibited. The requester is responsible for providing COMMSTRAT with the current copyright authorization prior to initiating the production.

a. Copyrighted material is defined by Section 102, Copyright Act of 1976 as, "Original works of authorship fixed to any tangible medium of expression, now known or later developed, from which they can be perceived, reproduced, or otherwise communicated, either directly or with the aid of a machine or device." Electronic video, audio, and motion picture recordings are included within the guidelines for protection by copyright law. Copyright extends to the owner for life plus 50 years.

b. COMMSTRAT cannot duplicate copyrighted material unless a letter from the copyright owner is received granting permission to duplicate the copyrighted work. Consideration must be given to the request if it falls within the guidelines for fair use.

c. In order for COMMSTRAT to duplicate copyrighted material under the guidelines of the Fair Use Doctrine, a statement of understanding must be signed by the requester stating that he understands the provisions of fair use, and that he accepts full

liability for any copyright infringement that may result from the duplication of the copyrighted material. Refer to figure 1-1.

6. Classified Materials. All classified material will be routed through the G-3 (Attn: Depot Security Manager). Classified material will not be accepted by COMMSTRAT except from the Security Manager. All classified material will be properly receipted for and handled in compliance with the current edition of OPNAVINST 5510.1.

7. Releasing Authority. As per reference (a), the COMMSTRAT Director will be designated as the releasing authority for all COMMSTRAT products and imagery.

8. Technical Reviews and Research. These services are provided to assist in the development, design, and procurement of visual information systems, equipment, software, and devices.

LETTERHEAD

Title 17, U.S. Code - COPYRIGHT OWNERSHIP. Original works of authorship fixed to any tangible medium of expression, now known or later developed, from which they can be perceived, reproduced, or otherwise communicated, either directly or with the aid of a machine or device. Electronic video, audio, and motion picture recordings are included within the guidelines for protection by copyright law. Copyright extends to the owner for life plus fifty years.

Title 17 U.S. Code, Section 107 - LIMITATIONS ON EXCLUSIVE RIGHTS: FAIR USE. Notwithstanding the provisions of §106, the fair use of a copyrighted work for purposes such as criticism, comment, news reporting, teaching (including multiple copies for classroom use), scholarship, or research, is not an infringement of copyright. In determining whether the use made of a work in any particular case is a fair use the factors to be considered shall include -

- a. The purpose and character of the use, including whether such use is of a commercial nature or is for nonprofit educational purposes
- b. The nature of the copyrighted work
- c. The amount and substantiality of the portion used in relation to the copyrighted work as a whole; and
- d. The effect of the use upon the potential market for or value of the copyrighted work

In general, copyright infringement occurs when a duplicate is made of any copyrighted work without the expressed written approval or consent from the copyright owner.

I, the undersigned, understand the limitations for reproduction of copyrighted material under Title 17 U. S. Code, Section 107. I assume liability for all products delivered on _____.

Job# _____

Printed Name _____ Signature _____

Rank _____ EDIPI _____ Date _____

Figure 1-1.--Statement of Understanding Concerning Copyright and the Fair Use Doctrine.

Chapter 2

Customer Service Desk

1. Purpose. The Customer Service Desk (CSD) provides centralized management for COMMSTRAT work requests. The CSD is the sole point for submitting work requests to COMMSTRAT sections.
2. Location. The CSD is located in the front of Building 287.
3. Work Requests. The CSD is limited to accepting only those requests that meet official Marine Corps requirements. All work requests must be signed by the customer stating that the requested support is official in nature. Work requests in support of training recruits will generally have a higher priority over other requests.
4. Procedures for Requesting Support. All requests of a conventional nature will be immediately processed. The CSD personnel will direct any requests that are unusual in nature or requiring a higher degree of technical expertise to the corresponding work section or the Staff Noncommissioned Officer in Charge of COMMSTRAT (SNCOIC COMMSTRAT). The following steps will be taken to ensure prompt, courteous service:
 - a. The appropriate work order request will be completed, signed, and submitted by the requester to the CSD.
 - b. COMMSTRAT leadership will review each request, and after approval, the work order will be assigned to the appropriate section.
 - c. COMMSTRAT personnel will consult with the customer, if required, to discuss format, design, assistance, capabilities, etc.
 - d. Work is performed by the appropriate section(s).
 - e. COMMSTRAT personnel notifies customer of completed work via the requestors phone number or email address that was provided on the original work request.
 - f. Customer picks up and signs receipt for completed work.
5. Receipt of Completed Work. Completed work will be available at the CSD. Completed work will not be delivered by COMMSTRAT personnel, unless previously coordinated. The requesting unit has the responsibility to pick-up completed work within three working days for routine requests and no later than the due date for prioritized requests. Completed work that has not been picked up by thirty days after the due date will be canceled and the products will be destroyed.

