



Commanding Officer's Crisis Communication Policy Letter



The Unit, Personal, and Family Readiness Program (UPFRP) 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 or perceived crisis. These events can include, but are not limited to death, accidents, or natural disasters that directly or indirectly affect the unit's Marines, Sailors, Civilians, or their families.

Due to the complexity and capability of today's technology, the ability to pass information has become considerably easier. While there may be a desire to push out information as soon as possible, there are legal issues, Marine Corps Orders and Directives, and requirements that have to be adhered to first. There is also the possibility for multiple versions of the same information to be disseminated as well as false or inappropriate information.

My intent is to ensure timely, relevant and accurate communication is provided. Each crisis occurrence will dictate the method of communication as no two crises are the same. Social media is not the way to provide quick information and should be considered rumor. Any official communication will come from myself or my Command representative via voice, email, Marine Online (MOL), or any combination of these.

Please note that the Unit Readiness Coordinator has no role in the casualty notification process. Communication to the family involved in a crisis will only come from the Casualty Assistance Calls Officer (CACO), with the assistance of the Chaplain and appropriate Command Leadership. Information disseminated through the Unit, Personal, and Family readiness Program will neither interfere with, nor precede, the Marine Corps policy for casualty notification.

My goal is to provide Marine Air Control Squadron 4 (MACS-4) Marines, Sailors, and family members with the most timely and accurate information to make informed decisions during a crisis which may affect their safety and well-being. It is essential that every member of MACS-4 have an updated Family Readiness Tab in MOL and any Marines with dependents have an accurate Family Care Plan.

Semper Fidelis,

John G. Kolb

**Lieutenant Colonel, USMC
Marine Air Control Squadron 4**