

RAAUZYUW REUKJCS8741 3461533-UUUU-RUEKCHP
ZNR UUUUU

R 072020Z DEC 01

FM SECDEF WASHINGTON DC

TO RHEHNSC/NSC WASHINGTON DC

RUEHC/SECSTATE WASHINGTON DC

RUFGRIN/HQ EUCOM VAIHINGEN GE//ECCC/ECDC/ECPA//

AIG 8777

INFO REUKJCS/SECDEF WASHINGTON DC//OASD-PA/DPO//

REUKJCS/SECDEF WASHINGTON DC//CHAIRS//

BT

UNCLAS SECTION 01 OF 03

SUBJECT: CONSOLIDATED PUBLIC AFFAIRS GUIDANCE (PAG) FOR NEWS
MEDIA

COVERAGE OF OPERATION ENDURING FREEDOM (OEF)

1. REFERENCES: A. SECDEF MSG 121921Z SEP 01; B. SECDEF MSG
192300Z SEP 01; C. SECDEF MSG 202312Z SEP 01; D. SECDEF MSG 212359Z
SEP 01; E. SECDEF MSG 242350Z SEP 01; F. SECDEF MSG 261900A SEP 01;
G. SECDEF MSG 052020Z OCT 01; H. SECDEF MSG 071500Z OCT 10; I. SECDEF
MSG 200601Z OCT 01; J. SECDEF MSG 251430Z OCT 01; K. SECDEF MSG
270200Z OCT 01; L. 012100Z NOV 01; M. 012330Z NOV 01. N.
APPENDIX 1, JPUB 3.61.

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2. PURPOSE: THIS MESSAGE CONSOLIDATES AND SUPERCEDES THE PAG
IN

REFERENCES A. THROUGH M. ABOVE.

2.A. GIVEN THE SCOPE AND SIZE OF THE FOLLOWING PAG, THEY ARE NOT
INCLUDED IN THIS PAG. FOR NATO AWACS OPERATIONS, SEE SECDEF MSG
120907Z OCT 01. FOR HOMELAND SECURITY, SEE SECDEF MSG, 262330Z OCT
01. FOR POSTAL OPERATIONS/ANY SERVICEMEMBER AND 'DEAR ABBY'
MAIL

PROGRAMS, SEE SECDEF MSG 302330Z NOV 01. FOR CASUALTY AND
MORTUARY

AFFAIRS GUIDANCE, SEE SECDEF MSG 012100Z NOV 01 AND 061926Z DEC 01.

3. GENERAL. REF. N. IS THE BASIS FOR ALL PAG ON COVERAGE OF JOINT
MILITARY OPERATIONS. THIS PAG MORE NARROWLY DEFINES COVERAGE
PARAMETERS.

4. SPECIFIC GUIDANCE.

4.A. THEATER-SPECIFIC GUIDELINES.

4.A.1. LOCATIONS WITHIN THE CENTCOM AOR.

4.A.2. NEWS AND IMAGERY PRODUCTS FROM AFLOAT UNITS SHOULD
INDICATE

ONLY THAT THE UNIT IS OPERATING WITHIN THE SUPPORTED CINC AREA
OF

RESPONSIBILITY ISO OEF.

4.A.3. FOR REASONS OF FORCE PROTECTION AND/OR HOST-NATION

SENSITIVITY, THE SPECIFIC LOCATION OF SOME DEPLOYED POSITIONS IN THE CENTCOM AOR WILL NOT BE PUBLICLY IDENTIFIED. NEWS AND IMAGERY PRODUCTS THAT IDENTIFY OR INCLUDE IDENTIFIABLE FEATURES OF THESE LOCATIONS ARE NOT AUTHORIZED FOR RELEASE AT THIS TIME. THE AFFECTED

THEATER CINC(S) WILL PROVIDE A LIST OF THESE LOCATIONS.

4.A.4. NEWS AND IMAGERY PRODUCTS MAY NOT IDENTIFY DIEGO GARCIA AS

AN OPERATING LOCATION FOR AIRCRAFT SUPPORTING OEF.

4.A.5. OTHER EXISTING/ONGOING JOINT OPERATIONS (I.E., OPERATION NORTHERN WATCH (ONW)/OPERATION SOUTHERN WATCH (OSW)) PREVIOUS PAG

REMAINS IN EFFECT. WITH RESPECT TO ONW AND OSW, EUCOM AND CENTCOM

RESPECTIVELY MAY ANNOUNCE COALITION RESPONSES TO IRAQI ACTIVITY IN

ACCORDANCE WITH PREVIOUSLY ESTABLISHED PROCEDURES, EXCEPT PARTICIPATING AIRCRAFT ARE TO BE REFERRED TO ONLY AS COALITION AIRCRAFT OPERATING FROM FACILITIES IN THE REGION. DO NOT IDENTIFY

AIRCRAFT BY TYPE, BASE LOCATION, NOR WHETHER LAND-BASED OR SEA-BASED.

4.B. CONUS/PRE-DEPLOYMENT.

4.B.1. COMMANDERS MAY RELEASE INFORMATION AND INVITE MEDIA COVERAGE

OF REGULARLY SCHEDULED AND PREVIOUSLY SCHEDULED (BEFORE SEPT 11)

UNIT, LOCAL OR INDIVIDUAL TRAINING. MEDIA EMBARKS ABOARD SHIPS AND

MEDIA FLIGHTS ABOARD AIRCRAFT MAY BE AUTHORIZED DURING SCHEDULED TRAINING.

4.B.2. REGIONAL UNIFIED COMMANDERS MAY ACKNOWLEDGE REGULARLY

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SCHEDULED OR PREVIOUSLY SCHEDULED INTRATHEATER MOVES. ENSURE

OASD(PA) IS KEPT INFORMED.

4.B.3. FORCE PROTECTION MEASURES OR PRE-DEPLOYMENT ACTIONS THAT ARE

READILY VISIBLE TO THE GENERAL PUBLIC MAY BE ACKNOWLEDGED IN RESPONSE TO QUERY. CONFIRM ONLY THAT WHICH IS OBSERVABLE.

5. DEPLOYMENTS AND EMBEDDING MEDIA.

5.A. DEPLOYMENTS: AFTER RECEIPT OF A DEPLOYMENT ORDER ISO OEF, UNITS MAY ACKNOWLEDGE THAT THEY HAVE BEEN NOTIFIED FOR A DEPLOYMENT.

DO NOT DISCUSS SPECIFIC DESTINATION, EMPLOYMENT, OR ANY OTHER OPERATIONAL ASPECTS.

5.A.1. LOCAL MEDIA COVERAGE OF UNITS THAT HAVE RECEIVED A DEPLOYMENT ORDER IS ENCOURAGED AND SHOULD FOCUS ON UNIT PREPARATIONS, MISSIONS AND CAPABILITIES.

5.A.2. COMMANDERS ARE ENCOURAGED TO RELEASE INFORMATION AND INVITE

MEDIA COVERAGE OF FAMILY SUPPORT EFFORTS.

5.B. EMBEDDED MEDIA.

5.B.1. SUBJECT TO THE FOLLOWING GROUND RULES, COMMANDERS ARE AUTHORIZED TO EMBED MEDIA WITH DEPLOYING OR DEPLOYED FORCES, INCLUDING SHIPS, AIRCRAFT AND GROUND FORCES. EMBEDS ABOARD USS

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KITTY HAWK ARE NOT, REPEAT NOT AUTHORIZED AT THIS TIME.

5.B.2. GENERAL: COMMANDERS WILL SUBMIT THEIR MEDIA EMBED/EMBARK

PLANS TO THE SUPPORTED CINC FOR COORDINATION WITH SUPPORTING CINCS.

5.B.3. COMMANDERS MAY AUTHORIZE EMBEDDED MEDIA TO TRAVEL WITH UNITS

ABOARD MILITARY CONVEYANCES ON A SPACE-AVAILABLE, NON-REIMBURSABLE

BASIS. COMMANDERS WILL SUBMIT APPROPRIATE COUNTRY AND THEATER

CLEARANCE REQUESTS AND WILL PREPARE INVITATIONAL TRAVEL ORDERS, AS

REQUIRED. MEDIA REPRESENTATIVES ARE RESPONSIBLE FOR OBTAINING THEIR OWN

PASSPORTS AND VISAS AS REQUIRED.

5.B.4. MEDIA REPRESENTATIVES EMBEDDING WITH MILITARY UNITS ARE EXPECTED TO BE IN GOOD PHYSICAL CONDITION AND ARE RESPONSIBLE FOR

CARRYING AND MAINTAINING THEIR OWN PERSONAL AND PROFESSIONAL GEAR.

MEDIA REPRESENTATIVES MAY NOT CARRY PERSONAL WEAPONS. MEDIA MUST

OBTAIN ALL ADVISABLE IMMUNIZATIONS FOR THE REGION TO WHICH THEY

INTEND TO DEPLOY. CINCS MAY, AT THEIR DISCRETION, EQUIP MEDIA WITH

PROTECTIVE GEAR.

5.B.5. MEDIA WILL BE REQUIRED TO AGREE TO SPECIFIC GROUND RULES PRIOR TO DEPARTING POINT OF EMBARKATION. ANY VIOLATION OF THE PAGE 06 RUEKJCS8741 UNCLAS GROUND RULES MAY BE BASIS FOR TERMINATING THAT MEDIA REPRESENTATIVE'S EMBED STATUS.

5.C. GROUND RULES: EMBEDDING MEDIA ARE SUBJECT TO GROUND RULES THAT PROTECT SPECIFIC DESTINATIONS AND LOCATIONS, MISSIONS AND OTHER OPERATIONAL DETAILS. SECURITY AT THE SOURCE IS THE POLICY. GROUND RULES WILL INCLUDE PROVISIONS FOR EMBARGOING MEDIA TRANSMISSIONS AS APPROPRIATE TO MAINTAIN OPERATIONAL SECURITY. GROUND RULES MAY INCLUDE PROVISIONS REGARDING INADVERTENT DISCLOSURE OF CLASSIFIED INFORMATION, PROVISIONS REGARDING IDENTIFICATION OF DEPLOYED PERSONNEL, AND TO PROTECT OPERATIONAL/INTELLIGENCE TACTICS, TECHNIQUES AND PROCEDURES. PAOS WILL INFO COPY THEIR GROUND RULES TO THE REGIONAL UNIFIED COMMAND PAO AND OASD(PA).

6. EMBEDS FOR SPECIAL OPERATIONS: NEWS COVERAGE AND IMAGERY OF DEPLOYED SPECIAL OPERATIONS FORCES (SOF) GENERALLY ARE NOT AUTHORIZED, BUT WILL BE CONSIDERED ON A CASE-BY-CASE BASIS BY OASD(PA) THROUGH USCENTCOM IN COORDINATION WITH USSOCOM. COVERAGE IS SUBJECT TO GROUND RULES THAT PROTECT THESE TOOLS, TECHNIQUES AND METHODS; COVERAGE WILL NOT REVEAL SPECIAL TACTICS, TECHNIQUES AND PROCEDURES. MEDIA COVERAGE OF TRAINING AT THE SPECIAL WARFARE

UNCLAS SECTION 02 OF 03 SCHOOL, AND ROUTINE AND SCHEDULED TRAINING AT OPERATIONAL UNITS IS PERMITTED. ACCESS TO COMMANDO SOLO MISSIONS IS APPROVED, AS OUTLINED BELOW.

6A. COMMANDO SOLO. MEDIA EMBARK ABOARD COMMANDO SOLO MISSIONS IS AUTHORIZED ONLY WITH PRIOR APPROVAL OF U.S. CENTRAL COMMAND (USCENTCOM) AND UNDER LIMITATIONS TO PROTECT OPERATIONAL SECURITY.

7. OPERATIONS.

7.A. OASD(PA) RETAINS INITIAL RELEASE AUTHORITY FOR INFORMATION

REGARDING THE COMMENCEMENT OF ANY MILITARY OPERATIONS ISO
OPERATION
ENDURING FREEDOM.

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7.B. THE REGIONAL CINC PA IS GRANTED RELEASE AUTHORITY FOR
INFORMATION REGARDING MILITARY OPERATIONS ONCE OPERATIONS
HAVE BEGUN

AND INITIAL RELEASE HAS BEEN MADE BY OASD(PA).

7.C. PUBLIC AFFAIRS POSTURE IS PASSIVE FOR ALL OPERATIONS
INVOLVING

THE USE OF MILITARY FORCE PRIOR TO THEIR COMPLETION (I.E.,
AIRCRAFT

RECOVERED SAFELY). NOTE: SOME OPERATIONS WILL NOT BE
DISCUSSED.

EVENAFTER THEIR COMPLETION.

7.D. INTELLIGENCE MATTERS MAY NOT BE DISCUSSED UNDER ANY
GROUND

RULE OR UNDER ANY CIRCUMSTANCE WITHOUT SPECIFIC CONCURRENCE
FROM

OASD(PA).

7.E. DO NOT DISCUSS BATTLE DAMAGE ASSESSMENTS (BDA) BEYOND
THOSE OBSERVATIONS MADE IN OASD(PA) BRIEFINGS OR UNIFIED

REGINAL CINC

BRIEFINGS.

8. INTERVIEW GUIDANCE.

8.A. MEDIA INTERVIEW GUIDELINES: INTERNAL AND EXTERNAL MEDIA
INTERVIEWS WITH U.S. MILITARY PERSONNEL AND DOCUMENTATION OF
U.S.

MILITARY ACTIVITIES IS ENCOURAGED. WHEN CONDUCTING MEDIA
INTERVIEWS

ASSOCIATED WITH THIS OPERATION, THE FOLLOWING POINTS APPLY:

8.A.1. ENSURE THAT MILITARY PERSONNEL ARE THOROUGHLY BRIEFED
BEFORE

SPEAKING TO THE MEDIA. SECURITY AT THE SOURCE WILL BE OBSERVED
AT

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ALLTIMES.

8.A.2. CONFINE REMARKS TO MATTERS WITHIN THE INDIVIDUAL'S AREA
OF

RESPONSIBILITY, EXPERTISE AND PERSONAL EXPERIENCE.

8.A.3. ALL DISCUSSIONS WITH REPORTERS WILL BE 'ON THE RECORD.'

8.A.4. MILITARY PERSONNEL ARE ENCOURAGED TO ALLOW USE OF THEIR
FULL

NAME AND HOMETOWN IN MEDIA INTERVIEWS, PHOTO CAPTIONS AND
THE LIKE,

BUT ARE NOT REQUIRED TO DO SO. OPTIONS INCLUDE USING ONLY FIRST

NAME OR CALL SIGN, OR DECLINING TO BE IDENTIFIED AT ALL. THE SERVICES AND/OR CINCS MAY PROMULGATE ADDITIONAL, MORE RESTRICTIVE PAGE ON THIS SUBJECT.

8.A.5. EXERCISE CARE TO PROTECT CLASSIFIED INFORMATION AND PRESERVE OPERATIONS SECURITY. EXACT NUMBERS AND LOCATIONS OF TROOPS AND EQUIPMENT, ONGOING OR FUTURE OPERATIONS, AND RULES OF ENGAGEMENT (ROE) ARE NOT RELEASABLE.

8.A.6. IF CLASSIFIED OR SENSITIVE INFORMATION IS INADVERTENTLY RELEASED THROUGH PRINT OR PHOTO MEANS, DO NOT CONFISCATE FILM, AUDIO/VIDEO TAPES OR REPORTERS' NOTES. REPORT THE INCIDENT BY THE QUICKEST MEANS POSSIBLE TO THE RESPECTIVE UNIT COMMANDER OR PUBLIC AFFAIRS OFFICER.

8.A.7. AVOID SPECULATION (ANSWERING HYPOTHETICAL OR 'WHAT IF' QUESTIONS).
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8.A.8. ALWAYS RESPECT REGIONAL POLITICAL AND CULTURAL SENSITIVITIES. IF IN DOUBT, THE PUBLIC AFFAIRS REPRESENTATIVE AT THE AMERICAN EMBASSY SHOULD BE CONSULTED FOR GUIDANCE.

8.A.9. DO NOT DISCUSS SPECIFIC LOCATIONS OF U.S. OR FRIENDLY FORCES. GIVE GENERAL LOCATIONS SUCH AS THE CENTRAL COMMAND THEATER OF OPERATIONS, THE NORTHERN ARABIAN GULF, OR ABOARD USS (SHIP'S NAME).

8.A.10. STRESS THE TEAMWORK INVOLVED IN COMBINING THE UNIQUE CAPABILITIES OF EACH BRANCH OF SERVICE AND SUPPORTING NATION AS APPROPRIATE.

8.A.11. THE GENERAL MISSION OF A PARTICULAR UNIT(S) AND DATA RELATING TO WEAPONS, AIRCRAFT, SHIPS, SUBMARINES, ETC. MAY BE DISCUSSED.

8.A.12. SPECIFIC FORCE PROTECTION MEASURES WILL NOT BE DISCUSSED. PAOS MAY CONFIRM THE OBVIOUS GENERAL FORCE PROTECTION INITIATIVES (E.G., INCREASED SECURITY PATROLS, ADDITIONAL PHYSICAL SECURITY BARRIERS, ETC).

8.A.13. DISCUSSION OR SPECULATION REGARDING THE INTRODUCTION OF ADDITIONAL FORCES (PERSONNEL, EQUIPMENT OR MUNITIONS) TO THE AOR IS

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PROHIBITED.

8.A.14. SPECIFIC INFORMATION REGARDING RELOCATION OR MOVEMENT OF FORCES (E.G., SHIPS, AIRCRAFT, GROUND FORCES) WITHIN THE AOR WILL NOT BE DISCUSSED.

8.A.15. SPECIFIC LOCATIONS OR INFORMATION REGARDING AIR DEFENSE CAPABILITIES (E.G., PATRIOT BATTERIES) WILL NOT BE DISCUSSED.

8.B. TELEPHONE (PHONER) GUIDANCE: COMMANDERS ARE AUTHORIZED TO ALLOW TELEPHONIC INTERVIEWS WITH FORCES DEPLOYED IN SUPPORT OF OPERATION ENDURING FREEDOM, SUBJECT TO THE GROUND RULES ABOVE.

9. GUARD/RESERVE ACTIVITIES (SEE ALSO SECDEF MESSAGES 131954Z SEP 01 AND 281718 SEP 01.)

9.A. OASD(PA) IS THE INITIAL RELEASE AUTHORITY FOR RESERVE CALL-UPS. A SINGLE NEWS RELEASE WILL BE ISSUED EACH WEEK, CONSOLIDATING ALL RESERVE UPDATES FOR THAT WEEK.

9.B. IN THE EVENT A RESERVE OR GUARD UNIT IS CALLED TO FEDERAL ACTIVE DUTY, UNITS AND HIGHER LEVEL HEADQUARTERS MAY ACKNOWLEDGE

THAT CALL-UP IN RESPONSE TO INQUIRY ONLY.

9.C. IF THE CALL-UP IS NOT READILY APPARENT, UNITS AND HIGHER HEADQUARTERS WILL WAIT FOR THE NEXT OSD-LEVEL RELEASE.

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9.D. THE INTENT OF THIS GUIDANCE IS TO ALLOW UNITS AND HIGHER-LEVEL

HEADQUARTERS TO ACKNOWLEDGE THE OBVIOUS, WHILE MAINTAINING FIDELITY

IN THE WEEKLY OSD CONSOLIDATED RELEASE.

9.E. MEDIA COVERAGE OF GUARD/RESERVE ACTIVITIES, INCLUDING MEDIA

EMBEDS, IS ENCOURAGED IAW THE RULES ABOVE AND THE REFERENCED MESSAGES.

10. COMBAT CAMERA. OBTAINING AND PROMPTLY FORWARDING IMAGERY OF

U.S. MILITARY ACTIVITIES ISO OPERATION ENDURING FREEDOM IS ENCOURAGED.

COMMANDERS SHOULD MAKE EVERY EFFORT TO EMBARK/EMBED COMBAT CAMERA

PERSONNEL WITH THEIR UNITS. FORWARD ALL IMAGERY TO THE JCCC BY FASTEST MEANS AVAILABLE.

10.A. RELEASE AUTHORITY FOR NEWS, STILL PHOTOGRAPHY AND VIDEO FOOTAGE IS DELEGATED TO UNIFIED COMMANDERS AND SERVICES, EXCEPT AS

NOTED BELOW.

10.B. COPIES OF ALL GUN/BOMB CAMERA VIDEO FOOTAGE RECOMMENDED FOR PUBLIC RELEASE WILL BE FORWARDED TO NMCC/NMJIC AND THE REGIONAL CINC'S J3 BY FASTEST MEANS. FOLLOWING SECURITY REVIEW AND AFTER APPROVAL FROM OASD(PA), EXTERNAL RELEASE OF GUN/BOMB CAMERA VIDEO CANBE EXECUTED.

10.C. ALL VIDEO AND STILL PRODUCTS MUST BE PROVIDED TO THE JOINT UNCLAS FINAL SECTION OF 03 COMBAT CAMERA CENTER PRIOR TO OR COINCIDENT WITH RELEASE. SEE [HTTP://DODIMAGERY.AFIS.OSD.MIL/DODIMAGERY/HOME.HTML](http://DODIMAGERY.AFIS.OSD.MIL/DODIMAGERY/HOME.HTML) FOR DETAILS ON SENDING PRODUCTS TO JCCC.

10.D. IMAGERY PRODUCTS EXPECTED TO GENERATE NATIONAL OR INTERNATIONAL MEDIA INTEREST WILL BE BROUGHT TO OASD(PA)'S ATTENTION PRIOR TO RELEASE.

10.E. NEWS AND IMAGERY PRODUCTS DESCRIBING OR DEPICTING DEPLOYED SPECIAL OPERATIONS FORCES WILL BE RELEASED, AS APPROPRIATE, BY THE REGIONAL UNIFIED CINC AND DOD, IN COORDINATION WITH USSOCOM.

11. INTERNAL NEWS COVERAGE: INTERNAL NEWS COVERAGE OF U.S. PAGE 02 RUEKJCS8743 UNCLAS ACTIVITIES ISO OEF IS ENCOURAGED, AS IS EMBEDDING INTERNAL MEDIA WITHDEPLOYING UNITS.

12. MISCELLANEOUS.

12.A. OPERATIONS NAMES.

12.A.1. THE NAME NOBLE EAGLE REFERS TO U.S. MILITARY OPERATIONS ASSOCIATED WITH HOMELAND DEFENSE AND CIVIL SUPPORT TO FEDERAL, STATE AND LOCAL AGENCIES IN THE U.S.

12.A.2. THE NAME ENDURING FREEDOM REFERS GENERALLY TO U.S. MILITARY OPERATIONS ASSOCIATED WITH THE WAR ON TERRORISM OUTSIDE THE UNITED STATES. OTHER NAMES MAY BE ASSIGNED AND ANNOUNCED TO REFER TO SPECIFIC ACTIVITIES THAT ARE PART OF ENDURING FREEDOM.

13. USAGE: ADDRESSEES ARE AUTHORIZED TO USE MATERIAL IN THIS MESSAGE UPON RECEIPT. MEDIA QUERIES BEYOND THE SCOPE OF THIS GUIDANCE WHICH ORIGINATE IN HOST COUNTRY WILL BE REFERRED TO THE AMERICAN EMBASSY PA SECTION, USCENTCOM/PA AND OASD(PA), INFO

OCJCS/PA, USPACOM/PA AND USSOCOM/PA AS APPROPRIATE. MEDIA
QUERIES
ORREQUESTS BEYOND THE SCOPE OF THIS GUIDANCE WHICH ORIGINATE
IN AREAS

OTHER THAN HOST COUNTRY, INCLUDING THE U.S., WILL BE REFERRED
TO

USCENTCOM/PA AND OASD(PA).

14. COORDINATION: COORDINATE PRE-AND POST-DEPLOYMENT PA
ACTIVITIES

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WITH JFCOM PA AND PARENT SERVICE. COORDINATE ALL DEPLOYED PA
ACTIVITIES WITH THE REGIONAL CINC; COORDINATE ALL DEPLOYED PA
ACTIVITIES RELATED TO HOST NATIONS WITH THE APPROPRIATE U.S.
EMBASSY

AND REGIONAL CINC. KEEP OASD(PA) AND PARENT SERVICE(S)
APPRAISED ON

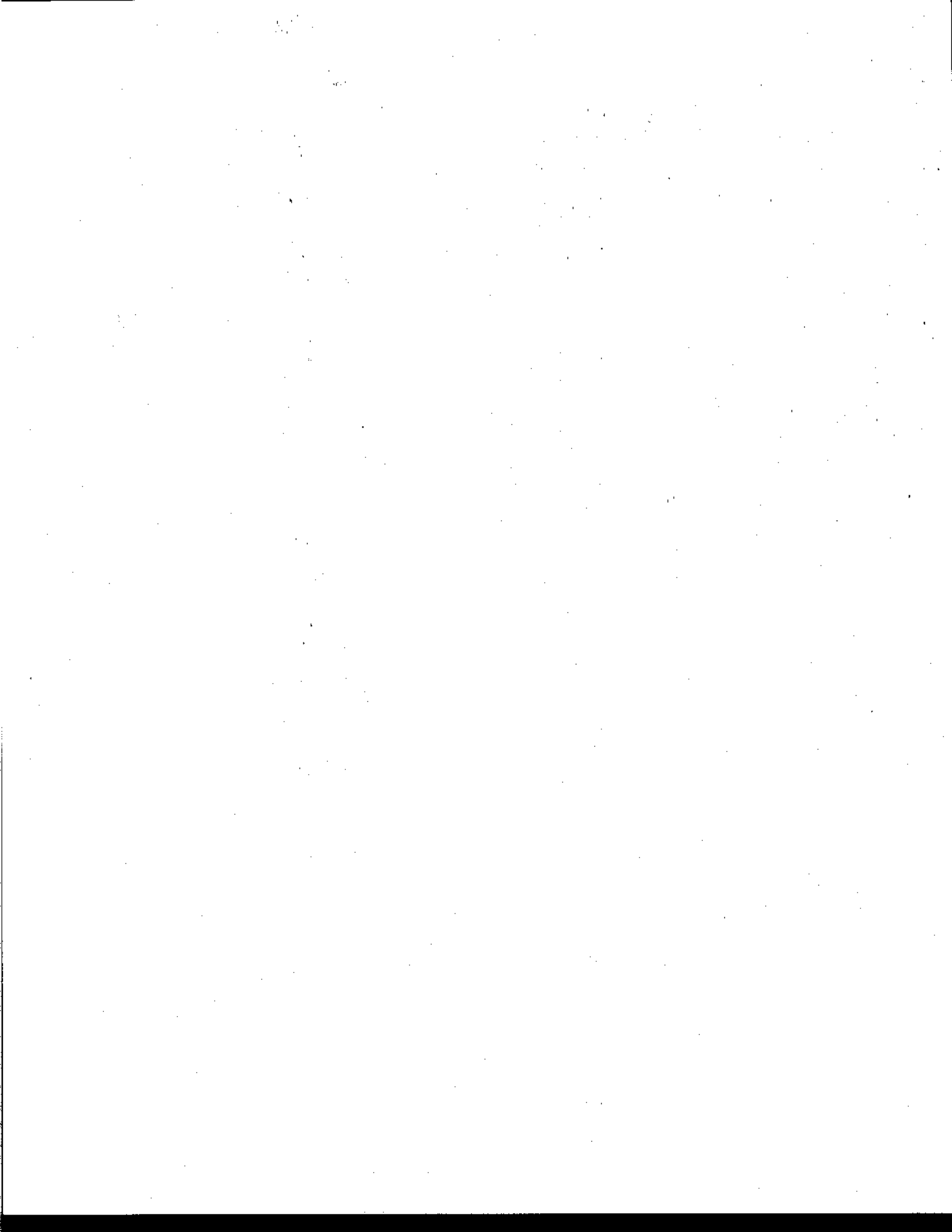
ALL PA ACTIVITIES EXPECTED TO ATTRACT NATIONAL/INTERNATIONAL
MEDIA

ATTENTION.

15. POC: IS THE OASD-PA PRESS OFFICE, DSN 227-5131, CMCL
703-697-5131; E-MAIL NEWSDESK@OSD.MIL

BT

#8741



R 172200Z JAN 03
FM SECDEF WASHINGTON DC//OASD-PA//
TO AIG 8777
INFO RUEKJCS/SECDEF WASHINGTON DC//OASD-PA/DPO//
RUEKJCS/SECDEF WASHINGTON DC//OASD-PA/CHAIRS//
RUEKJCS/CJCS WASHINGTON DC//PA//
RUEKJCS/JOINT STAFF WASHINGTON DC//PA//
RUEACMC/CMC WASHINGTON DC
RHMFIUU/CMC WASHINGTON DC
RHEHNSC/NSC WASHINGTON DC

UNCLAS

SUBJECT: PUBLIC AFFAIRS GUIDANCE (PAG) FOR MOVEMENT OF FORCES INTO THE CENTCOM AOR FOR POSSIBLE FUTURE OPERATIONS.

1. REFERENCES. REF A: CJCS DEPLOYMENT ORDER (SERIAL 174B), 241552Z DEC 02 (S). REF B: CJCS DEPLOYMENT ORDER (SERIAL 177A), 311840Z DEC 02 (S). REF C: CJCS DEPLOYMENT ORDER (SERIAL 177B), 072110Z JAN 03 (S). REF D: PUBLIC AFFAIRS GUIDANCE FOR EMBEDDING MEDIA FOR POSSIBLE FUTURE OPERATIONS, DTG 272000Z NOV 02 (U). REF E: CONSOLIDATED PUBLIC AFFAIRS GUIDANCE FOR NEWS MEDIA COVERAGE OF OPERATION ENDURING FREEDOM, DTG 072020Z DEC 01.

2. BACKGROUND. NATIONAL AND INTERNATIONAL MEDIA CONTINUE TO FOCUS ON POSSIBLE FUTURE OPERATIONS WITH PARTICULAR ATTENTION FOCUSED ON THE BUILDUP OF FORCES INTO THE CENTCOM AOR.

3. PURPOSE: PROVIDE CONSISTENT GUIDANCE ON THE RECENT FORCE FLOWS INTO THE CENTCOM AOR FOR UNIT PAOS AND COMMANDERS AFFECTED BY THOSE DEPLOYMENTS. THIS PAG APPLIES TO ALL ACTIVE AND RESERVE UNITS RECEIVING ORDERS TO DEPLOY TO THE CENTCOM AOR FROM CONUS AND OCONUS LOCATIONS IN SUPPORT OF POSSIBLE FUTURE OPERATIONS, AND SUPERSEDES REF. E. FOR THESE DEPLOYMENTS ONLY. THIS PAG DOES NOT APPLY TO FORCES DEPLOYING TO THE CENTCOM AOR SUPPORTING AFGHANISTAN AND HORN OF AFRICA (HOA) OPERATIONS. FOR UNITS FLOWING INTO THOSE THEATERS, THE CONSOLIDATED PUBLIC AFFAIRS GUIDANCE IN REF E. STILL APPLIES.

4. PA APPROACH. PASSIVE, RESPONSE TO QUERY ONLY, PRIOR TO THE RECEIPT OF DEPLOYMENT ORDERS. UPON RECEIPT OF DEPLOYMENT ORDERS, PA POSTURE BECOMES ACTIVE FOR THOSE UNITS RECEIVING DEPLOYMENT ORDERS, AND THOSE UNITS MAY ACKNOWLEDGE THEIR DEPLOYMENT INTO THE CENTCOM AOR.

4.1. WHEN DEPLOYMENT ORDERS ARE RECEIVED. UPON RECEIPT OF DEPLOYMENT ORDERS, UNITS ARE NOT AUTHORIZED TO DIVULGE THE LOCATION OR COUNTRY TO WHICH THEY WILL BE DEPLOYED, BUT THEY MAY CONFIRM THEY ARE DEPLOYING TO THE CENTCOM AOR. UNITS MAY NOT DISCUSS SPECIFIC OPERATIONAL DETAILS (E.G., SPECIFIC NUMBERS OF EQUIPMENT, PERSONNEL OR MISSIONS.) UNITS MAY, HOWEVER, PROVIDE GENERAL DEPLOYMENT NUMBERS, GENERAL DESCRIPTION OF THEIR UNIT'S ORGANIC EQUIPMENT, MISSION AND CAPABILITIES. COMMANDERS ARE ENCOURAGED TO ALLOW MEDIA COVERAGE OF PREPARATIONS FOR DEPLOYMENT AND DEPARTURE FROM BASES AND STATIONS. UNIT PERSONNEL ARE PERMITTED TO GRANT INTERVIEWS UPON REQUEST. NO DISCUSSION OF OPERATIONAL DETAILS IS AUTHORIZED.

4.2. MEDIA EMBEDS. EMBEDDING MEDIA WITH AIR, NAVAL AND GROUND FORCES, WITH THE EXCEPTION OF SPECIAL OPERATIONS FORCES, IS ONLY AUTHORIZED FOR COVERAGE OF UNIT TRANSIT INTO THE THEATER OF

OPERATIONS PRIOR TO COMMENCEMENT OF ANY POTENTIAL HOSTILITIES. FOR COMBAT OPERATIONS, DOD WILL IMPLEMENT A CENTRALIZED EMBED PROGRAM. REPORTERS REQUESTING TO EMBED FOR POTENTIAL COMBAT OPERATIONS WILL BE REFERRED TO OASD(PA) AT CMCL 703-697-1253, DSN 227-1253.

5. PUBLIC STATEMENT.

5.1. THE FOLLOWING STATEMENT MAY BE USED IN RESPONSE TO QUERY IF A DEPLOYMENT ORDER HAS NOT BEEN RECEIVED. (QUOTE) THE (UNIT OR ELEMENT) HAS NOT RECEIVED DEPLOYMENT ORDERS AT THIS TIME. WE CONTINUE TO TRAIN AND PERFORM OUR DUTIES AS WE NORMALLY WOULD AND ARE PREPARED FOR ANY MISSION WE MAY BE DIRECTED TO CONDUCT (QUOTE).

5.2. THE FOLLOWING STATEMENT MAY BE USED IN RESPONSE TO QUERY AFTER RECEIPT OF A DEPLOYMENT ORDER (QUOTE) THE (UNIT OR ELEMENTS OF THE UNIT) IS DEPLOYING TO THE U.S. CENTRAL COMMAND (CENTCOM) AREA OF OPERATIONS TO SUPPORT THE GLOBAL WAR ON TERRORISM AND TO PREPARE FOR FUTURE CONTINGENCIES AS MAY BE DIRECTED. THE PRESIDENT OF THE UNITED STATES HAS MADE NO DECISION ABOUT ANY FUTURE MILITARY OPERATIONS; THESE DEPLOYMENTS ARE PRUDENT STEPS TO INCREASE MILITARY CAPABILITIES AND ENHANCE FLEXIBILITY. (QUOTE)

6. QUESTIONS AND ANSWERS. THE FOLLOWING Q&AS ARE PROVIDED FOR USE IN RESPONSE TO QUERY. QUERIES BEYOND THE SCOPE OF THE STATEMENT IN PARA. 5 AND THE Q&AS WILL BE REFERRED TO THE U.S. CENTRAL COMMAND OFFICE OF PUBLIC AFFAIRS AT (813) 827-5895/5896.

Q1. WHY ARE YOU DEPLOYING?

A1. THE UNIT (OR ELEMENTS OF THE UNIT) IS DEPLOYING TO SUPPORT THE GLOBAL WAR ON TERRORISM AND TO PREPARE FOR POSSIBLE FUTURE OPERATIONS, AS MAY BE DIRECTED.

Q2. IS YOUR UNIT DEPLOYING FOR WAR AGAINST IRAQ?

A2. THE PRESIDENT OF THE UNITED STATES HAS MADE NO DECISION RELATING TO POSSIBLE MILITARY ACTIONS AGAINST IRAQ. THE UNIT (OR ELEMENTS OF THE UNIT) IS DEPLOYING TO SUPPORT THE GLOBAL WAR ON TERRORISM AND TO PREPARE FOR POSSIBLE FUTURE OPERATIONS, AS MAY BE DIRECTED.

Q3. DO YOU THINK WE'LL GO TO WAR WITH IRAQ?

A3. THE PRESIDENT OF THE UNITED STATES HAS MADE NO DECISION ABOUT MILITARY ACTION AGAINST IRAQ. IT WOULD BE INAPPROPRIATE FOR ME TO SPECULATE ON ANY POSSIBLE FUTURE EVENTS.

Q4. DO YOU BELIEVE YOUR DEPLOYMENT IS HELPING OR HINDERING THE DIPLOMATIC PROCESS?

A4. WHILE WE ARE NOT INVOLVED IN THE DIPLOMATIC PROCESS, THESE DEPLOYMENTS ARE INTENDED TO SUPPORT THE DIPLOMATIC EFFORTS THAT ARE UNDERWAY AND TO MAKE CLEAR TO THE IRAQI REGIME THAT IT NEEDS TO COMPLY WITH ITS U.N. OBLIGATIONS.

