



HEADQUARTERS
ROK-US COMBINED FORCES COMMAND
한 미 연 합 군 사 령 부
UNIT #15255
APO AP 96205-0028



CFCC

17 JAN 2003

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Good Neighbor Program Policy Letter

1. Purpose. To implement an alliance building and sustainment program to strengthen the Republic of Korea and United States Alliance.

2. Applicability. This policy is effective immediately and applies to all units assigned or attached to United Nations Command/Combined Forces Command/United States Forces Korea (UNC/CFC/USFK) and residing in the Republic of Korea.

3. Background.

a. Mission. UNC/CFC/USFK and Subordinate Commanders will immediately engage the ROK community, government, media, business, university, school, and military in order to provide public understanding and appreciation that will mature and strengthen the Republic of Korea and United States Alliance.

b. Intent. I want to improve the ROK-US Alliance through increased positive engagement with the ROK populace in a host of plans and programs. I envision that these plans and programs will enhance combined interoperability training, enhance community/media relations, cultivate positive personal interactions, and create a positive image between the United States and Republic of Korea. This will require personal leader involvement at all levels focused on proactive actions and programs. The end state is improved public understanding and appreciation that results in a stronger Alliance now and well into the future.

c. Concept. As a minimum, the Good Neighbor Program will consist of immediate actions that commanders can execute now without further guidance as I directed at the CFC Commander's Conference. It will also consist of short- and long-term actions and programs that either commanders can develop, or that the CFC Staff will present to me as executable programs.

d. Immediate Actions. I want commanders to begin immediately on the following actions; brief me semi-annually on your programs.

(1) Have your Installation Commanders conduct a Community Relations Program Review. Assess your existing community relations programs to improve communications with the local government and populace. My intent is for all programs

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to have a strategy in terms of who the intended target audiences are, and how they will be approached.

(2) Develop a "Good Neighbor Awards Program." Invite a wide range of the ROK populace to your on-post/base social events. Recognize local ROK personnel as well as our service members for volunteering, conducting good deeds, and assistance in kind.

(3) CFC is designating May as "Good Neighbor Month." In May, we will recognize and honor deserving civic personalities or groups (political, business, education, religious and military) from across the Republic of Korea for their personal contributions that have impacted positively on the ROK-US Alliance. I want to treat these people and organizations as VIPs. CFC will host a ceremonial dinner at the Dragon Hill Lodge that will formally recognize the contributions of five representatives or groups from each major subordinate command and/or area command. I want similar programs established where applicable at each USFK Installation. Additionally, CFC will establish a "Good Neighbor" Wall in the Headquarters to recognize these individuals or groups for their contributions.

(4) Conduct an "Adopt-A-School" initiative at each USFK Installation level organization. Engage students in your local area. Involve your best and brightest service members in this endeavor. As mentors, service members will get actively involved and help students with school projects. I want our service members conducting English classes in the evenings, as permitted by ROK law, or as a minimum providing classroom instruction/information presentations to assist our ROK partners in learning English. If a local school is not available, an alternative to this initiative is to "Adopt-An-Orphanage."

(5) Develop a "Land Partnership Program" awareness initiative. LPP is a Command initiative that requires commanders' understanding of how the Program impacts each USFK Installation involved. As a minimum, commanders must identify ways to involve the community to ensure LPP is successfully implemented. Some areas to consider are concerns associated with the environment, encroachment issues near USFK Installations and training areas, an informational "hot-line" to receive and address the ROK public issues, and the development of a safety management program that supports LPP.

(6) Develop a program designed to ensure routine participation in off-base/post ROK festivals; this program will focus on participation in local ROK festivals providing support, equipment (if feasible), and unit participation.

(7) Establish or improve existing unit "Partnership Programs." An effective unit partnership program should contain (at a minimum) cultural exchanges at the officer, non-commissioned officer, and enlisted levels. Your unit program can be as simple as a sporting event, or it can be as complex as an officer professional development program in a combined environment. I expect commanders to use the

appropriate level of command attention to foster and cultivate a positive, proactive personal interaction between ROK and US units.

(8) Establish Commander's Advisory Group. CFC will form a Commander's Advisory Group that will be comprised of key ROK and US leaders both military and civilian (political, business, education, and religious). This group will advise me on matters that have a positive influence on the ROK-US Alliance. They will focus on integrating, synchronizing, and focusing command efforts and initiatives toward enhancing ROK-US understanding and appreciation for the ROK-US Alliance. Form an Advisory Group at your level that provides advice on ways to improve the ROK-US Alliance.

