EXERCISE GULF OF MEXICO (GOMEX) QUICK DRAW 2012 USFF PUBLIC AFFAIRS GUIDANCE

Dates: 21-25 June 2012

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PURPOSE:

This Public Affairs Guidance (PAG) provides direction for communication activities in support of GOMEX/Quick Draw 2012.

BACKGROUND/ANALYSIS:

This PAG is intended to ensure a structured approach to communication efforts supporting USN and USCG activities pertaining to GOMEX/Quick Draw 2012.

PUBLIC AFFAIRS POSTURE:

PA posture for this exercise is PASSIVE.

The Lead PA agency for the exercise is U.S. Fleet Forces Command Public Affairs (USFF PA). Media queries and interview requests received by USFF PA will be coordinated as appropriate. USFF PA should be informed of media requests received by partner organizations in order to synchronize messaging. Media opportunities will be planned in the context of joint and whole of government operations.

USFF PA is the release authority for all public information on GOMEX/Quick Draw 2012 involving U.S. Navy forces. All imagery considered for public release should be forwarded to USFF PA for approval.

USCG Atlantic Area PA is the release authority for all public information on GOMEX/Quick Draw 2012 involving USCG forces. All imagery should be forwarded to USCG Atlantic Area for approval.

Royal Canadian Navy, Commander Atlantic (MARLANT PA) is the release authority for all public information on GOMEX/Quick Draw 2012 involving Canada. All imagery considered for public release should be forwarded to MARLANT PA for approval.

Mexican Secretary of the Navy (SEMAR) PA is the release authority for all public information on GOMEX/Quick Draw 2012 involving Mexican forces. All imagery considered for public release should be forwarded to SEMAR PA for approval.
REAL INCIDENTS/ACCIDENTS:

In case of a real incident/accident during the exercise, it is essential that USFF PA be informed as soon as possible. The initial release of information following an accident or incident during the exercise is essential to ensure a complete and timely flow of information.

PAG will be coordinated with affected organization(s) and U.S. Northern Command (NORTHCOM) PA. The PAG will then be released to all parties in the exercise as soon as it is approved. Information included in the release will be factual and refrain from speculation on the cause of the incident/accident. If necessary, a Joint Information Bureau/Joint Information Centre will be established at a TBD location. The information released must protect privacy, operational security, and the integrity of any current or subsequent investigations.

It is essential that U.S. units involved in an accident or incident include a public affairs assessment in all OPREP-3/UNIT SITREP reports. Affected units will also coordinate with the appropriate public affairs lead for an initial release of information and subsequent updates. Care will be taken to only include factual information and not speculation. Additionally, information will be coordinated with NORTHCOM PA when appropriate.

HOLDING STATEMENT:

“NORAD and U.S. Northern Command (NORTHCOM) will conduct a joint/combined interagency exercise involving the U.S. Navy, the U.S. Coast Guard and the Mexican Navy (SEMAR) June 21 – 25. Canada Command will participate in the exercise as observers.

GOMEX/Quick Draw 2012 will focus on Maritime Interoperability and the capability of U.S. and Mexican maritime forces to respond jointly to a mutual maritime security threat in support of the North American Maritime Security Initiative (NAMSI). The events will take place in the Gulf of Mexico in an effort to continue development and validation of existing plans and standard operating procedures for multi-national coincidental operations.”

PUBLIC STATEMENT:

“NORAD and U.S. Northern Command are conducting a joint/combined interagency exercise involving the U.S. Navy, the U.S. Coast Guard and the Mexican Navy (SEMAR) June 21 – 25. Canada Command is participating in the exercise as observers.

GOMEX/Quick Draw 2012 focuses on maritime interoperability and the capability of U.S. and Mexican maritime forces to respond jointly to a mutual maritime security threat in support of the North American Maritime Security Initiative (NAMSI). The events are taking place in the Gulf of Mexico in an effort to continue development and validation of existing plans and standard operating procedures for multi-national coincidental operations.”
THEMES AND MESSAGES:

The messages below are to be included whenever possible in verbal and written communications regarding GOMEX/Quick Draw 2012.

- **Exercise GOMEX/Quick Draw 2012**
  - Exercise GOMEX/Quick Draw 2012 is a joint/combined interagency exercise involving the U.S. Navy, the U.S. Coast Guard, the Mexican Navy (SEMAR) and Canada Command.
  - The exercise is designed to continue to develop and validate the existing plans and standard operating procedures for multi-national coincidental operations.
  - The primary focus of the exercise is maritime interoperability and the capability of U.S. and Mexican maritime forces to respond jointly to a mutual maritime security threat in support of the North American Maritime Security Initiative (NAMSI).
  - In particular, GOMEX/Quick Draw 2012 will exercise bilateral and inter-agency cooperation at the tactical and operational levels, measure the efficiency of information sharing, operational communications, assess collaborative planning skills, and test both internal and shared command and control processes.
  - The training objectives for this exercise include the evaluation of operations conducted by Mexican and U.S. Forces, the evaluation of the interoperability to plan and respond to a maritime threat, collaboration procedures among exercises partners, collaborative planning, exercising interconnectivity among the exercise partners, and the examination and validation of partners plans, policies and procedures.