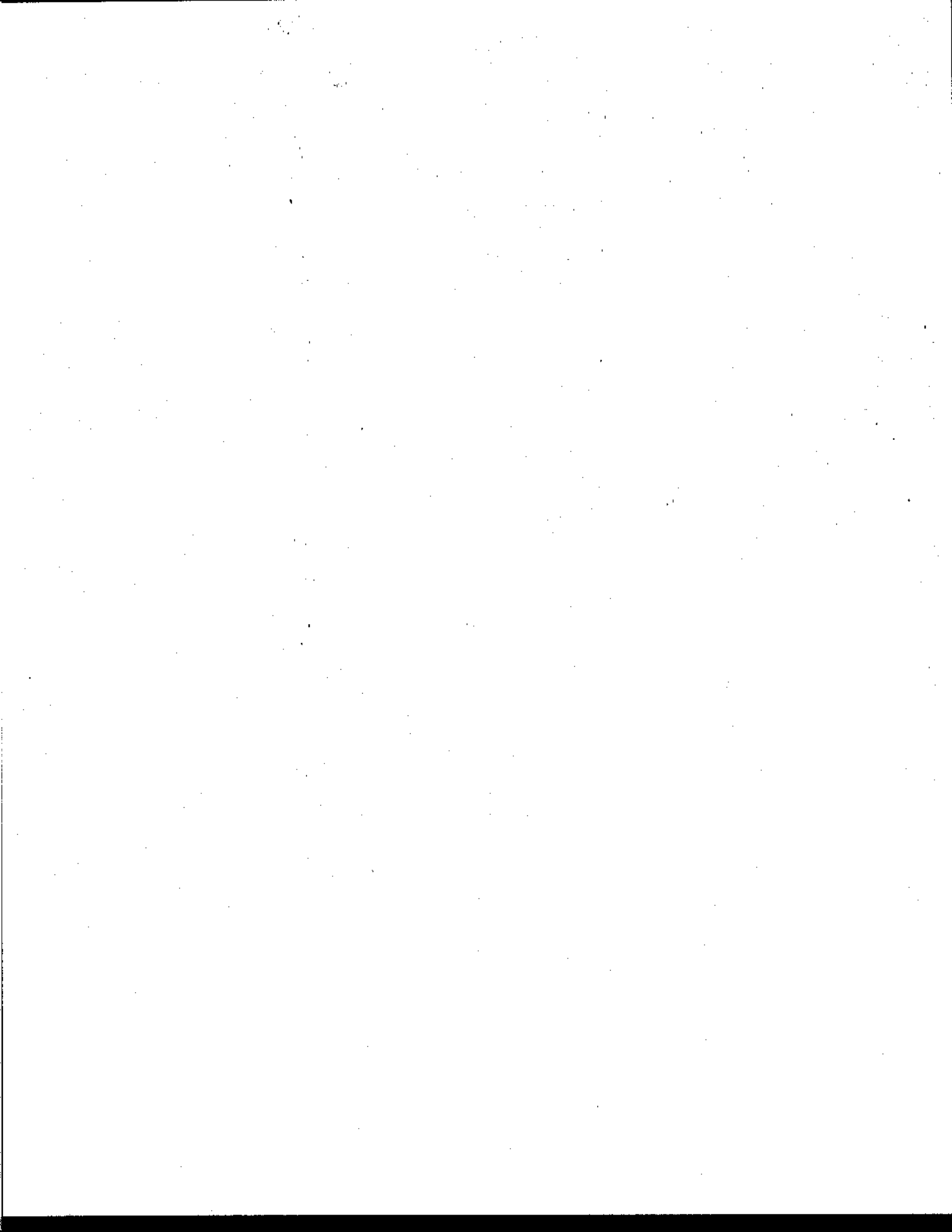
7. MISCELLANEOUS INFORMATION, NOT FOR PUBLIC RELEASE.

7.1. COMMAND INFORMATION. MAXIMIZE COMMAND INFORMATION IMAGERY AND STORIES TO HIGHLIGHT DEPLOYING FORCES. RELEASE OF COMMAND INFORMATION WITHIN THE ABOVE GUIDANCE RESIDES WITH THE RESPECTIVE COMMANDS' PUBLIC AFFAIRS OFFICES. PAOS SHOULD PROVIDE THEIR COMPONENT PAOS COPIES OF ALL COMMAND INFORMATION PRODUCTS, INCLUDING PHOTOGRAPHS, ARTICLES AND VIDEO, FOR ADDITIONAL USE AS REQUIRED.

8. POINTS OF CONTACT. THE OASD(PA) POC IS LTCOL DAVID LAPAN, USMC,

COMM (703) 697-5333, DSN 227-5333, E-MAIL DAVID.LAPAN@OSD.MIL . THE
USCENTCOM PA POC IS MAJ PETE MITCHELL, USMC, COMM (813) 827-6765, DSN
651-6765; E-MAIL IS MITCHEPJ@CENTCOM.MIL . THE CENTCOM ALTERNATE POC
IS LCDR NICK BALICE, USN, COMM (813) 827-5896; DSN 651-5896; E-MAIL
IS BALICENA@CENTCOM.MIL .

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UNCLAS

SUBJECT: PUBLIC AFFAIRS GUIDANCE (PAG) ON EMBEDDING MEDIA DURING POSSIBLE FUTURE OPERATIONS/DEPLOYMENTS IN THE U.S. CENTRAL COMMANDS (CENTCOM) AREA OF RESPONSIBILITY (AOR).

REFERENCES: REF. A. SECDEF MSG, DTG 172200Z JAN 03, SUBJ: PUBLIC AFFAIRS GUIDANCE (PAG) FOR MOVEMENT OF FORCES INTO THE CENTCOM AOR FOR POSSIBLE FUTURE OPERATIONS.

1. PURPOSE. THIS MESSAGE PROVIDES GUIDANCE, POLICIES AND PROCEDURES ON EMBEDDING NEWS MEDIA DURING POSSIBLE FUTURE OPERATIONS/DEPLOYMENTS IN THE CENTCOM AOR. IT CAN BE ADAPTED FOR USE IN OTHER UNIFIED COMMAND AORS AS NECESSARY.

2. POLICY.

2.A. THE DEPARTMENT OF DEFENSE (DOD) POLICY ON MEDIA COVERAGE OF FUTURE MILITARY OPERATIONS IS THAT MEDIA WILL HAVE LONG-TERM, MINIMALLY RESTRICTIVE ACCESS TO U.S. AIR, GROUND AND NAVAL FORCES THROUGH EMBEDDING. MEDIA COVERAGE OF ANY FUTURE OPERATION WILL, TO A LARGE EXTENT, SHAPE PUBLIC PERCEPTION OF THE NATIONAL SECURITY ENVIRONMENT NOW AND IN THE YEARS AHEAD. THIS HOLDS TRUE FOR THE U.S. PUBLIC; THE PUBLIC IN ALLIED COUNTRIES WHOSE OPINION CAN AFFECT THE DURABILITY OF OUR COALITION; AND PUBLICS IN COUNTRIES WHERE WE CONDUCT OPERATIONS, WHOSE PERCEPTIONS OF US CAN AFFECT THE COST AND DURATION OF OUR INVOLVEMENT. OUR ULTIMATE STRATEGIC SUCCESS IN BRINGING PEACE AND SECURITY TO THIS REGION WILL COME IN OUR LONG-TERM COMMITMENT TO SUPPORTING OUR DEMOCRATIC IDEALS. WE NEED TO TELL THE FACTUAL STORY - GOOD OR BAD - BEFORE OTHERS SEED THE MEDIA WITH DISINFORMATION AND DISTORTIONS, AS THEY MOST CERTAINLY WILL CONTINUE TO DO. OUR PEOPLE IN THE FIELD NEED TO TELL OUR STORY - ONLY COMMANDERS CAN ENSURE THE MEDIA GET TO THE STORY ALONGSIDE THE TROOPS. WE MUST ORGANIZE FOR AND FACILITATE ACCESS OF NATIONAL AND INTERNATIONAL MEDIA TO OUR FORCES, INCLUDING THOSE FORCES ENGAGED IN GROUND OPERATIONS, WITH THE GOAL OF DOING SO RIGHT FROM THE START. TO ACCOMPLISH THIS, WE WILL EMBED MEDIA WITH OUR UNITS. THESE EMBEDDED MEDIA WILL LIVE, WORK AND TRAVEL AS PART OF THE UNITS WITH WHICH THEY ARE EMBEDDED TO FACILITATE MAXIMUM, IN-DEPTH COVERAGE OF U.S. FORCES IN COMBAT AND RELATED OPERATIONS. COMMANDERS AND PUBLIC AFFAIRS OFFICERS MUST WORK TOGETHER TO BALANCE THE NEED FOR MEDIA ACCESS WITH THE NEED FOR OPERATIONAL SECURITY.

2.B. MEDIA WILL BE EMBEDDED WITH UNIT PERSONNEL AT AIR AND GROUND FORCES BASES AND AFLOAT TO ENSURE A FULL UNDERSTANDING OF ALL

OPERATIONS. MEDIA WILL BE GIVEN ACCESS TO OPERATIONAL COMBAT MISSIONS, INCLUDING MISSION PREPARATION AND DEBRIEFING, WHENEVER POSSIBLE.

2.C. A MEDIA EMBED IS DEFINED AS A MEDIA REPRESENTATIVE REMAINING WITH A UNIT ON AN EXTENDED BASIS - PERHAPS A PERIOD OF WEEKS OR EVEN MONTHS. COMMANDERS WILL PROVIDE BILLETING, RATIONS AND MEDICAL ATTENTION, IF NEEDED, TO THE EMBEDDED MEDIA COMMENSURATE WITH THAT PROVIDED TO MEMBERS OF THE UNIT, AS WELL AS ACCESS TO MILITARY TRANSPORTATION AND ASSISTANCE WITH COMMUNICATIONS FILING/TRANSMITTING MEDIA PRODUCTS, IF REQUIRED.

2.C.1. EMBEDDED MEDIA ARE NOT AUTHORIZED USE OF THEIR OWN VEHICLES WHILE TRAVELING IN AN EMBEDDED STATUS.

2.C.2. TO THE EXTENT POSSIBLE, SPACE ON MILITARY TRANSPORTATION WILL BE MADE AVAILABLE FOR MEDIA EQUIPMENT NECESSARY TO COVER A PARTICULAR OPERATION. THE MEDIA IS RESPONSIBLE FOR LOADING AND CARRYING THEIR OWN EQUIPMENT AT ALL TIMES. USE OF PRIORITY INTER-THEATER AIRLIFT FOR EMBEDDED MEDIA TO COVER STORIES, AS WELL AS TO FILE STORIES, IS HIGHLY ENCOURAGED. SEATS ABOARD VEHICLES, AIRCRAFT AND NAVAL SHIPS WILL BE MADE AVAILABLE TO ALLOW MAXIMUM COVERAGE OF U.S. TROOPS IN THE FIELD.

2.C.3. UNITS SHOULD PLAN LIFT AND LOGISTICAL SUPPORT TO ASSIST IN MOVING MEDIA PRODUCTS TO AND FROM THE BATTLEFIELD SO AS TO TELL OUR STORY IN A TIMELY MANNER. IN THE EVENT OF COMMERCIAL COMMUNICATIONS DIFFICULTIES, MEDIA ARE AUTHORIZED TO FILE STORIES VIA EXPEDITIOUS MILITARY SIGNAL/COMMUNICATIONS CAPABILITIES.

2.C.4. NO COMMUNICATIONS EQUIPMENT FOR USE BY MEDIA IN THE CONDUCT OF THEIR DUTIES WILL BE SPECIFICALLY PROHIBITED. HOWEVER, UNIT COMMANDERS MAY IMPOSE TEMPORARY RESTRICTIONS ON ELECTRONIC TRANSMISSIONS FOR OPERATIONAL SECURITY REASONS. MEDIA WILL SEEK APPROVAL TO USE ELECTRONIC DEVICES IN A COMBAT/HOSTILE ENVIRONMENT, UNLESS OTHERWISE DIRECTED BY THE UNIT COMMANDER OR HIS/HER DESIGNATED REPRESENTATIVE. THE USE OF COMMUNICATIONS EQUIPMENT WILL BE DISCUSSED IN FULL WHEN THE MEDIA ARRIVE AT THEIR ASSIGNED UNIT.

3. PROCEDURES.

3.A. THE OFFICE OF THE ASSISTANT SECRETARY OF DEFENSE FOR PUBLIC AFFAIRS (OASD(PA)) IS THE CENTRAL AGENCY FOR MANAGING AND VETTING MEDIA EMBEDS TO INCLUDE ALLOCATING EMBED SLOTS TO MEDIA ORGANIZATIONS. EMBED AUTHORITY MAY BE DELEGATED TO SUBORDINATE ELEMENTS AFTER THE COMMENCEMENT OF HOSTILITIES AND AT THE DISCRETION OF OASD(PA). EMBED OPPORTUNITIES WILL BE ASSIGNED TO MEDIA ORGANIZATIONS, NOT TO INDIVIDUAL REPORTERS. THE DECISION AS TO WHICH MEDIA REPRESENTATIVE WILL FILL ASSIGNED EMBED SLOTS WILL BE MADE BY THE DESIGNATED POC FOR EACH NEWS ORGANIZATION.

3.A.1. IAW REF. A, COMMANDERS OF UNITS IN RECEIPT OF A DEPLOYMENT ORDER MAY EMBED REGIONAL/LOCAL MEDIA DURING PREPARATIONS FOR DEPLOYMENT, DEPLOYMENT AND ARRIVAL IN THEATER UPON RECEIPT OF THEATER CLEARANCE FROM CENTCOM AND APPROVAL OF THE COMPONENT COMMAND. COMMANDERS WILL INFORM THESE MEDIA, PRIOR TO THE DEPLOYING EMBED, THAT OASD(PA) IS THE APPROVAL AUTHORITY FOR ALL COMBAT EMBEDS AND THAT THEIR PARTICULAR EMBED MAY END AFTER THE UNIT'S ARRIVAL IN THEATER. THE MEDIA ORGANIZATION MAY APPLY TO OASD(PA) FOR CONTINUED EMBEDDING, BUT

THERE IS NO GUARANTEE AND THE MEDIA ORGANIZATION WILL HAVE TO MAKE ARRANGEMENTS FOR AND PAY FOR THE JOURNALISTS' RETURN TRIP.

3.B. WITHOUT MAKING COMMITMENTS TO MEDIA ORGANIZATIONS, DEPLOYING UNITS WILL IDENTIFY LOCAL MEDIA FOR POTENTIAL EMBEDS AND NOMINATE THEM THROUGH PA CHANNELS TO OASD(PA) (POC: MAJ TIM BLAIR, DSN 227-1253; COMM. 703-697-1253; EMAIL TIMOTHY.BLAIR@OSD.MIL). INFORMATION REQUIRED TO BE FORWARDED INCLUDES MEDIA ORGANIZATION, TYPE OF MEDIA AND CONTACT INFORMATION INCLUDING BUREAU CHIEF/MANAGING EDITOR/NEWS DIRECTOR'S NAME; OFFICE, HOME AND CELL PHONE NUMBERS; PAGER NUMBERS AND EMAIL ADDRESSES. SUBMISSIONS FOR EMBEDS WITH SPECIFIC UNITS SHOULD INCLUDE AN UNIT'S RECOMMENDATION AS TO WHETHER THE REQUEST SHOULD BE HONORED.

3.C. UNIT COMMANDERS SHOULD ALSO EXPRESS, THROUGH THEIR CHAIN OF COMMAND AND PA CHANNELS TO OASD(PA), THEIR DESIRE AND CAPABILITY TO SUPPORT ADDITIONAL MEDIA EMBEDS BEYOND THOSE ASSIGNED.

3.D. FREELANCE MEDIA WILL BE AUTHORIZED TO EMBED IF THEY ARE SELECTED BY A NEWS ORGANIZATION AS THEIR EMBED REPRESENTATIVE.

3.E. UNITS WILL BE AUTHORIZED DIRECT COORDINATION WITH MEDIA AFTER ASSIGNMENT AND APPROVAL BY OASD(PA).

3.E.1. UNITS ARE RESPONSIBLE FOR ENSURING THAT ALL EMBEDDED MEDIA AND THEIR NEWS ORGANIZATIONS HAVE SIGNED THE "RELEASE, INDEMNIFICATION, AND HOLD HARMLESS AGREEMENT AND AGREEMENT NOT TO SUE", FOUND AT [HTTP://WWW.DEFENSELINK.MIL/NEWS/FEB2003/D20030210EMBED.PDF](http://www.defenselink.mil/news/feb2003/d20030210embed.pdf). UNITS MUST MAINTAIN A COPY OF THIS AGREEMENT FOR ALL MEDIA EMBEDDED WITH THEIR UNIT.

3.F. EMBEDDED MEDIA OPERATE AS PART OF THEIR ASSIGNED UNIT. AN ESCORT MAY BE ASSIGNED AT THE DISCRETION OF THE UNIT COMMANDER. THE ABSENCE OF A PA ESCORT IS NOT A REASON TO PRECLUDE MEDIA ACCESS TO OPERATIONS.

3.G. COMMANDERS WILL ENSURE THE MEDIA ARE PROVIDED WITH EVERY OPPORTUNITY TO OBSERVE ACTUAL COMBAT OPERATIONS. THE PERSONAL SAFETY OF CORRESPONDENTS IS NOT A REASON TO EXCLUDE THEM FROM COMBAT AREAS.

3.H. IF, IN THE OPINION OF THE UNIT COMMANDER, A MEDIA REPRESENTATIVE IS UNABLE TO WITHSTAND THE RIGOROUS CONDITIONS REQUIRED TO OPERATE WITH THE FORWARD DEPLOYED FORCES, THE COMMANDER OR HIS/HER REPRESENTATIVE MAY LIMIT THE REPRESENTATIVES PARTICIPATION WITH OPERATIONAL FORCES TO ENSURE UNIT SAFETY AND INFORM OASD(PA) THROUGH PA CHANNELS AS SOON AS POSSIBLE. GENDER WILL NOT BE AN EXCLUDING FACTOR UNDER ANY CIRCUMSTANCE.

3.I. IF FOR ANY REASON A MEDIA REPRESENTATIVE CANNOT PARTICIPATE IN AN OPERATION, THEY WILL BE TRANSPORTED TO THE NEXT HIGHER HEADQUARTERS FOR THE DURATION OF THE OPERATION.

3.J. COMMANDERS WILL OBTAIN THEATER CLEARANCE FROM CENTCOM/PA FOR MEDIA EMBARKING ON MILITARY CONVEYANCE FOR PURPOSES OF EMBEDDING.

3.K. UNITS HOSTING EMBEDDED MEDIA WILL ISSUE INVITATIONAL TRAVEL ORDERS, AND NUCLEAR, BIOLOGICAL AND CHEMICAL (NBC) GEAR. SEE PARA. 5. FOR DETAILS ON WHICH ITEMS ARE ISSUED AND WHICH ITEMS THE MEDIA ARE RESPONSIBLE TO PROVIDE FOR THEMSELVES.

SEE
Attached

3.L. MEDIA ARE RESPONSIBLE FOR OBTAINING THEIR OWN PASSPORTS AND VISAS.

3.M. MEDIA WILL AGREE TO ABIDE BY THE CENTCOM/OASD(PA) GROUND RULES STATED IN PARA. 4 OF THIS MESSAGE IN EXCHANGE FOR COMMAND/UNIT-PROVIDED SUPPORT AND ACCESS TO SERVICE MEMBERS, INFORMATION AND OTHER PREVIOUSLY-STATED PRIVILEGES. ANY VIOLATION OF THE GROUND RULES COULD RESULT IN TERMINATION OF THAT MEDIA'S EMBED OPPORTUNITY.

3.N. DISPUTES/DIFFICULTIES. ISSUES, QUESTIONS, DIFFICULTIES OR DISPUTES ASSOCIATED WITH GROUND RULES OR OTHER ASPECTS OF EMBEDDING MEDIA THAT CANNOT BE RESOLVED AT THE UNIT LEVEL, OR THROUGH THE CHAIN OF COMMAND, WILL BE FORWARDED THROUGH PA CHANNELS FOR RESOLUTION. COMMANDERS WHO WISH TO TERMINATE AN EMBED FOR CAUSE MUST NOTIFY CENTCOM/PA PRIOR TO TERMINATION. IF A DISPUTE CANNOT BE RESOLVED AT A LOWER LEVEL, OASD(PA) WILL BE THE FINAL RESOLUTION AUTHORITY. IN ALL CASES, THIS SHOULD BE DONE AS EXPEDITIOUSLY AS POSSIBLE TO PRESERVE THE NEWS VALUE OF THE SITUATION.

3.O. MEDIA WILL PAY THEIR OWN BILLETING EXPENSES IF BILLETED IN A COMMERCIAL FACILITY.

3.P. MEDIA WILL DEPLOY WITH THE NECESSARY EQUIPMENT TO COLLECT AND TRANSMIT THEIR STORIES.

3.Q. THE STANDARD FOR RELEASE OF INFORMATION SHOULD BE TO ASK "WHY NOT RELEASE" VICE "WHY RELEASE." DECISIONS SHOULD BE MADE ASAP, PREFERABLY IN MINUTES, NOT HOURS.

3.R. THERE IS NO GENERAL REVIEW PROCESS FOR MEDIA PRODUCTS. SEE PARA 6.A. FOR FURTHER DETAIL CONCERNING SECURITY AT THE SOURCE.

3.S. MEDIA WILL ONLY BE GRANTED ACCESS TO DETAINEES OR EPWS WITHIN THE PROVISIONS OF THE GENEVA CONVENTIONS OF 1949. SEE PARA. 4.G.17. FOR THE GROUND RULE.

3.T. HAVING EMBEDDED MEDIA DOES NOT PRECLUDE CONTACT WITH OTHER MEDIA. EMBEDDED MEDIA, AS A RESULT OF TIME INVESTED WITH THE UNIT AND GROUND RULES AGREEMENT, MAY HAVE A DIFFERENT LEVEL OF ACCESS.

3.U. CENTCOM/PA WILL ACCOUNT FOR EMBEDDED MEDIA DURING THE TIME THE MEDIA IS EMBEDDED IN THEATER. CENTCOM/PA WILL REPORT CHANGES IN EMBED STATUS TO OASD(PA) AS THEY OCCUR.

3.V. IF A MEDIA REPRESENTATIVE IS KILLED OR INJURED IN THE COURSE OF MILITARY OPERATIONS, THE UNIT WILL IMMEDIATELY NOTIFY OASD(PA), THROUGH PA CHANNELS. OASD(PA) WILL CONTACT THE RESPECTIVE MEDIA ORGANIZATION(S), WHICH WILL MAKE NEXT OF KIN NOTIFICATION IN ACCORDANCE WITH THE INDIVIDUAL'S WISHES.

3.W. MEDIA MAY TERMINATE THEIR EMBED OPPORTUNITY AT ANY TIME. UNIT COMMANDERS WILL PROVIDE, AS THE TACTICAL SITUATION PERMITS AND BASED ON THE AVAILABILITY OF TRANSPORTATION, MOVEMENT BACK TO THE NEAREST LOCATION WITH COMMERCIAL TRANSPORTATION.

3.W.1. DEPARTING MEDIA WILL BE DEBRIEFED ON OPERATIONAL SECURITY CONSIDERATIONS AS APPLICABLE TO ONGOING AND FUTURE OPERATIONS WHICH THEY MAY NOW HAVE INFORMATION CONCERNING.

4. GROUND RULES. FOR THE SAFETY AND SECURITY OF U.S. FORCES AND EMBEDDED MEDIA, MEDIA WILL ADHERE TO ESTABLISHED GROUND RULES. GROUND RULES WILL BE AGREED TO IN ADVANCE AND SIGNED BY MEDIA PRIOR TO EMBEDDING. VIOLATION OF THE GROUND RULES MAY RESULT IN THE IMMEDIATE TERMINATION OF THE EMBED AND REMOVAL FROM THE AOR. THESE GROUND RULES RECOGNIZE THE RIGHT OF THE MEDIA TO COVER MILITARY OPERATIONS AND ARE IN NO WAY INTENDED TO PREVENT RELEASE OF DEROGATORY, EMBARRASSING, NEGATIVE OR UNCOMPLIMENTARY INFORMATION. ANY MODIFICATION TO THE STANDARD GROUND RULES WILL BE FORWARDED THROUGH THE PA CHANNELS TO CENTCOM/PA FOR APPROVAL. STANDARD GROUND RULES ARE:

4.A. ALL INTERVIEWS WITH SERVICE MEMBERS WILL BE ON THE RECORD. SECURITY AT THE SOURCE IS THE POLICY. INTERVIEWS WITH PILOTS AND AIRCREW MEMBERS ARE AUTHORIZED UPON COMPLETION OF MISSIONS; HOWEVER, RELEASE OF INFORMATION MUST CONFORM TO THESE MEDIA GROUND RULES.

4.B. PRINT OR BROADCAST STORIES WILL BE DATELINED ACCORDING TO LOCAL GROUND RULES. LOCAL GROUND RULES WILL BE COORDINATED THROUGH COMMAND CHANNELS WITH CENTCOM.

4.C. MEDIA EMBEDDED WITH U.S. FORCES ARE NOT PERMITTED TO CARRY PERSONAL FIREARMS.

4.D. LIGHT DISCIPLINE RESTRICTIONS WILL BE FOLLOWED. VISIBLE LIGHT SOURCES, INCLUDING FLASH OR TELEVISION LIGHTS, FLASH CAMERAS WILL NOT BE USED WHEN OPERATING WITH FORCES AT NIGHT UNLESS SPECIFICALLY APPROVED IN ADVANCE BY THE ON-SCENE COMMANDER.

4.E. EMBARGOES MAY BE IMPOSED TO PROTECT OPERATIONAL SECURITY. EMBARGOES WILL ONLY BE USED FOR OPERATIONAL SECURITY AND WILL BE LIFTED AS SOON AS THE OPERATIONAL SECURITY ISSUE HAS PASSED.

4.F. THE FOLLOWING CATEGORIES OF INFORMATION ARE RELEASABLE.

4.F.1. APPROXIMATE FRIENDLY FORCE STRENGTH FIGURES.

4.F.2. APPROXIMATE FRIENDLY CASUALTY FIGURES BY SERVICE. EMBEDDED MEDIA MAY, WITHIN OPSEC LIMITS, CONFIRM UNIT CASUALTIES THEY HAVE WITNESSED.

4.F.3. CONFIRMED FIGURES OF ENEMY PERSONNEL DETAINED OR CAPTURED.

4.F.4. SIZE OF FRIENDLY FORCE PARTICIPATING IN AN ACTION OR OPERATION CAN BE DISCLOSED USING APPROXIMATE TERMS. SPECIFIC FORCE OR UNIT IDENTIFICATION MAY BE RELEASED WHEN IT NO LONGER WARRANTS SECURITY PROTECTION.

4.F.5. INFORMATION AND LOCATION OF MILITARY TARGETS AND OBJECTIVES PREVIOUSLY UNDER ATTACK.

4.F.6. GENERIC DESCRIPTION OF ORIGIN OF AIR OPERATIONS, SUCH AS "LAND-BASED."

4.F.7. DATE, TIME OR LOCATION OF PREVIOUS CONVENTIONAL MILITARY MISSIONS AND ACTIONS, AS WELL AS MISSION RESULTS ARE RELEASABLE ONLY IF DESCRIBED IN GENERAL TERMS.

4.F.8. TYPES OF ORDNANCE EXPENDED IN GENERAL TERMS.

4.F.9. NUMBER OF AERIAL COMBAT OR RECONNAISSANCE MISSIONS OR SORTIES FLOWN IN CENTCOM'S AREA OF OPERATION.

4.F.10. TYPE OF FORCES INVOLVED (E.G., AIR DEFENSE, INFANTRY, ARMOR, MARINES).

4.F.11. ALLIED PARTICIPATION BY TYPE OF OPERATION (SHIPS, AIRCRAFT, GROUND UNITS, ETC.) AFTER APPROVAL OF THE ALLIED UNIT COMMANDER.

4.F.12. OPERATION CODE NAMES.

4.F.13. NAMES AND HOMETOWNS OF U.S. MILITARY UNITS.

4.F.14. SERVICE MEMBERS' NAMES AND HOME TOWNS WITH THE INDIVIDUALS' CONSENT.

4.G. THE FOLLOWING CATEGORIES OF INFORMATION ARE NOT RELEASABLE SINCE THEIR PUBLICATION OR BROADCAST COULD JEOPARDIZE OPERATIONS AND ENDANGER LIVES.

4.G.1. SPECIFIC NUMBER OF TROOPS IN UNITS BELOW CORPS/MEF LEVEL.

4.G.2. SPECIFIC NUMBER OF AIRCRAFT IN UNITS AT OR BELOW THE AIR EXPEDITIONARY WING LEVEL.

4.G.3. SPECIFIC NUMBERS REGARDING OTHER EQUIPMENT OR CRITICAL SUPPLIES (E.G. ARTILLERY, TANKS, LANDING CRAFT, RADARS, TRUCKS, WATER, ETC.).

4.G.4. SPECIFIC NUMBERS OF SHIPS IN UNITS BELOW THE CARRIER BATTLE GROUP LEVEL.

4.G.5. NAMES OF MILITARY INSTALLATIONS OR SPECIFIC GEOGRAPHIC LOCATIONS OF MILITARY UNITS IN THE CENTCOM AREA OF RESPONSIBILITY, UNLESS SPECIFICALLY RELEASED BY THE DEPARTMENT OF DEFENSE OR AUTHORIZED BY THE CENTCOM COMMANDER. NEWS AND IMAGERY PRODUCTS THAT IDENTIFY OR INCLUDE IDENTIFIABLE FEATURES OF THESE LOCATIONS ARE NOT AUTHORIZED FOR RELEASE.

4.G.6. INFORMATION REGARDING FUTURE OPERATIONS.

4.G.7. INFORMATION REGARDING FORCE PROTECTION MEASURES AT MILITARY INSTALLATIONS OR ENCAMPMENTS (EXCEPT THOSE WHICH ARE VISIBLE OR READILY APPARENT).

4.G.8. PHOTOGRAPHY SHOWING LEVEL OF SECURITY AT MILITARY INSTALLATIONS OR ENCAMPMENTS.

4.G.9. RULES OF ENGAGEMENT.

4.G.10. INFORMATION ON INTELLIGENCE COLLECTION ACTIVITIES COMPROMISING TACTICS, TECHNIQUES OR PROCEDURES.

4.G.11. EXTRA PRECAUTIONS IN REPORTING WILL BE REQUIRED AT THE COMMENCEMENT OF HOSTILITIES TO MAXIMIZE OPERATIONAL SURPRISE. LIVE BROADCASTS FROM AIRFIELDS, ON THE GROUND OR AFLOAT, BY EMBEDDED MEDIA ARE PROHIBITED UNTIL THE SAFE RETURN OF THE INITIAL STRIKE PACKAGE OR UNTIL AUTHORIZED BY THE UNIT COMMANDER.

4.G.12. DURING AN OPERATION, SPECIFIC INFORMATION ON FRIENDLY FORCE TROOP MOVEMENTS, TACTICAL DEPLOYMENTS, AND DISPOSITIONS THAT WOULD JEOPARDIZE OPERATIONAL SECURITY OR LIVES. INFORMATION ON ON-GOING ENGAGEMENTS WILL NOT BE RELEASED UNLESS AUTHORIZED FOR RELEASE BY ON-SCENE COMMANDER.

4.G.13. INFORMATION ON SPECIAL OPERATIONS UNITS, UNIQUE OPERATIONS METHODOLOGY OR TACTICS, FOR EXAMPLE, AIR OPERATIONS, ANGLES OF ATTACK, AND SPEEDS; NAVAL TACTICAL OR EVASIVE MANEUVERS, ETC. GENERAL TERMS SUCH AS "LOW" OR "FAST" MAY BE USED.

4.G.14. INFORMATION ON EFFECTIVENESS OF ENEMY ELECTRONIC WARFARE.

4.G.15. INFORMATION IDENTIFYING POSTPONED OR CANCELED OPERATIONS.

4.G.16. INFORMATION ON MISSING OR DOWNED AIRCRAFT OR MISSING VESSELS WHILE SEARCH AND RESCUE AND RECOVERY OPERATIONS ARE BEING PLANNED OR UNDERWAY.

4.G.17. INFORMATION ON EFFECTIVENESS OF ENEMY CAMOUFLAGE, COVER, DECEPTION, TARGETING, DIRECT AND INDIRECT FIRE, INTELLIGENCE COLLECTION, OR SECURITY MEASURES.

4.G.18. NO PHOTOGRAPHS OR OTHER VISUAL MEDIA SHOWING AN ENEMY PRISONER OF WAR OR DETAINEE'S RECOGNIZABLE FACE, NAMETAG OR OTHER IDENTIFYING FEATURE OR ITEM MAY BE TAKEN.

4.G.19. STILL OR VIDEO IMAGERY OF CUSTODY OPERATIONS OR INTERVIEWS WITH PERSONS UNDER CUSTODY.

4.H. THE FOLLOWING PROCEDURES AND POLICIES APPLY TO COVERAGE OF WOUNDED, INJURED, AND ILL PERSONNEL:

4.H.1. MEDIA REPRESENTATIVES WILL BE REMINDED OF THE SENSITIVITY OF USING NAMES OF INDIVIDUAL CASUALTIES OR PHOTOGRAPHS THEY MAY HAVE TAKEN WHICH CLEARLY IDENTIFY CASUALTIES UNTIL AFTER NOTIFICATION OF THE NOK AND RELEASE BY OASD(PA).

4.H.2. BATTLEFIELD CASUALTIES MAY BE COVERED BY EMBEDDED MEDIA AS LONG AS THE SERVICE MEMBER'S IDENTITY IS PROTECTED FROM DISCLOSURE FOR 72 HOURS OR UPON VERIFICATION OF NOK NOTIFICATION, WHICHEVER IS FIRST.

4.H.3. MEDIA VISITS TO MEDICAL FACILITIES WILL BE IN ACCORDANCE WITH APPLICABLE REGULATIONS, STANDARD OPERATING PROCEDURES, OPERATIONS ORDERS AND INSTRUCTIONS BY ATTENDING PHYSICIANS. IF APPROVED, SERVICE OR MEDICAL FACILITY PERSONNEL MUST ESCORT MEDIA AT ALL TIMES.

4.H.4. PATIENT WELFARE, PATIENT PRIVACY, AND NEXT OF KIN/FAMILY CONSIDERATIONS ARE THE GOVERNING CONCERNS ABOUT NEWS MEDIA COVERAGE OF

WOUNDED, INJURED, AND ILL PERSONNEL IN MEDICAL TREATMENT FACILITIES OR OTHER CASUALTY COLLECTION AND TREATMENT LOCATIONS.

4.H.5. MEDIA VISITS ARE AUTHORIZED TO MEDICAL CARE FACILITIES, BUT MUST BE APPROVED BY THE MEDICAL FACILITY COMMANDER AND ATTENDING PHYSICIAN AND MUST NOT INTERFERE WITH MEDICAL TREATMENT. REQUESTS TO VISIT MEDICAL CARE FACILITIES OUTSIDE THE CONTINENTAL UNITED STATES WILL BE COORDINATED BY THE UNIFIED COMMAND PA.

4.H.6. REPORTERS MAY VISIT THOSE AREAS DESIGNATED BY THE FACILITY COMMANDER, BUT WILL NOT BE ALLOWED IN OPERATING ROOMS DURING OPERATING PROCEDURES.

4.H.7. PERMISSION TO INTERVIEW OR PHOTOGRAPH A PATIENT WILL BE GRANTED ONLY WITH THE CONSENT OF THE ATTENDING PHYSICIAN OR FACILITY COMMANDER AND WITH THE PATIENT'S INFORMED CONSENT, WITNESSED BY THE ESCORT.

4.H.8. "INFORMED CONSENT" MEANS THE PATIENT UNDERSTANDS HIS OR HER PICTURE AND COMMENTS ARE BEING COLLECTED FOR NEWS MEDIA PURPOSES AND THEY MAY APPEAR NATIONWIDE IN NEWS MEDIA REPORTS.

4.H.9. THE ATTENDING PHYSICIAN OR ESCORT SHOULD ADVISE THE SERVICE MEMBER IF NOK HAVE BEEN NOTIFIED.

5. IMMUNIZATIONS AND PERSONAL PROTECTIVE GEAR.

5.A. MEDIA ORGANIZATIONS SHOULD ENSURE THAT MEDIA ARE PROPERLY IMMUNIZED BEFORE EMBEDDING WITH UNITS. THE CENTERS FOR DISEASE CONTROL (CDC)-RECOMMENDED IMMUNIZATIONS FOR DEPLOYMENT TO THE MIDDLE EAST INCLUDE HEPATITIS A; HEPATITIS B; RABIES; TETANUS-DIPHTHERIA; AND TYPHOID. THE CDC RECOMMENDS MENINGOCOCCAL IMMUNIZATIONS FOR VISITORS TO MECCA. IF TRAVELING TO CERTAIN AREAS IN THE CENTCOM AOR, THE CDC RECOMMENDS TAKING PRESCRIPTION ANTIMALARIAL DRUGS. ANTHRAX AND SMALLPOX VACCINES WILL BE PROVIDED TO THE MEDIA AT NO EXPENSE TO THE GOVERNMENT (THE MEDIA OUTLET WILL BEAR THE EXPENSE). FOR MORE HEALTH INFORMATION FOR TRAVELERS TO THE MIDDLE EAST, GO TO THE CDC WEB SITE AT [HTTP://WWW.CDC.GOV/TRAVEL/MIDEAST.HTM](http://www.cdc.gov/travel/mideast.htm).

5.B. BECAUSE THE USE OF PERSONAL PROTECTIVE GEAR, SUCH AS HELMETS OR FLAK VESTS, IS BOTH A PERSONAL AND PROFESSIONAL CHOICE, MEDIA WILL BE RESPONSIBLE FOR PROCURING/USING SUCH EQUIPMENT. PERSONAL PROTECTIVE GEAR, AS WELL AS CLOTHING, WILL BE SUBDUED IN COLOR AND APPEARANCE.

