



# COMMANDER'S INTENT FOR COMBAT CAMERA AND PRINTING

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24 Aug 2000



**Commander's Intent:** As the Platoon Commander for Combat Camera and Printing, I want to establish how I do business and what is important to me. I believe every Marine wants to be challenged to do "Marine things". These things are MAGTF missions. We can meet this challenge and accomplish our mission by being *operationally ready and trained to deploy to any clime and place*. With this said, I task my staff to empower the young NCO's and Marines with the ability to implement this intent. "Trust" is a vital part of our relationship. I trust each and every member of this platoon to support the Division and our team in the accomplishment of our mission.

**Mission:** This will always be first. The First Marine Division has been tasked "to execute amphibious assault operations and other such operations as may be directed." The mission of Combat Camera and Printing is *to support the Division with world-class Visual Information (VI) products*. Visual information, including photography, video, graphics, printing and reproduction, and artwork, must be employed like any other weapon system -- in a manner that "best supports the main effort". This includes but is not limited to:

- ◆ Operational Documentation
- ◆ High volume Printing
- ◆ Intelligence Imagery
- ◆ Battle Damage Assessment
- ◆ Special operations training
- ◆ Visual reconnaissance
- ◆ Surveillance
- ◆ Psychological operations
- ◆ Counterintelligence
- ◆ Civil affairs
- ◆ Critiques
- ◆ Public affairs

**Focus of Effort:** In order to accomplish our diverse mission, we must focus on Operational Readiness. We must be ready to deploy the Platoon to support the MEF, Division, MEB, and any task oriented unit. This will take trust, training, thriftiness, and hard work. Our readiness will depend on our relationship with Headquarters Battalion and how we support its readiness effort. We must ensure that we meet the annual Marine Battle Skills training requirements as well as medical and dental readiness. If we commit ourselves to the Battalion's plan, then we can focus on what we need to do as a platoon to be "occupationally" ready for operations.

**Leadership:** We all know and hold dear the Leadership Traits & Principles and Core Values taught to us by our Drill Instructors and leaders. In addition to these, I have five (5) key leadership blocks, which I use to establish the foundation of my platoon's leadership from my billet on down. These are accomplished in priority:

- ◆ **Marines:** The Marine Corps mission has never been and never will be accomplished without our most valued resource – the Marine. Take care of and support our Marines and their families.
- ◆ **Money:** Our spending habits will make or break the mission. We must be thrifty and mindful of these resources. This especially includes the supplies and materials expended on each job. We want to produce *World Class* VI products but keep our waste to a minimum.
- ◆ **Equipment:** Just like money, our equipment must be maintained and cared for to complete the mission. We must perform operator level maintenance on a daily/weekly basis. We must acquire the best technology for the best price -- keeping in mind interoperability between other Marine Corps and DoD VI/COMCAM units.
- ◆ **Facilities:** Maintain our house. Everyone likes to visit or work in a clean and well-maintained facility. Our buildings and compound need to be preserved just like our equipment in order to accomplish the mission. If we keep it this way, then our Marines and equipment will perform properly.
- ◆ **Fun:** I believe if we concentrate on the previous four leadership blocks, then the fifth one will be easier to accomplish. If we have trust up and down the ranks, money well spent, operational equipment and a nice place to work, then we can have fun doing the mission. And to buttress this, we will have unit functions where everyone has say in what we do. I truly believe in working and playing together.

**Teamwork:** Every Marine should know something about his fellow Marine's job. Every mission can utilize the disciplines of printing, photography, graphics and video before it is complete. Exploit the "art of the possible" with each task and use teamwork to accomplish it.

**Communication:** Horizontal and vertical communication within and outside of the platoon is vital. Everyone needs to know the mission. If you know or hear something that will effect the platoon – pass it on.

### Final Thoughts:

Trust imparts responsibility. We are held accountable for our actions, but we learn from our mistakes. Mistakes made for the right reasons will help us learn and grow, therefore a "no defects" mentality will not exist. If a Marine fails a mission, it is usually due to poor training and leadership. On the other hand, immoral, unethical, and illegal conduct must and will be punished.

"Yes Men" will not be tolerated because you can not trust them. They say what the "boss" wants to hear so the responsibility falls elsewhere. Be tactfully and professionally outspoken about what needs to be done.

We live in a very unpredictable world, so we must be ready to adjust fire at any time. I will give further verbal guidance on details not included in this paper. I look forward to an exciting and prosperous tour with you and the First Marine Division.

Semper Fidelis