



Commanding Officer's Policy on Family Readiness Crisis Communications Policy



Unit, Personal and Family Readiness Program (UPFRP) MCO 1754.9A, directs the establishment of policy at the unit level by which information is disseminated to the Marines, their spouses and designated parents/extended family members in the event of a crisis. Examples of a crisis or perceived crisis for the UPFRP purpose include: an entire unit family being killed in a car accident, a base closure due to impending hurricane or other weather phenomena, or helicopter crash in the country/vicinity of a deployed unit. In the event of a crisis such as those described above, I will, with the aid of my Command Action Team, advise the Family Readiness Officer (FRO) on which type of communication to use, and I will normally personally approve the content of the communication.

I want to highlight that the FRO does NOT have any role in the casualty notification process – this is vitally important for everyone to understand. Any information disseminated through the Unit, Personal, and Family Readiness Program (UPFRP) can NOT interfere with or precede official Marine Corps initial casualty notification. This mandate will always be at the forefront of my decision-making when faced with a crisis involving our Marines, Sailors and their Families.

MASS-1's principal staff Officer responsible for disseminating information to MASS-1 families is the MASS-1 Family Readiness Officer (FRO), Mr. Kenneth Meredith, and he will assist the Command Action Team in all formal correspondence when a crisis occurs. Mr. Meredith is a retired Marine, and I trust in his abilities to accomplish this task in pressurized situations that demand a balance of propriety, forthrightness and transparency. When it is appropriate to communicate, the Command Action Team and I will advise the FRO on which part of the Organizational Communication System to use. Options available include these or any combination thereof:

- a. Marine Online
- b. Unit Website
- c. Newsletter
- d. Email
- e. Toll Free Squadron Hotline
- f. Word of mouth

My underlying desire is to provide timely and accurate communication to the Marines, spouses, and family members. The FRO should proactively seek guidance from me or my designated representative before sending any communication during or following a crisis situation. It is my intent to ensure timely and accurate communication with our Marines, Sailors and their Families in a crisis situation. The FRO will seek guidance from me – or the XO acting with my authority – prior to publishing any crisis-related communications. MASS-1 is a community of professionals, well trained to operate in the midst of a crisis situation, and we stand at the ready to tackle any crisis situation while ensuring an open and honest stream of communication.

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