5.C. EMBEDDED MEDIA ARE AUTHORIZED AND REQUIRED TO BE PROVIDED WITH, ON A TEMPORARY LOAN BASIS, NUCLEAR, BIOLOGICAL, CHEMICAL (NBC) PROTECTIVE EQUIPMENT BY THE UNIT WITH WHICH THEY ARE EMBEDDED. UNIT PERSONNEL WILL PROVIDE BASIC INSTRUCTION IN THE PROPER WEAR, USE, AND MAINTENANCE OF THE EQUIPMENT. UPON TERMINATION OF THE EMBED, INITIATED BY EITHER PARTY, THE NBC EQUIPMENT SHALL BE RETURNED TO THE EMBEDDING UNIT. IF SUFFICIENT NBC PROTECTIVE EQUIPMENT IS NOT AVAILABLE FOR EMBEDDED MEDIA, COMMANDERS MAY PURCHASE ADDITIONAL EQUIPMENT, WITH FUNDS NORMALLY AVAILABLE FOR THAT PURPOSE, AND LOAN IT TO EMBEDDED MEDIA IN ACCORDANCE WITH THIS PARAGRAPH.

6. SECURITY

6.A. MEDIA PRODUCTS WILL NOT BE SUBJECT TO SECURITY REVIEW OR CENSORSHIP EXCEPT AS INDICATED IN PARA. 6.A.1. SECURITY AT THE SOURCE WILL BE THE RULE. U.S. MILITARY PERSONNEL SHALL PROTECT CLASSIFIED INFORMATION FROM UNAUTHORIZED OR INADVERTENT DISCLOSURE. MEDIA PROVIDED ACCESS TO SENSITIVE INFORMATION, INFORMATION WHICH IS NOT CLASSIFIED BUT WHICH MAY BE OF OPERATIONAL VALUE TO AN ADVERSARY OR WHEN COMBINED WITH OTHER UNCLASSIFIED INFORMATION MAY REVEAL CLASSIFIED INFORMATION, WILL BE INFORMED IN ADVANCE BY THE UNIT COMMANDER OR HIS/HER DESIGNATED REPRESENTATIVE OF THE RESTRICTIONS ON THE USE OR DISCLOSURE OF SUCH INFORMATION. WHEN IN DOUBT, MEDIA WILL CONSULT WITH THE UNIT COMMANDER OR HIS/HER DESIGNATED REPRESENTATIVE.

6.A.1. THE NATURE OF THE EMBEDDING PROCESS MAY INVOLVE OBSERVATION OF SENSITIVE INFORMATION, INCLUDING TROOP MOVEMENTS, BATTLE PREPARATIONS, MATERIEL CAPABILITIES AND VULNERABILITIES AND OTHER INFORMATION AS LISTED IN PARA. 4.G. WHEN A COMMANDER OR HIS/HER DESIGNATED REPRESENTATIVE HAS REASON TO BELIEVE THAT A MEDIA MEMBER WILL HAVE ACCESS TO THIS TYPE OF SENSITIVE INFORMATION, PRIOR TO ALLOWING SUCH ACCESS, HE/SHE WILL TAKE PRUDENT PRECAUTIONS TO ENSURE THE SECURITY OF THAT INFORMATION. THE PRIMARY SAFEGUARD WILL BE TO BRIEF MEDIA IN ADVANCE ABOUT WHAT INFORMATION IS SENSITIVE AND WHAT THE PARAMETERS ARE FOR COVERING THIS TYPE OF INFORMATION. IF MEDIA ARE INADVERTENTLY EXPOSED TO SENSITIVE INFORMATION THEY SHOULD BE BRIEFED AFTER EXPOSURE ON WHAT INFORMATION THEY SHOULD AVOID COVERING. IN INSTANCES WHERE A UNIT COMMANDER OR THE DESIGNATED REPRESENTATIVE DETERMINES THAT COVERAGE OF A STORY WILL INVOLVE EXPOSURE TO SENSITIVE INFORMATION BEYOND THE SCOPE OF WHAT MAY BE PROTECTED BY PREBRIEFING OR DEBRIEFING, BUT COVERAGE OF WHICH IS IN THE BEST INTERESTS OF THE DOD, THE COMMANDER MAY OFFER ACCESS IF THE REPORTER AGREES TO A SECURITY REVIEW OF THEIR COVERAGE. AGREEMENT TO SECURITY REVIEW IN EXCHANGE FOR THIS TYPE OF ACCESS MUST BE STRICTLY VOLUNTARY AND IF THE REPORTER DOES NOT AGREE, THEN ACCESS MAY NOT BE GRANTED. IF A SECURITY REVIEW IS AGREED TO, IT WILL NOT INVOLVE ANY EDITORIAL CHANGES; IT WILL BE CONDUCTED SOLELY TO ENSURE THAT NO SENSITIVE OR CLASSIFIED INFORMATION IS INCLUDED IN THE PRODUCT. IF SUCH INFORMATION IS FOUND, THE MEDIA WILL BE ASKED TO REMOVE THAT INFORMATION FROM THE PRODUCT AND/OR EMBARGO THE PRODUCT UNTIL SUCH INFORMATION IS NO LONGER CLASSIFIED OR SENSITIVE. REVIEWS ARE TO BE DONE AS SOON AS PRACTICAL SO AS NOT TO INTERRUPT COMBAT OPERATIONS NOR DELAY REPORTING. IF THERE ARE DISPUTES RESULTING FROM THE SECURITY REVIEW PROCESS THEY MAY BE APPEALED THROUGH THE CHAIN OF COMMAND, OR THROUGH PA CHANNELS TO OASD/PA. THIS PARAGRAPH DOES NOT AUTHORIZE COMMANDERS TO ALLOW MEDIA ACCESS TO CLASSIFIED INFORMATION.

6.A.2. MEDIA PRODUCTS WILL NOT BE CONFISCATED OR OTHERWISE IMPOUNDED. IF IT IS BELIEVED THAT CLASSIFIED INFORMATION HAS BEEN COMPROMISED AND THE MEDIA REPRESENTATIVE REFUSES TO REMOVE THAT INFORMATION NOTIFY THE CPIC AND/OR OASD/PA AS SOON AS POSSIBLE SO THE ISSUE MAY BE ADDRESSED WITH THE MEDIA ORGANIZATION'S MANAGEMENT.

7. MISCELLANEOUS/COORDINATING INSTRUCTIONS:

7.A. OASD(PA) IS THE INITIAL EMBED AUTHORITY. EMBEDDING PROCEDURES AND ASSIGNMENT AUTHORITY MAY BE TRANSFERRED TO CENTCOM PA AT A LATER DATE. THIS AUTHORITY MAY BE FURTHER DELEGATED AT CENTCOM'S DISCRETION.

7.B. THIS GUIDANCE AUTHORIZES BLANKET APPROVAL FOR NON-LOCAL AND LOCAL MEDIA TRAVEL ABOARD DOD AIRLIFT FOR ALL EMBEDDED MEDIA ON A NO-COST,

SPACE AVAILABLE BASIS. NO ADDITIONAL COSTS SHALL BE INCURRED BY THE GOVERNMENT TO PROVIDE ASSISTANCE IAW DODI 5410.15, PARA 3.4.

7.C. USE OF LIPSTICK AND HELMET-MOUNTED CAMERAS ON COMBAT SORTIES IS APPROVED AND ENCOURAGED TO THE GREATEST EXTENT POSSIBLE.

8. OASD(PA) POC FOR EMBEDDING MEDIA IS MAJ TIM BLAIR, DSN 227-1253, CMCL 703-697-1253, EMAIL TIMOTHY.BLAIR@OSD.MIL.

REQUIREMENTS THROUGH COMPONENT OR CENTCOM J3/J39 CHANNELS.

8.1.2. COMBAT CAMERA TEAMS WILL NOT BE USED AS MEDIA ESCORTS.

8.1.3. COMBAT CAMERA TEAMS WILL BE GIVEN MAXIMUM ACCESS TO DOCUMENT OPERATIONS REGARDLESS OF CLASSIFICATION OR SENSITIVITY, WITHIN THEIR SECURITY CLEARANCE. THEY WILL HAVE THE SAME ACCESS TO MATERIALS AS OTHER UNIT MEMBERS.

8.1.4. SECURITY AND PUBLIC RELEASE REVIEW OF COMBAT CAMERA PRODUCTS WILL BE DONE AS EXPEDITIOUSLY AS POSSIBLE, PRIOR TO TRANSMISSION AND DISTRIBUTION. CENTCOM/PA IS RELEASE AUTHORITY IN THEATER FOR COMBAT CAMERA IMAGERY. THIS MAY BE DELEGATED FURTHER TO COMPONENT PAOS AS DESIGNATED BY CENTCOM/PA.

8.1.5. ENSURE ALL IMAGERY PRODUCTS ARE ASSIGNED A VISUAL INFORMATION RECORD IDENTIFICATION NUMBER (VIRIN), ARE FULLY CAPTIONED AND ARE TRANSMITTED AND/OR SHIPPED TO THE JOINT COMBAT CAMERA CENTER WITHIN 24 HOURS OF ACQUISITION WITH THE EXCEPTION OF CFSOCC COMBAT CAMERA ASSETS.

8.1.5.1. CFSOCC-PA WILL MAKE EVERY EFFORT TO CLEAR IMAGERY WITHIN THE 24-HOUR WINDOW, INCLUDING IMAGERY ACQUIRED BY COMBAT CAMERA, VISUAL INFORMATION AND PUBLIC AFFAIRS DOCUMENTATION TEAMS. USE SIPRNET OR OTHER SECURE MEANS TO FORWARD SENSITIVE OR CLASSIFIED IMAGERY.

8.2. HOMETOWN NEWS RELEASE PROGRAMS. ALL SERVICE MEMBERS ARE HIGHLY ENCOURAGED TO KEEP THEIR LOCAL HOMETOWNS INFORMED OF THEIR PARTICIPATION IN THIS OPERATION THROUGH THEIR SERVICE'S HOMETOWN NEWS RELEASE PROGRAM. HOMETOWN NEWS RELEASE PROGRAMS WILL PREPARE TAILORED RELEASES FOR SOLDIERS, SAILORS, AIRMEN AND MARINES. SERVICES WILL CAPITALIZE ON THEIR HOMETOWN NEWS PROGRAMS BY ASSISTING HOMETOWN MEDIA IN CONNECTING WITH SERVICE MEMBERS FOR THEIR LOCAL AREAS FOR POTENTIAL INTERVIEWS.

8.3. ALL INTERNAL STORIES AND NEWSLETTERS WILL BE FORWARDED TO LINDA.KOZARYN@OSD.MIL AND KRHEM@OSD.MIL FOR USE IN NATIONAL LEVEL INTERNAL INFORMATION PRODUCTS.

9. LOGISTICS.

9.1. UNITS SHOULD PLAN LIFT AND LOGISTICAL SUPPORT ON A SPACE AVAILABLE, NO ADDITIONAL COST TO THE GOVERNMENT BASIS, TO ASSIST IN MOVING INTERNAL AND EXTERNAL NEWS MEDIA REPRESENTATIVES AND PRODUCTS TO AND FROM THE BATTLEFIELD SO AS TO TELL OUR STORY IN A TIMELY MANNER, AS DISCUSSED IN REF. C.

9.1.1. TO THE EXTENT POSSIBLE, SPACE ON MILITARY TRANSPORTATION WILL BE MADE AVAILABLE FOR INTERNAL, COMBAT CAMERA AND EXTERNAL NEWS MEDIA REPRESENTATIVES AND THEIR EQUIPMENT NECESSARY TO COVER OPERATIONS CONSISTENT WITH PARAGRAPH 7.B. OF REF B. SEATS ABOARD VEHICLES, AIRCRAFT AND NAVAL SHIPS WILL BE MADE AVAILABLE ON A SPACE AVAILABLE, NO ADDITIONAL COST TO THE GOVERNMENT BASIS TO ALLOW MAXIMUM COVERAGE OF COALITION FORCES IN THE FIELD AND TO MEET THE SECDEF/CJCS INTENT IN REF C. WITH THE EXCEPTION OF MILITARY AIRCRAFT WHERE A LOADMASTER IS RESPONSIBLE FOR CARGO, THE MEDIA IS RESPONSIBLE FOR LOADING AND

CARRYING THEIR OWN EQUIPMENT AT ALL TIMES. AERIAL QUALIFIED COMBAT CAMERA OPERATORS ARE AUTHORIZED TO PERFORM CAMERA DUTIES WHILE FLYING.

9.1.2. THIS GUIDANCE AUTHORIZES BLANKET APPROVAL FOR LOCAL MEDIA TRAVEL, WITHIN THE CENTCOM AOR, ABOARD DOD AIRLIFT FOR ALL MEDIA ON A NO-COST, SPACE AVAILABLE BASIS. NO ADDITIONAL COSTS SHALL BE INCURRED BY THE GOVERNMENT TO PROVIDE ASSISTANCE IAW DODI 5410.15, PARA 3.4.

9.1.3. INVITATIONAL TRAVEL ORDERS WILL BE PUBLISHED BY THE UNITS BEING COVERED UNLESS THAT MEDIA IS DIRECTED BY THE CPIC. IN THE CASE OF CPIC-DIRECTED MEDIA, THE CPIC WILL PUBLISH ITOS ON THE MEDIA REPRESENTATIVES.

9.1.4. THE LOCAL PAO AND/OR COMMANDER'S REPRESENTATIVE WILL COORDINATE MEDIA FLIGHTS WITH THE AERIAL PORT OR OTHER AIRLIFT COORDINATING ACTIVITY.

9.2. IN THE EVENT OF COMMERCIAL COMMUNICATIONS DIFFICULTIES, MEDIA ARE AUTHORIZED TO FILE STORIES VIA EXPEDITIOUS MILITARY SIGNAL/COMMUNICATIONS CAPABILITIES.

9.3. UNILATERAL/INDEPENDENT AND/OR CPIC-DIRECTED MEDIA ARE RESPONSIBLE FOR PROVIDING ANY DESIRED PERSONAL PROTECTIVE EQUIPMENT, TO INCLUDE NBC EQUIPMENT.

10. INTERVIEW GUIDANCE. INTERNAL AND EXTERNAL MEDIA INTERVIEWS WITH U.S. MILITARY PERSONNEL AND DOCUMENTATION OF U.S. MILITARY ACTIVITIES ARE ENCOURAGED. WHEN CONDUCTING MEDIA INTERVIEWS ASSOCIATED WITH THIS OPERATION, THE FOLLOWING POINTS APPLY:

10.1. ENSURE MILITARY PERSONNEL ARE THOROUGHLY BRIEFED BEFORE SPEAKING TO THE MEDIA. SECURITY AT THE SOURCE WILL BE OBSERVED AT ALL TIMES.

10.2. CONFINE REMARKS TO MATTERS WITHIN THE INDIVIDUAL'S AREA OF RESPONSIBILITY AND PERSONAL EXPERIENCE.

10.3. ALL DISCUSSIONS WITH REPORTERS WILL BE "ON THE RECORD."

10.4. EXERCISE CARE TO PROTECT SENSITIVE AND CLASSIFIED INFORMATION AND PRESERVE OPERATIONAL SECURITY. EXACT NUMBERS AND LOCATIONS OF FORCES AND EQUIPMENT, ONGOING OR FUTURE OPERATIONS, AND RULES OF ENGAGEMENT (ROE) ARE NOT RELEASABLE.

10.5. AVOID SPECULATION (ANSWERING HYPOTHETICAL OR 'WHAT IF' QUESTIONS).

10.6. ALWAYS RESPECT REGIONAL POLITICAL AND CULTURAL SENSITIVITIES. IF IN DOUBT, THE PUBLIC AFFAIRS REPRESENTATIVE AT THE APPROPRIATE AMERICAN EMBASSY SHOULD BE CONSULTED FOR GUIDANCE.

10.7. DO NOT DISCUSS SPECIFIC LOCATIONS OF U.S. OR FRIENDLY FORCES. GIVE GENERAL LOCATIONS SUCH AS THE CENTRAL COMMAND THEATER OF OPERATIONS, THE NORTHERN ARABIAN GULF, EASTERN MEDITERRANEAN, OR ABOARD USS (SHIP'S NAME).

- 10.8. STRESS THE VALUE IN COMBINING THE UNIQUE CAPABILITIES OF EACH BRANCH OF SERVICE IN JOINT OPERATIONS AND SUPPORTING NATIONS AS APPROPRIATE.
- 10.9. THE GENERAL MISSION OF A PARTICULAR UNIT OR UNITS AND DATA RELATING TO WEAPONS, AIRCRAFT, SHIPS, SUBMARINES, ETC. MAY BE DISCUSSED IF NOT CLASSIFIED.
- 10.10. SPECIFIC FORCE PROTECTION MEASURES WILL NOT BE DISCUSSED. PAOS MAY CONFIRM THE OBVIOUS GENERAL FORCE PROTECTION INITIATIVES (E.G., INCREASED SECURITY PATROLS, ADDITIONAL PHYSICAL SECURITY BARRIERS, ETC).
- 10.11. DISCUSSION OR SPECULATION REGARDING THE INTRODUCTION OF ADDITIONAL FORCES (PERSONNEL, EQUIPMENT OR MUNITIONS) TO THE AOR IS PROHIBITED.
- 10.12. SPECIFIC INFORMATION REGARDING RELOCATION OR MOVEMENT OF FORCES (E.G., SHIPS, AIRCRAFT, GROUND FORCES) WITHIN THE AOR WILL NOT BE DISCUSSED.
- 10.13. SPECIFIC LOCATIONS OR INFORMATION REGARDING AIR DEFENSE CAPABILITIES (E.G., PATRIOT BATTERIES) WILL NOT BE DISCUSSED.
11. MEDIA QUERIES BEYOND THE SCOPE OF THIS GUIDANCE WHICH ORIGINATE IN HOST COUNTRY WILL BE REFERRED, ALONG WITH RECOMMENDED RESPONSES, TO THE AMERICAN EMBASSY PA SECTION, CENTCOM/PA AND OASD(PA), INFO OCJCS/PA, USPACOM/PA AND USSOCOM/PA, AS APPROPRIATE. MEDIA QUERIES OR REQUESTS BEYOND THE SCOPE OF THIS GUIDANCE THAT ORIGINATE IN AREAS OTHER THAN HOST COUNTRY, INCLUDING THE U.S., WILL BE REFERRED, ALONG WITH RECOMMENDED RESPONSES, TO CENTCOM/PA AND OASD(PA), INFO OCJCS/PA.
12. OASD(PA) POC IS LT COL DAVE LAPAN, DSN 227-5333, COMM 703-697-5333, EMAIL DAVID.LAPAN@OSD.MIL.

R 171548Z MAR 03
FM SECDEF WASHINGTON DC//OASD-PA/DPO//
TO AIG 8777
INFO RHEHNSC/NSC WASHINGTON DC//SCP//
RUEHC/SECSTATE WASHINGTON DC
RUEACMC/CMC WASHINGTON DC
RHMFIUU/CMC WASHINGTON DC
RUEKJCS/SECDEF WASHINGTON DC //OASD-PA/DPO//
RUEKJCS/SECDEF WASHINGTON DC //OASD-PA/CHAIRS//

UNCLAS

SUBJECT: SUPPLEMENTARY PUBLIC AFFAIRS GUIDANCE (PAG) FOR EMBEDDING MEDIA DURING POSSIBLE FUTURE OPERATIONS/DEPLOYMENTS IN THE CENTCOM AOR

1. REFERENCES. REF. A: SECDEF MSG, 101900Z FEB 03, SUBJ: PUBLIC AFFAIRS GUIDANCE (PAG) ON EMBEDDING MEDIA DURING POSSIBLE FUTURE OPERATIONS/DEPLOYMENTS IN THE U.S. CENTRAL COMMANDS (CENTCOM) AREA OF RESPONSIBILITY (AOR).

2. BACKGROUND. THIS MESSAGE SUPPLEMENTS REF. A., WHICH REMAINS IN EFFECT, WITH THE CHANGE IN PARA. 3. OF THIS MESSAGE. THIS CHANGE IS INTENDED TO CLARIFY MEDIA CASUALTY REPORTING PROCEDURES BY USING THE EXISTING CASUALTY REPORTING SYSTEM TO TRACK AND EVACUATE THEM, WHILE FULFILLING AGREED-UPON REPORTING BY OASD(PA) TO MEDIA ORGANIZATIONS.

3. ADDITIONAL PAG. DELETE PARA. 3.V. OF REF. A. AND REPLACE IT WITH THE FOLLOWING:

3.V. IF A MEDIA REPRESENTATIVE IS KILLED OR INJURED IN THE COURSE OF MILITARY OPERATIONS, THE UNIT WILL IMMEDIATELY NOTIFY OASD(PA), THROUGH PA CHANNELS. OASD(PA), AND ONLY OASD(PA) WILL CONTACT THE RESPECTIVE MEDIA ORGANIZATION(S), WHICH WILL MAKE NEXT OF KIN NOTIFICATION IN ACCORDANCE WITH THE INDIVIDUAL'S WISHES. UNITS WILL ALSO REPORT MEDIA CASUALTIES THROUGH NORMAL CASUALTY REPORTING CHANNELS TO ENSURE THE SYSTEM FOR EVACUATION OF REMAINS AND TREATMENT OF WOUNDED IS USED. IN CONCEPT, MEDIA CASUALTIES WILL BE TREATED SIMILAR TO CONTRACTOR CASUALTIES, WITH THE ADDITIONAL REQUIREMENT OF REPORTING MEDIA CASUALTIES TO OASD(PA) AND NOTIFICATION TO MEDIA ORGANIZATIONS SOLELY THROUGH OASD(PA).

4. THE OASD(PA) POC IS MAJ STEUCK, DSN 227-3189, CMCL (703) 697-3189, E-MAIL JAY.STEUCK@OSD.MIL.

R 181241Z MAR 03
FM SECDEF WASHINGTON DC//OASD-PA/DPO//
TO RUEKJCS/SECDEF WASHINGTON DC//OASD-PA/CHAIRS//
AIG 8777
RUFGCIN/HQ USEUCOM VAIHINGEN GE//PA//
RUFGCIN/USCINCEUR VAIHINGEN GE//ECPA//
RUEHC/SECSTATE WASHINGTON DC//PA//
RUEKJCS/CJCS WASHINGTON DC//PA//
RUEKJCS/JOINT STAFF WASHINGTON DC//PA//
RHEHNSC/NSC WASHINGTON DC
RHEHWSR/WHITE HOUSE SITUATION ROOM
INFO RUEKJCS/SECDEF WASHINGTON DC//OASD-PA/DPO//

UNCLAS

SUBJECT: PUBLIC AFFAIRS GUIDANCE IMMINENT OPERATIONS

1. AS WE ENTER THE FINAL STAGES OF PREPARATION FOR POSSIBLE MILITARY ACTION AGAINST THE IRAQI REGIME IT IS IMPORTANT THAT WE ALL TAKE THE APPROPRIATE MEASURES TO PROTECT KEY OPERATIONAL ASPECTS. AS STATED IN PREVIOUS PUBLIC AFFAIRS GUIDANCE ON EMBEDDING PROCEDURES AND POLICIES "EMBARGOS MAY BE IMPOSED TO PROTECT OPERATIONAL SECURITY." THIS IS PARTICULARLY IMPORTANT REGARDING ANY OPERATIONAL DETAILS THAT MAY REVEAL THE TIMING OF POTENTIAL OPERATIONS. SECURITY AT THE SOURCE IS THE RULE. THIS MEANS THAT UNTIL FORMAL ANNOUNCEMENT THAT HOSTILITIES HAVE COMMENCED WE MUST EXERCISE THE UTMOST DISCIPLINE IN NOT DISCUSSING OPERATIONAL DETAILS WITH ANYONE WHO DOES NOT HAVE A VALID NEED TO KNOW.

2. WHILE IT IS READILY APPARENT THAT HOSTILITIES MAY BE IMMINENT WE STILL NEED TO TAKE EXTRAORDINARY CARE TO PROTECT TACTICAL SURPRISE. LIVES DEPEND ON IT. AS PREVIOUSLY DIRECTED, EXTRA PRECAUTIONS IN REPORTING WILL BE REQUIRED AT THE COMMENCEMENT OF HOSTILITIES TO MAXIMIZE OPERATIONAL SURPRISE. LIVE BROADCASTS FROM AIRFIELDS, ON THE GROUND OR AFLOAT, BY EMBEDDED MEDIA ARE PROHIBITED UNTIL THE SAFE RETURN OF THE INITIAL STRIKE PACKAGE OR UNTIL AUTHORIZED BY THE UNIT COMMANDER OR USCENTCOM PUBLIC AFFAIRS. UPON RECEIPT OF THIS MESSAGE UNTIL FORMAL COMMENCEMENT OF HOSTILITIES YOU SHOULD USE THE FOLLOWING STATEMENT:

"TO PROTECT OPERATIONAL SECURITY AND THE LIVES OF OUR SERVICEMEN AND WOMEN, I CANNOT DISCUSS ANY OPERATIONAL DETAILS AT THIS TIME."

3. COMMANDERS WITH EMBEDDED MEDIA IN THEIR UNITS ARE ENCOURAGED TO EMBARGO ANY MEDIA COVERAGE OF ACTIVITIES THAT MAY REVEAL OPERATIONAL DETAILS, PARTICULARLY THE TIMING OF ANY FUTURE OPERATIONS, AT THIS TIME. MEDIA COVERAGE AND REPORTING OF ROUTINE ACTIVITIES DOES NOT NEED TO, NOR SHOULD IT BE, EMBARGOED. MEDIA SHOULD STILL BE PERMITTED TO REPORT ON PREPARATIONS AND OPERATIONAL ACTIVITIES WITHIN THE CONSTRAINTS OF OPERATIONAL SECURITY; HOWEVER, THE UTMOST CARE MUST BE TAKEN TO ENSURE EMBEDDED MEDIA UNDERSTAND THE NECESSITY TO PROTECT THE TIMING AND OPERATIONAL DETAILS OF ANY PARTICULAR MISSION. MEDIA PRODUCTS WILL NOT BE SUBJECT TO SECURITY REVIEW OR CENSORSHIP EXCEPT ON THOSE VERY RARE OCCASIONS COVERED IN THE EMBEDDING GUIDANCE AND AGREED TO IN ADVANCE BY THE REPORTER.

R 221750Z MAR 03
FM SECDEF WASHINGTON DC//OASD-PA/DPO//
TO AIG 8777
INFO RHEHNSC/NSC WASHINGTON DC//SCP//
RUEHC/SECSTATE WASHINGTON DC//PA//
RUEACMC/CMC WASHINGTON DC
RHMFIUU/CMC WASHINGTON DC
RUEKJCS/SECDEF WASHINGTON DC //OASD-PA/DPO//
RUEKJCS/SECDEF WASHINGTON DC //OASD-PA/CHAIRS//

UNCLAS

SUBJECT: SUPPLEMENTAL PUBLIC AFFAIRS GUIDANCE (PAG) FOR COMBAT
OPERATIONS IN IRAQ

REFERENCES: REF. A. SECDEF MSG DTG 090040Z MAR 03, PAG FOR POSSIBLE
COMBAT OPERATIONS IN IRAQ.

1. PURPOSE. THIS MESSAGE AMENDS AND EXPANDS PARA. 9.1.2. OF REF.
A., AS SHOWN BELOW.
2. ADD THE FOLLOWING PARAGRAPH TO REF. A.:
9.1.2.1. THIS GUIDANCE AUTHORIZES BLANKET APPROVAL FOR MEDIA TRAVEL
ON ANY PASSENGER-CARRYING AIRCRAFT BASED IN, OR TRANSITING THROUGH,
THE U.S. EUROPEAN COMMAND AOR SUPPORTING CURRENT CENTCOM OPERATIONS.
BLANKET APPROVAL IS ALSO AUTHORIZED FOR MEDIA TRAVEL ABOARD OTHER DOD
AIRCRAFT. THIS INCLUDES, BUT IS NOT LIMITED TO: B-52, KC-135,
KC-10, C-130, E-3, E-8, EC-130, AND U.S. TRANSCOM AIRCRAFT SUPPORTING
OPERATIONS IRAQI FREEDOM OR ENDURING FREEDOM. TRAVEL IS AUTHORIZED
ON A NO-COST, SPACE-AVAILABLE BASIS; NO ADDITIONAL COSTS TO THE
GOVERNMENT TO PROVIDE ASSISTANCE IAW DODI 5410.15, PARA. 3.4.
3. OASD(PA) POC IS THE NEWSDESK, 703-697-5131, DSN 227-5131.

291600Z MAR 03
FM SECDEF WASHINGTON DC//OASD-PA/DPO//
TO AIG 8777
INFO RHEHNSC/NSC WASHINGTON DC//SCP//
RUEHC/SECSTATE WASHINGTON DC//PA//
RUEACMC/CMC WASHINGTON DC
RHMFIUU/CMC WASHINGTON DC
RUEKJCS/SECDEF WASHINGTON DC //OASD-PA/DPO//
RUEKJCS/SECDEF WASHINGTON DC //OASD-PA/CHAIRS//

UNCLAS

SUBJECT: PUBLIC AFFAIRS GUIDANCE (PAG) FOR MEDIA COVERAGE OF ENEMY PRISONERS OF WAR (EPWS) AND DETAINEES.

1. REFERENCES: REF. A.: SECDEF MESSAGE, 101900Z FEB 03, PAG ON EMBEDDING MEDIA DURING POSSIBLE FUTURE OPERATIONS/DEPLOYMENTS IN THE U.S. CENTRAL COMMAND'S (CENTCOM) AREA OF RESPONSIBILITY (AOR). REF. B. GENERAL COUNSEL OF THE DOD MEMO ON PHOTOS OF DETAINEES, 24 JAN 02. REF. A. CONTAINS GROUND RULES FOR MEDIA, AND GUIDANCE ON MEDIA COVERAGE OF EPWS. REF. B. OUTLINES DOD POLICY ON PHOTOGRAPHY OF PRISONERS OF WAR (POWS), WITH REFERENCE TO DOD/SERVICE REGULATIONS/INSTRUCTIONS GOVERNING SUCH PHOTOGRAPHY.
2. POLICY. DOD POLICY ON LIMITING PHOTOGRAPHY OR OTHER VISUAL MEDIA IS IN ACCORD WITH PROTECTIONS PROVIDED UNDER THE THIRD GENEVA CONVENTION OF 1949. ANY MEDIA COVERAGE MUST STRICTLY COMPLY WITH THOSE REQUIREMENTS AND THIS PAG. THE CAPTURE OR DETENTION OF EPWS/DETAINEES IS A NEWSWORTHY EVENT. HOWEVER, MEDIA COVERAGE, INCLUDING PHOTO/VIDEO COVERAGE, WILL NOT DEPICT INDIVIDUAL EPWS/DETAINEES, BY NAME(S) OR BY IMAGE (I.E., CLOSE-UP IMAGES OF INDIVIDUAL FACE(S) THAT WOULD ALLOW INDIVIDUALS TO BE IDENTIFIED WILL NOT BE PERMITTED). COVERAGE OF EPWS/DETAINEES MAY SHOW GROUPS OF EPWS/DETAINEES, BUT ONLY IN COMPLIANCE WITH THE RESTRICTIONS CONTAINED IN THIS GUIDANCE, INCLUDING THE PROHIBITION AGAINST IDENTIFYING INDIVIDUAL EPWS/DETAINEES. COMMANDERS AND PUBLIC AFFAIRS OFFICERS (PAOS) MUST BE AWARE OF THE SENSITIVE NATURE OF ANY COVERAGE OF EPWS/DETAINEES, AND OF THE REQUIREMENTS OF THE THIRD GENEVA CONVENTION AND DOD POLICY IN THIS REGARD.
- 3.1. SPECIFIC RULES FOR COVERAGE:
 - 3.1.1. COMMANDERS AND PAOS MAY CONSIDER ALLOWING PHOTO/VIDEO COVERAGE OF EPW/DETAINEE OPERATIONS, WHICH CAN ILLUSTRATE U.S.

COMPLIANCE WITH THE LAW OF WAR RELATED TO EPWS/DETAINEES AND THE HUMANE TREATMENT THEY RECEIVE. SUCH COVERAGE, HOWEVER, MUST COMPLY WITH THE REQUIREMENTS NOT TO REVEAL THE IDENTITY OF PARTICULAR EPWS/DETAINEES. CARE MUST BE TAKEN TO ENSURE THAT EPW/DETAINEE DIGNITY IS RESPECTED BY NOT TAKING PHOTOGRAPHS OR OTHER VISUAL MEDIA OF EPWS WHICH MIGHT BE INTERPRETED AS HOLDING EPWS/DETAINEES UP TO PUBLIC CURIOSITY. EXAMPLES INCLUDE IMAGES OF EPWS/DETAINEES PARTIALLY CLOTHED, ENGAGED IN PERSONAL HYGIENE, PRAYING, OR IN ANY OTHER STATE THAT MIGHT BE INTERPRETED AS HOLDING EPWS/DETAINEES UP TO PUBLIC CURIOSITY.

3.1.2. INTERVIEWS WITH COMMANDERS, SUPPORT STAFF, MEDICAL PROFESSIONALS, AND EPW/DETENTION CAMP PERSONNEL ARE PERMITTED AND ENCOURAGED, CONSISTENT WITH REF. A. AND THIS GUIDANCE. SUCH INTERVIEWS MAY ALSO BE AN APPROPRIATE WAY TO ILLUSTRATE EPW/DETAINEE TREATMENT AND CONDITIONS.

3.1.2.1. EPW/DETAINEE FACILITIES, INCLUDING MEDICAL TREATMENT FACILITIES, CAN BE PHOTOGRAPHED AND VIDEOTAPED.

3.1.2.2. COVERAGE SHOWING THE HUMANE AND DIGNIFIED WAY IN WHICH THE COALITION IS TREATING IRAQI EPW/DETAINEES IS ENCOURAGED. COVERAGE SHOULD FOCUS ON:

3.1.2.2.1. THE PEOPLE WHO RUN THE DETENTION FACILITIES AND WHO CARE FOR EPWS/DETAINEES, INCLUDING MEDICAL PERSONNEL, MESS PERSONNEL, RELIGIOUS PERSONNEL, GUARD FORCE, COMMAND AND LEADERSHIP, CONSTRUCTION PERSONNEL ETC.

3.1.2.2.2. FACILITIES BEING DEVELOPED TO HOUSE AND CARE FOR EPWS/DETAINEES, INCLUDING BARRACKS, HEALTHCARE FACILITIES, RECREATION FACILITIES ETC.

3.1.3. LIVE BROADCASTS OF EPWS/DETAINEES ARE PROHIBITED.

3.1.4. INTERVIEWS WITH EPWS/DETAINEES, AND REPORTS OR BROADCASTS OF SUCH INTERVIEWS, ARE PROHIBITED.

3.1.5. AN EPW/DETAINEE'S FACE, NAMETAG OR OTHER IDENTIFYING FEATURE CANNOT BE RECOGNIZABLE. IN ADDITION TO THE GENEVA CONVENTION REQUIREMENTS, THERE IS CONCERN FOR THE SAFETY OF THE FAMILY OF ANY IRAQI EPW/DETAINEE WHO MIGHT BE IDENTIFIED BY IRAQI OFFICIALS FROM MEDIA REPORTS OR PHOTOGRAPHS.

3.1.6. COMMANDERS AND PAOS MUST SPECIFICALLY DISCUSS THE LIMITATIONS OF COVERAGE AND THE ABOVE RULES WITH MEDIA REPRESENTATIVES PRIOR TO ALLOWING COVERAGE OF EPWS/DETAINEES AND EPW/DETAINEE OPERATIONS. MEDIA REPRESENTATIVES MUST BE MADE AWARE THAT THE POLICY ON LIMITING PHOTO/VIDEO COVERAGE IN THIS GUIDANCE IS IN ACCORD WITH THE PROTECTIONS PROVIDED UNDER THE THIRD GENEVA CONVENTION. FOR THE PROTECTION OF EPWS/DETAINEES, AS WELL AS TO PRECLUDE POSSIBLE INADVERTENT VIOLATIONS, COMMANDERS AND PAOS WILL REQUEST THAT MEDIA ALLOW POST-COVERAGE REVIEW OF PHOTOS, VIDEO OR ANY OTHER PRODUCTS. THIS REVIEW WILL BE CONDUCTED FOR THE EXPRESS PURPOSE OF ENSURING THAT EPWS/DETAINEES ARE TREATED IN COMPLIANCE WITH THE POLICY IN THIS PAG.

4. POCS: OASD(PA) PRESS OPERATIONS, DSN 227-5131; CMCL (703) 697-5131; E-MAIL NEWSDESK@OSD.MIL.

R 311900Z MAR 03
FM SECDEF WASHINGTON DC//OASD-PA/DPO//
TO AIG 8777
INFO RHEHNSC/NSC WASHINGTON DC//SCP//
RUEHC/SECSTATE WASHINGTON DC
RUEACMC/CMC WASHINGTON DC
RHMFIUU/CMC WASHINGTON DC
RUEKJCS/SECDEF WASHINGTON DC //OASD-PA/DPO//
RUEKJCS/SECDEF WASHINGTON DC //OASD-PA/CHAIRS//

UNCLAS

SUBJECT: PUBLIC AFFAIRS GUIDANCE ON CASUALTY AND MORTUARY AFFAIRS IN MILITARY OPERATIONS.

REFERENCES: REF. A.: DOD 6025.18-R, DOD HEALTH INFORMATION PRIVACY REGULATION, JAN 2003.