Chapter 3

Photography Studio

1. Purpose. The Photography Studio is responsible for providing administrative photography outlined in MCO 3104.1B.

2. Support Available. All requests for the Photography Studio will be completed at the customer service desk at Building 287. Service is first come, first served. The Photography Studio is open Monday-Thursday 0830-1200 and 1300-1600. On Fridays, the Photography Studio is open 1300-1600. Reserved timeslots for the Photography Studio can be arranged by contacting the COMMSTART Visual Information Officer if service is needed outside the office's normal operating hours.

a. Administrative Photography. Includes photos for promotion boards, tattoos, warrant and commissioned officer packages, weight control, meritorious promotions, command boards, officer registry, and Marine/NCO/Drill Instructor of the quarter/year selection boards, official passports, and ISO Prep photos.

(1) The individual being photographed is responsible for his or her own appearance. The photographer is responsible for ensuring the photo is technically correct. Photographers are authorized to recommend or make minor uniform adjustments but they will not use artificial devices (e.g., tape, clips, staples, clothes pins, etc.) to improve the individual's appearance. It is recommend a senior Marine or peer is present to make uniform adjustments during promotion photos. For E-4 and below, it is mandatory a staff noncommissioned officer or noncommissioned officer is present for the photograph. Individuals arriving for photographs without a signed height and weight form from their unit chain of command will be denied service. Height and weight forms are only valid for 30 days and will not be accepted if presented outside that timeframe. Additionally, Marines in uniforms that do not fit may be turned away at the discretion of the Director, COMMSTRAT. Appointments are accepted for Commanders, primary staff members, and ERR personnel who are not stationed on MCRD/ERR, PI or the Tri-command area by contacting the COMMSTRAT Visual Information Officer.

(2) Promotion type photographs are taken digitally and will be forwarded to the Commandant of the Marine Corps, Code MMSB, within two days to be filed in the Marine's Official Military Personnel File. Promotion photographs will not be printed. Promotion photos can be placed on a disc, however, the requester must provide the CD or DVD. Prints will be provided for Depot boards; i.e., meritorious promotion boards, drill instructor of the year, enlisted to officer programs, etc. Marines will sign into a logbook in the photography studio as a permanent record for services. Marines are responsible for checking their Official Military Personnel File within five business days of taking their photo to ensure it processed

correctly. Marines may call the COMMSTRAT Customer Service Desk if there is any issue involving their official photo.

(3) Command Board portraits are reserved for: CG Staff members, commanders, sergeants major, first sergeants, Chief Drill Instructors, Senior Drill Instructors, Family Readiness Officer, Chaplains, Equal Opportunity Representatives, Uniform Victim Advocates, Substance Abuse Control Officers, Colors NCO and additional civilian and military personnel required by DoD, Navy and Marine Corps policy. Command Board photos will only be front image printed in accordance with MCO 3104.1B: either 4x5 or 8x10. The only exception to this policy is for the Depot Commanding General's leadership board in Building 154. Prints will be provided immediately upon taking the photo.

b. No-Fee Passport Photos. Provided to military personnel, their dependents, and employees of the Federal Government on official orders only. All passport photos must be taken in appropriate civilian attire. A copy of official orders must be presented to the Customer Service Desk for service. Passport photos will be printed immediately upon taking the photo.

c. ISO Prep Photos. Provided to military personnel on official orders only. A copy of official orders or group orders from the unit must be presented to the Customer Service Desk for service. ISO Prep photos will be printed immediately upon taking the photo or can be sent digitally to the requestor's unit via SAFE.

