



UNITED STATES MARINE CORPS
MARINE CORPS INSTALLATIONS EAST-MARINE CORPS BASE
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CMST

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MARINE CORPS INSTALLATIONS EAST-MARINE CORPS BASE CAMP LEJEUNE BULLETIN 5700

From: Commanding General
To: Distribution List

Subj: CALENDAR YEAR 2026 MARINE CORPS INSTALLATIONS EAST COMMUNICATION
STRATEGY

Ref: (a) United States Marine Corps Communication Strategy
(b) MCO 5700.45
(c) SECNAVINST 5720.44C
(d) U.S. Marine Corps 2021 Social Media Handbook

1. Situation. To outline the Commanding General's (CG) communication strategy for Marine Corps Installations East (MCIEAST) during Calendar Year 2026.

2. Mission. This strategy defines the CG communication goals, key publics, and approved themes that will guide MCIEAST Communication Strategy and Operations (COMMSTRAT) efforts. The aim is to increase awareness, understanding, and engagement in support of combat readiness, the missions of tenant commands, and the welfare of Marines, Sailors, and their families across all MCIEAST installations.

3. Execution

a. Commander's Intent. Focus all communication efforts to reinforce the Commanding General's Lines of Effort: (1) Enable II Marine Expeditionary Force (II MEF) and tenant commands to fight today; (2) Modernize and secure our installations for tomorrow's fight; and (3) Invest in Marines, Sailors, and families to sustain the force. Every message, engagement, and product must strengthen trust, readiness, and deterrence across these priorities.

b. Problem Statement. MCIEAST's critical role in enabling II MEF and the Joint Force to "fight today" is often understood internally, but not visible externally or even consistently across tenant commands. Our resilience, modernization, and quality-of-life progress are overshadowed by outdated narratives. As the installations modernize to support Force Design and defend against emerging threats, our narrative must evolve from "base operations" to "power projection platforms" – secure, resilient, and indispensable to the Nation's ability to deter, fight, and win. The communication challenge is to demonstrate that everything MCIEAST does – from security, ranges, and resilience to barracks modernization – directly enables the MEF to "fight today" while sustaining Marine and family readiness for tomorrow. This includes under-recognized logistics, industrial, and sustainment missions that enable global force generation, crisis response, and long-term readiness beyond the training environment.

c. Strategic Narrative. MCIEAST is where readiness begins. From the ranges and airfields that train II MEF, to the logistics, industrial, and sustainment platforms that equip, reset, and support forces worldwide, to the

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communities and families that sustain them, every investment in these installations generate combat capability. Our modernization, resilience, and quality-of-life initiatives ensure II MEF remains the Nation's crisis-response force-in-readiness – ready to fight tonight, tomorrow, and for the long haul. Together, installations like Camp Lejeune, Marine Corps Logistics Base Albany, and Blount Island Support Facility form a complementary network that trains, equips, sustains, and projects Marine Corps combat power worldwide.

d. Concept of Operations

(1) Key Publics

(a) Service Members Training and Stationed at MCIEAST Installations

1. Goal: Reinforce pride, readiness, and confidence in MCIEAST's ability to support the fight.

2. Effect: Service Members see MCIEAST as a place where their training, welfare, and families are prioritized

3. Justification: This key public should be prioritized first to attract and retain resources (talent), empower and support the Marines and Sailors who comprise the operating forces of II MEF.

(b) Families Affiliated with MCIEAST Installations

1. Goal: Proactively communicate progress and transparency on quality-of-life investments (housing, childcare, health, and recreation).

2. Effect: Families feel informed, valued, and confident that their well-being directly contributes to combat readiness.

3. Justification: Families are a significant contributor to the culture and community surrounding MCIEAST installations. Additionally, families contribute to a Marine's readiness, stability and sense of pride. By communicating that Marines and Sailors have the right training, equipment, and facilities, family members will continue to support their service member's pursuit of a USMC/USN career, actively engage with the U.S. Marine Corps (USMC) family ecosystem and transfer organizational knowledge to new community members.