1. THIS MESSAGE PROVIDES PUBLIC AFFAIRS POLICY AND GUIDANCE FOR CASUALTY AND MORTUARY AFFAIRS ISSUES IN CONJUNCTION WITH MILITARY OPERATIONS. ITS PURPOSE IS TO REINFORCE LONGSTANDING PROCEDURES. SPECIFIC TERMS USED ARE DEFINED AT PARA. 8.
2. CASUALTY REPORTING IS AN EXTREMELY SENSITIVE PUBLIC AFFAIRS ISSUE AND MUST BE HANDLED WITH CARE AND SENSITIVITY. DOD POLICY IS TO PROVIDE ACCURATE AND TIMELY INFORMATION TO THE NEWS MEDIA WHILE ENSURING THE PRIVACY OF INDIVIDUALS AND THEIR FAMILIES. COMMANDERS WILL BALANCE MEDIA ACCESS TO WOUNDED, INJURED AND ILL PERSONNEL WITH THE REQUIREMENT TO PROTECT THE WELFARE OF PATIENTS AND THEIR FAMILIES, PROVIDING FOR BOTH.
3. THE GENERAL SEQUENCE OF EVENTS FOR CASUALTY REPORTING AND THE PROCESSING OF REMAINS FROM THE SUPPORTED COMBATANT COMMAND'S AREA OF OPERATIONS IS AS FOLLOWS:
 - 3.A. OASD(PA), UNLESS IT DELEGATES AUTHORITY TO THE COMBATANT COMMAND/PA, WILL ISSUE AN INITIAL PRESS RELEASE ACKNOWLEDGING THAT COMBAT FATALITIES HAVE OCCURRED, TO INCLUDE NUMBERS OF FATALITIES, IF KNOWN. IF RELEASE AUTHORITY IS DELEGATED, THE SUPPORTED COMBATANT COMMAND/PA WILL COORDINATE THE RELEASE WITH OASD(PA) BEFORE ISSUING IT.
 - 3.B. A CASUALTY REPORT WILL BE INITIATED IN THE SUPPORTED COMBATANT COMMAND'S AOR BY THE SERVICEMEMBER'S UNIT. THE REPORT WILL BE PROCESSED THROUGH PERSONNEL CHANNELS TO THE APPROPRIATE SERVICE CASUALTY OFFICE THAT HAS OVERALL RESPONSIBILITY FOR NOTIFICATION OF THE NEXT OF KIN (NOK).
 - 3.C. REMAINS FROM THE SUPPORTED COMBATANT COMMAND'S AOR WILL BE TRANSPORTED TO THE U.S. ARMY MEMORIAL AFFAIRS ACTIVITY (USAMAA), LANDSTUHL, GERMANY, OR DOVER AFB, DEL., MORTUARY. IDENTIFICATION OF REMAINS WILL BE ACCOMPLISHED AT DOVER AFB OR U.S. ARMY MEMORIAL AFFAIRS ACTIVITY-EUROPE (USAMAAE). THIS PROCESS IS SOMETIMES REFERRED TO AS REPATRIATION, BUT SHOULD NOT BE CONFUSED WITH REPATRIATION OF DETAINED PERSONNEL OR POWS/MIAS. SEE THE DEFINITION AT PARA. 8.15.

4. THE FOLLOWING PROCEDURES FOR THE RELEASE OF CASUALTY RELATED INFORMATION (INVOLVING ALL CASUALTIES - MILITARY AND DOD CIVILIAN - SUSTAINED IN A MILITARY OPERATION, NOT ONLY THOSE INCURRED AS A RESULT OF HOSTILE FIRE, ETC.) ARE IN EFFECT:

4.A. OASD(PA) IS THE SOLE INITIAL RELEASE AUTHORITY FOR NAMES OF ALL CATEGORIES OF MISSING AND DECEASED PERSONNEL RELATED TO COMBAT OPERATIONS -- KIA (KILLED IN ACTION) AND DWRIA (DIED OF WOUNDS RECEIVED IN ACTION). RELEASE WILL BE MADE ONLY AFTER THE SERVICE CASUALTY OFFICE INVOLVED CONFIRMS TO SERVICE PUBLIC AFFAIRS THAT THE NOK HAVE BEEN OFFICIALLY NOTIFIED. SERVICE PUBLIC AFFAIRS, IN TURN, WILL PROVIDE CASUALTY REPORT SHEETS AND CONFIRMATION OF NOK NOTIFICATION TO OASD(PA) AS SOON AS POSSIBLE AFTER NOK NOTIFICATION. OASD(PA) WILL THEN MAKE THE RELEASE, TO INCLUDE THE FOLLOWING INFORMATION: THE DATE OF THE OCCURRENCE (IF KNOWN), SERVICE, RANK, NAME, AGE, AND HOME OF RECORD. AFTER OASD(PA) RELEASE, THE SERVICES MAY RELEASE ADDITIONAL INFORMATION ON CASUALTIES, CONSISTENT WITH THE PRIVACY ACT, REF. A TO THE EXTENT PERSONALLY IDENTIFIABLE HEALTH INFORMATION IS INVOLVED, AND OPERATIONAL SECURITY AND SERVICE REGULATIONS. ON A CASE-BY-CASE BASIS, OASD(PA) MAY DELEGATE RELEASE AUTHORITY TO SERVICE PUBLIC AFFAIRS.

4.B. THE SUPPORTED COMBATANT COMMAND/PA IS AUTHORIZED TO RELEASE THE NUMBER OF U.S. CASUALTIES IN ITS THEATER OF OPERATIONS, INCLUDING CASUALTIES INCURRED BY UNITS IN DIRECT SUPPORT OF THE THEATER. PRIOR TO RELEASE, THE SUPPORTED COMBATANT COMMAND/PA WILL COORDINATE WITH OASD(PA). IF OPERATIONAL SECURITY CONCERNS DICTATE, THE TEMPORARY CHARACTERIZATION OF NUMBERS OF CASUALTIES SUFFERED BY U.S. UNITS IN TERMS OF "LIGHT, MODERATE, OR HEAVY" IS PERMITTED UNTIL SPECIFIC NUMBERS ARE RELEASABLE. SUPPORTED COMBATANT COMMAND/PA WILL PROVIDE ALL RELEASABLE NUMERICAL CASUALTY INFORMATION TO OASD(PA) AS SOON AS IS PRACTICABLE.

4.C. PERSONALLY IDENTIFIABLE HEALTH INFORMATION MAY BE DISCLOSED BY DOD HEALTH CARE PROVIDERS TO PUBLIC AFFAIRS OFFICES, AND IN TURN BY THOSE OFFICES TO ANY OTHER PERSON, ONLY IAW REF A. THIS IS DONE TO ENSURE COMPLIANCE WITH THE HEALTH INSURANCE PORTABILITY AND ACCOUNTABILITY ACT OF 1996 (HIPAA).

4.C.1. IF THE INDIVIDUAL HAS BEEN GIVEN THE OPPORTUNITY TO OBJECT, BUT HAS NOT OBJECTED, THE HEALTH CARE PROVIDER MAY REPORT TO THE PUBLIC AFFAIRS OFFICER THE INDIVIDUAL'S NAME, LOCATION IN THE HEALTH CARE SYSTEM, AND CONDITION DESCRIBED IN GENERAL TERMS (I.E. GOOD, STABLE, FAIR, SERIOUS OR CRITICAL). IF THE INDIVIDUAL OBJECTS TO THE RELEASE OF THIS INFORMATION, NO INFORMATION WILL BE DISCLOSED. IF THE INDIVIDUAL IS INCAPABLE OF MAKING A DECISION, THE NOK WILL MAKE THOSE DECISIONS UNLESS AND UNTIL THE INDIVIDUAL REGAINS THAT CAPABILITY.

4.C.2. THE DISCLOSURE BY A HEALTH CARE PROVIDER OF ANY OTHER PERSONALLY IDENTIFIABLE HEALTH INFORMATION REQUIRES SPECIFIC WRITTEN PATIENT AUTHORIZATION IAW REF A.

4.D. AFTER THE INITIAL RELEASE, THE SERVICES MAY RELEASE ADDITIONAL INFORMATION ON CASUALTIES, CONSISTENT WITH THE PRIVACY ACT, OPERATIONAL SECURITY AND SERVICE REGULATIONS, AND REF. A TO THE EXTENT PERSONALLY IDENTIFIABLE HEALTH INFORMATION IS INVOLVED.

GENERALLY RELEASABLE INFORMATION INCLUDES BIOGRAPHICAL DATA, SUCH AS MAJOR UNIT, AWARDS, SERVICE OR JOB SPECIALTY, PROFESSIONAL MILITARY EDUCATION, AGE, LENGTH OF SERVICE, AND ANY OTHER INFORMATION RELEASABLE UNDER THE PRIVACY ACT AND REF A.

4.E. CASUALTIES EVACUATED TO OCONUS/CONUS HOSPITALS FOR TREATMENT WILL BECOME THE RESPONSIBILITY OF THE APPROPRIATE SERVICE FOR REPORTING PURPOSES. CONSISTENT WITH PARA 4.C (INCLUDING SUBPARAGRAPHS C.1.AND C.2) SERVICE PUBLIC AFFAIRS OFFICES WILL PROVIDE OASD(PA) PATIENT STATUS REPORTS AS REQUESTED. CONSISTENT WITH PARA. 4.C.1., FURTHER RELEASE OF INFORMATION ABOUT A SPECIFIC PATIENT MAY BE MADE ONLY WITH THE PATIENT'S CONSENT, OR, IF THE PATIENT IS INCAPABLE OF GRANTING CONSENT, BY THE NOK.

4.F. THERE WILL BE NO ARRIVAL CEREMONIES FOR, OR MEDIA COVERAGE OF, DECEASED MILITARY PERSONNEL RETURNING TO OR DEPARTING FROM RAMSTEIN AB OR DOVER AFB, TO INCLUDE INTERIM STOPS. THIS PROHIBITION ON MEDIA COVERAGE OF MOVEMENT OF REMAINS INCLUDES THE MOVEMENT OF REMAINS AT ANY POINT (E.G., FROM TREATMENT FACILITY TO TRANSPORT, FROM TRANSPORT TO INTERIM STOP, FROM INTERIM STOP TO AIRLIFT, FROM AIRLIFT TO MORTUARY, ETC.) UNITS WILL MAKE DECISIONS ON MEMORIAL SERVICES AT THE DUTY OR HOME STATION.

4.G. THE USAMAAE PA AND DOVER AFB PA OFFICES, AS WELL AS THE ARMED FORCE INSTITUTE OF PATHOLOGY (AFIP) PAO, MAY RESPOND TO MEDIA INQUIRIES ABOUT THE MORTUARY FACILITIES AND THE GENERAL PROCESS INVOLVED WHEN REMAINS ARE RETURNED THROUGH THE FACILITIES. SERVICE SPECIFIC QUESTIONS, INCLUDING INFORMATION ABOUT SPECIFIC FATALITIES, SHOULD BE REFERRED TO THAT SERVICE'S PA OFFICE. ALL ANSWERS TO SENSITIVE QUESTIONS ABOUT THE PROCESSING OF REMAINS AND TRANSPORTATION SHOULD BE COORDINATED WITH OASD(PA) PRIOR TO RELEASE.

4.H. OASD(PA) HAS THE ULTIMATE RESPONSIBILITY FOR ANSWERING MEDIA INQUIRIES ABOUT CASUALTY AND MORTUARY AFFAIRS ISSUES, INCLUDING CASUALTY ESTIMATES, MORTUARY AFFAIRS, NUMBERS OF REMAINS POUCHES AND TRANSFER CASES, ADEQUATE MEDICAL CARE, NUMBERS OF MEDICAL FACILITIES DEPLOYED IN SUPPORT OF MILITARY OPERATIONS, AND BURIAL SERVICES. IF MEDIA INQUIRIES ABOUT GENERAL CASUALTY AND MORTUARY AFFAIRS ISSUES ARE RECEIVED AND THE ANSWERS ARE KNOWN AND RELEASABLE, THE QUESTIONS SHOULD BE ANSWERED BY THE DESIGNATED SERVICE SPOKESPERSON. SERVICES MAY ANSWER SERVICE-SPECIFIC INQUIRIES. SENSITIVE ISSUES THAT HAVE DOD-WIDE IMPLICATIONS OR QUESTIONS THAT CANNOT BE ANSWERED AT THE SERVICE LEVEL SHOULD BE REFERRED TO OASD(PA).

4.I. U.S. DECEASED PERSONNEL -- KIA (KILLED IN ACTION) AND DWRIA (DIED OF WOUNDS RECEIVED IN ACTION):

4.I.1. AFTER THE INITIAL RELEASE, THE SERVICES MAY ALSO RELEASE THE NAMES, MAJOR UNIT TO WHICH ASSIGNED, AND, IN ACCORDANCE WITH THE PRIVACY ACT, ANY ADDITIONAL INFORMATION ABOUT THE SERVICEMEMBER(S).

4.I.2. REF. A PROTECTIONS CONTINUE TO APPLY AFTER DEATH. PERSONALLY IDENTIFIABLE HEALTH INFORMATION MAY NOT BE DISCLOSED EXCEPT AS OUTLINED IN PARA 4.C., WITH NOK ACTING AS THE DECISION-MAKER.

4.J. RELEASE OF INFORMATION ON ALL OTHER CATEGORIES OF U.S. CASUALTIES WILL BE AS FOLLOWS:

4.J.1. UNACCOUNTED-FOR PERSONNEL (DUSTWUN), PRISONERS OF WAR/MISSING IN ACTION (POW/MIA) AND DETAINEES :

4.J.1.A. OASD(PA) IS THE INITIAL RELEASE AUTHORITY FOR NUMBERS IN THESE CATEGORIES, AS WELL AS, AFTER NOK NOTIFICATION, THE SERVICE, RANK, AGE, HOME OF RECORD, AND NAME OF POWS/DETAINEES. FOR OPERATIONAL SECURITY, PERSONAL INFORMATION (SERVICE, RANK, NAME & AGE) OF MIAs WILL NOT BE RELEASED UNTIL THEIR STATUS IS DETERMINED. THIS INFORMATION IS WITHHELD TO PROTECT NOK, AND TO FACILITATE ONGOING ATTEMPTS TO RECOVER MISSING PERSONNEL WHEN POSSIBLE.

4.J.1.B. MIA AND DETAINEE NUMBERS MAY BE RELEASED BY THE SERVICES ONLY AFTER RELEASE BY OASD(PA).

4.J.1.C. DUSTWUN. DUSTWUN (DUTY STATUS UNKNOWN) IS A PERSONNEL TERM USED AS A TRANSITORY CASUALTY STATUS WHEN THE RESPONSIBLE COMMANDER SUSPECTS A SERVICEMEMBER MAY BE A CASUALTY WHOSE ABSENCE IS INVOLUNTARY, BUT DOES NOT FEEL SUFFICIENT EVIDENCE CURRENTLY EXISTS TO MAKE A DEFINITE DETERMINATION OF MISSING OR DECEASED. SEE THE DEFINITION AT PARA. 8.7.

4.J.2. WOUNDED IN ACTION, INJURED, AND ILL PERSONNEL:

4.J.2.A. ONCE NOK HAVE BEEN NOTIFIED, SERVICES MAY RELEASE NAMES AND SERVICE-SPECIFIC INFORMATION ABOUT THE TYPES OF INJURIES, IN ACCORDANCE WITH THE PRIVACY ACT, REF A (PARA 4.C. ABOVE) AND SERVICE REGULATIONS. NUMBERS MAY BE RELEASED BY THE SERVICES ONLY AFTER INITIAL RELEASE BY THE SUPPORTED COMBATANT COMMAND PA.

4.J.2.B. SERVICES WILL PROVIDE OASD(PA) NUMERICAL CATEGORIC DATA ABOUT WIA, INJURED, AND ILL SERVICEMEMBERS WHEN REQUESTED AND TO THE EXTENT CONSISTENT WITH THE PRIVACY ACT AND REF A. OASD(PA) WILL RELEASE THIS INFORMATION ONLY IN RESPONSE TO QUERY. NUMERICAL CATEGORIC DATA IS THE NUMBER OF INDIVIDUALS IN THE WIA, INJURED AND ILL CATEGORIES. TO COMPLY WITH REF A. AND THE PRIVACY ACT, THIS DATA WILL NOT CONTAIN REFERENCES TO OR OTHER INFORMATION THAT MIGHT IDENTIFY SPECIFIC INDIVIDUALS.

5. RELEASE OF INFORMATION CONCERNING DOD CONTRACTORS:

5.A. CONTRACTOR CASUALTY NUMBERS WILL BE HANDLED IN THE SAME MANNER AS NOTED IN PARA. 4.B.

5.B. RELEASE OF NAMES AND OTHER INFORMATION WILL BE ACCOMPLISHED BY THE ORGANIZATION/COMPANY/CONTRACTOR BY WHICH THE INDIVIDUAL WAS EMPLOYED.

6. MEDIA GUIDELINES. COMMANDERS WILL FACILITATE MEDIA COVERAGE OF CASUALTIES CONSISTENT WITH PUBLISHED GUIDANCE. THE FOLLOWING PROCEDURES AND POLICIES APPLY, BOTH IN AND OUT OF THEATER:

6.A. GENERAL.

6.A.1. DOD PHOTOGRAPHY OF SERVICEMEMBERS WOUNDED OR KILLED IN ACTION WHERE THE INDIVIDUAL MAY BE CLEARLY IDENTIFIED WILL NOT BE RELEASED. PHOTOS OF THOSE KILLED OR WOUNDED, IN WHICH THE CASUALTY IS NOT IDENTIFIABLE MAY BE RELEASED, HOWEVER, INFORMATION CONCERNING THE

TIME OR CIRCUMSTANCE OF THE PHOTO WILL ONLY BE RELEASED IN GENERAL TERMS (I.E. MORNING OR AFTERNOON; MINE ACCIDENT, TRAFFIC ACCIDENT, MORTAR ATTACK, BOMBING, ETC.).

6.A.2. MEDIA REPRESENTATIVES WILL BE REMINDED OF THE SENSITIVITY OF USING NAMES OF INDIVIDUAL CASUALTIES, OR PHOTOGRAPHS THEY MAY HAVE TAKEN WHICH CLEARLY IDENTIFY CASUALTIES, UNTIL AFTER NOTIFICATION OF THE NOK, OR AFTER 72 HOURS, WHICHEVER IS SOONER. PHOTOGRAPHY FROM A DISTANCE OR ANGLE AT WHICH A CASUALTY CANNOT BE IDENTIFIED IS PERMISSIBLE.

6.A.3. MEDIA VISITS TO MEDICAL FACILITIES WILL BE IN ACCORDANCE WITH APPLICABLE REGULATIONS, STANDING OPERATING PROCEDURES, OPERATIONS ORDERS AND INSTRUCTIONS BY ATTENDING PHYSICIANS. IF APPROVED, SERVICE OR MEDICAL FACILITY PA PERSONNEL MUST ESCORT MEDIA AT ALL TIMES.

6.B. SPECIFIC.

6.B.1. MEDIA COVERAGE OF WOUNDED, INJURED, AND ILL PERSONNEL:

6.B.1.A. THE GOVERNING CONCERNS ABOUT NEWS MEDIA COVERAGE OF WOUNDED, INJURED, AND ILL PERSONNEL IN MEDICAL TREATMENT FACILITIES ARE PATIENT WELFARE, PATIENT PRIVACY, AND NOK/FAMILY CONSIDERATIONS. MEDIA VISITS ARE AUTHORIZED TO MEDICAL CARE FACILITIES, BUT MUST BE APPROVED BY THE MEDICAL FACILITY COMMANDER AND ATTENDING PHYSICIAN AND MUST NOT INTERFERE WITH MEDICAL TREATMENT. REPORTERS MAY VISIT THOSE AREAS DESIGNATED BY THE FACILITY COMMANDER, BUT WILL NOT BE ALLOWED IN OPERATING ROOMS DURING OPERATING PROCEDURES. PA ESCORT IS REQUIRED FOR ALL MEDIA VISITS TO MEDICAL FACILITIES.

6.B.1.B. REQUESTS TO VISIT MEDICAL CARE FACILITIES IN THEATER WILL BE COORDINATED BY THE THEATER COMBATANT COMMAND PA. REQUESTS TO VISIT MEDICAL FACILITIES IN CONUS WILL BE COORDINATED BY SERVICE PUBLIC AFFAIRS WHO MAY FURTHER DELEGATE APPROVAL AUTHORITY.

6.B.1.C. PERMISSION TO INTERVIEW OR PHOTOGRAPH A PATIENT WILL BE GRANTED ONLY WITH THE CONSENT OF THE ATTENDING PHYSICIAN OR FACILITY COMMANDER AND WITH THE PATIENT'S INFORMED CONSENT, WITNESSED BY THE PA ESCORT. "INFORMED CONSENT" MEANS THE PATIENT UNDERSTANDS HIS OR HER PICTURE AND COMMENTS ARE BEING COLLECTED FOR NEWS MEDIA PURPOSES AND THEY MAY APPEAR NATIONWIDE IN NEWS MEDIA REPORTS. THE ATTENDING PHYSICIAN OR PA WILL ADVISE THE SERVICEMEMBER IF NOK HAVE BEEN NOTIFIED.

6.B.1.D. INFORMATION THAT MAY BE PROVIDED TO THE MEDIA.

6.B.1.D.1. IN ACCORDANCE WITH THE PRIVACY ACT, THE FOLLOWING INFORMATION MAY BE FURNISHED TO THE MEDIA WITHOUT THE PATIENT'S CONSENT AFTER NOK NOTIFICATION:

6.B.1.D.1.A. BIOGRAPHICAL DATA NOT DIRECTLY RELATED TO MEDICAL TREATMENT, SUCH AS UNIT, AWARDS, SERVICE OR JOB SPECIALTY, PROFESSIONAL MILITARY EDUCATION, AGE, LENGTH OF SERVICE, AND ANY OTHER INFORMATION RELEASABLE UNDER THE PRIVACY ACT.

6.B.1.D.1.B. PERSONALLY IDENTIFIABLE HEALTH INFORMATION MAY ONLY BE

DISCLOSED IAW REF A (SEE PARA 4.C.).

6.B.1.E. NEWS MEDIA REQUESTS TO TRAVEL ABOARD MEDICAL FLIGHTS (ESPECIALLY TO CONUS) WILL BE CONSIDERED ON A CASE-BY-CASE BASIS AND WILL REQUIRE APPROVAL OF THE SUPPORTED COMBATANT COMMAND/PA, OASD(PA), THE APPLICABLE SERVICE SURGEON GENERAL, AND AIR MOBILITY COMMAND.

6.B.1.F. COVERAGE OF THE ARRIVAL OF MEDICAL FLIGHTS TO CONUS WILL FOLLOW ESTABLISHED STANDARDS; I.E., PHOTO COVERAGE FROM A SUITABLE DISTANCE, PRESERVING PRIVACY OF PATIENT IDENTITY. INTERVIEWS WILL NOT BE PERMITTED AT THE ARRIVAL SITE OR DURING TRANSFER OF PATIENTS FROM AIRCRAFT TO MEDICAL FACILITIES.

6.B.2. INTERVIEWS WITH RETURNING U.S. POWS/DETAINEES:

6.B.2.A. INTERVIEWS AND NEWS CONFERENCES WITH RETURNED U.S. POWS/DETAINEES WILL NOT BE GRANTED UNLESS AUTHORIZED BY OASD(PA). MEDIA CONTACT WILL TAKE PLACE ONLY AFTER RETURNING PERSONNEL RECEIVE MEDICAL EVALUATION AND APPROPRIATE BRIEFINGS AND DEBRIEFINGS. THE JOINT PERSONNEL RECOVERY AGENCY (JPRA) WILL BE COORDINATED WITH CONCERNING MEDIA INTERACTION WITH RETURNED DETAINEES.

6.B.2.B. RETURNING PERSONNEL WILL BE BRIEFED BEFORE MEETING WITH THE MEDIA AND ADVISED TO CONSIDER OPERATIONAL SECURITY, THE WELFARE OF OTHER RETURNED PERSONNEL AND THEIR FAMILIES, AND THE SAFETY OF OTHER POWS/DETAINED PERSONNEL WHEN MAKING THEIR REMARKS.

7. QUESTIONS AND ANSWERS:

Q1. WHEN THE REMAINS OF A SERVICEMEMBER IS RETURNED TO CONUS, WHO IS RESPONSIBLE FOR PROCURING A CASKET FOR BURIAL SERVICES? IF THE FAMILY OF THE DECEASED IS RESPONSIBLE AND THE DECEASED HAS NO FAMILY OR MEANS TO PROCURE A CASKET FOR BURIAL, DOES DOD BUY A CASKET FOR BURIAL?

A1. UPON RETURN OF THE REMAINS TO THE PORT OF ENTRY MORTUARY, THE FAMILY, WORKING WITH THE SERVICE OF THE DECEASED, WILL MAKE DECISIONS ABOUT THE FINAL BURIAL ARRANGEMENTS, INCLUDING WHO WILL ASSUME RESPONSIBILITY FOR PREPARATIONS OF THE REMAINS AND ASSOCIATED COSTS. THE PERSON AUTHORIZED TO DIRECT DISPOSITION OF REMAINS IS COUNSELED ABOUT GOVERNMENT BURIAL BENEFIT ENTITLEMENTS, INCLUDING OPTIONS FOR BURIAL IN A NATIONAL CEMETERY WITH DOD-FURNISHED CASKET AND HEADSTONE. IF THERE ARE NO NOK, THE SECRETARY OF THE MILITARY DEPARTMENT CONCERNED WILL PAY FOR AND TAKE CARE OF ARRANGEMENTS.

Q2. WHAT ARE THE DIFFERENCES BETWEEN A CASKET, A REMAINS POUCH, AND A TRANSFER CASE?

A2. REMAINS POUCHES ARE NORMALLY USED AS A TEMPORARY MEANS OF TRANSPORTING REMAINS FROM ONE LOCATION TO ANOTHER WITHIN THE AREA OF OPERATIONS. TRANSFER CASES ARE USED TO TRANSPORT REMAINS ABOARD MILITARY AIRCRAFT. CASKETS ARE USED FOR BURIAL.

Q3. WHO IS RESPONSIBLE FOR NOTIFYING THE NOK ABOUT A DEATH OR OTHER CASUALTY?

A3. EACH SERVICE IS RESPONSIBLE FOR NOTIFICATION OF NOK. SERVICES HAVE ORGANIZED PROCEDURES FOR ENSURING EXPEDITIOUS AND PERSONAL NOTIFICATION. CONTACT THE APPROPRIATE SERVICE PERSONNEL COMMAND FOR

DETAILS.

Q4. WHERE WILL THE REMAINS ENTER THE UNITED STATES?

A4. CURRENT PLANS ARE FOR ALL REMAINS TO BE RETURNED TO DOVER AFB, DEL.; OR BE SHIPPED DIRECTLY TO THE SERVICING FUNERAL HOME FROM USAMAAE, LANDSTUHL, GERMANY.

Q5. WILL THERE BE ARRIVAL CEREMONIES AT DOVER AFB? AT LANDSTUHL?

A5. NO. SERVICEMEMBERS WILL RECEIVE PROPER HONORS FOR THEIR SERVICE TO THEIR COUNTRY AT THE INTERMENT SITE. ANY MEMORIAL SERVICES ARE THE RESPONSIBILITY OF THE SERVICEMEMBERS' UNIT.

Q6. WILL NOK BE PROVIDED MILITARY TRANSPORTATION TO VISIT A SERVICEMEMBER WHO IS EVACUATED TO A MEDICAL FACILITY OUT OF THE THEATER OF OPERATIONS?

A6. THE PRIMARY NOK MAY BE ISSUED INVITATIONAL TRAVEL ORDERS IF THE ATTENDING PHYSICIAN DETERMINES IT IS ESSENTIAL TO THE RECOVERY OF THE PATIENT, AND THIS IS VERIFIED BY THE HOSPITAL COMMANDER. AS PART OF THIS PROCESS, DOD PAYS FOR THE TRANSPORTATION.

Q7. ARE THE FAMILIES OF DECEASED SERVICEMEMBERS PROVIDED ADMINISTRATIVE ASSISTANCE?

A7. YES, A CASUALTY ASSISTANCE OFFICER IS ASSIGNED TO HELP THE NOK WITH THE BURIAL PROCESS AND TO ENSURE NOK ARE AWARE OF AND GAINS ACCESS TO ANY ENTITLEMENTS.

7.1. MISSING, ISOLATED, OR CAPTURED/DETAINED

Q8. WHAT ARE THE NAMES OF THOSE MISSING OR HELD CAPTIVE/DETAINED?

A8. FOR OPERATIONAL REASONS, WE WILL NOT DISCLOSE THE IDENTITIES OF MISSING OR RESCUED PERSONNEL WHILE WE ARE ENGAGED IN HOSTILITIES. TO DO SO WOULD PUT THEM AT INCREASED RISK. THE NAMES OF PERSONNEL THAT ARE CONFIRMED TO BE CAPTURED OR DETAINED WILL BE RELEASED AT THE APPROPRIATE TIME.

Q9. WHAT WERE THEY DOING WHEN THEY WERE (LOST, CAPTURED, ETC.)?

A9. THEY WERE PARTICIPATING IN A MISSION RELATED TO OPERATION IRAQI FREEDOM. WE WILL NOT DISCUSS THE OPERATIONAL ASPECTS OF THIS MISSION FOR SECURITY REASONS.

Q10. WHAT WERE THE CIRCUMSTANCES WHEN THEY WENT MISSING / DETAINED / CAPTURED?

A10. THERE WILL BE/THERE IS AN INVESTIGATION INTO THE CIRCUMSTANCES; WE WILL NOT SPECULATE OR COMMENT ON THAT UNTIL PRELIMINARY INVESTIGATIONS HAVE BEEN COMPLETED AND THE DETAILS RELEASED.

Q11. DO WE KNOW WHERE THEY ARE BEING HELD?

A11. WHAT WE MAY KNOW ABOUT THEIR LOCATION IS A MATTER OF OPERATIONAL SECURITY AND WILL NOT BE DISCUSSED.

Q12. WHAT IS THEIR CONDITION?

A12. WE WILL PROVIDE INFORMATION ON THEIR CONDITION, IF KNOWN. (ADD ANY SUCH INFORMATION HERE.)

Q13. (IF CAPTURED/DETAINED) HOW DO YOU EXPECT YOUR PEOPLE TO BE TREATED?

A13A. (IF ILLEGALLY DETAINED) WE EXPECT THEM TO BE RELEASED IMMEDIATELY. UNTIL THAT HAPPENS, WE EXPECT THEIR CAPTORS TO TREAT

THEM HUMANELY.

A13B. (IF CAPTURED AND A POW) WE EXPECT OUR PEOPLE TO BE TREATED IN ACCORDANCE WITH THE GENEVA CONVENTIONS. AS SUCH, THEIR CAPTORS ARE PROHIBITED FROM TORTURING, PHYSICALLY ABUSING AND/OR DEPRIVING OUR PEOPLE OF FOOD, WATER AND MEDICINE. POWS ARE ALSO GUARANTEED CONTACT WITH THE INTERNATIONAL COMMITTEE OF THE RED CROSS/RED CRESCENT.

Q14. WHAT TRAINING DO U.S. SERVICE MEMBERS UNDERGO TO DEAL WITH CAPTIVITY?

A14. ALL SERVICE MEMBERS RECEIVE TRAINING ON THE U.S. MILITARY CODE OF CONDUCT, WHICH IS A MORAL GUIDE THAT HELPS MILITARY PERSONNEL ABIDE BY THE TENANTS OF THE GENEVA CONVENTIONS, AND TO SURVIVE AND RETURN WITH HONOR. THEY ARE ALSO BRIEFED ON THEIR RIGHTS AS PRISONERS OF WAR UNDER THE GENEVA CONVENTIONS.

Q15. WHAT IS BEING DONE FOR THE FAMILIES OF THESE INDIVIDUALS?

A15. THE MILITARY SERVICES PLACE GREAT EMPHASIS ON PROVIDING SUPPORT TO THESE FAMILIES. FAMILIES OF MISSING OR DETAINED SERVICE MEMBERS ARE AFFORDED THE APPROPRIATE AND ESSENTIAL CARE BEFITTING THE SITUATION, INCLUDING ENHANCED COMMUNICATIONS TO PROVIDE THEM WITH THE MOST CURRENT INFORMATION POSSIBLE.

Q16. WHAT ARE YOU DOING TO ENSURE THE SAFETY AND RETURN OF THESE PEOPLE?

A16. WE ARE DOING EVERYTHING WE CAN TO ENSURE THE SAFETY AND RETURN OF OUR PEOPLE. GOING INTO ANY SPECIFICS COULD COMPROMISE OUR ACTIVITIES AND PLACE OUR PEOPLE IN UNNECESSARY DANGER.

7.2. RECOVERY (RESCUE) AND REPATRIATION.

Q17. WHO WAS RECOVERED (RESCUED) OR RETURNED?

A17. FOR OPERATIONAL REASONS, WE WILL NOT DISCLOSE THE IDENTITIES OF RECOVERED (RESCUED) PERSONNEL WHILE WE ARE ENGAGED IN HOSTILITIES. TO DO SO WOULD PUT THEM AT INCREASED RISK.

Q18. HOW WERE THEY RECOVERED (RESCUED)/RETURNED)? WHERE WERE THEY RECOVERED (RESCUED) OR RETURNED FROM?

A18. IN GENERAL, WE WILL NOT DISCUSS OPERATIONAL DETAILS SURROUNDING THE RESCUE OR RECOVERY OF DETAINED INDIVIDUALS TO PRESERVE OPERATIONAL SECURITY.

Q19. WHAT ABOUT FUTURE RECOVERY (RESCUE) ATTEMPTS?

A19. WE WILL NOT DISCUSS FUTURE RESCUE OR RECOVERY MISSIONS TO MAINTAIN OPERATIONAL SECURITY. HOWEVER, IT IS IMPORTANT TO REMIND EVERYONE THAT THE U.S. HAS A FORMIDABLE CAPABILITY TO RECOVER CAPTURED OR DETAINED INDIVIDUALS, AND WILL USE THE MOST APPROPRIATE MEANS TO ACHIEVE THEIR RELEASE AND RETURN.

Q20. WHAT IS REPATRIATION?

A20. REPATRIATION IS THE DECOMPRESSION/DEBRIEFING AND REINTEGRATION OF THE RETURNEE. THIS PROCESS INCLUDES SEVERAL CRITICAL PHASES THAT MUST BE UNDERTAKEN TO CONDUCT THE NECESSARY POST-MISSION DEBRIEFINGS OF PERSONNEL AND TO ENSURE THE POTENTIALLY DAMAGING EFFECTS OF POST-TRAUMATIC STRESS AND FAMILY ADJUSTMENT ISSUES ARE ADDRESSED. MEDIA AVAILABILITY AND OTHER ACTIVITIES REMAIN SUBORDINATE TO MAINTAINING OPERATIONAL SECURITY AND PROVIDING CARE AND SUPPORT TO THE RETURNEES AND THEIR FAMILIES. A FACT SHEET COVERING THE DETAILS

OF THIS REPATRIATION PROCESS, INCLUDING AN ESTIMATED TIMELINE FOR EACH PHASE CAN BE PROVIDED ON REQUEST.

8. DEFINITIONS.

- 8.1. CAPTURED: PERSONNEL SEIZED AS A RESULT OF THE ACTIONS OF AN UNFRIENDLY MILITARY OR PARAMILITARY FORCE IN A FOREIGN COUNTRY.
- 8.2. CASUALTY - ANY PERSON WHO IS LOST TO THE ORGANIZATION BY HAVING BEEN DECLARED DEAD, OR IN DUTY STATUS OF WHEREABOUTS UNKNOWN, MISSING, ILL, OR INJURED.
- 8.3. CASUALTY CATEGORY - A TERM USED TO SPECIFICALLY CLASSIFY A CASUALTY FOR REPORTING PURPOSES BASED UPON THE CASUALTY TYPE AND THE CASUALTY STATUS. CASUALTY CATEGORIES INCLUDE KILLED IN ACTION, DIED OF WOUNDS RECEIVED IN ACTION, AND WOUNDED IN ACTION.
- 8.4. CASUALTY TYPE - A TERM USED TO IDENTIFY A CASUALTY FOR REPORTING PURPOSES AS EITHER A HOSTILE CASUALTY OR A NONHOSTILE CASUALTY.
- 8.5. DETAINED - PREVENTED FROM PROCEEDING OR RESTRAINED IN CUSTODY FOR ALLEGED VIOLATION OF INTERNATIONAL LAW OR OTHER REASON CLAIMED BY A GOVERNMENT OR GROUP UNDER WHICH THE PERSON IS HELD.
- 8.6. DIED OF WOUNDS RECEIVED IN ACTION - A CASUALTY CATEGORY APPLICABLE TO A HOSTILE CASUALTY, OTHER THAN THE VICTIM OF A TERRORIST ACTIVITY, WHO DIES OF WOUNDS OR OTHER INJURIES RECEIVED IN ACTION AFTER HAVING REACHED A MEDICAL TREATMENT FACILITY. ALSO CALLED DWRIA.
- 8.7. DUTY STATUS UNKNOWN - A TRANSITORY CASUALTY STATUS, APPLICABLE ONLY TO MILITARY PERSONNEL, THAT IS USED WHEN THE RESPONSIBLE COMMANDER SUSPECTS THE MEMBER MAY BE A CASUALTY WHOSE ABSENCE IS INVOLUNTARY, BUT DOES NOT FEEL SUFFICIENT EVIDENCE CURRENTLY EXISTS TO MAKE A DEFINITE DETERMINATION OF MISSING OR DECEASED. ALSO CALLED DUSTWUN.
- 8.8. HOSTILE CASUALTY - A PERSON WHO IS THE VICTIM OF A TERRORIST ACTIVITY OR WHO BECOMES A CASUALTY "IN ACTION." "IN ACTION" CHARACTERIZES THE CASUALTY AS HAVING BEEN THE DIRECT RESULT OF HOSTILE ACTION, SUSTAINED IN COMBAT OR RELATING THERETO, OR SUSTAINED GOING TO OR RETURNING FROM A COMBAT MISSION PROVIDED THAT THE OCCURRENCE WAS DIRECTLY RELATED TO HOSTILE ACTION. INCLUDED ARE PERSONS KILLED OR WOUNDED MISTAKENLY OR ACCIDENTALLY BY FRIENDLY FIRE DIRECTED AT A HOSTILE FORCE OR WHAT IS THOUGHT TO BE A HOSTILE FORCE.
- 8.9. ILLEGALLY DETAINED: CAPTURED OR DETAINED BY A GROUP NOT RECOGNIZED AS A STATE OR GOVERNMENT ENTITY.
- 8.10. KILLED IN ACTION - A CASUALTY CATEGORY APPLICABLE TO A HOSTILE CASUALTY, OTHER THAN THE VICTIM OF A TERRORIST ACTIVITY, WHO IS KILLED OUTRIGHT OR WHO DIES AS A RESULT OF WOUNDS OR OTHER INJURIES BEFORE REACHING A MEDICAL TREATMENT FACILITY. ALSO CALLED KIA.
- 8.11. MISSING: INDIVIDUALS NOT PRESENT FOR DUTY DUE TO APPARENT

INVOLUNTARY REASONS AND THEIR LOCATION IS UNKNOWN.