3. Photography Studio Archive. Photographs taken by COMMSTRAT personnel are the property of the United States Marine Corps. Photographs will be maintained on file in the COMMSTRAT archive. This archive is designed to provide a ready base of images that may have a recurring use aboard the Depot and is managed in the following manner:

a. Digital File. Contains digital imagery media deemed appropriate for recurring use.

b. Chain of Command Photos. Company level and above, senior enlisted and commanders' images will be kept on file at COMMSTRAT and will be available for reprints as necessary. Marines do not need to retake a command photo if only their billet has changed. COMMSTRAT can use the same photo, change the billet information, and reprint the photo as necessary. If a Marine's rank or ribbons/badges have changed since their last command photo, a new command photo must be taken.

c. Review and Disposition. When imagery has been on file for two years, it will be screened and either forwarded to the Marine Corps Component Accession Point or archived locally.

CHAPTER 4

Digital Engagement Section

1. Purpose. The Digital Engagement Section is responsible for providing visual information support to all units aboard MCRD/ERR, PI. Digital engagement can support the following job order requests: photography, videography, production consultation, audio acquisition, editing, and archiving.

2. Support Available.

a. An official work request form must be completed for all photo and video support. Requests forms can be obtained at Building 287 and can be filled out with the office's customer service desk. Each request is reviewed by COMMSTRAT leadership to ensure resources and personnel are available to support the request. When a work request has been approved, a noncommissioned officer from Digital Engagement will contact the customer to ensure the information and timeline is accurate. If a work request is denied, COMMSTRAT leadership will contact the customer to discuss why the work request was denied. The timeline for completion of standard photo and video requests is five business days following the event. COMMSTRAT will contact the customer once their photos and video is available for pickup. The customer can pick up their work order from the Customer Service Desk.

b. Visual Information Products: In accordance with MCO 5270.77, COMMSTRAT will produce visual information products for internal and external release on command websites and social media accounts to support the following:

(1) Still/Motion media used in support of education and training, recruitment or retention, mission briefs, historical documentation for the Marine Corps, or to support lines of effort for higher echelons of command.

(2) Documentation of Battalion level ceremonies, parades, and CG level events.

c. Recruit Training Regiment: In accordance with DepO 1513.6G, COMMSTRAT will provide extensive coverage of recruit training activities. For photo and video support of general training events, COMMSTRAT will coordinate with company and platoon staffs. For internal photo and video projects that include specific recruits or drill instructors, COMMSTRAT will coordinate directly with the Operations Officer, RTR S-3, to coordinate with the appropriate battalions. For external projects that include outside media agencies or coordination with higher echelons of command (MCRC or TECOM), COMMSTRAT will coordinate with the Assistant Chief of Staff, G-3 Operations.

3. Restricted Support

a. COMMSTRAT will not cover promotions, reenlistments,

retirements, mess nights, or other social ceremonies, unless they are presided over by a Flag Grade officer. Additionally, Company level change-of-commands will not be supported. The Director, COMMSTRAT, will consider support for these events on a case-by-case basis based on manpower and resources.

b. Group Photos. COMMSTRAT will take group photos at the company level or higher, no more than (2) times per calendar year (semi-annual). COMMSTRAT will provide the requesting unit with (1) hard copy photograph for their command chronology and a CD with the digital image. The Director, COMMSTRAT, will consider photographic support for other group photos on a case-by-case basis.

4. Visual Information Archive. Photos, video footage and audio recordings taken by COMMSTRAT personnel are the property of the United States Marine Corps. All media will be properly captioned as per current DOD standards; captioned media will be maintained on file in the COMMSTRAT archive. This archive is designed to provide a ready base of imagery that may have a recurring use aboard the Depot and is managed in the following manner:

a. Digital File. Contains digital imagery, video, and audio media deemed appropriate for recurring use.

b. Command Productions. Locally produced products will be kept on file at COMMSTRAT and will be available for reproduction as necessary. COMMSTRAT will maintain a catalog of local productions available. For Marine Corps productions that involve the Marine Corps' advertisement agency, COMMSTRAT does not archive this footage locally and must request it from the Director, Marine Corps Recruiting Command.

c. Review and Disposition. When imagery has been on file for two years, it will be screened and either forwarded to the Marine Corps Component Accession Point or archived locally. COMMSTRAT will accession all released photos and videos and publish them on the command website and the unit's DVIDS site. All released imagery is in the public domain and is free for use. For unreleased or FOUO imagery, COMMSTRAT will accession the imagery through DIMOC.