- **U.S. Fleet Forces**
  - United States Fleet Forces Command supports both the Chief of Naval Operations (CNO) and Combatant Commanders worldwide by providing responsive, relevant, sustainable Naval forces ready-for-tasking. The command provides operational and planning support to Combatant Commanders and integrated warfighter capability requirements to the CNO. Additionally, U.S. Fleet Forces Command serves as the CNO’s designated Executive Agent for Anti-Terrorism/Force Protection (ATFP), Individual Augmentees (IA), and Sea Basing.
  - In collaboration with U.S. Pacific Fleet, U.S. Fleet Forces Command organizes, mans, trains, maintains, and equips Navy forces, develops and submits budgets, and executes readiness and personnel accounts to develop both required and sustainable levels of Fleet readiness. Additionally, the command serves as the unified voice for Fleet training requirements and policies to generate combat-ready Navy forces per the Fleet Response Plan using the Fleet Training Continuum (FTC).

- **Commander Task Force TWO ZERO (CTF 20)**
  - The mission of Commander Task Force TWO ZERO (CTF 20) is to support the Commander, U.S. Fleet Forces Command mission by planning, supporting, scheduling and conducting training and exercises of assigned maritime forces and providing combat-ready Naval forces to support Service missions and global requirements.
  - CTF 20 Tasks include to plan, schedule, support and conduct the training, exercising and operations of units assigned to or supporting Commander, U.S. Fleet Forces Command; to organize and prepare assigned forces to execute Service and Combatant Commander
missions; and to exercise TACON for Force Protection of units in the afloat operating environment

○ US Coast Guard
  - The Coast Guard is America's first maritime responder. On America's waters and oceans, the Coast Guard is the cop on the beat, the fire rescue squad, the border guard, the environmental watchdog and the military outpost. Where Coast Guard crews patrol, safety, national security and the rule of law follows.
  - The Coast Guard trains for the unforeseen and is ready for the unexpected to help Americans get back to normal after a crisis. Coast Guard experience, skills and training allows for quick action and an appropriate and efficient response to maritime disaster.
  - Coast Guard missions are vital to Homeland Security, and to the government's responsibility to ensure our nation's safety and prosperity. The Coast Guard is locally-based, nationally deployed and globally connected, bringing military expertise and response capability to the nation's waterways, coastlines, oceans and anywhere America's maritime interests extend.

POSSIBLE QUESTIONS AND PROPOSED ANSWERS ON USFF INVOLVEMENT IN EXERCISE

For response to query only:

(Questions will be continually reviewed/modified to reflect operational updates)

Q1: What is GOMEX/Quick Draw 2012?
A1: Exercise Gulf of Mexico (GOMEX) Quick Draw 2012 is a combined U.S. Coast Guard, U.S. Navy and Mexican navy (SEMAR) exercise scheduled to take place June 21 – 25, 2012, in the Gulf of Mexico near the coast of The Yucatan Peninsula. The exercise will focus on interoperability against a maritime threat, which will be demonstrated by vessel of interest (VOI) boardings and vessel handoffs via NAMSI SOPs.

Q2: What are the objectives for GOMEX/Quick Draw 2012?
A2: The exercise objectives for GOMEX/Quick Draw 2012 are to exercise bilateral and inter-agency cooperation at the tactical and operational levels, measure the efficiency of collaborative planning skills, and test both internal and shared maritime interoperability.

Q3: When will this exercise take place?

Q4: Where is the exercise taking place?
A4: GOMEX/Quick Draw 2012 will take place in the Gulf of Mexico off the coast of The Yucatan Peninsula.

Q5: What will the environmental impact of this exercise be?
A5: The exercise is expected to have no significant impact on the environment.

Q6: What USN and USCG Forces are participating in GOMEX 2012?
A6: USS MITSCHER (DDG-57) and a CPRW-11 P-3 Orion as well as USCG CGC VIGOROUS (WMEC-627) and an ATC Mobile HC-144 Ocean Sentry are participating.

Q7: Is Canada providing ships?
A7: For questions regarding Canadian forces participation please contact MARLANT PA.

Q8: What forces is Mexico providing?
A8: For questions regarding Mexican forces participation please contact SEMAR PA.

Public Affairs Points of Contact

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