8.12. MISSING IN ACTION: NOT PRESENT DUE TO HOSTILE ACTIVITY AND THEIR LOCATION IS UNKNOWN.

8.13. NONHOSTILE CASUALTY - A PERSON WHO BECOMES A CASUALTY DUE TO CIRCUMSTANCES NOT DIRECTLY ATTRIBUTABLE TO HOSTILE ACTION OR TERRORIST ACTIVITY. THE TERM INCLUDES INJURIES FROM ACCIDENTS AND ILLNESSES DUE TO ORGANIC HEALTH CONDITIONS (E.G., HEART ATTACK, STROKES, ETC.)

8.14. PERSONNEL RECOVERY: ALL POLITICAL, MILITARY, OR CIVIL EFFORTS TO OBTAIN THE RELEASE OR RECOVERY OF PERSONNEL, MILITARY OR CIVILIAN, WHO ARE CAPTURED, MISSING, OR ISOLATED WHILE PARTICIPATING IN A GOVERNMENT ASSIGNED MISSION.

8.15. REPATRIATION: THE PROCESS OF RETURNING U.S. MILITARY, DOD CIVILIAN EMPLOYEES, AND DOD CONTRACTOR EMPLOYEES WHO HAVE BEEN PRISONERS OF WAR (POW), HELD HOSTAGE BY TERRORISTS INSIDE OR OUTSIDE THE CONTINENTAL UNITED STATES, DETAINED IN PEACETIME BY A HOSTILE FOREIGN GOVERNMENT, EVADING ENEMY CAPTURE, OR WERE OTHERWISE MISSING UNDER HOSTILE CONDITIONS. THE TERM MAY ALSO BE USED FOR THE RETURN OF REMAINS.

8.16. WOUNDED IN ACTION - A CASUALTY CATEGORY APPLICABLE TO A HOSTILE CASUALTY, OTHER THAN THE VICTIM OF A TERRORIST ACTIVITY, WHO HAS INCURRED AN INJURY DUE TO AN EXTERNAL AGENT OR CAUSE. THE TERM ENCOMPASSES ALL KINDS OF WOUNDS AND OTHER INJURIES INCURRED IN ACTION.

9. OASD(PA) POC IS THE PRESS DESK, DSN 227-5131, CMCL (703) 697-5131, E-MAIL NEWSDESK@OSD.MIL.

ATTACHED

**RELEASE, INDEMNIFICATION, AND HOLD HARMLESS AGREEMENT
AND
AGREEMENT NOT TO SUE**

1. The United States of America (the "Government"), acting by and through the Department of Defense, believes it to be mutually beneficial to both the Government and news media organizations ("media organizations") to place selected news media organization employees ("media employees") with selected military units ("military units") for the purpose of providing news media coverage before, during, and after military operations. The placement of media employees with military units is referred to in this Agreement as "embedding" or the "embedding process" and will require media employees to live, travel, eat, sleep, and conduct all professional and personal activities with the military unit to which the media employees are "embedded."

2. Definitions.

a. The term "Government" means the United States Government, including its departments, subdivisions, agencies, instrumentalities, officers, employees (including military and civilian personnel), servants, contractors, volunteers, and agents.

b. The term "media organization" means the "media employee's" employer, a registered U.S. or foreign profit or not-for-profit organization, its successors, and assigns.

c. The term "media employee" means an employee or agent of a "media organization", his or her guardians, executors, administrators, heirs, and assigns.

3. Media organizations and media employees understand and agree that the embedding process will expose media employees to the same risks and hazards as those to which the military members of military units are exposed, including the extreme and unpredictable risks of war, combat operations, and combat support operations, as well as common and uncommon hazards of military living. Media organizations and media employees fully understand and appreciate the following:

a. The embedding process will expose media employees to all hazards of a military environment, including but not limited to the extreme and unpredictable hazards of war, combat operations, and combat support operations. The military environment is inherently dangerous and may result in death or personal injury of media employees or damage to personal property.

b. The embedding process may include strenuous and inherently dangerous activities, including transportation in, and close proximity to, military tactical vehicles, aircraft, watercraft, and other Government (and Government contracted) vehicles and may involve substantial risk of serious injury or death as the result of the media employee's own actions or inaction, the actions or inactions of others including agents, contractors, officers, service members, and employees of the Government, the conditions of the Government facility and the natural environment, the known or unknown condition of any government-furnished equipment, and the inherent dangers of war, combat operations, and combat support operations.

c. The embedding process requires media employees to be in overall good physical health and condition. Persons who are not in overall good physical health and condition should not participate in the embedding process. Media employees should consult their physicians prior to embedding to be certain they are qualified to do so. Persons with a history of heart or lung disease or conditions, or coronary disease, or other chronic or pervasive diseases or conditions may not participate. Likewise, those women currently pregnant may not participate. Anyone suffering from any injuries, conditions, ailments or pre-existing conditions that could be affected by the embedding process may not participate.

d. As part of the embedding process, the Government will make available anthrax and smallpox vaccinations to media employees, provided it is done at no cost to the Government (full reimbursement of all Government costs) and provided that the media employees sign an additional agreement regarding the risks involved. These vaccinations are voluntary and are not a prerequisite for participating in the embedding process. Media organizations and media employees agree, for those media employees choosing to receive the anthrax and smallpox vaccinations, that this Release, Indemnification, and Hold Harmless Agreement and Agreement Not to Sue specifically includes all risks and hazards associated with the smallpox and anthrax vaccinations, including any negative reactions, adverse effects, including the media employee's illness, infirmity, or death.

4. The media employee agrees to:

a. Participate in the embedding process and to follow the direction and orders of the Government related to such participation. The media employee further agrees to follow Government regulations. The media employee acknowledges that failure to follow any direction, order, regulation, or ground rule may result in the termination of the media employee's participation in the embedding process.

b. Voluntarily, willingly, and knowingly ASSUME ANY AND ALL RISKS, known and unknown, in any way associated with the embedding process, war, combat operations, and combat support operations.

c. RELEASE, INDEMNIFY, AND HOLD HARMLESS the Government from and against any claims, demands, actions, liens, rights, subrogated or contribution interests, debts, liabilities, judgments, costs, and attorney's fees, arising out of, claimed on account of, or in any manner predicated upon the media employee's participation in the embedding process, including any loss or damage to property or the personal injury or death of any person which may occur as a result of the media employee's participation in the embedding process, even where that loss, damage, personal injury, or death is caused or contributed to, in any manner, by the Government.

5. The media organization agrees to permit its media employees to participate in the embedding process. As a condition of being permitted to participate in the embedding process, the media organization agrees to RELEASE, INDEMNIFY, AND HOLD HARMLESS the Government from and against any claims, demands, actions, liens, rights, subrogated or contribution interests, debts, liabilities, judgments, costs, and attorney's fees arising out of, claimed on account of, or in any manner predicated upon the media employee's participation in the embedding process, including any loss or damage to property or the personal injury or death of any person, even where that loss, damage, personal injury, or death is caused or contributed to, in any manner, by the Government.

6. The media organization and media employee hereby covenant and agree they will never institute, prosecute or in any way aid in the institution or prosecution of any demand, claim or suit against the Government for any destruction, loss, or damage to the media organization's property or the media employee's property, or the personal injury or death of media employees which may occur as a result of the media employee's participation in the embedding process.

7. The media organization and media employee grant express, voluntary, and knowing consent to the rendering of all emergency medical or dental treatment that may, in the professional judgment of a Government medical or dental officer, become necessary while participating in the embedding process. Transportation to a definitive Government or commercial care facility may be required as an adjunct to authorized emergency medical or dental care. Persons receiving Government medical or dental care who are not otherwise eligible to receive such care shall be obligated to reimburse the Government.

8. The media organization and the media employee understand and agree that the Government may terminate the embedding process at any time and for any reason, as the Government determines appropriate in its sole discretion.

9. This Release, Indemnification, Hold Harmless Agreement and Agreement Not to Sue shall be interpreted according to federal law. It is to be construed as broadly and inclusively as is permitted by relevant federal law. If any portion of this document is held invalid, the balance shall continue in full force and effect.

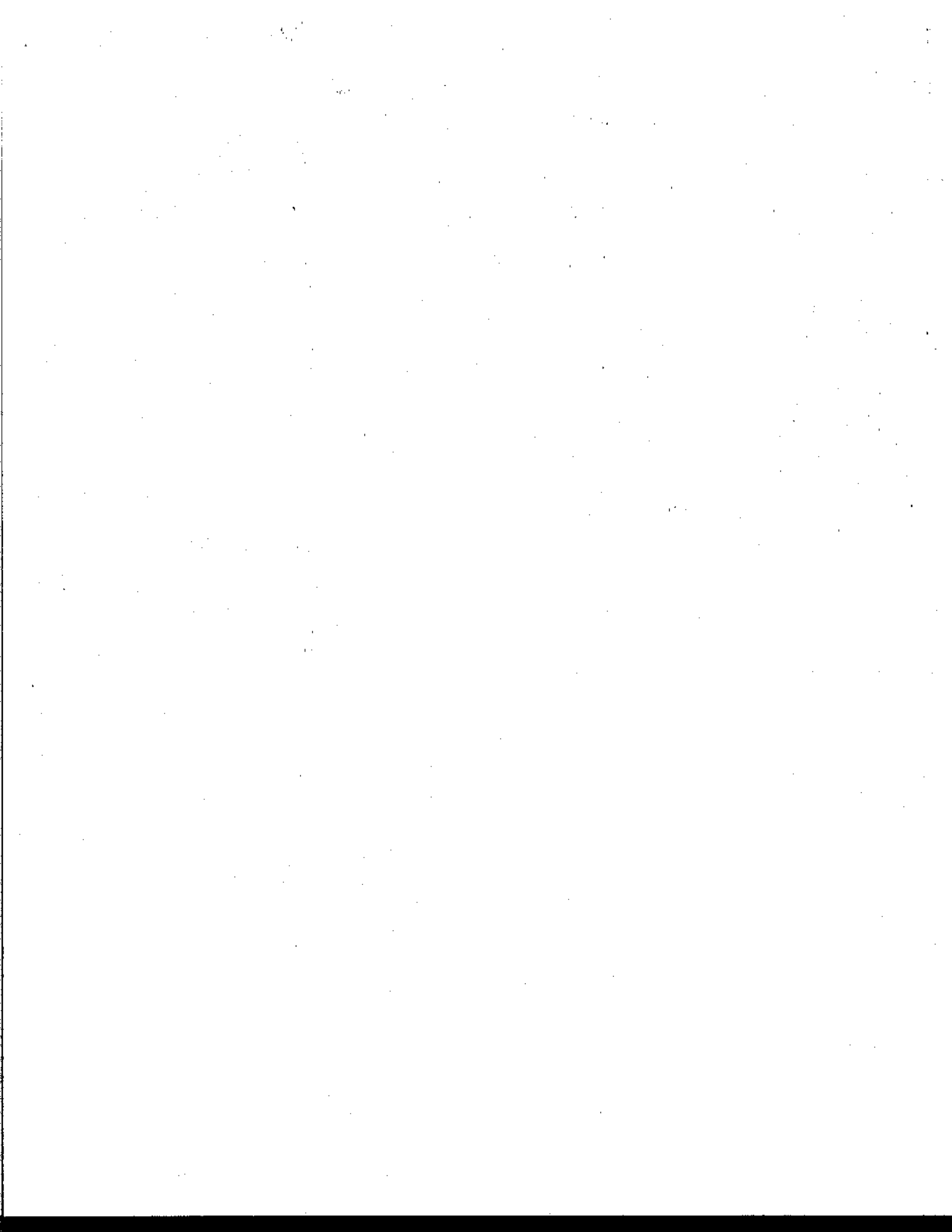
Media Employee's Signature

Date

Media Organization

Date

By: _____



R 090040Z MAR 03
FM SECDEF WASHINGTON DC//OASD-PA/DPO//
TO AIG 8777
INFO RUEKJCS/SECDEF WASHINGTON DC //OASD-PA/DPO//
RUEKJCS/SECDEF WASHINGTON DC //OASD-PA/CHAIRS//
RHEHNSC/NSC WASHINGTON DC//SCP//
RUEHC/SECSTATE WASHINGTON DC
RUEACMC/CMC WASHINGTON DC
RHMFIUU/CMC WASHINGTON DC

UNCLAS

SUBJECT: PUBLIC AFFAIRS GUIDANCE FOR POSSIBLE COMBAT OPERATIONS IN IRAQ

COMMANDS AND SERVICES: DISSEMINATE THIS MESSAGE TO ALL UNITS BELOW YOUR LEVEL.

1. REFERENCES: REF. A. SECDEF MSG, DTG 172200Z JAN 03, SUBJ: PUBLIC AFFAIRS GUIDANCE (PAG) FOR MOVEMENT OF FORCES INTO THE CENTCOM AOR FOR POSSIBLE FUTURE OPERATIONS. REF. B. SECDEF MSG, DTG 101900Z FEB 03, SUBJ: PUBLIC AFFAIRS GUIDANCE (PAG) ON EMBEDDING MEDIA DURING POSSIBLE FUTURE OPERATIONS/DEPLOYMENTS IN THE U.S. CENTRAL COMMANDS (CENTCOM) AREA OF RESPONSIBILITY (AOR). REF. C. CJCS MSG, DTG 211725Z FEB 03; SUBJ: COMMANDERS AND PUBLIC AFFAIRS

2. INTENT. MEDIA COVERAGE OF ANY FUTURE OPERATION WILL, TO A LARGE EXTENT, SHAPE DOMESTIC AND INTERNATIONAL PUBLIC PERCEPTION OF THE NATIONAL SECURITY ENVIRONMENT NOW AND IN THE YEARS AHEAD. WE MUST CORRECT DISINFORMATION/DISTORTIONS AS QUICKLY AS POSSIBLE -- WITHIN MINUTES, NOT HOURS. OUR PEOPLE IN THE FIELD NEED TO ASSERTIVELY TELL OUR STORY - ONLY COMMANDERS CAN ENSURE THE MEDIA HAVE ACCESS TO OUR FORCES. WE MUST ORGANIZE FOR AND FACILITATE NATIONAL AND INTERNATIONAL MEDIA ACCESS TO OUR FORCES, ESPECIALLY TO FRONT-LINE COMBAT OPERATIONS. THE PREFERRED METHOD OF ACCOMPLISHING THIS GOAL IS THROUGH EMBEDDING OF MEDIA WITH OUR FORCES (PER REF B); HOWEVER, EMBEDDING IS NOT THE ONLY METHOD AVAILABLE. INDEPENDENT COVERAGE BY LOCAL, NATIONAL AND INTERNATIONAL MEDIA WILL BE FACILITATED TO THE MAXIMUM EXTENT POSSIBLE, CONSISTENT WITH FORCE PROTECTION AND MISSION SECURITY. ALL COMMANDERS ARE HIGHLY ENCOURAGED TO AGGRESSIVELY REACH OUT TO MEDIA AT ALL LEVELS - LOCAL, REGIONAL, NATIONAL AND INTERNATIONAL -- TO BRING OUR STORY TO OUR NATION AND THE WORLD.

3. PURPOSE. THIS MESSAGE PROVIDES GENERAL PUBLIC AFFAIRS GUIDANCE FOR MEDIA AND COMBAT CAMERA COVERAGE OF COMBAT OPERATIONS IN IRAQ. REF B PROVIDES SPECIFIC GUIDANCE FOR EMBEDDED MEDIA.

4. PA APPROACH.

4.1. PRIOR TO ANNOUNCEMENT OF COMMENCEMENT OF COMBAT OPERATIONS, PUBLIC AFFAIRS POSTURE IS IAW REF A.

4.2. AT THE COMMENCEMENT OF OPERATIONS, EXTRA PRECAUTION WILL BE REQUIRED TO MAXIMIZE OPERATIONAL SURPRISE. LIVE BROADCASTS FROM AIRFIELDS, GROUND UNITS OR AFLOAT WILL BE PROHIBITED UNTIL THE SAFE RETURN OF THE INITIAL STRIKE PACKAGE OR UNTIL AUTHORIZED BY THE UNIT COMMANDER.

4.3. AFTER POTUS/SECDEF ANNOUNCEMENT OF COMMENCEMENT OF HOSTILITIES, EVERY EFFORT WILL BE MADE TO ACCOMMODATE MEDIA COVERAGE.

5. CPICS. COALITION PRESS INFORMATION CENTERS (CPICS) ARE/WILL BE ESTABLISHED AT HEADQUARTERS AND FORWARD BASING LOCATIONS (AS SALIYAH, QATAR AND KUWAIT CITY, KUWAIT) AND SUB-CPICS ARE/WILL BE ESTABLISHED AT PRINCE SULTAN AIR BASE, SAUDI ARABIA; MANAMAH, BAHRAIN; AKROTIRI, CYPRUS; AND INCIRLIK AIR BASE, TURKEY - BASED ON THE GEOPOLITICAL SITUATION -- TO ACCOMMODATE THE LARGE NUMBER OF ANTICIPATED MEDIA AND PROVIDE HEADQUARTERS-LEVEL OPERATIONAL INFORMATION ON A DAILY BASIS. ONCE COMBAT OPERATIONS COMMENCE, THE QATAR CPIC WILL HOLD DAILY OPERATIONAL UPDATE BRIEFINGS. THE CPICS WILL COORDINATE AN ORGANIZED FLOW OF BRIEFINGS AND REAL-TIME PRODUCTS FROM BOTH THE CPIC AND THE SUB-CPICS.

5.1. ADDITIONAL SUB-CPICS WILL BE ESTABLISHED AS REQUIRED TO SUPPORT FRONT-LINE OPERATIONS AND TO COMPLEMENT THE CPIC WITH TACTICAL UPDATES.

6. MEDIA COVERAGE. COMMANDERS WILL ENSURE THAT MEDIA REPRESENTATIVES ARE PROVIDED EVERY OPPORTUNITY TO OBSERVE COMBAT OPERATIONS, AS WELL AS PREPARATIONS AND SUPPORTING ACTIONS. THE PERSONAL SAFETY OF CORRESPONDENTS IS NOT A REASON TO EXCLUDE THEM FROM COMBAT AREAS. UNIT PUBLIC AFFAIRS OFFICES MUST BE PREPARED TO PROVIDE ROLLING OPERATIONAL UPDATES TO THE CPIC/SUB-CPICS, AS REQUIRED.

6.1. THERE ARE THREE GENERAL CATEGORIES OF MEDIA IN THE AOR.

6.1.1. EMBEDDED MEDIA. DOD'S INTENT IS TO MAXIMIZE COVERAGE OF COALITION OPERATIONS THROUGH USE OF EMBEDDED MEDIA, PER REFERENCES B AND C. EMBEDDED MEDIA WILL LIVE, EAT, SLEEP AND WORK ALONGSIDE U.S. AND COALITION FORCES IN ORDER TO TELL, FIRST-HAND, THE STORY OF THE AMERICAN MILITARY AND ITS COALITION PARTNERS. EMBEDDED MEDIA ARE ENVISIONED TO BE WITH UNITS ON A LONG-TERM BASIS WITH THE EXCEPTION OF SOF EMBEDS. REF B CONTAINS POLICIES AND PROCEDURES FOR EMBEDDED MEDIA. IN ADDITION TO THE PROCEDURES OUTLINED IN PARA 3.E.1. OF REF B, ALL UNITS WITH EMBEDDED MEDIA SHALL FORWARD A SIGNED COPY OF EACH EMBEDDED MEDIA EMPLOYEE'S RELEASE, INDEMNIFICATION, AND HOLD HARMLESS AGREEMENT TO THE DOD OFFICE OF GENERAL COUNSEL (POC: LISA SIMON, FAX 703-614-6745, DSN 224-6745, SIMONL@DODGC.OSD.MIL OR MAIL TO: DOD/GC (LC) 1600 DEFENSE PENTAGON, WASH DC 20301).

6.1.2. CPIC-DIRECTED MEDIA. THE CPICS AND SUB-CPICS MAY FACILITATE SHORT-DURATION VISITS TO BASES, UNITS OR LOCATIONS TO ALLOW MEDIA TO COVER BREAKING NEWS, EVENTS, OR ACTIVITIES. THESE MEDIA WILL NOT EMBED WITH UNITS BUT MAY COVER THE UNIT'S ACTIVITIES DURING A PRESCRIBED PERIOD OF TIME. FOR EXAMPLE, A CPIC MAY ARRANGE FOR MEDIA REPRESENTATIVES TO TRAVEL TO THE SITE OF AN ALLEGED OR REAL INCIDENT TO SHOW THAT ENEMY CLAIMS ARE NOT TRUE.

6.1.3. INDEPENDENT/UNILATERAL MEDIA. INDEPENDENT OR UNILATERAL MEDIA ARE THOSE MEDIA REPRESENTATIVES THAT ARE NEITHER EMBEDDED NOR DIRECTED BY THE CPIC/SUB-CPICS. COMMANDERS AND UNITS WILL ENCOUNTER THESE MEDIA AT VARIOUS POINTS ON THE BATTLEFIELD. IN SOME INSTANCES, INDEPENDENT MEDIA WILL OUTNUMBER EMBEDDED MEDIA IN THE AREA OF OPERATIONS. COMMANDERS SHOULD BE AWARE THAT THESE MEDIA

REPRESENTATIVES MAY APPROACH COALITION FORCES AND SHOULD ENSURE THAT UNIT PERSONNEL ARE TRAINED TO PROPERLY DEAL WITH THEM. BASED ON THE SECURITY SITUATION AND THE NUMBER OF EMBEDDED MEDIA PRESENT WITH A UNIT, COMMANDERS MAY ALLOW UNILATERAL MEDIA TO COVER THE UNIT FOR A SHORT PERIOD OF TIME, MAY PROVIDE BRIEFINGS OR INFORMATION ON THE UNIT'S ACTIVITIES, AND/OR SIMPLY THEN DIRECT THEM TO THE NEAREST CPIC OR SUB-CPIC. INDEPENDENT MEDIA WHO REQUEST FROM UNIT COMMANDERS TO EMBED, MUST BE APPROVED BY THE CPIC. IN ADDITION, EMBEDDING INDEPENDENT MEDIA MUST AGREE, IN WRITING, TO ABIDE BY THE GROUND RULES, MUST SIGN THE DOD-APPROVED RELEASE, INDEMNIFICATION, AND HOLD HARMLESS AGREEMENT, MUST HAVE THE INDEPENDENT MEDIA'S EMPLOYER SIGN THE DOD-APPROVED RELEASE, INDEMNIFICATION, AND HOLD HARMLESS AGREEMENT, AND MUST FULFILL OTHER CONDITIONS AS DELINEATED IN REF. B. THE EMBEDDING UNIT WILL MAINTAIN THE SIGNED RELEASE, INDEMNIFICATION, AND HOLD HARMLESS AGREEMENTS. THE EMBEDDING UNIT SHALL FORWARD A COPY OF THE RELEASE, INDEMNIFICATION, AND HOLD HARMLESS AGREEMENT TO THE DOD OFFICE OF GENERAL COUNSEL (POC: LISA SIMON, FAX 703-614-6745, DSN 224-6745, SIMONL@DODGC.OSD.MIL OR MAIL TO: DOD/GC (IC) 1600 DEFENSE PENTAGON, WASH DC 20301). IF THE UNIT COMMANDER CANNOT ACCEPT THE INDEPENDENT MEDIA, THEY MAY DIRECT THEM TO THE NEAREST CPIC OR SUB-CPIC FOR FURTHER ASSIGNMENT. INDEPENDENT NON-EMBEDDED MEDIA ARE NOT SUBJECT TO GROUND RULES UNLESS THE MEDIA REPRESENTATIVE(S) AGREE IN ADVANCE TO THE PRESCRIBED GROUND RULES THROUGH THE CPIC OR SUB-CPIC. IF INDEPENDENT/UNILATERAL MEDIA PRESENCE INTERFERES WITH OR COMPROMISES OPERATIONS, THE UNIT COMMANDER WILL TAKE PROPER PRECAUTIONS (SUCH AS DESCRIBED IN PARA 6.E.1.) TO ENSURE MISSION SECURITY. UNDER NO CIRCUMSTANCES WILL MEDIA PRODUCTS BE CONFISCATED.

6.2. GROUND RULES. AS DISCUSSED IN REF B, GROUND RULES ARE ESTABLISHED FOR THE SAFETY AND SECURITY OF COALITION FORCES AND EMBEDDED MEDIA. THEY ARE IN NO WAY INTENDED TO PREVENT THE RELEASE OF DEROGATORY, EMBARRASSING, NEGATIVE OR UNCOMPLIMENTARY INFORMATION. GROUND RULES WILL BE AGREED TO IN ADVANCE AND SIGNED BY THE MEDIA. VIOLATION OF THE GROUND RULES MAY RESULT IN THE TERMINATION OF U.S. MILITARY SUPPORT TO THE MEDIA. ANY PROPOSED MODIFICATION TO THE STANDARD GROUND RULES WILL BE FORWARDED THROUGH PA CHANNELS TO CENTCOM/PA FOR APPROVAL.

6.3. TELEPHONE INTERVIEWS. COMMANDERS ARE ENCOURAGED TO PARTICIPATE, AND ENCOURAGE PARTICIPATION BY THEIR FORCES, IN TELEPHONIC INTERVIEWS WITH MEDIA.

6.3.1. FOR LOCATIONS WHERE DIRECT ACCESS BY MEDIA TO MILITARY OPERATIONS AND ACTIVITIES IS NOT AVAILABLE, ARRANGEMENTS SHOULD BE MADE - BY THE CPIC/SUB-CPICS OR UNIT PAO WORKING IN CONJUNCTION WITH THE CPIC/SUB-CPICS -- TO PROVIDE FOR MEDIA TELEPHONE INTERVIEWS WITH OPERATIONS PERSONNEL, INCLUDING AIRCREW. NO DISCUSSION OF LOCATION OR BASING IS AUTHORIZED IN THESE CASES; QUESTIONS CONCERNING LOCATIONS SHOULD BE ADDRESSED AS BASED WITHIN THE REGION.

6.4. MEDIA COVERAGE OF GUARD/RESERVE ACTIVITIES, INCLUDING MEDIA EMBEDS, IS ENCOURAGED IAW REF A.

6.5. SECURITY AT THE SOURCE WILL BE THE RULE. U.S. MILITARY PERSONNEL WILL PROTECT AND NOT DISCLOSE CLASSIFIED INFORMATION TO MEMBERS OF THE MEDIA.

6.5.1. THE NATURE OF THE BATTLEFIELD AND MEDIA COVERAGE OF OUR FORCES MAY RESULT IN THE OBSERVATION OF SENSITIVE INFORMATION, INCLUDING TROOP MOVEMENTS, BATTLE PREPARATIONS, MATERIEL CAPABILITIES AND VULNERABILITIES AND OTHER INFORMATION AS LISTED IN PARA. 4.G. OF REF B. WHEN A COMMANDER OR HIS/HER DESIGNATED REPRESENTATIVE HAS REASON TO BELIEVE THAT A MEDIA MEMBER WILL HAVE ACCESS TO SENSITIVE INFORMATION, PRIOR TO ALLOWING SUCH ACCESS, HE/SHE WILL TAKE PRUDENT PRECAUTIONS TO ENSURE THE SECURITY OF THAT INFORMATION. THE PRIMARY SAFEGUARD WILL BE TO BRIEF MEDIA IN ADVANCE ABOUT WHAT INFORMATION IS SENSITIVE AND WHAT THE PARAMETERS ARE FOR COVERING THIS TYPE OF INFORMATION. IF MEDIA ARE INADVERTENTLY EXPOSED TO SENSITIVE INFORMATION THEY SHOULD BE BRIEFED AFTER EXPOSURE ON WHAT INFORMATION THEY SHOULD AVOID COVERING. IN INSTANCES WHERE A UNIT COMMANDER OR THE DESIGNATED REPRESENTATIVE DETERMINES THAT COVERAGE OF A STORY WILL INVOLVE EXPOSURE TO SENSITIVE INFORMATION BEYOND THE SCOPE OF WHAT MAY BE PROTECTED BY PREBRIEFING OR DEBRIEFING, BUT COVERAGE OF WHICH IS IN THE BEST INTERESTS OF THE DOD, THE COMMANDER MAY OFFER ACCESS IF THE REPORTER AGREES TO A SECURITY REVIEW OF THEIR COVERAGE. AGREEMENT TO SECURITY REVIEW IN EXCHANGE FOR THIS TYPE OF ACCESS MUST BE STRICTLY VOLUNTARY; HOWEVER, IF THE REPORTER DOES NOT AGREE, THEN ACCESS MAY BE DENIED. IF THE MEDIA AGREE TO A SECURITY REVIEW, IT WILL BE CONDUCTED SOLELY TO ENSURE THAT SENSITIVE OR CLASSIFIED INFORMATION IS NOT INCLUDED IN THE PRODUCT. IF SENSITIVE OR CLASSIFIED INFORMATION IS FOUND, THE MEDIA WILL BE ASKED TO REMOVE THAT INFORMATION FROM THE PRODUCT AND/OR EMBARGO THE PRODUCT UNTIL SUCH INFORMATION IS NO LONGER CLASSIFIED OR SENSITIVE. THESE REVIEWS WILL NOT INVOLVE ANY EDITORIAL CHANGES AND WILL BE COMPLETED AS SOON AS PRACTICAL SO AS NOT TO INTERRUPT COMBAT OPERATIONS OR DELAY REPORTING. IF THERE ARE DISPUTES RESULTING FROM THE SECURITY REVIEW PROCESS, THEY MAY BE ADDRESSED THROUGH THE CHAIN OF COMMAND OR THROUGH PA CHANNELS TO OASD/PA. THIS PARAGRAPH DOES NOT AUTHORIZE COMMANDERS TO ALLOW MEDIA ACCESS TO CLASSIFIED INFORMATION. THIS PARAGRAPH DOES NOT PRECLUDE MEDIA ACCESS TO MILITARY FLIGHTS.

6.5.2. IF CLASSIFIED OR SENSITIVE INFORMATION IS INADVERTENTLY RELEASED THROUGH PRINT OR PHOTO MEANS, DO NOT CONFISCATE FILM, AUDIO/VIDEO TAPES OR REPORTERS' NOTES. THE UNIT COMMANDER/PAO HAS THE RESPONSIBILITY TO INFORM THE REPORTER THAT SENSITIVE INFORMATION IS INCLUDED IN THE REPORT AS WRITTEN AND THAT IT CONSTITUTES A GROUND RULES VIOLATION. THE REPORTER SHOULD BE GIVEN THE OPPORTUNITY TO REMOVE THE SENSITIVE INFORMATION IN THE STORY BEFORE IT IS REPORTED UP PA CHANNELS TO CENTCOM/PA AND OASD(PA), IF NECESSARY.

6.6. IF A CPIC-DIRECTED MEDIA REPRESENTATIVE IS KILLED OR INJURED IN THE COURSE OF MILITARY OPERATIONS, THE UNIT WHICH THEY ARE COVERING WILL IMMEDIATELY NOTIFY OASD(PA), THROUGH PA CHANNELS. OASD(PA) WILL CONTACT THE RESPECTIVE MEDIA ORGANIZATION(S), WHICH WILL MAKE NEXT OF KIN NOTIFICATION IN ACCORDANCE WITH THE INDIVIDUAL'S WISHES.

6.7. MILITARY UNITS BEAR NO RESPONSIBILITY FOR NOTIFICATION IN THE CASE OF A UNILATERAL/INDEPENDENT MEDIA REPRESENTATIVE BEING KILLED OR INJURED IN THE COURSE OF MILITARY OPERATIONS.

7. RELEASE AUTHORITY.

7.1. OASD(PA) RETAINS INITIAL RELEASE AUTHORITY FOR INFORMATION AND IMAGERY REGARDING THE COMMENCEMENT OF OPERATIONS.

7.2. CENTCOM/PA IS GRANTED RELEASE AUTHORITY FOR INFORMATION REGARDING MILITARY OPERATIONS AFTER THE INITIAL RELEASE HAS BEEN MADE BY OASD(PA).

7.2.1. CENTCOM COMPONENT COMMANDER'S (CFLCC, CFACC, CFMCC AND CFSOCC) PUBLIC AFFAIRS OFFICES ARE DELEGATED RELEASE AUTHORITY FOR INFORMATION REGARDING ROUTINE MILITARY OPERATIONS UNDER THEIR COMMANDS ONCE INITIAL RELEASE HAS BEEN MADE BY SECDEF/POTUS. THESE RELEASES WILL BE POSTED ON THEIR RESPECTIVE WEB SITES AND WILL BE LINKED TO THE CENTCOM WEB SITE. CENTCOM PA WILL BE INFORMED PRIOR TO RELEASE. THIS AUTHORITY MAY NOT BE FURTHER DELEGATED.

7.2.2. CENTCOM PA WILL BE THE SOLE RELEASE AUTHORITY CONCERNING ACCIDENTS AND INCIDENTS.

7.3. INTELLIGENCE MATTERS MAY NOT BE DISCUSSED UNDER ANY CIRCUMSTANCE WITHOUT SPECIFIC CONCURRENCE FROM OASD(PA).

7.4. TO ACCELERATE THE RELEASE OF GUN CAMERA, WEAPON SYSTEM, UAV/RPA VIDEO AND OTHER BDA-RELATED IMAGERY OR ISR PRODUCTS, DECLASSIFICATION WILL BE DONE IN THEATER. THE CENTCOM COMMANDER IS THE RELEASE AUTHORITY; THIS AUTHORITY MAY BE DELEGATED TO COMPONENT COMMANDERS.

7.5. FOR ALL OTHER NEWS, STILL PHOTOGRAPHY AND VIDEO FOOTAGE, RELEASE AUTHORITY IS DELEGATED TO CENTCOM/PA AND COMPONENT PAOS IN THEATER. THIS AUTHORITY MAY BE DELEGATED FURTHER TO MAJOR UNIT COMMANDER AS DESIGNATED BY CENTCOM/PA.

7.6. OASD(PA) WILL BE NOTIFIED OF ANY IMAGERY PRODUCTS EXPECTED TO GENERATE SIGNIFICANT NATIONAL OR INTERNATIONAL MEDIA INTEREST PRIOR TO RELEASE.

7.7. NEWS AND IMAGERY PRODUCTS DESCRIBING OR DEPICTING DEPLOYED SPECIAL OPERATIONS FORCES WILL BE RELEASED, AS APPROPRIATE, BY THE CFSOCC COMMANDER VIA CENTCOM AND OASD(PA) IN COORDINATION WITH USSOCOM.

7.8. CENTCOM/PA WILL PROVIDE, VIA PA CHANNELS, SPECIFIC GUIDANCE CONCERNING WHICH NATIONS IN THE AOR MAY BE IDENTIFIED AND WHICH ARE NOT TO BE IDENTIFIED. FOR THOSE NOT IDENTIFIED, LOCATIONS WILL ONLY BE IDENTIFIED AS A LOCATION/BASE/POST IN THE CENTCOM AOR.

7.9. ALLIED/COALITION PARTICIPATION MAY BE REPORTED ON WITH THE CONSENT AND APPROVAL OF THE ALLIED/COALITION UNIT COMMANDER. CENTCOM/PA WILL PROVIDE A LIST OF THOSE ALLIED/COALITION COUNTRIES THAT CONSENT TO COVERAGE AND THOSE THAT DO NOT CONSENT TO COVERAGE OF THEIR FORCES.

7.10. THE FOLLOWING PROCEDURES AND POLICIES APPLY TO COVERAGE OF WOUNDED, INJURED AND ILL PERSONNEL:

7.10.1. MEDIA REPRESENTATIVES WILL BE REMINDED OF THE SENSITIVITY OF USING NAMES OF INDIVIDUAL CASUALTIES OR PHOTOGRAPHS WHICH CLEARLY IDENTIFY CASUALTIES UNTIL AFTER NOTIFICATION OF THE NOK AND RELEASE BY OASD(PA).

7.10.2. MEDIA MAY COVER BATTLEFIELD CASUALTIES AS LONG AS THE SERVICE MEMBER'S IDENTITY IS PROTECTED FROM DISCLOSURE FOR 72 HOURS OR UPON VERIFICATION OF NOK NOTIFICATION, WHICHEVER IS FIRST.

7.10.3. MEDIA VISITS TO MEDICAL FACILITIES WILL BE IN ACCORDANCE WITH APPLICABLE REGULATIONS, STANDARD OPERATING PROCEDURES, OPERATIONS ORDERS AND INSTRUCTIONS BY ATTENDING PHYSICIANS. IF APPROVED, SERVICE OR MEDICAL FACILITY PERSONNEL MUST ESCORT MEDIA AT ALL TIMES.