CHAPTER 5

Reproduction and Graphics Section

1. Purpose. The Reproduction and Graphics Section is responsible for providing black and white and color printing and duplicating services. Additionally, the reprographic section is responsible for the creation of digital and two and three-dimensional visual aids in direct support of Depot training and mission-oriented informational needs.

2. Service Available. An official work request form must be completed for all reproduction and graphic support. Request forms can be obtained at Building 287 and can be filled out with the office's customer service desk. Each request is reviewed by COMMSTRAT leadership to ensure the work request is supportable in accordance with MCO P5600.31A, the Marine Corps Printing Order. Additionally, COMMSTRAT leadership will ensure we have the resources and personnel available to support the request. When a work request has been approved, a noncommissioned officer from the section will contact the customer to schedule a consultation to discuss the work request. If a work request is denied, COMMSTRAT leadership will contact the customer to discuss why the work request was denied and what options are available to complete their request.

a. COMMSTRAT has developed a print schedule to support the depot operations, specifically recruit training. These print orders are delivered to the customer on a quarterly basis. These requests take precedent as they support the recruit training mission. This print schedule will be reviewed semi-annual by COMMSTRAT, G-3, and the RTR S-3 to ensure it is up-to-date and is still aligned with the Recruit Training POI. Before print requests can be added to the COMMSTRAT print schedule they must be submitted to the Assistant Chief of Staff, Administration and Personnel (G-1), Central Files for verification of authenticity and authorization to reproduce. The following is currently what is on the COMMSTRAT print schedule:

- (1) Recruit Training Knowledge Book (20,000/year)
- (2) Graduation Pamphlets (20,000/year)
- (3) Receiving: HT/WT forms, Questionnaire Forms, Monies Serial List Forms (5,250/Quarter)
- (4) RAB: W4 Forms, Accession Info Forms, Prudential-SGLI, Legal Residence, Disclosure Forms, Montgomery GI Bill, Recruit Prohibited Activities, RED Form (5,250/quarter)
- (5) Bucket Issue: HOT SOP/COLD SOP Forms (5,250/quarter)
- (6) Museum Pamphlet (1,000/month)
- (7) TSP Allocation Forms (5,250/quarter)

3. Restricted Support. The Reproduction and Graphics Section cannot reproduce the following:

a. Support of non-mission oriented requests, or requests that may be construed to be of a personal nature.

b. Production of calling, business, or greeting cards; except those personnel identified in writing by the Commanding General and as per reference (c).

c. Forms that are stocked at LCI; carried in the supply system; or available at the Defense Automated Printing Service (DAPS).

d. Production of calendars, letterhead, or other office-related supplies carried as "off-the-shelf" stock items normally procured through GSA or non-governmental agencies.

e. Social function invitations, announcements, programs and other material (i.e., dining-in and mess nights). As per reference (c), printing of these products are not authorized in government printing facilities, nor are government funds permitted for printing. The only exception to this rule aboard MCRD/ERR, PI is for Drill Instructor School as the school's mess nights are part of the training curriculum.

f. Printing of recruit knowledge packages, official and unofficial local forms and higher headquarters forms; these items will be submitted to the Assistant Chief of Staff, Administration and Personnel (G-1), Central Files for verification of authenticity and authorization to reproduce. A minimum of 2000 single impression count per job/customer is required for support; requests under 2000 single impressions will use alternate unit production assets as staffed.

g. Copying, duplicating, or reprinting material (to include topographical maps and instructional manuals) originally supplied by other governmentally authorized printing units and/or reprographic facilities.

4. Reprographic Archive. Multimedia created by COMMSTRAT personnel are the property of the United States Marine Corps. All media will be properly captioned as per current DOD standards; captioned media will be maintained on file in the COMMSTRAT archive. This archive is designed to provide a ready base of imagery that may have a recurring use aboard the Depot and is managed in the following manner:

a. Digital File. Contains digital imagery media deemed appropriate for recurring use.

b. Reproduction Masters. Locally produced master products will be kept on file at COMMSTRAT and will be available for reproduction as necessary.

c. Review and Disposition. When imagery has been on file

for two years, it will be screened and either forwarded to the Marine Corps Component Accession Point or archived locally. COMMSTRAT will accession all released photos and videos and publish them on the command website and the unit's DVIDS site.