(c) Department of War (DoW) Leaders and Elected Officials

1. Goal: Demonstrate measurable returns on investment in readiness, resilience and modernization.

2. Effect: Decision makers understand that MCIEAST installations are not resource-consuming enterprises but efficient, smart, power projection platforms that transform investment into combat lethality for the Nation. This includes investments in logistics, sustainment, and industrial capacity that enable global mission support, force reset, and crisis response.

3. Justification: Marine Corps DoW leaders and elected officials impact funding, resourcing, equipping, and facilities modernization.

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(d) Community Stakeholders

1. Goal: Strengthen partnerships with local governments, schools to protect training access, enhance regional resilience, and improve quality of life.

2. Effect: Civilian leaders view MCIEAST as a trusted, transparent, and stabilizing presence.

3. Justification: Building community relations and partnering efforts strengthens key partnerships with strategic stakeholders to maintain, improve, and enhance our installations.

(e) Businesses

1. Goal: Ensure businesses are informed on how to be eligible and competitive for DoW contracts to enhance supply chain responsiveness and regional resilience.

2. Effect: Businesses view MCIEAST as a confident, supportive, responsive, and engaged customer.

3. Justification: Building an informed, confident, trusting and responsive business base maintains, improves, and enhances our installations' ability to support the power projection of II MEF, rapid recovery from disasters and crisis, and cost-effectiveness in day-to-day operations.

(f) Veterans and Retirees

1. Goal: Strengthen the connection between veterans and today's force by showing how MCIEAST honors their legacy while evolving to meet modern threats.

2. Effect: Veterans and retirees remain trusted advocates - amplifying the command's messages within their networks, supporting recruiting and retention, and reinforcing that USMC values endure across generations.

3. Justification: Veterans and retirees' advocacy and mentorship link the past to the present fight and inspire the next generation of Marines. They have broader credibility and are typically active in civic groups, chambers of commerce, schools, and veteran's organizations, each of which is a vital network node.

(g) General Public

1. Goal: Demonstrate that MCIEAST produces and sustains the elite warfighters who defend the Nation by showcasing stories of Marines, sailors, civilians, and family members that reflect the Marine Corps' Warrior Ethos, uncompromising standards, and forward-deployed readiness.

2. Effect: The general public and foreign adversaries will see and understand the depth and measure each unit, leader, and service member takes to be prepared and focused on training hard, modernizing continuously, and remaining ready to deliver flexible, lethal action anywhere, anytime.

3. Justification: Our nation and its foes monitor U.S. military activity, including communication, to assess credibility, readiness

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and resolve. By showcasing a force regularly training and exceeding expectations with lethal professionalism, and installation-level commitment to the warfighter, MCIEAST strengthens the confidence in the force and deters adversaries.

(2) Communication Goals

(a) COMMSTRAT will use every opportunity to tell the story of MCIEAST installations' readiness, resilience, and modernization, proactively highlighting operations, projects, services and activities that support the warfighter and their families.

(b) Solidify perceptions of MCIEAST installations as premier training and power-projection platforms that enable II MEF as part of the Joint Force to project combat power at a time and place of our Nation's choosing.

(3) Measurable Objectives. Measurable objectives will be met through the combined efforts of all MCIEAST installation COMMSTRAT offices.

(a) Achieve between 35-50 percent of top posts across platforms highlighting MCIEAST as a power-projection platform within 12 months, with quarterly reviews progress updates and reassessments.

(b) Increase relevant social media engagement (likes, shares, comments) on operational and infrastructure content by 25 percent within 12 months, with quarterly reviews, progress updates and reassessments.

(c) Conduct one major command-initiated media engagement or press event per quarter showcasing the installation's role in operational readiness, deterrence, or resilience.