7.10.4. PATIENT WELFARE, PRIVACY AND NEXT OF KIN/FAMILY CONSIDERATIONS ARE THE GOVERNING CONCERNS ABOUT NEWS MEDIA COVERAGE OF WOUNDED, INJURED, AND ILL PERSONNEL IN MEDICAL TREATMENT FACILITIES OR OTHER CASUALTY COLLECTION AND TREATMENT LOCATIONS.

7.10.5. MEDIA VISITS ARE AUTHORIZED TO MEDICAL CARE FACILITIES WITH PRIOR APPROVAL BY THE MEDICAL FACILITY COMMANDER AND ATTENDING PHYSICIAN AND MUST NOT INTERFERE WITH MEDICAL TREATMENT. REQUESTS TO VISIT MEDICAL CARE FACILITIES OUTSIDE THE CONTINENTAL UNITED STATES WILL BE COORDINATED BY THE UNIFIED COMMAND PA.

7.10.6. REPORTERS MAY VISIT THOSE AREAS DESIGNATED BY THE FACILITY COMMANDER, BUT WILL NOT BE ALLOWED IN OPERATING ROOMS DURING OPERATING PROCEDURES.

7.10.7. PERMISSION TO INTERVIEW OR PHOTOGRAPH A PATIENT WILL BE GRANTED ONLY WITH THE CONSENT OF THE ATTENDING PHYSICIAN OR FACILITY COMMANDER AND WITH THE PATIENT'S INFORMED CONSENT, WITNESSED BY THE ESCORT.

7.10.8. "INFORMED CONSENT" MEANS THE PATIENT UNDERSTANDS HIS OR HER PICTURE AND COMMENTS ARE BEING COLLECTED FOR NEWS MEDIA PURPOSES AND THEY MAY APPEAR NATIONWIDE IN NEWS MEDIA REPORTS.

7.10.9. THE ATTENDING PHYSICIAN OR ESCORT WILL ADVISE THE SERVICE MEMBER IF NOK HAVE BEEN NOTIFIED.

8. INTERNAL MEDIA AND COMBAT CAMERA COVERAGE. UNITS ARE HIGHLY ENCOURAGED TO SUPPORT THE EFFORTS OF LOCAL AND NATIONAL LEVEL COMMAND INFORMATION TEAMS. AT A MINIMUM, UNITS WILL SUPPORT AFRTS, COMBAT CAMERA AND OTHER INTERNAL NEWS GATHERING MEDIA AT THE SAME LEVEL AS EXTERNAL MEDIA.

8.1. COMBAT CAMERA. COMBAT CAMERA DOCUMENTATION IS VITAL AND REQUIRED TO DOCUMENT AND DISSEMINATE IMAGERY OF MILITARY OPERATIONS. COMBAT CAMERA STILL PHOTOGRAPHY AND VIDEOGRAPHY WILL BE USED TO ASSIST IN/WITH OPERATIONAL PLANNING, BDA, PUBLIC AFFAIRS, INFORMATION OPERATIONS, PUBLIC DIPLOMACY, AS WELL AS TO PROVIDE HISTORICAL DOCUMENTATION. COMMANDERS WILL ENSURE THAT ALL COMBAT OPERATIONS ARE DOCUMENTED TO THE MAXIMUM EXTENT POSSIBLE BY COMBAT CAMERA TEAMS AND COMPONENT VISUAL INFORMATION FORCES. ADDITIONALLY, TO THE MAXIMUM EXTENT POSSIBLE COMBAT CAMERA TEAMS WILL ASSIST EVIDENCE RESPONSE TEAMS BY RECORDING IMAGES OF DOCUMENTS AND OTHER EVIDENCE RELATING TO THE IRAQI REGIME'S INVOLVEMENT IN WAR CRIMES, WEAPONS OF MASS DESTRUCTION AND/OR SUPPORT TO TERRORIST GROUPS.

8.1.1. COMMANDERS WILL FORWARD COMBAT CAMERA IMAGERY/DOCUMENTATION

R 012109Z APR 03
FM SECDEF WASHINGTON DC//OASD-PA/DPO//
TO AIG 8777
INFO RHEHNSC/NSC WASHINGTON DC//SCP//
RUEACMC/CMC WASHINGTON DC
RHMFIUU/CMC WASHINGTON DC
RUEKJCS/SECDEF WASHINGTON DC //OASD-PA/DPO//

UNCLAS

SUBJECT: PUBLIC AFFAIRS GUIDANCE (PAG) -- CESSATION OF BROADCAST NETWORK "STANDUP" ENDORSEMENTS.

REFERENCES: REF. A., DEPARTMENT OF DEFENSE DIRECTIVE 5410.18, PUBLIC AFFAIRS COMMUNITY RELATIONS POLICY, DTD 20 NOV 2001.

1. BACKGROUND. REPORTERS/PRODUCERS FOR THE BROADCAST NETWORKS EMBEDDED WITH OPERATION IRAQI FREEDOM UNITS HAVE BEEN OFFERING TROOPS THE OPPORTUNITY TO DO "STANDUP" GREETINGS TO FAMILY MEMBERS, ETC. ON CAMERA. THE PROBLEM LIES IN THE USE OF TERMS LIKE "HI TO MY FAMILY WATCHING THIS ON [INSERT NETWORK NAME HERE]." USING TERMS SUCH AS "WATCHING THIS ON [NETWORK NAME]" OR OTHER MENTION OF THE BROADCAST NETWORKS CONSTITUTES ENDORSEMENT OF A COMMERCIAL ENTITY AND IS NOT PERMITTED UNDER THE LONGSTANDING DOD POLICY IN REF.A., PARA 4.2.7.

2. THE STANDUP GREETINGS MAY CONTINUE; HOWEVER, USING WORDS ENDORSING ANY BROADCAST NETWORK MAY NOT. ACCORDINGLY, GREETINGS WILL EITHER NOT ENDORSE A NETWORK, OR SERVICEMEMBERS MAY NOT DO THESE GREETINGS. REFER QUESTIONS ON THIS GUIDANCE TO THE OASD(PA) NEWSDESK, DSN 225-5131, CMCL 703-697-5131.

R 122000Z APR 03
FM SECDEF WASHINGTON DC//OASD-PA/DPO//
TO AIG 8777
INFO RUEJNCS/NSC WASHINGTON DC//SCP//
RUEHC/SECSTATE WASHINGTON DC
RUEACMC/CMC WASHINGTON DC
RHMFIUU/CMC WASHINGTON DC
RUEKJCS/SECDEF WASHINGTON DC//OASD-PA/DPO//
RUEKJCS/SECDEF WASHINGTON DC//OASD-PA/CHAIRS//

UNCLAS

SUBJECT: SUPPLEMENTARY PUBLIC AFFAIRS GUIDANCE ON CASUALTY AND MORTUARY AFFAIRS IN MILITARY OPERATIONS.

REFERENCES: REF. A.: SECDEF MESSAGE DTG 311900 MAR 03, PAG ON CASUALTY AND MORTUARY AFFAIRS IN MILITARY OPERATIONS.

1. THIS PAG MODIFIES PARA. 6.B.1.A. OF REF. A.
2. DELETE PARA 6.B.1.A. OF REF A.; REPLACE IT WITH THE FOLLOWING:
6.B.1.A. THE GOVERNING CONCERNS ABOUT NEWS MEDIA COVERAGE OF WOUNDED, INJURED, AND ILL PERSONNEL IN MEDICAL TREATMENT FACILITIES ARE PATIENT WELFARE, PATIENT PRIVACY, AND NOK/FAMILY CONSIDERATIONS. MEDIA VISITS ARE AUTHORIZED TO MEDICAL CARE FACILITIES, BUT MUST BE APPROVED BY THE MEDICAL FACILITY COMMANDER AND ATTENDING PHYSICIAN AND MUST NOT INTERFERE WITH MEDICAL TREATMENT. REPORTERS MAY VISIT THOSE AREAS DESIGNATED BY THE FACILITY COMMANDER. PA ESCORT IS REQUIRED FOR ALL MEDIA VISITS TO MEDICAL FACILITIES.
3. OASD(PA) POC IS THE PRESS DESK, DSN 227-5131, CMCL (703) 697-5131, E-MAIL NEWSDESK@OSD.MIL.

R 181800Z APR 03
FM SECDEF WASHINGTON DC//OASD-PA/DPO//
TO AIG 8777
INFO RHEHNSC/NSC WASHINGTON DC//SCP//
RUEHC/SECSTATE WASHINGTON DC//PA//
RUEACMC/CMC WASHINGTON DC
RHMFIUU/CMC WASHINGTON DC
RUEKJCS/SECDEF WASHINGTON DC //OASD-PA/DPO//
RUEKJCS/SECDEF WASHINGTON DC //OASD-PA/CHAIRS//

UNCLAS

SUBJECT: DELEGATION OF AUTHORITY FOR MEDIA EMBEDDING PROGRAM IN THE U.S. CENTRAL COMMAND (CENTCOM) AREA OF RESPONSIBILITY (AOR).

1. REFERENCES: REF. A. SECDEF MSG, DTG 101900Z FEB 03, SUBJ: PUBLIC AFFAIRS GUIDANCE (PAG) ON EMBEDDING MEDIA DURING POSSIBLE FUTURE OPERATIONS/DEPLOYMENTS IN THE U.S. CENTRAL COMMAND (CENTCOM) AREA OF RESPONSIBILITY (AOR).
2. PURPOSE. THIS MESSAGE PROVIDES GUIDANCE, POLICIES AND PROCEDURES ON THE DELEGATION OF AUTHORITY FOR THE MEDIA EMBEDDING PROGRAM FROM THE OFFICE OF THE ASSISTANT SECRETARY OF DEFENSE FOR PUBLIC AFFAIRS. (OASD(PA)) TO CENTCOM/PA.
3. EFFECTIVE 181800Z APR 03 THE AUTHORITY FOR MEDIA EMBEDDING IN THE CENTCOM AOR IS DELEGATED TO CENTCOM/PA. EMBED AUTHORITY MAY BE DELEGATED TO SUBORDINATE ELEMENTS AT CENTCOM/PA'S DISCRETION.
4. GUIDELINES FOR EMBEDDED MEDIA AS OUTLINED REF A. PAG SECDEF MSG, DTG 101900Z FEB 03, SUBJ: PUBLIC AFFAIRS GUIDANCE (PAG) ON EMBEDDING MEDIA DURING POSSIBLE FUTURE OPERATIONS/DEPLOYMENTS IN THE U.S. CENTRAL COMMAND (CENTCOM) AREA OF RESPONSIBILITY (AOR) REMAIN IN EFFECT.
5. OPERATIONAL PROCEDURES AND RESPONSIBILITIES.
 - 5.1. TRACKING EMBEDS. CENTCOM/PA ASSUMES THE RESPONSIBILITY OF MAINTAINING A HISTORICAL RECORD OF ADDITIONAL EMBEDS ADDED TO THE EMBED PROGRAM UPON ASSUMING THIS DELEGATED AUTHORITY AND IS REQUIRED TO SUBMIT PERIODIC UPDATES AND A FINAL LIST UPON COMPLETION OF THE PROGRAM TO OASD(PA).
 - 5.2. MEDIA REASSIGNMENT WITHIN EMBEDS. CENTCOM/PA WILL RECOMMEND REASSIGNING EMBEDDED MEDIA WITH NEW/DIFFERENT UNITS AS NEEDED/APPROPRIATE. IF THE MEDIA MEMBER(S) DISAGREE, THE RECOMMENDATION WILL BE FORWARDED TO OASD(PA) FOR DISCUSSION WITH THE APPLICABLE BUREAU CHIEF(S).
 - 5.3. UNITS REMAIN RESPONSIBLE FOR ENSURING THAT ALL EMBEDDED MEDIA AND THEIR NEWS ORGANIZATIONS HAVE SIGNED THE "RELEASE, INDEMNIFICATION, AND HOLD HARMLESS AGREEMENT AND AGREEMENT NOT TO SUE", FOUND AT [HTTP://WWW.DEFENSELINK.MIL/NEWS/FEB2003/D20030210EMBED.PDF](http://www.defenselink.mil/news/feb2003/d20030210embed.pdf). UNITS MUST MAINTAIN A COPY OF THIS AGREEMENT FOR ALL MEDIA EMBEDDED WITH THEIR UNIT.

5.4. UNITS REMAIN RESPONSIBLE FOR THE RETURN/COLLECTION OF EQUIPMENT ISSUED TO MEDIA, AS WELL AS TRACKING ITS RETURN. IF EQUIPMENT IS NOT RETURNED WHEN THE REPORTER DISEMBEDS FROM THE UNIT, THE UNIT WILL FORWARD A LIST OF EQUIPMENT ISSUED TO SPECIFIC MEDIA MEMBER(S) THROUGH PA CHANNELS TO CENTCOM/PA. IF THE EQUIPMENT CANNOT BE LOCATED, CENTCOM/PA WILL NOTIFY OASD(PA), WHICH WILL THEN CONTACT THE APPROPRIATE BUREAU CHIEF OF THE NEED TO RETURN THE EQUIPMENT OR PAY FOR IT. THIS, HOWEVER, DOES NOT RELIEVE THE ISSUING UNIT OF THE RESPONSIBILITY TO CONTINUE TRACKING THEIR EQUIPMENT UNTIL THE MATTER IS RESOLVED.

6. OASD(PA) POC FOR THIS MESSAGE IS MAJ TIM BLAIR, DSN 227-1253, CMCL 703-697-1253, EMAIL TIMOTHY.BLAIR@OSD.MIL.

072132Z JUL 03
FM SECDEF WASHINGTON DC//OASD-PA//
TO SECDEF WASHINGTON DC//CHAIRS//
AIG 8777
USCINCEUR VAIHINGEN GE//ECPA//
JOINT STAFF WASHINGTON DC//PA//
SECSTATE WASHINGTON DC//PA//
HQ USEUCOM VAIHINGEN GE//ECPA//
CJCS WASHINGTON DC//PA//
NSC WASHINGTON DC
WHITE HOUSE SITUATION ROOM
NGB WASHINGTON DC//NGB-PA//
INFO SECDEF WASHINGTON DC//OASD-PA/DPO//
SECDEF WASHINGTON DC//OASD-PA//

UNCLAS

SUBJECT: REITERATE DOD PUBLIC AFFAIRS GUIDANCE ON CASUALTY AND MORTUARY AFFAIRS IN MILITARY OPERATIONS.

REF: SECDEF MSG, DTG 311900Z MAR 03 SUBJ: PUBLIC AFFAIRS GUIDANCE ON CASUALTY AND MORTUARY AFFAIRS IN MILITARY OPERATIONS

1. PURPOSE: THIS MESSAGE REITERATES PUBLIC AFFAIRS POLICY AND GUIDANCE FOR CASUALTY AND MORTUARY AFFAIRS ISSUES IN SUPPORT OF MILITARY OPERATIONS. ITS PURPOSE IS TO REEMPHASIZE THE NEXT OF KIN NOTIFICATION PROCESS AND HIGHLIGHT DOD'S ROLE AS THE SOLE RELEASE AUTHORITY ON CASUALTY ANNOUNCEMENTS.
2. BACKGROUND: CASUALTY REPORTING IS AN EXTREMELY SENSITIVE ISSUE AND MUST BE HANDLED WITH CARE AND SENSITIVITY. DOD POLICY IS TO PROVIDE ACCURATE AND TIMELY INFORMATION TO THE NEWS MEDIA WHILE ENSURING THE PRIVACY OF INDIVIDUALS AND THEIR FAMILIES. COMMANDERS AND PUBLIC AFFAIRS OFFICERS SHARE THIS RESPONSIBILITY AND MUST ENSURE THAT FAMILY MEMBERS HAVE BEEN NOTIFIED OF A SERVICEMEMBER'S DEATH OR CHANGE IN CASUALTY STATUS BEFORE ANY NAME CAN BE RELEASED OR IS CONFIRMED TO THE MEDIA. THERE HAVE BEEN A COUPLE OF INCIDENTS WHERE THIS DID NOT HAPPEN AND THE NAMES WERE RELEASED TO THE MEDIA BEFORE THE FAMILY WAS NOTIFIED. WE REGRET WHEN THESE SITUATIONS HAPPEN AND MUST ALL DO OUR PART TO AVOID FUTURE INCIDENTS.
3. THE FOLLOWING AREAS ARE HIGHLIGHTED TO ENSURE EVERYONE UNDERSTANDS THE POLICY:
 - 3.A. OASD(PA) IS THE SOLE INITIAL RELEASE AUTHORITY FOR NAMES OF ALL CATEGORIES OF MISSING AND DECEASED PERSONNEL RELATED TO COMBAT OPERATIONS -- KIA (KILLED IN ACTION) AND DWRIA (DIED OF WOUNDS RECEIVED IN ACTION). RELEASE WILL BE MADE ONLY AFTER THE SERVICE CASUALTY OFFICE INVOLVED CONFIRMS TO SERVICE PUBLIC AFFAIRS THAT THE NOK HAVE BEEN OFFICIALLY NOTIFIED. SERVICE PUBLIC AFFAIRS, IN TURN, WILL PROVIDE CASUALTY REPORT SHEETS AND CONFIRMATION OF NOK NOTIFICATION TO OASD(PA) AS SOON AS POSSIBLE AFTER NOK NOTIFICATION. OASD(PA) WILL THEN MAKE THE RELEASE
 - 3.B. DUSTWUN (DUTY STATUS WHEREABOUTS UNKNOWN) IS A TEMPORARY DESIGNATION USED WHEN THE RESPONSIBLE COMMANDER SUSPECTS A SERVICEMEMBER TO BE INVOLUNTARILY ABSENT AND MAY BE A CASUALTY BUT DOES NOT HAVE SUFFICIENT EVIDENCE TO MAKE A DETERMINATION OF MISSING OR DECEASED. IN THESE CASES, OASD(PA) IS AUTHORIZED TO RELEASE THE NAMES

OF DUSTWUN SERVICEMEMEBRS ONCE THE FAMILIES HAVE BEEN NOTIFIED. THE INITIAL RELEASE ONLY INDICATES THAT A SERVICEMEMBER IS MISSING AND INCLUDES THE INDIVIDUAL'S NAME, RANK, AGE, UNIT ASSIGNED, ETC. IF THE SERVICEMEMBER OR THEIR REMAINS ARE RECOVERED AFTER THE NAME HAS BEEN RELEASED, THE COMBATANT COMMAND MUST ALLOW THE SERVICES TO NOTIFY THE FAMILIES OF THE RECOVERY OR DEATH BEFORE THE NAME CAN BE RELEASED OR CONFIRMED TO THE MEDIA. OASD(PA) WILL THEN MAKE THE RELEASE TO THE PUBLIC.

3.C. COMMANDERS AND PUBLIC AFFAIRS STAFFS SHOULD ENSURE THAT THIS GUIDANCE IS MADE CLEAR TO EMBEDDED MEDIA. THERE WILL BE NO RELEASE OF NAMES OF CASUALTIES, TO INCLUDE CHANGE OF CASUALTY STATUS, UNTIL OASD(PA) CONFIRMS NOK NOTIFICATION.

4. WE APPRECIATE EVERYONE'S HARD WORK AND COMMITMENT TO ADHERING TO THIS POLICY

5. OASD(PA) POC IS THE PRESS DESK, DSN 227-5131, CMCL (703)697-5131, E-MAIL NEWSDESK@OSD.MIL.

UNCLAS

PRECEDENCE TO: ROUTINE DTG: 142202Z DEC 04
PRECEDENCE CC: ROUTINE
TYPE: DMS SIGNED/ENCRYPTED
FROM PLA: SECDEF WASHINGTON DC//PA//
FROM D/N: C:US,O:U.S. Government,OU:DoD,OU:OSD,OU:ORGANIZATIONS,
L:WASHINGTON DC,OU:ASD(PUBLIC AFFAIRS)(uc)
SUBJECT: PAG for OIF and OEF Rotational Deployments and Mobilizations
TEXT:
UNCLASSIFIED//

SUBJECT: Public Affairs Guidance (PAG) for OIF and OEF Rotational Deployments and Mobilizations

1. References.

- 1.1. SECDEF Msg, PAG for OIF-2 and OEF-5 Rotation Deployments and Mobilizations, dated 060117 Nov 03.
- 1.2. SECDEF Msg, Consolidated PAG for News Media Coverage of OEF, dated 072020Z Dec 01.
- 1.3. SECDEF Msg, PAG for Possible Combat Operations in Iraq, dated 090040Z Mar 03.
- 1.4. SECDEF Msg, PAG on embedding media during possible future operations/deployments in the CENTCOM AOR, dated 101900Z Feb 03.
- 1.5. SECDEF Msg, PAG for Delegation of authority for media embedding program in the CENTCOM AOR, dated 181800Z APR 03.
- 1.6. SECDEF Msg, Supplementary PAG for embedding media during possible future operations/deployments in the CENTCOM AOR, dated 171548Z Mar 03.

2. Background/Purpose. Ref. 1.1. provides specific guidance for Operation Iraqi Freedom (OIF)-2 and Operation Enduring Freedom (OEF)-5 deployments. This PAG adapts Ref. 1.1. into broad guidance appropriate for future rotational deployments associated with OIF and OEF, recaps specific constraints of releasable information and guidelines of media coverage, and most importantly, standardizes the public affairs approach with regard to the timing and public release of rotation information (see Para 3). The intent is to make appropriate public announcements as soon as possible following identification of rotational forces and completion of unit and congressional notification. The numbering of future force rotations to Iraq and Afghanistan has changed from a sequential numbering process, e.g., OIF 2, to one in which the inclusive years of the rotations are depicted, e.g., OIF 05-07.

3. Public Affairs Process and Approach:

3.1. Process:

- 3.1.1. For each rotation, OASD (PA) will make an initial rotation announcement of the major units (division and brigade/equivalent level) or force groupings participating in the rotation.

3.1.2. After the initial rotation announcement, subsequent unit rotational announcements, below major unit level (for both active and reserve component units) are the responsibility of the service involved.

3.1.3. As required, OASD (PA) will make subsequent announcements of significant reserve component alerts and mobilizations. These announcements will detail aggregate troop numbers only; identification of troop units below brigade level are the responsibility of the service involved.

3.2. Approach:

3.2.1. For reserve components, upon alert notification, PA approach is passive, response to query only. Units may acknowledge alert status and confirm receipt of alert notification IAW constraints described in Para 5. Following DoD announcement and/or receipt of mobilization orders, PA approach is active IAW constraints described in Para 5

3.2.2. For active duty units, following both notification and DoD announcement of major units, PA approach is active IAW constraints described in Para 5.

4. Key Messages/Talking Points:

4.1. The purpose of rotation planning is to continuously provide the combatant commander with the forces required for OEF and OIF; continue to meet worldwide commitments; and to provide predictability for our service members, their families, employers and communities.

4.2. The operational situation and mission, not timelines, determines numbers of units and people deployed/mobilized.

4.3. The department's goal is to increasingly pass responsibility for security and governance of Iraq and Afghanistan to the respective, domestic security forces.

4.4. The U.S. force rotations may be tailored based upon changes in the security situation in these countries.

5. Miscellaneous Information:

5.1. Command Relationships/Release Authority. OASD(PA) retains release authority for initial rotation announcements. Installations/units are the release authority for specific information concerning their deployment. Release authority for significant changes to the announced rotation (adjustments, extensions, or other modifications) is retained by OASD (PA).

5.1.1. Units may not discuss specific operational details (e.g., specific numbers of equipment or personnel, dates of departure/arrival, destination, or missions).

5.1.2. Units may provide, in general terms, deployment numbers, mobilization and deployment timeframe, and description of their unit's equipment, mission and capabilities.

5.1.3. Units will not discuss information outside the purview of their individual unit.

5.1.4. Unit personnel are permitted to grant media interviews. No discussion of operational details is authorized. Personnel should limit their comments to information within the purview of their own personal experience and responsibilities.

5.1.5. Security at the source is the rule. Security reviews are discouraged and may only be accomplished IAW references 1.3. and 1.4, which specify the circumstances under which a security review may be used.

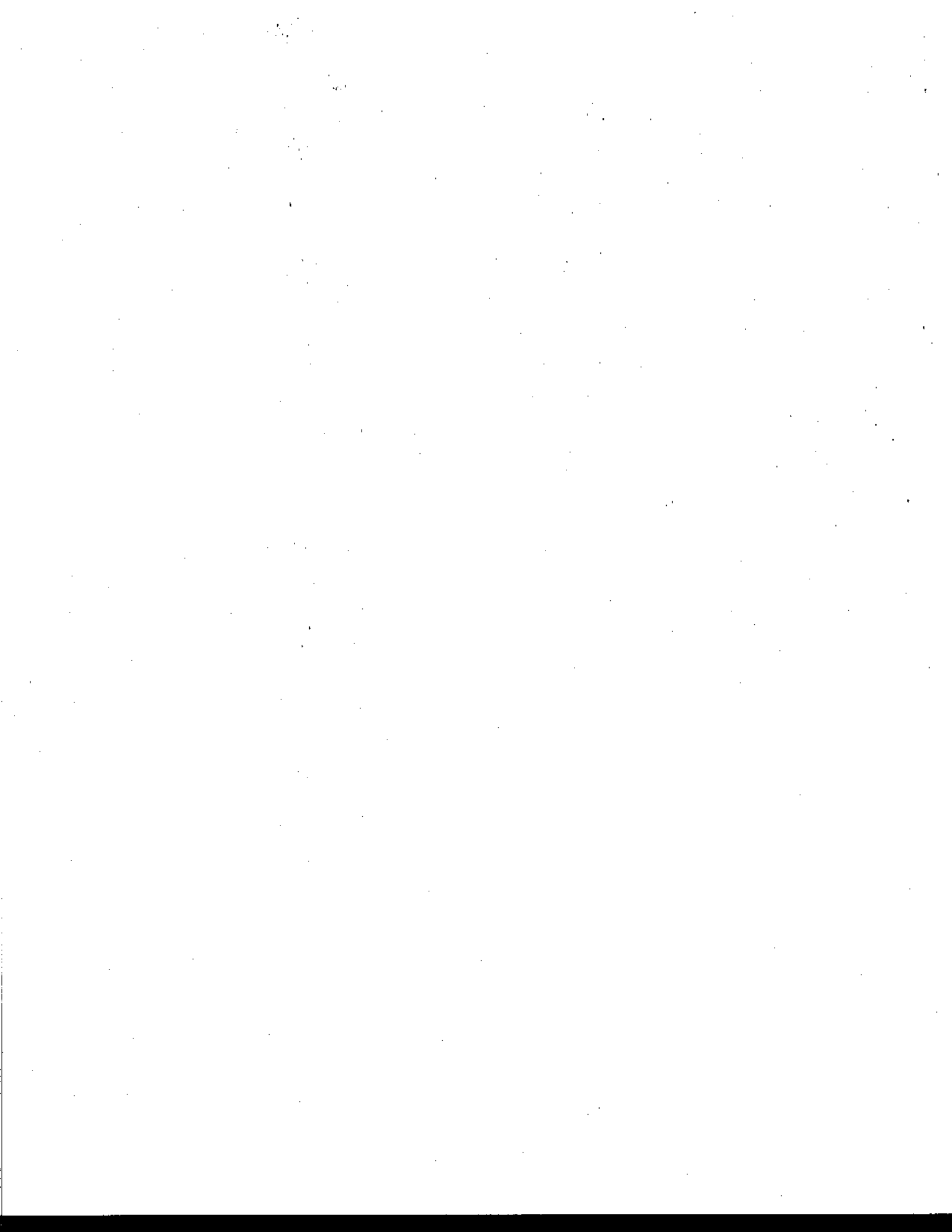
5.2. Media Coverage:

5.2.1. Commanders are encouraged to allow media coverage of preparations for deployment and departure from bases and stations.

5.2.2. Media Embeds: Embedding is authorized and encouraged IAW guidelines in references 1.2., 1.4., 1.5, and 1.6. Embed requests must be originated through U.S. Central Command (USCENTCOM) Public Affairs, phone: (813) 827-5896. Country/Theater clearances are required. Coordinating media transportation in and out of the AOR is the responsibility of the embedding unit and will be accomplished on a space-available, no-additional-cost-to-government basis. Embedding at all levels is encouraged, and units should coordinate with USCENTCOM to maximize these opportunities.

5.3. Command Information. Local PA offices are encouraged to cover local unit deployments IAW this PAG.

6. OASD (PA) POC is LTC Barry Venable, Defense Press Operations, DSN 227-5131, Commercial: 703-697-5131, E-mail: barry.venable@osd.mil.



NEWS MEDIA GROUND RULES (IAW Change 3, DoD Directive 5122.5)

1. Ground Rules Agreement

The following is a listing of ground rules that have been developed to protect members of the Armed Services from the release of information that could potentially threaten their security or safety during combat operations. These ground rules recognize the inherent right of the media to cover combat operations and are in no way intended to prevent release of embarrassing, negative or derogatory information. During an operation, specific information on friendly force troop movements, tactical deployments, and dispositions that would jeopardize operational security or lives will not be reported. This would include unit designations, names of operations, and size of friendly forces involved, until released by the OASD/PA.

Acceptance of these ground rules is an agreement between you and the granting commands. You agree to follow the ground rules and the command will provide support, access to service members, information and other privileges. Violation of ground rules may result in the revocation of your credentials. News media personnel must carry and support any personal and professional gear they take with them, including protective cases for professional equipment, batteries, cables, converters, etc. Media members should be physically fit and prepared to withstand the rigorous conditions required to operate with deployed forces.

(1) All interviews with service members will be on the record. Security at the interview source is the policy. Interviews with pilots and aircrew members are authorized upon completion of missions; however, release of information must conform to media ground rules.

(2) Print or broadcast stories will be datelined by general geographical description such as northern Arabian Peninsula, Northern Arabian Gulf, etc. No specific locations will be used when filing stories.

(3) Because of host-nation requirements, media must stay with public affairs escorts while on host nation bases. At other MNF-I / MNC-I tactical or field locations and encampments, a public affairs escort may be required because of security, safety, and mission requirements as determined by the host commander. Media will remain with military escorts at all times, until released, and follow instructions regarding their activities.

(4) Media must be physically fit. If, in the opinion of the commander, a media representative is unable to withstand the rigorous conditions required to operate with the forward deployed forces, he/she will be medically evacuated out of the area.

(5) Media will not carry weapons.

(6) Media pool products will be made available to all accredited media (U.S. and others) on an equitable, no-fee basis. Media pool coordinators and bureau chiefs will be responsible for distributing media pool products.

(7) Names and photographs of service of service members "wounded in action" will not be released unless individual consents and next of kin have been notified.

(8) In respect for family members, names or photographs clearly identifying individuals "killed in action" will not be released. DOD will release names of KIAs after NOK have been notified. See casualty information, paragraph 12.

(9) Light discipline restrictions will be followed. No visible light source, including flash or television lights, flash cameras will be used when operating with forces at night unless specifically approved by the on-scene commander.

(10) Embargoes may be imposed to protect operational security.

(11) The following categories of information are not releasable since their publication or broadcast could jeopardize operations and endanger lives:

- a) For MNF-I / MNC-I or allied units, specific numerical information on troop strength, aircraft, weapons systems, on-hand equipment, or supplies (e.g. artillery, tanks, radars, missiles, trucks, water, etc.) including amounts of ammunition or fuel moved by or on-hand in support of combat units. (Unit size may be described as "company-size," "multi-battalion," "multi-division," "naval task force," and "carrier battle group." Number or amount of equipment and supplies may be described in general terms such as "large," "small," or "many.")
- b) Any information that reveals details of future plans, operations, or strikes, including postponed or cancelled operations.
- c) Information, photography or imagery that would reveal the specific location of military forces, or show the level of security at military installations or encampments should not be revealed. EXCEPTION: Locations may be described as follows: Stories written with Military units deployed in country will be datelined with that country's name. All Navy embark stories can identify the ship upon which embarked as dateline and will state that the report is coming from "off the coast of," etc
- d) Unless a host-nation has publicly acknowledged that it is a participant or has otherwise authorized the release its identity, stories written in a specific country supporting the MNF-I / MNC-I will state that the report is coming from the geographic region.
- e) Details of rules of engagement.
- f) Information on intelligence collection activities, including targets, methods, and results.
- g) During an operation, specific information on friendly force troop movements, tactical deployments, and dispositions that would jeopardize operational security or lives will not be disclosed. This includes unit designations, names of operations, and size of friendly forces involved, until released by the appropriate COMBATANT COMMANDER.
- h) Identification of mission aircraft points of origin, other than "land" or "carrier based." (Number and type of aircraft may be described in very general terms such as "large flight," "many," "few," "fighters," "fixed wing," etc.
- i) Information on intelligence collection activities including targets, methods and results.
- j) Information on effectiveness of enemy camouflage, cover, deception, targeting, direct and indirect fire, intelligence collection, or security measures.
- k) Information on missing or downed aircraft or missing ships while search and rescue operations are planned or underway.
- l) Information on special operations units, unique operations methodology or tactics.
- m) Specific operating methods and tactics, e.g., air angles of attack, and speeds; naval tactical or evasive maneuvers, etc. General terms such as "low" or "fast" may be used.
- n) Information on effectiveness of enemy electronic warfare.
- o) Information on operational or support vulnerabilities that could be used against MNF-I/ MNC-I Forces, such as details of major battle damage or major personnel losses of specific MNF-I/ MNC-I units, until that information no longer provides tactical advantage to the enemy and

is, therefore, released by the appropriate COMBATANT COMMANDER. Damage and casualties may be described as "light," "moderate," or "heavy."

p) No photographs or other visual media showing an enemy prisoner of war or civilian internee's recognizable face, nametag or other identifying feature or item may be taken.

Finally, additional guidelines may be necessary to protect tactical security.

STATEMENT OF UNDERSTANDING

" I _____ am a
in _____

(Name)

(Job Description)

the employment of _____ have read the
aforementioned media

(News Organization)

ground rules and agree, with my signature, to abide by them. I also understand that violation of these ground rules is

cause for the revocation of my media accreditation and expulsion from the Area of Operations."

Agreement of Reimbursement

1. I understand that covering combat and other military operations may require that I be provided certain items not locally available or convenient due to combat conditions. These items may include, but are not limited to, meals and air travel into and within the theater of operations.
2. I agree to reimburse the Multi National Corps Iraq for any items it may provide me while I am in the area of operations.
3. I understand that my agreement to this statement is a condition of being credentialed to cover MNF-I / MNC-I Military operations and receiving assistance for that coverage.

Hold Harmless/Release From Liability Statement

1. I realize that covering security and security operations carries with it certain inherent risks to life, limb and equipment.
2. I recognize that MNF-I / MNC-I Forces in pursuing the successful accomplishment of their missions, cannot guarantee my personal safety or the safety of my equipment.
3. I hereby release the MNF-I / MNC-I Forces of any liability from and hold them harmless for any injuries I may suffer or any equipment that may be damaged as a result of my covering combat or any other security operations.
4. In my capacity as an authorized representative, I understand and agree that I, and the business, company or enterprise that I represent, will indemnify, defend, and hold harmless and release, acquit and forever discharge the MNF-I / MNC-I Forces of any liability for any injuries I may suffer or any damage to any equipment that may occur as a result of my presence in the Iraqi theater of operations.
5. I agree to comply with all ground rules, policies, and procedures as outlined by the MNF-I / MNC-I Forces and/or its representatives with respect to media conduct (including but not limited to: not crossing police barricades, not complying with security procedures, not respecting background briefing ground rules).
6. I agree to the condition to abide by the policy of security review at source if given access to locations where classified material is presented during the collection of information for press reports. MNF-I / MNC-I Military personnel are charged with protecting classified information from unauthorized or inadvertent disclosure. News Media Representatives (NMRs) who are provided access to classified information during the process of writing stories by a unit commander shall be informed in advance of the restrictions on the use or disclosure of such classified information to which reporters are exposed as a result of access granted. In those cases where a commander has authorized access, NMRs will allow review of their stories prior to filing to ensure no classified information is being inadvertently released. During this review, military personnel conducting the review do not have right to make subjective editorial edits; however, they do have right to identify clearly classified information to be deleted. Disagreements shall be referred to the next level of command and editors for resolution.
7. At MNF-I / MNC-I tactical or field locations and encampments, a public affairs escort or designated unit PA representative may be required for non-embedded journalists because of security, safety and mission requirements. When escorted, media must remain with military escorts until released and will follow instructions regarding their activities.

8. Media will not carry personal weapons.
9. No photographs or video will be taken of detainees in a demeaning manner in which individuals can be identified individually or in which they are made an object of public curiosity or subject of public ridicule. No interviews with detainees will be granted.
10. Embargoes may be imposed to protect operational security. Embargoes will only be used for operational security, and will be lifted as soon as the operational security issue has passed.
11. NMRs who witness the deaths and injuries of MNF-I / MNC-I Forces service members will not disclose through video, photos, or written or verbal description the identities of the individuals until the next of kin notification process has been completed. Service members will not prohibit NMRs from viewing or filming casualties. However, casualty photographs showing a recognizable face, nametag, or other identifying feature or item will not be used. Names of casualties whose next of kin have been notified can be verified through the PAO.
12. When NMRs are embedded with MNF-I / MNC-I Forces operating in a tactical environment, light and noise discipline restrictions will be adhered to. Visible light sources, including flash or television lights or flash cameras, will not be used when operating with forces at night unless specifically approved by the on-scene tactical commander.
13. The following categories of information are not releasable due to security and operational concerns relevant to the safety and protection of MNF-I / MNC-I Forces lives as well as success of security operations: Specific numerical information on troop strength; specific numbers by type of pieces of equipment and weapons systems; specific details of critical supply status; details of force protection defensive measures and tactical vulnerabilities. Additionally, specific information as follows:
 - a. Information concerning future operations, or details concerning ongoing operations unless specifically approved by the on-scene tactical commander. Such details would include specific numbers of friendly units and personnel conducting troop movements, tactical deployments, and tactical objectives.
 - b. Information concerning postponed or cancelled operations.
 - c. Information regarding security precautions at MNF-I / MNC-I facilities or military installations/encampments.
 - d. Photography that shows level of security at MNF-I / MNC-I or military installations or encampments, especially aerial and satellite photography that reveals the name or specific location of military units or installations.
 - e. Information on tactics, techniques and procedures for intelligence collection including targeting.
 - f. Information regarding the effectiveness of enemy actions including: electronic warfare, enemy camouflage and cover, deception, effectiveness of attacks by direct and indirect fire, and enemy intelligence collection efforts.
 - g. Details of rules of engagement or force protection measures.
 - h. Information on missing or downed aircraft or missing vessels, while search, rescue and recovery operations are underway.
 - i. Additional guidelines the MNC-I / MNF-I PAOs determine necessary to protect security, as circumstances or an event may require.
14. I understand that failure to comply may result in rescinding of this credential and may prevent me or my organization from receiving future credentials and access to events/facilities.