(9) Develop ROK National Police Agency Appreciation Programs. Develop, host and vigorously pursue programs that will show the KNP, particularly the young KNP service members who stand watch around USFK installations, our appreciation and gratitude for their daily support. Through a thoughtful and sincere plan of engagement, I want to welcome these young Korean citizens onto our installations as our guests to let them see the part of the Alliance team that live and work inside the USFK walls. Identify ways to host these dedicated young police and invite them to participate in events and visit our facilities. I want your programs to consist of recurring events—not just a one-time event. Include the events on training calendars. To be effective, such a program requires direct, creative thought and effort—and must be a priority for commanders. The focus should be on the young KNP who stand watch in the vicinity of our installations.

e. Short-Term Programs. The following action items are plans and programs from the Commanders Conference that I want planned, coordinated and executed in the short-term during FY 2003.

(1) Actively Foster Public Support for Combined Joint Training. The C/J3 developed superb ideas during the Commander's Conference; I would like more development of those ideas briefed to me and then placed into operation.

(2) Headquarters UNC/CFC/USFK: Create a first class, interactive Command website to maximize digital media. This site will provide information to the ROK communities that are written in both English and Hangul. Review the current USFK website and build upon it.

(3) Develop partnerships with NGOs, students, media, and businesses. Proactively seek partnerships with these organizations to enhance public understanding of a strong ROK-US Alliance.

(4) Conduct media tours and observe training. I want commanders to announce training events in advance and invite the local media to film the training as well as conduct tours of the installation.

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(5) CFC will establish a Korean language Hotline in the CFC Headquarters and receive updates on a two-week basis. This provides an opportunity to address ideas on how to resolve "Good Neighbor" issues impacting our area and operations. Commanders, consider establishing a Korean language HOTLINE as required.

(6) Korean American Friendship Councils. The Civil-Military Relations (CMR) Subcommittee under the Joint Committee of SOFA recommended the establishment of "consultative" organizations to enhance our ability to promote a positive image of USFK, and to react more quickly and effectively to negative incidents. The Korean-American Friendship Council (KAFC) program established under USFK Regulation 360-4 has a long history of serving as a channel of communication between USFK installations and the neighboring Korean communities. I need your assessment of the KAFCs associated with your units and installations to determine those councils that are active, effective, and capable of serving as "consultative" organizations to assist the CMR Subcommittee in promoting positive news about USFK. Provide your assessment to Mr. George Kim, FKPA-CR, at DSN: 723-6985 or email address: king@usfk.korea.army.mil.

(7) Develop SOPs which Address Cultural Aspects of Dealing with Serious Incidents. OPR for this action is CIG. The purpose is to succinctly describe for all US personnel the ROK cultural aspects of how serious incidents must be dealt with, e.g., prompt and sincere apology, etc. The final product should be inserted into inside cover of the existing, CIG-produced Counterpart Guide for Korea. Once finished, prepare a memorandum which directs Commanders to include this as a part of commander and senior NCO orientation courses.

f. Long-Term Programs. CFC/USFK and Commanders develop plans and programs that require additional time, resources and/or policy changes to implement.

(1) Develop an "Educator Outreach Program." The purpose is to engage ROK educators in secondary and undergraduate level schools. Consider conducting round table or panel member discussions with teachers and students to facilitate public understanding from both ROK and US perspectives. Use caution, to ensure you have the right audience.

(2) Develop a SOFA Education Program. I want the SOFA Secretariat to develop a simple, easy to use SOFA Education program that is multi-media and bi-lingual. The purpose of this program is to enhance public understanding by clarifying misperceptions and myths surrounding the SOFA.

(3) Develop Head-Start Program for Newly-Arriving Servicemembers. The purpose of the program is to improve the cultural awareness and basic language skills of newly-assigned USFK personnel. As a part of the program's development, include cultural sensitivities and customs, basic language phrases, and a half-day walking tour of a Korean locality.

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4. The Good Neighbor Program requires ingenuity and commitment by all personnel within the command. Together we will proactively strengthen the Alliance together, "KATCHI KAPSI DA".

*Need everyone's
support for this very
important program!*



LEON J. LAPORTE
General, USA
Commander, UNC/CFC/USFK

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