(d) Increase internal communications reach (intranet/website traffic) by 15 percent through timely updates on installation operations and improvements.

(4) Themes

(a) Fight Today. Readiness and deterrence. MCIEAST is committed to maintaining world-class operational readiness. Our installations provide critical support to II MEF and other units, ensuring we are always prepared to deploy and execute missions at a moment's notice, as we continue to remain most ready when our nation is least ready. MCIEAST installations enable II MEF and the Joint Force to train, sustain, equip, and project combat power globally as the Nation requires. We defend the base, deter threats, and ensure continuity of operations through integrated security, cyber resilience, and disaster readiness. Topics: Fight the Base exercises, range improvements, Urgent Response exercises.

(b) Modernize for Tomorrow. Infrastructure and Resilience. MCIEAST is modernizing its facilities, ranges, and energy networks to support Force Design and the future fight. Our modernization efforts sustain operational tempo and ensure long-term resilience against encroachment, energy disruption, and climate impacts. This includes modernization of logistics, industrial, and energy infrastructure that underpins global sustainment, prepositioning, and rapid recovery from crises and natural disasters. Topics: Force Design, Net-Zero initiatives, technology integration, infrastructure modernization, training simulators, new

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operational concepts. Post-disaster recovery, environmental sustainability efforts, adaptive strategies for resilience, community outreach and support during setbacks.

(c) Investment in People and Partnerships. Marines, Sailors, families, and local communities are the foundation of readiness. MCIEAST invests in quality of life—barracks, housing, education, childcare, health services – and builds partnerships that strengthen trust and retention while enhancing regional stability. Topics: Personal stories, leadership development, fitness and mentorship programs, family readiness; housing improvements, Marine and Family Programs, Single Marine Programs, installation events.

(5) Tactics. COMMSTRAT will employ digital and active media engagement, as well as community outreach operations tailored to each theme. Each individual Communication Campaign will involve a combination of tactics that will be contingent on a variety of factors to include current political landscape, social media assessments, after-action reviews, media opportunities, real-world operations, training outcomes, and the CG's priorities.

(a) Digital Engagement

1. Maintaining a content lifecycle management program.
2. Using platforms as a call to action; directing viewers to additional resources.
3. Aligning content with higher, adjacent and subordinate commands.
4. Remaining relevant, current and engaged with key publics.
5. Gauging topic awareness, support and advocacy.

(b) Active Media Engagement

1. Capitalizing on news media opportunities.
2. Measuring reach of released products.
3. Coding for use and frequency of key terms or phrases in earned media.
4. Assessing the accuracy and balance of reporting.
5. Engaging with local/regional outlets to bring our story to key publics.
6. Developing mutually beneficial relationships with outlets that matter.

(c) Community Outreach & Event Participation

1. Research why/how the event is important to our key publics.
2. Provide talking points for Marines participating in outreach events.

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interest. 3. Assess any resulting earned media coverage or follow on

(d) Commanders Speaking Engagements/Unit Level Discussions

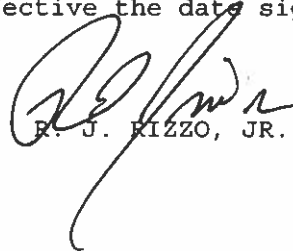
1. Communication is commanders' business.
2. Support commanders by providing talking points and prepared remarks.
3. Talking points can be weaved into command correspondence.
4. Provide insight to commanders regarding trends across media platforms

4. Administration and Logistics. All subordinate COMMSTRAT sections will align their campaigns and messaging with this Bulletin. Recommended changes to this bulletin will be routed through the Director, Communication Strategy and Operations, MCIEAST, Mr. Nat Fahy at 910-451-7403 or nat.fahy@usmc.mil.

5. Command and Signal

a. Command. This Bulletin is applicable to all units assigned or attached.

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


R. J. RIZZO, JR.

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CG's note,
All involved,
Let's move out/DRAW FIRE.
In the attack!
S/F