15. I understand that my agreement to this statement is a condition of being credentialed to cover MNF-I / MNC-I briefings/events, use of MNF-I / MNC-I media facilities, and access to MNF-I / MNC-I Forces.



Department of Defense DIRECTIVE

NUMBER 5122.5

September 27, 2000

DA&M

SUBJECT: Assistant Secretary of Defense for Public Affairs (ASD(PA))

- References:
- (a) Title 10, United States Code
 - (b) DoD Directive 5122.5, "Assistant Secretary of Defense for Public Affairs," March 29, 1996 (hereby canceled)
 - (c) Executive Order 12958, "Classified National Security Information," April 17, 1995
 - (d) DoD Directive 5410.18, "Community Relations," July 3, 1974
 - (e) through (k), see enclosure 1

1. REISSUANCE AND PURPOSE

Under the authority vested in the Secretary of Defense in reference (a), this Directive reissues reference (b) to update the responsibilities, functions, relationships, and authorities of the ASD(PA) as prescribed herein.

2. APPLICABILITY

This Directive applies to the Office of the Secretary of Defense (OSD), the Military Departments, the Chairman of the Joint Chiefs of Staff, the Combatant Commands, the Office of the Inspector General of the Department of Defense, the Defense Agencies, and the DoD Field Activities, and all other organizational entities within the Department of Defense (hereafter referred to as the "the DoD Components").

3. RESPONSIBILITIES AND FUNCTIONS

The Assistant Secretary of Defense for Public Affairs (ASD(PA)) is the principal staff assistant and advisor to the Secretary and the Deputy Secretary of Defense for DoD news media relations, public information, internal information, community relations, public affairs, and visual information training, and audiovisual matters and shall:

3.1. Develop policies, plans, and programs in support of DoD objectives and operations.

3.2. Ensure a free flow of news and information to the news media, the general public, the internal audiences of the Department of Defense, and the other applicable fora, limited only by national security constraints as authorized by Executive Order 12958 (reference (c)) and valid statutory mandates or exemptions. Enclosures 2 and 3 delineate principles that guide the Department regarding public access to information and media coverage of DoD activities.

3.3. Ensure DefenseLINK (<http://www.defenselink.mil>) is operated and maintained as the official primary point of access to DoD information on the Internet in accordance with Web Site Administration Policies and Procedures established by the Assistant Secretary of Defense for Command, Control, Communications, and Intelligence.

3.4. Act as the sole spokesperson and release authority for DoD information and audiovisual materials to news media representatives; evaluate news media requests for DoD support and cooperation; and determine applicable levels of DoD participation.

3.5. Establish and exercise procedures for the administrative management, activation, and direction of the DoD National Media Pool.

3.6. Oversee and coordinate, as necessary, the activities of the DoD National Media Pool for potential use in military contingency operations and other activities.

3.7. Monitor, evaluate, and develop systems, standards, and procedures for the administration and management of DoD-approved policies, plans, and programs.

3.8. Issue public affairs guidance to the DoD Components.

3.9. Participate with the Under Secretary of Defense (Comptroller/Chief Financial Officer) in planning, programming, and budgeting activities, as required.

3.10. Promote coordination, cooperation, and mutual understanding among the DoD Components and with the other Federal, State, and local agencies, and the civilian community.

3.11. Serve on boards, committees, and other groups, and represent the Secretary of Defense outside of the Department.

3.12. Prepare speeches, public statements, congressional testimony, articles for publication, and other materials for public release by the Secretary and Deputy Secretary of Defense, and other selected DoD and White House officials, as required.

3.13. Serve as official point of contact for public and media activities by the Secretary and Deputy Secretary of Defense; develop short- and long-range plans to communicate their policies and programs; and support the execution of such plans, including advance programming and event coordination with other Agencies of Government and with private, public and media organizations.

3.14. Receive, analyze, and reply to inquiries on DoD policies, programs, or activities that are received from the general public, either directly or from the other Government Agencies. Prepare, and provide to the referring office, replies to inquiries from the general public that are forwarded from the Congress and the White House.

3.15. Evaluate, coordinate, approve and provide policy guidance regarding:

3.15.1. Requests for DoD support and cooperation in programs involving relations with the public, national associations, and non-governmental organizations, consistent with DoD Directive 5410.18 and DoD Instruction 5410.19 (references (d) and (e)). Such programs include, but are not limited to, those involving DoD participation in national and international events in the United States and U.S. territories such as Presidential Inaugurations, International Olympics, and other events receiving national media coverage.

3.15.2. Requests by news media representatives or other non-DoD personnel for travel in military carriers for public affairs purposes, in accordance with DoD Instruction 5435.2 (reference (f)).

3.15.3. All proposed public affairs guidance, plans, and annexes.

3.16. Provide DoD assistance to non-Government and entertainment-oriented motion picture, television, and video productions consistent with DoD Instruction 5410.16 (reference (g)).

3.17. Evaluate and coordinate the DoD responses to requests for speakers received by the Department and, as required, assist in scheduling, programming, and drafting speeches for the participation of qualified personnel.

3.18. Develop, coordinate, and oversee the implementation of public affairs policy and plans for DoD participation in activities supporting U.S. international public information programs, in coordination with appropriate DoD officials.

3.19. Perform such other functions as the Secretary or Deputy Secretary of Defense may prescribe.

4. RELATIONSHIPS

4.1. In the performance of assigned functions and responsibilities, the ASD(PA) shall:

4.1.1. Report directly to the Secretary and the Deputy Secretary of Defense.

4.1.2. Exercise authority, direction, and control over the American Forces Information Service, in accordance with DoD Directive 5122.10 (reference (h)).

4.1.3. Coordinate and exchange information with other OSD officials, the Heads of the DoD Components, and Federal Departments and Agencies having collateral or related functions.

4.1.4. Use existing facilities and services of the Department of Defense and other Federal Agencies, when possible, to avoid duplication and achieve maximum efficiency and economy.

4.1.5. Maintain liaison with, and provide assistance to, representatives of the news media, non-Government and entertainment-oriented industry, and members of the public seeking information on the responsibilities and functions in section 3., above.

4.2. Other OSD officials and the Heads of the DoD Components shall coordinate with the ASD(PA) on all matters related to the authorities, responsibilities, and functions assigned in this Directive.

5. AUTHORITIES

The ASD(PA) is hereby delegated authority to:

5.1. Issue DoD Instructions, DoD Publications, and one-time directive-type memoranda, consistent with DoD 5025.1-M (reference (i)), which carry out policies approved by the Secretary of Defense in assigned fields of responsibility. Instructions to the Military Departments shall be issued through the Secretary of the Military Department concerned. Instructions to the Combatant Commands on public affairs matters shall be issued directly to the Commanders of the Combatant Commands. DoD Instructions that have operational implications shall be coordinated with the Chairman of the Joint Chiefs of Staff.

5.2. Obtain reports, information, advice, and assistance, consistent with the DoD policy and criteria of DoD Directive 8910.1 (reference (j)), as necessary.

5.3. Communicate directly with the Heads of the DoD Components. The channel of communications with the Combatant Commands on public affairs matters shall be between the ASD(PA) and the Commanders of the Combatant Commands. Communications that have operational implications shall be coordinated with the Chairman of the Joint Chiefs of Staff consistent with DoD Directive 5400.13 (reference (k)). Joint Staff communications that have public affairs policy or guidance implications shall be coordinated with the ASD(PA).

5.4. Communicate with the other Federal Departments and Agencies, the representatives of the Legislative Branch, the news media, the non-Government and entertainment-oriented industry, and the members of the public.

5.5. Establish arrangements for DoD participation in those non-DoD Government programs for which the ASD(PA) has been assigned primary staff cognizance.

5.6. Act as the sole agent at the Seat of Government for the release of official DoD information for dissemination through any form of public information media. This may be delegated to the DoD Components, as appropriate.

5.7. Establish accreditation criteria and serve as the approving and issuing authority for credentials for news gathering media representatives traveling with coverage of official DoD activities.

5.8. Approve military participation in public exhibitions, demonstrations, and ceremonies of national or international significance.

5.9. Portions of the authorities listed in this section may be delegated to the DoD Components as appropriate to that Agency or Service.

6. EFFECTIVE DATE

This Directive is effective immediately.



Rudy de Leon
Deputy Secretary of Defense

Enclosures - 3

- E1. References, continued
- E2. Principles of Information
- E3. Statement of DoD Principles for News Media Coverage of DoD Operations

EI. ENCLOSURE 1

REFERENCES, continued

- (e) DoD Instruction 5410.19, "Armed Forces Community Relations," July 19, 1979
- (f) DoD Instruction 5435.2, "Delegation of Authority to Approve Travel In and Use of Military Carriers for Public Affairs Purposes," April 25, 1975
- (g) DoD Instruction 5410.16, "DoD Assistance to Non-Government, Entertainment-Oriented Motion Picture, Television, and Video Productions," January 26, 1988
- (h) DoD Directive 5122.10, "American Forces Information Service (AFIS)," February 14, 1995
- (i) DoD 5025.1-M, "DoD Directives System Procedures," August 1994
- (j) DoD Directive 8910.1, "Management and Control of Information Requirements," June 11, 1993
- (k) DoD Directive 5400.13, "Joint Public Affairs Operations," January 9, 1996

E2. ENCLOSURE 2
PRINCIPLES OF INFORMATION

E2.1. INFORMATION

It is DoD policy to make available timely and accurate information so that the public, the Congress, and the news media may assess and understand the facts about national security and defense strategy. Requests for information from organizations and private citizens shall be answered quickly. In carrying out that DoD policy, the following principles of information shall apply:

E2.1.1. Information shall be made fully and readily available, consistent with statutory requirements, unless its release is precluded by national security constraints or valid statutory mandates or exceptions. The "Freedom of Information Act" will be supported in both letter and spirit.

E2.1.2. A free flow of general and military information shall be made available, without censorship or propaganda, to the men and women of the Armed Forces and their dependents.

E2.1.3. Information will not be classified or otherwise withheld to protect the Government from criticism or embarrassment.

E2.1.4. Information shall be withheld when disclosure would adversely affect national security, threaten the safety or privacy of U.S. Government personnel or their families, violate the privacy of the citizens of the United States, or be contrary to law.

E2.1.5. The Department of Defense's obligation to provide the public with information on DoD major programs may require detailed Public Affairs (PA) planning and coordination in the Department of Defense and with the other Government Agencies. Such activity is to expedite the flow of information to the public; propaganda has no place in DoD public affairs programs.

E3. ENCLOSURE 3

STATEMENT OF DoD PRINCIPLES FOR NEWS MEDIA

E3.1.1. Open and independent reporting shall be the principal means of coverage of U.S. military operations.

E3.1.2. Media pools (limited number of news media who represent a larger number of news media organizations for news gatherings and sharing of material during a specified activity), are not to serve as the standard means of covering U.S. military operations. However, they sometimes may provide the only means of early access to a military operation. In this case, media pools should be as large as possible and disbanded at the earliest opportunity (in 24 to 36 hours, when possible). The arrival of early-access media pools shall not cancel the principle of independent coverage for journalists already in the area.

E3.1.3. Even under conditions of open coverage, pools may be applicable for specific events, such as those at extremely remote locations or where space is limited.

E3.1.4. Journalists in a combat zone shall be credentialed by the U.S. military and shall be required to abide by a clear set of military security ground rules that protect U.S. Armed Forces and their operations. Violation of the ground rules may result in suspension of credentials and expulsion from the combat zone of the journalist involved. News organizations shall make their best efforts to assign experienced journalists to combat operations and to make them familiar with U.S. military operations.

E3.1.5. Journalists shall be provided access to all major military units. Special operations restrictions may limit access in some cases.

E3.1.6. Military PA officers should act as liaisons, but should not interfere with the reporting process.

E3.1.7. Under conditions of open coverage, field commanders should be instructed to permit journalists to ride on military vehicles and aircraft when possible. The military shall be responsible for the transportation of pools.

E3.1.8. Consistent with its capabilities, the military shall supply PA officers with facilities to enable timely, secure, compatible transmission of pool material and shall make those facilities available, when possible, for filing independent coverage. If Government facilities are unavailable, journalists, as always, shall file by any other

means available. The military shall not ban communications systems operated by news organizations, but electromagnetic operational security in battlefield situations may require limited restrictions on the use of such systems.

E3.1.9. Those principles in paragraph E3.1.8., above, shall apply as well to the operations of the standing DoD National Media Pool system.



SECRETARY OF DEFENSE
1000 DEFENSE PENTAGON
WASHINGTON, DC 20301-1000

JAN 15 2003

MEMORANDUM FOR CHAIRMAN OF THE JOINT CHIEFS OF STAFF
CHIEFS OF SERVICES
COMBATANT COMMANDERS

SUBJECT: Joint Media Training Course

The pilot program of the Joint Media Training Course hosted by the Navy and Marine Corps and recently followed by the Army has received positive responses from many of those who participated.

The media training program is a force protection measure designed to minimize risks to units with media embedded and to provide journalists with the basic skills necessary to help ensure that they are prepared to accompany units facing armed conflict. By exposing the journalists to training conditions that simulate the demands of combat, the program should assist in assuring more accurate reporting.

While no additional funding will be provided to the Services to conduct this training, I believe this training course has value for the Department and ask you to provide the support necessary to continue this effort. We are off to a good start, thanks to the excellent work by the Army, Navy and Marine Corps.

A handwritten signature in black ink, appearing to be "R. M. ...", is centered on the page.



U19122 02

**TRAINING PROGRAM OF INSTRUCTION
FOR
MEDIA TRAINING COURSE**



1 NOV 02

TRAINING PROGRAM OF INSTRUCTION

Preface

TITLE: Media Training Course

TRAINING LOCATION: Various locations throughout the US and Europe

TOTAL TRAINING HOURS: 52.5 - Field (25) Lecture (27.5)

PURPOSE: This course provides an overall orientation and training in basic military skills for members of the media who may accompany military units engaging in military actions.

COURSE DESCRIPTION: The course will provide a broad overview and familiarization of basic military skills that will help prepare media members not only to be safe, but also to better interact with military units they are embedded with.

TYPE METHOD OF INSTRUCTION:

Field Exercise (PE)

Lectures (L)

**MEDIA TRAINING COURSE
TRAINING PROGRAM OF INSTRUCTION**

Subjects to be trained:

- Perform first aid
- Protect against Nuclear, Biological, Chemical attack
- React to direct and indirect fire
- Embark/debark a helicopter with personal gear
- Participate in a five-mile tactical road march with a minimum 25-pound rucksack
- Identify mine hazards and describe countermeasures
- Identify individual weapons and describe their capabilities
- Perform individual camouflage
- Describe basic cover and concealment measures
- Perform survival-level navigation
- Perform Unit Physical Fitness Training
- Identify military rank insignia and uniforms
- Describe military customs and courtesies
- Explain the Code of Conduct
- Discuss Law of War and Rules of Engagement
- Identify major service weapons systems and platforms
- Describe equipment required for living in the field (overnight in field)
- Describe basic field sanitation and health measures
- Use of civilian communication on the battlefield
- Describe JIB structure, role and operations
- Explain the role and capabilities of PAOs
- Explain OPSEC procedures/requirements and the security classification system
- Describe media embed procedures
- Discuss media ground rules
- Describe the primary mission and basic force structure of each service

TASKS: Demonstrate basic life saving steps
Identify the dangers and symptoms of shock
Demonstrate treatment for shock
Demonstrate methods of treating wounds

TIME ALLOCATED: 1 L; 3 PE

TOTAL HOURS: 4

OBJECTIVE: Perform basic life saving steps on yourself or injured personnel in a field environment.

SUMMARY OF INSTRUCTION: In a classroom environment, students will learn the fundamentals of first aid with special emphasis on the types of injuries common to field conditions in general and combat specifically. Students will learn to use the basic field first aid kit as well as on-hand materials to treat the wounded. Special emphasis will be given to realistic trauma injuries using moulage mock-ups.

REFERENCES: FM 21-11 First Aid for Soldiers; Marine Corps Common Skills Handbook, Book 1B; Bluejacket's Manual; AMFAN 10-100, Airman's Manual; The Coast Guardsman's Manual.

TASKS: Identify indications of Nuclear, Biological, and Chemical (NBC) attack
Identify NBC detection procedures
Identify components of the Nuclear, Biological, and Chemical gear.
Differentiate between Mission-Oriented Protective Postures (MOPP)
Explain proper procedures for detecting chemical agents
Explain how to use atropine auto-injectors
Don, clear, and seal the protective mask
Don the protective gear in compliance with MOPPs 1-4

TIME ALLOCATED: 4 L, 4 PE

TOTAL HOURS: 8

OBJECTIVE: Survive when encountering a Nuclear, Biological, Chemical threat.

SUMMARY OF INSTRUCTION: Students learn the fundamentals of NBC defense. They will understand the function of each component of the NBC protective ensemble and learn which components to wear for each MOPP level. They will learn the function and proper use of detection tape and paper, the personal decontamination kit, and atropine auto-injectors. Students will also learn the proper method of donning, clearing, and sealing the protective gas mask. They will also learn how to properly don the protective gear.

REFERENCES: FM 3-4 NBC Protection; The Bluejacket's Manual; Marine Corps Common Skills Handbook, Book 3; AFMAN 10-100 Airman's Manual.

SAFETY FACTORS: Atropine auto-injectors are inherently dangerous. Use extreme caution in handling them. Ensure that only expended injectors are used in training. Do not give students the training injectors until they have been fully instructed and briefed on the danger. Heat is always a danger when wearing the protective gear. Instructors must strictly observe the work/rest cycles in accordance with local medical directives.

TASK: React to Direct and Indirect Fire

TIME ALLOCATED: 1 L, 1 PE

TOTAL HOURS: 2

OBJECTIVE: React properly when fired upon by enemy forces.

SUMMARY OF INSTRUCTION: Students learn how to react to indirect and direct fire during tactical movement. Weapons simulators are used to simulate direct and indirect attacks on the platoon during the road march. A one-hour block of instruction covers proper procedures for reacting to direct and indirect fire. The students gain practical experience in the field with simulated attacks on their group.

REFERENCES: STP 21-1, Soldier's Manual of Common Tasks; Air Force Manual 10-100

SAFETY FACTORS: Great emphasis is placed on safety dealing with simulated explosives.

TASKS: Identify the different types of helicopters used by the USA, USN, USMC and USAF.
Understand embarking procedures for various helicopters.
Understand debarking procedures for various helicopters.
Perform personal emergency procedures during an in-flight or ground emergency.
Perform emergency egress and rendezvous following emergency landing

TIME ALLOCATED: 1 L, 1 PE

TOTAL HOURS: 2

OBJECTIVE: Safely enter and exit military helicopters when accompanying military personnel.

SUMMARY OF INSTRUCTION: Students will learn how to properly identify, embark and debark various Army, Marine, Navy and USAF helicopters either in static or operating mode while on the ground. Students will learn how to assemble, protect and secure their personal and

professional equipment and gear, confront either a static or running helicopter and safely enter or exit the aircraft. They will learn about various safety issues that are ever-present when working in or near helicopters of all types and sizes. Students will be instructed about the aircraft specific safety issues regarding tail rotor systems, exits, emergency exits and exit ramps. Additionally, the students will be taught (in general terms) emergency procedures they must personally accomplish while onboard a helicopter in flight or on the ground. Students will be taught how to properly gain the attention of the aircraft crew when desiring to board a helicopter on the ground (and the crew is positioned inside the aircraft) or while in flight. Students will be instructed on how to properly depart a helicopter on the ground during an emergency landing and where to rendezvous as directed by the Pilot in Command.

REFERENCES: *TM 1-1520-237-10, Change 10,30 September 2002, Operators Manual for UH-60A, UH-60L and EH-60A Helicopters; TM 1-1520-237-CL, Operators Checklist UH-60A, UH-60L and EH-60A Helicopters*

TASK: Participate in a 5-mile tactical road march with a minimum 25-pound rucksack

TIME ALLOCATED: 2 PE

TOTAL HOURS: 2

OBJECTIVE: Understand the rigors and dangers of moving with a unit in a field environment in a tactical situation.

SUMMARY OF INSTRUCTION: Students are given the opportunity to participate in a five-mile tactical road march with 25-pound rucksack. This exercise is the culmination of the course and incorporates many of the other lessons covered e.g.: react to direct and indirect fire, protect against an NBC attack, basic cover and concealment procedures and individual camouflage. The rate of march will be geared to the physical endurance of the participants.

REFERENCES: FM 21-18, Foot Marches

SAFETY FACTORS: This road march will be carried out in such a way to avoid injuries to non-military personnel participating. A medic will accompany the march. Media personnel will be required to be pre-screened prior to arrival to ensure they are fit for this activity. This is a voluntary event.

TASK: Identify Mine Hazards and describe countermeasures

TIME ALLOCATED: 2 L

TOTAL HOURS: 2

OBJECTIVE: Familiarize with mine hazards that may be encountered in a field environment and effective countermeasures to avoid death or injury

SUMMARY OF INSTRUCTION: Students become familiar with explosive ordnance; identify the different types of explosive ordnance and countermeasures when unexploded ordnance (UXO) is encountered. Students are briefed on basic safety procedures and measures to protect themselves and how to recognize UXO markers.

REFERENCES: STP 21-24 Soldier's Manual of Common Tasks; Air Force Manual 10-100

SAFETY FACTORS: Great emphasis is placed on safety around explosive ordnance.

TASK: Identify Individual Weapons
Describe Capabilities of Weapons

TIME ALLOCATED: 1.5 L, 0.5 PE

TOTAL HOURS: 2

OBJECTIVE: Identify and handle small arms used by Service members in the field.

SUMMARY OF INSTRUCTION: Within a general-purpose classroom or field environment, students will participate in an exercise to understand weapons characteristics. Students will observe a firepower exercise. Weapons include 9mm, M16A1, M16A2, M249 Squad Automatic Weapon (SAW); M203 Grenade Launcher; M60 Machine Gun, and Caliber .50 Machine Gun.

REFERENCES: FM 7-8, App B, Organic Weapons; FM 21-75 Appendix G; FM 23-9; FM 23-14; FM 23-24; FM 23-31; FM 23-35; FM 23-65; FM 23-67; MCWP 3-15.

SAFETY FACTORS: Treat every weapon as if it were loaded; Never point a weapon at anything you do not intend to shoot; Keep your finger straight and off the trigger until you are ready to fire; Keep you weapon on SAFE until you intend to fire; Clear all weapons each time you handle them.

TASK: Perform Individual Camouflage

TIME ALLOCATED: 1 L, 0.5 PE

TOTAL HOURS: 1.5

OBJECTIVE: Perform individual camouflage when required to avoid detection during military operations

SUMMARY OF INSTRUCTION: In a field or simulated environment, students demonstrate correct individual and equipment camouflage techniques to conceal themselves visually, acoustically, infrared, ultraviolet, radar, and radio detection. This task will also be applied during the road march.

REFERENCES: STP 21-1-SMCT p.209; FM 21-75, MCWP 3-11.3; MCCS 1B, p.1-17-17

SAFETY FACTORS: Baby oil is recommended for expeditious removal of face paint.

TASK: Construct Individual Position
Move Under Fire

TIME ALLOCATED: 2 L, 1 PE

TOTAL HOURS: 3

OBJECTIVE: To survive when under fire in a field environment.

SUMMARY OF INSTRUCTION: Students learn the fundamentals of individual and equipment level cover and concealment in a field environment under hasty conditions; students demonstrate the correct techniques for moving a distance between 200 – 300 meters with equipment dictated by terrain and coordinate movement with team members; students display movement concealment principles during a battle simulation exercise. This task is also applied during the road march.

REFERENCES: STP 21-1-SMCT p.221, 245, FM 7-8, MCWP 3-11.3; MCCS 1B, p.1-14-15, 1-15-1

TASKS: Determine Grid Coordinates
Use Lensatic Compass
Orient Map and Determine Location using Terrain Association
Determine Direction without a Compass
Navigate from One Point to Another Dismounted

TIME ALLOCATED: 1 L, 2 PE

TOTAL HOURS: 3

OBJECTIVE: Navigate to a safe area when separated from friendly forces

SUMMARY OF INSTRUCTION: In a classroom and field environment, students demonstrate the fundamentals of map reading and land navigation; identify topographic symbols on a military map; identify terrain features, determine grid coordinates, and use a lensatic compass. Students orient a map and determine location using terrain association, determine direction without a compass, navigate from one point to another dismounted.

REFERENCES: STP 21-1-SMCT p.23 - 60; STP 21-24-SMCT p.4-16; FM 21-26; GTA 5-2-13

SAFETY FACTORS: Perform risk assessment for field operations.

TASK: Perform Unit Physical Fitness Training

TIME ALLOCATED: 1 L, 1 PE

TOTAL HOURS: 2

OBJECTIVE: To familiarize participants with an effective PT program to better prepare them to embed with US forces.

SUMMARY OF INSTRUCTION: In a field expedient environment, students will participate in a modified physical training program modeled after the embedded unit. Students exercise with sufficient intensity and duration to maintain adequate cardio respiratory endurance, muscular strength and endurance, flexibility, and body composition. Student physical training will enhance the critical tasks that support the embedded unit's Mission Essential Task List.

REFERENCES: AR 350-41; FM 21-20; DA PAM 350-18.

SAFETY FACTORS: Individuals will be evaluated for coronary heart disease risk factors prior to arrival. Medical procedures are outlined in AR 40-501.

TASK: Identify Military Rank and Uniforms

TIME ALLOCATED: 1 L

TOTAL HOURS: 1

OBJECTIVE: Gain a basic understanding of the military rank structure and uniforms unique to each Service.

SUMMARY OF INSTRUCTION: Students learn the difference between military pay grades and rank with a basic overview of the military pay grade structure and the ranks of each of the four military departments. Students will also learn the most common uniform items and combinations worn for each Service.

REFERENCES: <http://www.defenselink.mil/pubs/almanac/almanac/people/insignias/>
AR 670-1, Wear and Appearance of Army Uniforms and Insignia
AFI 36-2903, Dress and Personal Appearance of Air Force Personnel
NAVPERS 15665, U.S Navy Uniform Regulations
MCO P1020.34, Marine Corps Uniform Regulations

TASK: Describe Military customs and courtesies as they pertain to a garrison and field environment

TIME ALLOCATED: 0.5 L

TOTAL HOURS: 0.5

OBJECTIVE: Familiarize media personnel with standard military customs and courtesies.

SUMMARY OF INSTRUCTION: Students learn basic military customs and courtesies; military etiquette; and use of rank and titles.

REFERENCES: AR 600-25, Salutes, Honors, and Visits of Courtesy
Marine Corps Manual and MCRP 6-11B, Discussion Guide for Marine Corps Values
AFMAN 36-2203, Drill and Ceremonies
United States Navy Regulations, 1990, Chapter 12, Flags, Pennants, Honors, Ceremonies and Customs

TASKS: Explain the purpose for the Code of Conduct.
Explain each Article of the Code of Conduct

TIME ALLOCATED: 1 L

TOTAL HOURS: 1

OBJECTIVE: Understand the purpose of the Code of Conduct for military personnel

SUMMARY OF INSTRUCTION: Students will discuss the origin and the importance of the Code of Conduct in contemporary operations. After discussing the meaning of each article, they will understand the responsibility of American service members in the hands of the enemy.

REFERENCES: AR 350-30 Code of Conduct/Survival, Evasion, Resistance and Escape (SERE) Training; OPNAV Instruction 1000.24B Code of Conduct Training; Marine Corps Common Skills Handbook, Book 1A; AFMAN 10-100 Airman's Manual.

TASKS: Discuss the Law of War and Rules of Engagement

TIME ALLOCATED: 1 L

TOTAL HOURS: 1

OBJECTIVE: Understand that the US conducts military operations in accordance with the Law of Armed Conflict and familiarize participants with LOAC training

SUMMARY OF INSTRUCTION: Students learn that the Law of War (Law of Armed Conflict for Air Force) is an international law derived from the Geneva and Hague Conventions, other treaties, and international customs, which regulate the conduct of armed hostilities between nations. They will understand that the LOW places limits on the actions of military forces to prevent unnecessary suffering, destruction, and death during armed conflicts. They will also understand how it applies to international armed conflicts and to conflicts that, while not "international" in the traditional sense, clearly involve the peace and security of the international community. Students will learn that the Rules of Engagement (ROE) are directives issued by competent military authority that delineate the circumstances and limitations under which United States forces will initiate and/or continue combat engagement with other forces encountered. They will also learn the difference between the LOW and the ROE; the LOW is international law while the ROE are *our* rules.

REFERENCES:

DoDD 5100.77, DoD Law of War Program, 9 December 1998
Joint Publication 1-02, DoD Dictionary of Military and Associated Terms, 12 April 2001
Chairman of the Joint Chiefs of Staff Instruction (CJCSI) 3121.01A, Standing Rules of Engagement for US Forces, 15 January 2000
CJCSI 5810.01A, Implementation of the DoD Law of War Program, 27 August 1999
Army FM 27-10, The Law of Land Warfare
Army FM 27-100, Legal Support to Operations, Chapter 8, Rules of Engagement
OPNAVINST 3300.52, Law of Armed Conflict (Law of War) Program to ensure compliance by the U.S. Navy and Naval Reserve
MCRP 5-12.1A, The Law of Land Warfare
AFI 51-401, Training and Reporting to Ensure Compliance with the Law of Armed Conflict

TASK: Identify Major Service Weapons Systems and Platforms

TIME ALLOCATED: 2 L

TOTAL HOURS: 2

OBJECTIVE: Familiarize participants with basic categories of major weapons systems

SUMMARY OF INSTRUCTION: Students will learn how recognize major Service weapons categories. Each Service will provide either video or powerpoint slides to show their weapons systems and platforms so that students can understand their role in military operations. When possible and available, students will see these weapons and platforms.

REFERENCES: Applicable Service instructions

TASK: Describe equipment required for living in the field or operational environment

TIME ALLOCATED: 1 L, 8 PE

TOTAL HOURS: 1

OBJECTIVE: Familiarize participants with basic items required for survival in a field environment (students will experience at least one night in a field environment)

SUMMARY OF INSTRUCTION: Students will learn about items required for living in the field or operational environment. This is to include Load Bearing Equipment (LBE), flack jacket, Kevlar helmet, and Nuclear, Biological, and Chemical (NBC) gear and various forms of field shelters. (Precursor to overnight exercise)

REFERENCES: Applicable Service regulations

TASK: Understand Basic Field Sanitation and Health Measures

TIME ALLOCATED: 1 L

TOTAL HOURS: 1

OBJECTIVE: Understand the importance of proper field sanitation and health measures while in a field environment.

SUMMARY OF INSTRUCTION: Students learn about food and water precautions, waste disposal and hygiene while in a field environment. Possible problems with field sanitation and hygiene are presented and solutions are discussed.

REFERENCES: AFM 161-10, Field Hygiene and Sanitation, AFR 48-116, Food Safety program, AFR 200-3, Medical Intelligence, FM 21-10-1, Unit Field Sanitation and Hygiene, FM 21-76, Survival Guide, USAEHA TG No. 174, Personal Protective Techniques Against Insects and Other Anthropoids of Military Significance, NAVMED P-5010-9, Preventive Medicine for Ground Forces.

SAFETY FACTORS: Great emphasis is placed on safety dealing with simulated explosives and simulated small arms fire.

TASK: Implement Communications Security (COMSEC) Transmission Protective Measures
Identify and Prevent Transmission Exposure

TIME ALLOCATED: 1 L

TOTAL HOURS: 1

OBJECTIVE: To ensure the media understands when it is safe to transmit voice, message, and data in a battlefield environment.

SUMMARY OF INSTRUCTION: Students will understand voice, message, and data (VMD) communications organization, security, and protection particular to the embedded unit; understand how VMD transmission exposure threatens the unit's operational environment; how to coordinate correct VMD transmission per the Standard Operating Procedures for the embedded unit; learn the measures taken to avoid exposure, practice good transmission procedures, and prevent hostile exploitation of VMD communication weaknesses.

REFERENCES: FM 11-41; FM 11-43; FM 11-75, FM 24-2; FM 25-1; ARMY TSP 113-367
9001

TASKS: Describe JIB structure, role and operations
Explain the role and capabilities of PAOs

TIME ALLOCATED: 1 L

TOTAL HOURS: 1

OBJECTIVE: Understand how the Public Affairs Officer in the Joint Information Bureau can assist media personnel.

SUMMARY OF INSTRUCTION: Students learn the missions, areas of responsibility and overall structure and role of the DoD Unified Commands; discuss the role and capabilities of PAOs as delineated in the DoD Principles of Information; learn what's meant by the term Joint Information Bureau (JIB) and review the major roles and responsibilities of a JIB; understand how the JIB staff interacts with the commander, DoD, other military units, and other governmental and non-governmental agencies; discuss various DoD public affairs directives and doctrine.

REFERENCES: Joint Publication 1, Joint Warfare of the US Armed Forces; Joint Publication 3-0, Doctrine for Joint Operations; Joint Publication 3-61, Doctrine for Public Affairs in Joint Operations; DoD Directive 5400.13, Joint Public Affairs Operations; DoD Principles of Information.

TASKS: Explain OPSEC procedures/requirements and the security classification system.
Describe media embed procedures.
Discuss media ground rules.

TIME ALLOCATED: 1.5 L

TOTAL HOURS: 1.5

OBJECTIVE: Ensure members of the media understand purpose of ground rules and requirements for being embedded in units.

SUMMARY OF INSTRUCTION: Students discuss the Department of Defense's security classification system; discuss the DoD's guidelines for release of information to the media; explain the media's obligations regarding classified information; discuss typical ground rules media should follow in a combat theater; and explain the proper procedures and expectations for media embedded in combat units.

REFERENCES: Joint Publication 3-61, Doctrine for Public Affairs in Joint Operations; DoD Directive 5230.9, Clearance of DoD Information for Public Release; DoD Principles of Information.

TASK: Describe the primary mission and basic force structure of each service

TIME ALLOCATED: 1 L

TOTAL HOURS: 1

OBJECTIVE: Obtain a basic understanding of unique structure and mission of the individual services.

SUMMARY OF INSTRUCTION: Students discuss the primary mission of each Service and receive information that defines each Service's basic force structure.

REFERENCES: Applicable Service Regulations

DoD News Briefing
Secretary of Defense Donald H. Rumsfeld
Wednesday, October 30, 2002

(Bureau Chiefs Meeting. Also participating: Victoria Clarke, ASD PA; Bryan G. Whitman, DASD PA.)

Whitman: I don't think we have any other distress calls from any of the entrances of the Pentagon right now so I think we probably have a quorum. There may be a few more that join us here shortly, but let's go ahead and get started because I know you're all busy people. If our discussions with you throughout the last couple of weeks, one-on-one type things, is any indication you probably have some things you want to ask about, concerns, issues you want to bring out in the open here.

First of all I just want to welcome everybody here. For those of you who don't know me, I'm Bryan Whitman. I'm Torie's Deputy for Media Operations. Ms. Clarke is, all the broadcasters know this, it's Radio Day over at the White House and she has the Secretary over there and is en-route back here and will be joining us in just a few minutes as soon as she arrives back in the building.

It has been a long time since we've had our last meeting but we have had a lot of discussions with all of you, I think, or a good number of you over the last several weeks to talk about the way ahead a little bit. But before we get started, because there are a fair amount of new faces in here also, why don't we just go around the room real quick so that people now who we're talking with here.

Stern: Mark Stern with Copley News Service.

Cohen: Hi, I'm Francis Cohen from [inaudible] France Press, AFP.

Doherty: I'm Rob Doherty with Reuters.

Timelane: George Timelane of Reuters Television.

Aubry: Tim Aubry with Reuters Pictures.

Ellis: Richard Ellis with Getty Images.

Hoyt: Clark Hoyt with Knight-Ridder Newspapers.

Siss: Richard Siss, New York Daily News.

Payton: Jack Payton, Voice of America.

Cox: Merilee Cox, ABC Radio News.

Henry: John Henry, Houston Chronicle.

Lewis: Chuck Lewis, the Hearst Newspapers.

Gyman: Steve Gyman, Bloomberg News.

Back: Philbun Back, UPI.

Wilkinson: Lindsey Wilkinson, NBC.

Abramson: Jill Abramson, New York Times.
Fell: Robin Fell, ABC News.
Cook: David Cook, Christian Science Monitor.
Hall: John Hall, Associated Press Photos.
Michaels: Jim Michaels, USA Today.
Matuskey: Tom Matuskey, CBS.
Penn: Kim Penn, Fox News.
Myers: Laura Myers, AP.
Johnson: Penny Johnson, AP.
Lubsdorf: Carl Lubsdorf, Dallas Morning News.
DeFrank: Jay DeFrank. I'm the Director of Press Operations.
Whitman: Why don't we just loop around the back here and go that way.
Woods: Dave Woods, Newhouse News service.
Copeland: Peter Copeland, Scripts Howard.
Alexander: Andy Alexander, Cox Newspapers.
McCreary: T. McCreary, JCS Public Affairs.
Ms. [inaudible]: Kathy [inaudible], [inaudible].
Walton-James: Vicky Walton-James, Chicago Tribune.
Timberg: Bob Timberg, Baltimore Sun.
Doster: Morris Doster, US News.
Fieder: Matt Fieder, the Washington Post.
McCarthy: Tom McCarthy, the LA Times.
Howell: Debra Howell, Newhouse News Service.
Walternet: Harry Walternet with Tribune Photos.
Mr. [inaudible]: [inaudible], NPR News.
Gilbert: Craig Gilbert, Milwaukee Journal Sentinel.
Redders: Steve Redders, CNN.
Goerst: Phil Goerst, Washington Times.

Seive: Jerry Seive, Wall Street Journal.

Schuman: David Schuman, Boston Globe.

Lebrecht: Thelma Lebrecht, AP Radio.

Anns: Denise Anns, AP Television.

Mr. [inaudible]: I'm George [inaudible], Torie's Senior Military Assistant.

Floyer: Michael Floyer, Ms. Clarke's Junior Military Assistant.

Davis: Drew Davis, Marines.

Mr. [inaudible]: Steve [inaudible] with Navy Public Affairs.

Mr. [inaudible]: [inaudible], Army Public Affairs.

Whitman: Again, thank you all for coming today. While it's hard to believe that there might not be somebody that's here with this large group, we are recording today's session and there will be a transcript so that any of your colleagues that were not able to make it today will be able to at least see what we talked about.

With that, as we have our discussions it would really help if you identify yourself and your news organization so we attribute your comments to the right person and not somebody else inadvertently.

As I indicated, we started to have a lot of discussions with many of you in here. They've been discussions not only with the Bureau Chiefs that are here but also with your reporters that cover this building on a regular basis. We've also had some preliminary discussions with even some of your technical people, particularly the electronic media. Kim had made a suggestion that we take a look at whether or not there are some issues there that we should be fleshing out, and we started to do that a little bit this week. So we really appreciate all the feedback we've been getting from you. That has been very valuable for us and we would like to continue to solicit that from you in the days ahead because we do take your concerns very seriously and they have molded our thinking as we have been doing some planning for ourselves here.

I guess the first thing I'd like -- There are three areas that I'd like to cover today, and please interject at any time if you have a question. We can take as long as you need or as short as you feel is required for any of this today. But I'd like to talk a little bit about ongoing planning for future operations. I think I'd like to talk a little bit about, because I've gotten a lot of interest from you, on a media training program. I'd like to then open it up to some of your issues and some of your concerns. I've heard over the past couple of weeks everything from chem/bio training to vaccinations to the national media pool as well as a host of other things, and I think some of the decisions that we've had one-on-one would be beneficial to the group here, and there may be others that just haven't had a chance to meet with us on some of those things.

The good news is while the President has not made any decision for any military action in the Middle East or with respect to Iraq, and we can't say that enough times as we have our discussions today, we have been doing public

affairs planning right from the beginning alongside all the contingency planning, the military contingency planning being done in this building. And as most of you know who watch our building, it's a very iterative process that's been going on, and we have been very much involved in making sure that the public affairs aspects of this are being addressed each step of the way. It's been concurrent planning and I think a lot of my colleagues right here in this room from the Joint Staff as well as from the services, for all the hard work that they've been doing as we look at any potential future operations.

While it's hard to get into any specific details today I think what I can do for you is assure you that from the highest levels of this department the leadership is committed to making sure that you and your reporters, your reporters have access to our troops in the field should there be any military operation.

One of the things that I think we all need to have in our mind is that this, if there is military action one should not presume that the way we do public affairs will be a carbon copy of Desert Storm or any other recent conflict either.

We have been working very hard and are very committed to very extensive use of embedded media.

[ASD Clarke and Secretary Rumsfeld arrived]

Rumsfeld: What's the hot topic?

Whitman: Well sir, we were just starting to talk about some of the public affairs planning that's been going on concurrent with operational planning should the President make any sort of decision with respect to military operations and how at the highest levels of this department we are committed to the concept of embedding media and ensuring that there is access to what our troops may be doing on the battlefield. That was the sentence I was in when you walked in, sir.

Rumsfeld: Good. I was just told you all were here and Torie suggested I stopped by and say hello, and I'm happy to do it.

I'd be happy to answer a question or two. I don't know enough about the context of where you are to say anything. I might say something wrong. I can get in all kinds of trouble here.

Q: Sandy [inaudible] with Associated Press.

A year ago when we started military action against Afghanistan it took six weeks until American reporters were embedded with your people.

Rumsfeld: Six weeks from when? September 11th?

Q: No. October, start of the war. It was Thanksgiving weekend or shortly thereafter.

Clarke: It took that long before they were embedded on the ground in Afghanistan.

Q: Yes.

Clarke: For the first several weeks we didn't have people on the ground in Afghanistan.

Rumsfeld: Yeah, we didn't have people down there. We were trying to get them in.

Q: Can I get some assurance from you that the American media will go in earlier than that at the forefront of any activity?

Rumsfeld: Well, put yourself in my shoes for a minute. I can't give you that assurance because I don't know what might happen. I don't know who might be on the ground, what might be taking place, and in the case that you're referring to we spent days and ultimately weeks trying to get first Special Forces people and later ground forces into Afghanistan. To do it we had to first develop relationships with the Northern Alliance and then we had to develop an arrangement whereby we could physically get them in there. I can remember instances where the helicopters tried to come in from the north into deposit small numbers of these folks with the Northern Alliance people who we didn't know, and they had to turn back three or four times and it took a week and a half in one case just to get through the bad weather and get people in there.

So I think it would not be an accurate representation to suggest that there was a conscious effort to keep people out and not embedded in forces during that six-week period from October 7th, because our task was just getting a small handful of people embedded with the Northern Alliance, and there was a sufficiently small number that they were worried about their own security because we didn't know what was going to happen with these Northern Alliance people, and they certainly didn't have time to provide any force protection for anyone from the press.

Now then you say can I give you assurance that in the event something happens that they'll get in sooner than that. The answer is of course I can't give assurance. Can I give you assurance that we recognize the desirability of having people embedded? Yes, we do recognize that. Do we want to try to get them in as early as possible, that it's not going to put at risk the U.S. forces that are in there? Yes, we do want to do that. But that's the only assurance I can give you.

What else?

Q: Matt Fieder from the Washington Post. Other news organizations likely will have reporters who will not be embedded, who will be perhaps in Baghdad, perhaps in Northern Iraq. What kind of assurance --

Rumsfeld: Again, we'll begin every question on Iraq with the preface that says in the event something were to happen.

Are people writing what I'm saying in here, or is this off the record?

Voices: Reporting.

Rumsfeld: Okay. Then I'll say it before every question is asked.

I do not want to be positioned as sitting here answering a bunch of questions about Iraq on the assumption that there's going to be something happening in Iraq because I'm simply not in a position to do that. The

President's made no judgment other than to go to the Congress first and the United Nations second and a debate's taking place.

Sorry to interrupt you, but --

Fieder: Hypothetically, --

Rumsfeld: Now you've got it.

Fieder: -- should encounter U.S. forces in field in Iraq, what kind of assurance can you give us that they will be treated as journalists and helped along as they need be and not treated as potential hostile combatants?

Rumsfeld: You're talking about people that are physically in the country were U.S. forces to then arrive and what kind of assurances can I give you that they would be treated as journalists?

Fieder: Yes.

Rumsfeld: Again I can't give assurances, but there's no question but that U.S. military people treat journalists as journalists. Is it possible that they could be in a building that got bombed? Yes. Is it possible that they could be embedded in a group of forces that come under fire? Yes. If they're operating with the Republican Guard or something like that, forces that are being opposed, there's no question but that problems can occur.

It's not possible to know if it's dark or -- So you can't give assurances like that.

Does that sound reasonable to you?

Fieder: Not if they happened to find themselves in a building that was bombed, but they happened to come across U.S. forces, what is the policy of the forces towards them? They will be accredited journalists that they would encounter somewhere.

Rumsfeld: The policy would vary depending on the size of the force and what they were doing, but certainly any policy would be to treat them as non-combatants at the outset. Whether they would be instantaneously transferred in the accreditation from an Iraqi Republican Guard unit to a U.S. unit in the midst of a battle is hard to say. One would think you'd want to sort people out and figure out who they are in the event that there were some sort of an exchange, but U.S. military people are trained to be respectful of journalists regardless of what country they come from.

Does that go to your question?

Fieder: -- that U.S. military understands they may encounter, they may run into journalists who are not --

Rumsfeld: There's no question but that that could happen were something to occur in Iraq.

Questions?

Q: Mr. Secretary, you talked about the desirability of having journalists embedded should there be any action in Iraq: Can you talk about the word

desirability? Is that a core principle for you? What are some of your thoughts about that?

Rumsfeld: Well I think that as a principle, given our Constitution and the way our free system works, that it's always helpful, generally almost always helpful to have the press there to see things and be able to report and comment and provide information about what's taking place. There are obviously times when that's not appropriate, the danger is too great or the confidentiality of what's taking place is such that it's not appropriate.

Is it a core principle? Sure. It is something more than that. It's also self-serving in this sense. You're dealing in -- we'll go back to the hypothetical case of Iraq, although the same thing was true in Afghanistan. In the case of Iraq and Afghanistan there was a great degree of skill on the part of the Taliban and the al Qaeda in news management and they were able to collocate their various military activities in close proximity to hospitals and nursing homes and schools and sympathy-engendering locations. To the extent they couldn't and some building was bombed, they would then take in some cases, actually physically take people from a hospital and take them over to a place that was bombed and pretend it was a clinic of some kind.

It's helpful to the extent you have people who are journalists and are accurate and professional with you that can see those things on the ground when they happen.

The problem is if you're in the air and they happen you can't do that. But if you're on the ground having people embedded on the ground I think is particularly useful because we see intelligence that they are already arranging things that will mislead the press in Iraq as to how they want to do things. There's a risk that they will do that and try to blame it on the United States in the event that something takes place in Iraq, and having people who are honest and professional see these things and be aware of that is useful. So I consider it not just the right thing to do but also a helpful thing.

Q: Phil Goerst, Washington Times.

One of the problems that I've encountered over the years is that when reporters and news organizations are included in operations it's often done in an unfair manner. What kind of assurances can you give us that there will be a better diversity of news organizations that get to go with front line versus rear line units in any kind of future operation?

Clarke: Larry Flint and Hustler Magazine are pretty diverse. I mean it.

If you take a look at the whole picture since October 7th when military operations started and media were embedded on ships, those sorts of things, and since then there has been an incredible diversity of domestic and foreign media that have been embedded.

Q: That wasn't the case with Special Operations in Afghanistan.

Clarke: It's a different situation with Special Operations. There aren't as many opportunities.

Rumsfeld: I just don't know. It's below my radar screen. The Assistant Secretary of Defense for Public Affairs Torie Clarke is the one who has people

who figure all that out and I, needless to say, don't look and see who's in and who's out and who's doing this and who's doing that. I just don't know.

But clearly when you have a limited number of slots for something, by the nature of what you're doing, I would assume that you try to rotate people for one thing, and have a mix of media types. That's what you do on our plane when we travel. I don't know, Phil, what else I can say.

Last question.

Q: Mr. Secretary, there's been another report of incidents of friendly fire, U.S. Air Forces on Marine forces.

Rumsfeld: This is the report of an earlier --

Q: Right, this was the C-130 incident right at the outset of Anaconda.

Rumsfeld: Right.

Q: There's been a whole series of these going back over the years, and I wonder if this problem has risen to your level, if you've gotten personally involved in this issue. I know you've had some interaction with the families of people who have been killed or wounded --

Rumsfeld: I sure have.

Q: -- Is there a basic problem here that we can't hit what we're aiming at?

Rumsfeld: Well I guess in the history of warfare there's always been friendly fire incidents throughout my adult life, and they're always just heartbreaking. You're right, I have had dealings with families that have been involved in friendly fire incidents.

We had a lessons learned project start very quickly after the beginning of the Afghanistan episode and they looked at this to some extent. I've not heard or seen anybody who thinks there is a pattern that is correctable in some way. There are individual things that occur, just as in peacetime. I suppose you could call the collision of our two aircraft recently a friendly fire incident. It was a non-enemy occurrence that killed American service people. And as a former Navy pilot, half my flight class I think was dead by the time I got to the age of 50 and a good half of it was not from enemy fire. These are things that happen. People make mistakes.

Someone came into this room today and probably stumbled and bumped their knee. Things do occur like that. But I've not seen anything that suggests we can't hit what we're aiming at. Indeed, quite the contrary. The use of precision-guided munitions has significantly improved the precision and the accuracy of what we're doing. It doesn't change human beings from being human beings who can make mistakes and feel just god-awful about it after it happens and heartbroken for the families and the people involved.

I don't know, T, do you know anything I don't know about this? I've not seen any pattern?

McCreary: No, sir. It's all been individual.

Rumsfeld: It's true if you're in a business and you're making pharmaceuticals and you have to have all kinds of checks and records to see that they're putting the right things in and that the people are checking this and checking that and this is accurate. Every once in awhile you find someone makes a mistake.

Look at the hospitals where they end up good people, intelligent people, well-trained people, spend decades learning how to be good doctors and nurses, and the next thing you know the chart is wrong and the wrong medicine is administered. It's just the way life is I suppose, and when you're dealing with things that are dangerous -- weapons and bombs and rockets, ships, heavy machinery, people get hurt and it's a shame.

But no, I think your characterization or your question about the possibility of something that's systemic has not been validated.

It's nice to see you all.

Clarke: Thank you, sir.

Okay, meeting's over. [Laughter]

How far has you gotten?

Whitman: What we were talking about when you came in was kind of trying to I guess maybe disabuse people that they shouldn't use any previous conflict as a model for how any potential operation in the Middle East might unfold, and how we have a much stronger commitment I think to the concept of embedding and embedding early and that a lot of things have changed over the last decade, too, in terms of technology and your ability to report from the battlefield, our ability to move information.

Clarke: I would just add on one thing to that. And for the record, this is all on the hypothetical for planning if indeed there is a military action in Iraq. And there's been no decision made, so this is hypothetical contingency planning. But I would add on to what Bryan said. I have talked to a lot of people in this room and we really appreciate the time individuals, news organizations, people have put into this process thus far.

In the category of lesson learned from the Persian Gulf War 11, 12 years ago, whatever, one was well, there was a pretty good effort made in terms of actually getting the media over there and in the right places, but there was a real drop-off and a failure on the part of helping get product back. So a big part of what we have been focused on is taking into consideration changes in technology, those sorts of things, and try to focus on the nuts and bolts of how can we make sure if we have indeed gotten somebody or somebody's embedded, how can we make sure they can get their product back and get their product back quickly, not two weeks later.

So lessons learned but, and we're trying to apply it going forward, but to Bryan's point, just like military planners are not taking the Persian Gulf War binder off the shelf and saying we're just going to tweak this for what may or may not happen going forward, we are not taking the Persian Gulf War public affairs plan off the shelf and just tweaking it. We're trying to approach the world as we see it and make happen what we all want to make happen. And the Secretary's right, it is self-serving. It is in your interest to be out there

getting as much news and information as possible about what might transpire, it's in our interest.

Whitman: Part of that I think is to have you start thinking about some of the challenges of moving your products when you're in an embedded situation and not in a more fixed location which many of you may have been accustomed to operating from in the past where there are greater access to facilities, whether they be telephone lines or what have you, and the ability to travel lightly but still be able to, for the most part be able to move your product organically yourself, too.

That's why we wanted to talk to you a bit today about our commitment to embedding and how important embedding is going to be to any potential media operation that would accompany the operation.

We've kind of talked about the overview, and one of the things that we have been talking to you about and one of the things that you have mentioned to us on several occasions is as you start to look at your operations and the reporters that may be covering your operations, whether or not there is some utility both for you and for us in getting, doing some basic training of your reporters. Things that would include basic military knowledge. Simple things. Everything from understanding the rank structure to what weapon systems, what the difference is between various weapon systems, as well as some basic survival skills. First aid, emergency land navigation, the basics of cover and concealment if you're going to be operating with a combat unit. Really to help your reporters operate safely and report accurately from the battlefield, to give us a measure of confidence and the unit commanders that are out there a measure of confidence too, that they have some fundamental understanding of how the military operates. But it should be emphasized as we go forward with any sort of training program like this that this would not be and is not intended to be any sort of a prerequisite to embedding. Nor should it be viewed as any sort of guarantee to be embedded with any U.S. military or coalition force for that matter.

Most of you have received, yesterday I believe, a letter from Ms. Clarke that basically outlines kind of the preliminaries of what we were looking at in terms of a program like this.

Clarke: And let me just say one thing as people are passing around new copies of this. As we were starting to think through some of these things, and I really do feel sometimes like I'm the marriage counselor, and how can we increase confidence on both sides. As we were thinking through some of these things individual news organizations, individual correspondents came and found us and sought us out and said hey, let's manage expectations but it could be really useful to have some training and orientation on some key issues, some basic issues, as well as some things that are of concern to people like the chem/bio training. So this is an idea, a concept, that has sort of all come to one place from different directions including from the services. So I'm going to encourage fellows behind me to speak up on this because they've got some very very good ideas as well about how we can do this.

But just to reiterate what Bryan said, managing expectations. It's not a guarantee somebody gets embedded, nor is not going through it makes it a non-starter that somebody will get embedded. But I think it would be very very useful for all parties to think about the kinds of correspondents that are likely candidates to be embedded and say hey, it wouldn't hurt to get some basic training, some basic orientation about these key issues. And as most of you all

know far better than we do, there is nothing like face time to increase the comfort level about things like embeds. So I think there are some after-effects as well.

Q: I have a question on [inaudible]. -- proponent of training, speaking for ABC.

Have you considered maybe doing a separate or two levels of training? Because clearly each of our news organizations has people with no experience to people who are highly experienced but who need training specific to some of the unique challenges to any potential Iraq conflict. I would see that it would be terrific to be able to offer the specific chem/bio safety, things specific to this mission for people who have a great deal of experience in otherwise covering military in combat.

Clarke: I don't know if these three have thought about it in their services. We haven't, not because it's not a good idea. We haven't thought about it because there's only so much we can get done in a period of time. And I'm going to say this and warn you this isn't an indication of anything. We all think it would be a good idea to do this sooner rather than later. It takes people, it takes resources, and we're thinking about several different locations, and I honestly don't know if the schedule and the people and the resources could stand sort of the JV and the varsity category.

Q: Maybe it would be at least considered that of a five-day training period one day was specific to --

Clarke: Yeah. It turns into sort of an elective system or an a la carte, which to a certain extent defeats the purpose. It isn't just about chem/bio training and you start to break it up too much into an a la carte package I think you lose, from our perspective you lose some of the value.

Voice: And I would just say that some of the things that are very specific obviously, for embarks and high performance aircraft need more survival training. We do that anyway on a recurring basis, if you're looking at specific niches for your more experienced combat correspondents. But you will get much of what you need, we're trying to keep this as short as possible, trying to keep this down to four or five days, recognizing a significant commitment.

I would also mention here that those of you that are putting your journalists through Centurion and other kinds of personal security courses should continue to do that. This is not intended to compete with or replace any of those. There may be overlap. We will try to reduce the overlap to the extent possible if you are all committed to doing that for your own folks so we're not spending a lot of time on the first day if you've already gotten that. We can do things that Centurion can't cover -- small unit tactics, concealment cover, that sort of thing.

As far as the others, if there's somebody you need to quick get in an area before they're heading forward, just come see any of the services that you want. We can probably accommodate somebody for half a day on a basis like that. But overall we can't structure the program that way.

Voice: I think the other thing you're going to find out is even if you go through an OSD-sponsored block of training, you're going to be embedded with a particular unit when you get there. They're going to give you additional

training focused on -- that kind of deal. So I think you're likely to be over-trained rather than under-trained.

Q: A couple of questions. How much is it going to cost, and is there going to be a limit on the number of people from a news organization that can go through it?

Voice: What we're looking at initially is, at least the Navy and the Marine Corps, is a program in the next two weeks if we really can mash this through. The way we envision it is that you would sleep aboard ship, you would sleep in Marine barracks at Quantico, Virginia, you would sleep in the field. There are no costs attendant to that. You would eat MREs and shipboard food. We would charge for that. It's not onerous. Transportation would be provided by military aircraft, but we would have you get to a central place for pickup, hopefully in the national capital region. There's no cost there other than you getting to the pickup point.

Clarke: It's an interesting question though because some news organizations have indicated whatever costs there are they want to pay. For some news organizations that's something they feel they should do.

In terms of numbers, I can't see how you could put too many people through that.

Voice: We're planning for 50 as a manageable number in the first increment, then we'll see if that's too big, too small.

Clarke: If the demand is more, we are hoping we can get the first one launched within a couple of weeks here. But even if for set-aside hypothetical contingency planning for Iraq, if none of that were on our radar screen this would be a good thing for people to do, a good thing for your correspondents to do.

Q: From each news organization is there going to be a limit on the number of people that --

Clarke: I don't see one.

Voice: I think round one obviously we'd try to spread it across the interest level, but overall we hope to be able to get a core curriculum down here, work out the kinks, and then franchise this out geographically, do it overseas. A lot of your foreign correspondents, overseas correspondents would be the ones that go forward for you first. For them getting to Washington is more difficult.

Q: And one point I'd like to make if possible. I don't think this training should be secret. I think we should be able to report on our colleagues getting trained.

Voice: I agree completely. My feeling is report what you see, experience, etc. This is not, however, an experience that we're designing to showcase our services or our capabilities. This is a no-kidding program so that you don't endanger yourselves, you don't endanger our warriors, and you don't endanger the mission. For the newer folks, that the things that are reported are accurate and correct.

And I would just say I wouldn't count on reporting as you go along. We're not putting filing breaks into the curriculum. Hopefully we'll keep you too tired to file at all.

Clarke: There may be something, just as when people go out now and spend time on an aircraft carrier or people go to a base to report something, there may be things they're asked not to report for security reasons. So not a blanket, but I think the fact that we're sitting here putting out pieces of paper recording this and transcribing it, is a sense of how transparent we are being on the process.

Q: I have a broader question about embedding, because we haven't been among those who have been consulted lately, which is fine. But last fall the feeling was that for embedding it basically was done in the region and that you had to go to Bahrain or work through units there.

Is the feeling that in the event something happens there the best place, there are multiple places to go? For example if you have a news organization in a state from which military units may be involved, would it behoove you to deal with military units in your state, or should you deal with the Pentagon or where --

Clarke: It always behooves you to deal with military units in your state, which most of you do. Hypothetically speaking, it will be all of the above. Some of it will be highly organized and predictable and lots of lead time. Some of it will be something is happening and we know it's going to happen, we think it's going to happen a day from now in the region and we're going to put together a pool on the spot, as we did often last year. Also it's going to be all of the above. But I can't give you the recommendation now, put a lot of your people here and have them there.

Q: Last time it really had to be done in the region and through certain rather limited areas to do it. But there were large numbers of units that came from the States, and presumably in this case if this happens there will be in fact a unit coming from --

Clarke: Just don't presume too much. There will be some things for which there is a lot of lead time and there are a lot of numbers, and there will be some instances in which there aren't. No two ways about it, the larger new organizations will be advantaged because they've got more bench strength, they can spread more people around.

Sandy?

Q: How will you use this list then? What happens if a lot of people do this across all of our divisions? But if we're not in Qatar the day they deploy something from Qatar, or if we don't have somebody who has gone through the training how do you prioritize at that point? If they've gone through the training, are those people that your commanders are going to prefer --

Clarke: We've talked about this. I think Steve [Pietropaoli] and I have probably talked about this the most among ourselves. I am not into keeping lists. We're not into grading, those sorts of things. I think a lot of people will learn things. I think there will be some correspondents who going through a few days of this will go you know what, maybe I'm not the one to be going into Baghdad or wherever. I think people will learn a lot from this. For us it just increases our comfort level that news organizations are making a commitment,

that they're treating this very seriously. So it just via osmosis becomes part of our thinking, but it is not, no lists, no grades, those sorts of things.

Voice: The third point I didn't make when I was talking about the training was that there is a fitness component to this, too. I think we all need to appreciate the fitness component only because if you're asking your reporters to go out and be with a ground unit that may be patrolling for an extended period of time, or over an extended number of days, you want to make sure that you have a comfort level with your reporter being able to do that also. So there is an element of fitness that's involved in this. We're not trying to raise a real high bar in terms of that but we do think it's important that the training also allow for some self-assessment too, when you look at what the tasks are going to be or what a typical unit might be doing out there.

Q: Chuck Lewis from Hearst. A couple of questions.

First, what's the deadline and how do people apply for the training seminar?

Clarke: Start giving us names now. We hope, this is Wednesday, I think in the next day or so we can just say okay, we all agree on the core program. This is very much a joint effort done at different facilities -- Navy, Air Force, Army, etc., and one overseas. But start giving us the names as soon as possible and we'll sort through the process. But the first, are you thinking November 11th?

Voice: We are working hard to have five, four and a half days beginning November 11th in the evening. A day and a half aboard ship in Norfolk and also exposure to the Joint Public Affairs Operating Group, Joint Forces Command. Then the next three and a half days in the field in Quantico. If we can't do it that week then it will be the next week.

Clarke: But in terms of the window, our hope is that we can get three or four of these done before the holidays.

Voice: Right. And then a West Coast increment, perhaps Coronado, Camp Pendleton, and I don't know if General Guitardi's got planned.

Voice: Fort Benning.

Q: I'd like us to leap over the bootcamp issue here and look at some questions about embedding.

First of all, what do you mean --

Clarke: Before you go to that, let me say this. This is a pretty good whack at what we think it will look like, what the objectives are, those sorts of things. It represents the inputs of people in this room. It represents a lot of hard work and inputs from the services, from the Joint Staff, from Central Command. But we are open to suggestions, changes, those sorts of things. So that said --

Voice: And with that, and then I'll let you go. As we finalize the curriculum this week we have asked for your input also if there is something you think we've missed there or something you think we're putting on the curriculum that you think is either inappropriate or not necessary. Please let us know. Because that's kind of the core joint training that will take place at each of

these locations. And while none of them will be identical because each of the services are hosting them and they have different facilities and things like that so there will be a certain amount of uniqueness to each location where they take place, this will be the core curriculum, so to speak, and this is your opportunity to influence that if you think there should be something on it.

Q: On embedding. I would urge that you have an expansive view of the definition of unit. For example, if you had one embedded correspondent with a whole division that would be under coverage, I think. If we had one correspondent with every platoon, that might be over coverage. But we need your commitment that the department is interested in embedding as many people as the unit, however you define the unit, can handle. And that it not be used as a defense of well, we already have a camera crew with the 2nd Marine Division so therefore nobody else can go with the 2nd Marine Division.

Clarke: General Guitardi was just saying what I was about to say. Go ahead.

Voice: Consistent with mission accomplishment.

Clarke: You guys know this as well as I do. It is hard to have a blanket statement on any of these things. It's hard to say one size fits all. It doesn't. You have our commitment that we are trying very very hard to facilitate as much media access and as many embeds as possible. And it's for the right reasons and it is for self-serving reasons. You have our commitment.

But there are going to be lots of situations that we can't predict, there will be things that pop up. There's where I do look back and I go, you know what? We can make this work. There were any number of situations that popped up spontaneously in Afghanistan and the right people would get on the phone and say okay, we can only have three people, we've got 12 correspondents, we're going to figure out which three go in and service the pool and how they're going to access the pool.

So I know it would be nice to have everything tidy, to have everything predictable, to have everything in very straight lines. That ain't reality. It's just not.

So if I can leave you all with one thing when you all leave here, understand the asymmetrical approach to this because that's what we'll be dealing with.

Voice: Can I embellish on that?

Clarke: Yes.

Voice: I was just out in California last week and met with the Commanding General of 1st Marine Division and asked him his understanding that the contingency mission, what could he handle and embed. The number that we walked out of the room with was talking about four embedded journalists per battalion as a number that we could handle in 1st Marine Division knowing what our contingent mission is right now.

Clarke: That's a mark on the wall.

Voice: That is obviously different from every other unit, every service, that's just one unit.

Q: -- news organization --

Voice: People. Four individuals.

Q: Clark Hoyt from Knight-Ridder.

Would you talk some about filing by embedded journalists? You would expect, would you, that they would bring their own arrangements for filing satellite telephones?

Clarke: Uh huh.

Q: And how would that fit with media ground rules?

Clarke: One, it is our very strong preference, and again I think just from what I've heard from a lot of news organizations, it is their strong preference that to the extent possible they have the means and the technology to get their product back, whether it is a photo, a story, TV. So as we go through our planning with Central Command and the Joint Staff and others, we're looking at what does that take in terms of logistics? What does that take in terms of seats on a plane? What does that take in terms of how many pounds of equipment? Those sorts of things. That is our number one preference and we have technical people from news organizations talking to technical people from the J6, I guess it is.

Again, going back to what I said, we're going to go to the trouble to get media embedded, which we want to do. It is in our interest to help them get the product back as quickly as possible and appropriate. So we are also looking at what are the backup systems, what are the systems that we have that we're using for other projects that we could use to help get product back. We consider that the backup, the redundancy built into the system.

Voice: If I can add one caution. One of the technical things we have to look at in regards to all of this and we're still thinking it through, and I'm sorry, this may be a little slower than we'd all like, is what the radio or the signal environment is on the battlefield. By you using a cell phone or a satellite phone from a given position, tactically gives away from the enemy, there has to be some assessment of his capabilities and how he can hone in on a particular front, and if he picks up something live on a news organization that's coming up now he can try to exploit the spectrum to find out where that signal is coming from and then give him an advantage to actually attack that site. We have to walk through some of those hard things and figure out where that electromagnetic spectrum fits into the actual combat situations, not just how it will help you file.

Voice: If I could add one thing, too, it's going to be even a little bit more draconian than that. Right now we're got CNN just did videophones for the first time off a carrier live in a combat zone with a videophone. The videophone, as it's designed, a satellite phone, gives its own position to the satellite all the time and that gets transmitted back to the headquarters in Atlanta or in London. We had to disable that function.

We're working through those things. But I've also got to tell you, as has been the case on naval embarks for a decade, you come aboard, you're going to surrender some autonomy with respect to your transmissions. You need to be planning that to begin with. Even if we can carry all your stuff forward with

land forces or on the ship, there are going to be windows in which you're going to be allowed to transmit depending on the tactical operations, and there will be times when you are not because it would give way just exactly the kind of thing that Captain McCreary was talking about.

I think all of you know that, it's just important to remind you of that here for the record. Even if you bring your own things forward, that operational commander is going to have to have a turnkey with you as part of the embed rules or he can't safely, assure the safety of his mission or his own people.

The key there is to give good policy guidance from our side, have all the understanding up front so that this is not [inaudible]. I think that's a very doable thing. But you need to know up front that it won't be, if you're embedded with us, part of it will be surrendering a little bit of autonomy with your own equipment. I don't think we can bring you along and give you complete control of your transmission.

Clarke: One correspondent a couple of weeks ago told me that the unit with which he was embedded last fall, he had to sign a piece of paper saying he wouldn't use his sat phone. I'm exaggerating slightly, but he wanted some blanket approval from us that we would say you can always have your sat phone and you'll have a lot of freedom with when and how to use it. It just won't be that way.

But we will tell you up front or we will tell the people who are being embedded, hey, here are the circumstances, and we're going to let you know the times when it is appropriate and when it is not. But again, it will be different. Different locations, different activities. It will be different.

Q: Ralph Doherty with Reuters.

On the training outside the U.S., do you have any idea how soon after the November 11th session you'll be doing that, and where it's likely to be?

Clarke: Not dates, but --

Voice: In fact we just started talking with EUCOM Public Affairs, people that you've all dealt with probably at times. They're exploring the possibilities because they know that a lot of you that have international audiences and international hubs would like to try to do it overseas as opposed to coming here.

So we're looking at that. I can't make you any promises at this point but we recognize the need.

Q: Is the training limited to Americans or to --

Clarke: News organizations, accredited journalists.

Q: If you do do it, are you looking at, is Frankfurt the likely place, or is it --

Voice: I talked to EUCOM just this morning about that. They're really looking throughout the theater to try and find a location that is at least somewhat centrally located but has facilities where they could actually conduct an effective training program, too. Right now I think at the top of their mind,

the leading contenders are in Germany, but whether that's where it will actually end up or not, I couldn't tell you at this time.

Clarke: But we understand, this is scheduling, this is logistics for you all, so as soon as we get it nailed down we will let you know. Even if we don't have the exact dates we'll say okay, we've picked this location so begin thinking about it. I don't want to promise more than I can deliver but it's my fond wish we can get these done before the holidays.

Q: When we say the names, should we specify ones that our preference would be outside the U.S.?

Clarke: Yes.

Q: Can I just suggest that we might even, I think we did it long ago that I think might be helpful, for those times when we would be using DoD resources, that we might even do a practice run in the parking lot here at the facility. The uplinks here, whatever, just to get the photos, try to print, try to feed -- Just sort of a scaled-down version so that we could say it was leaving here fine when we used it here.

Clarke: Sure. I don't want to speak for CNN, but I think they've got an enormous amount of knowledge and practical experience out of their trip last week.

Voice: One of the thing we hope to do in Norfolk, there are some transmission capabilities that we intend to bring forward with our troops for our own purposes which could be used by media as well to get their products back which hopefully you'll be able to see when you're down.

Q: Jerry Seive with the Wall Street Journal.

In addition to sending some of our own people through the Centurion-style courses, some of us have also invested in chem/bio gear -- suits, gas masks. Should we assume and should we instruct our correspondents that if they've got that sort of thing that that is the sort of thing you should bring along to the embed or --

Voice: For the training courses, at least for the Marines at Quantico, we're going to outfit the training audience in Marine Corps MOP gear and gas masks.

For embeds, for any potential contingency operation we don't want you to become casualties and we don't know the quality of the gear that you might buy off the shelf.

Anything to do with personal survival or personal protection has got to be compatible with the equipment that's going to be in the unit you're going to accompany. What you don't need is you don't need somebody that's got a Rumanian gas mask with a canister made in Israel --

Voice: The actual embed, the expectation is in [inaudible] the operational commanders is to plan [full bridge], as they always do anyway, to deal with embedded media.

Now if you're sending people into the theater and you're not sure what they're going to do, obviously send them with their own gear because it's better than nothing. But if they go with our guys we're going to outfit them.

Q: -- they will be outfitted by you guys.

Clarke: And we're going to try to make that more than an assumption. We were just talking about this yesterday.

Voice: -- same force protection in a chem/bio environment that our troops have and the service PA chiefs have appropriately recognized that step. The embed site is where that should probably take place because there are some differences depending on whether or not you're on a ship or whether you're with a ground unit or so forth.

Voice: Which points to yet another problem. I can't remember who asked the question earlier about independent journalists in theater. If they happen on a combatant unit and they're not equipped, again, that endangers them, it endangers the unit, it endangers the mission. So having independent journalists wandering the battlefield really is fraught with lots of problems.

Q: Can I follow that up on the equipment? This is both embedding and training. Will the services provide everything from BDUs to boots and things like that?

Voice: Not uniforms.

Clarke: What's the [inaudible]? Survival.

Voice: Survival. We'll provide chemical defense equipment and equipment that has to do with your personal protection. Not to include weapons, obviously. But boots, bring your own boots. That kind of deal.

Q: That's for training and embedding as well?

Q: My experience with embedding was that units provided flack jackets, helmets, everything.

Voice: Not BDUs.

Q: I didn't hear what you just said.

Q: My experience with embedding was that units provided reporters everything, from helmets to flack jackets to BDUs. Maybe not boots, but --

Clarke: Can we come up with a list?

Voice: Yeah, we can do that.

Voice: We don't want you being out there --

(END SIDE A)

Q: -- training and what about females?

Clarke: All the above. All taken into consideration. And for instance last year right before the holidays when we hand-picked four or five people to

go out with the Special Ops guys, with the SOF teams, physical fitness was a part of it. I could look the Secretary of Defense and these guys in the eye and say I know these five people and I know they can handle the circumstances into which they're going. I'm not a doctor, but I know these people, I know what their capabilities are. So yes, that will be taken into consideration.

Voice: There are different levels of fitness. Just like not everyone is the same level of fitness in any given military unit. We don't expect that everyone's going to be at the same level of fitness in your own news organizations. What we're doing, why we're putting a fitness component in there is so that you can do some self-assessment and the reporters can do some self-assessment as to the type of conditions that they might find themselves in and whether or not they want to make the recommendation that they be an embedded reporter if they be somebody that reports from a Joint Information Bureau somewhere or something like that.

Voice: I think there's a common sense element to this that is common to us and sometimes we forget it doesn't translate. Assume a 100-degree desert and assume you're putting yourself in a tarpaulin from head to foot and wrapping yourself in it and you're going to be in it for 12 hours out in 100-degree weather. That requires a certain level of fitness that not everybody could attain if you're going to be particularly embedded with ground forces in whatever part of the world may happen to have 100 degree weather with a chem/bio environment. So I think people have to be conscious of that when you're making your assignments and that's all we're saying. You've got to apply that kind of thinking as well as just who the best pencil is.

Q: [Inaudible] and appreciate there is a fair amount of flexibility built into it. But one potential problem maybe, and if I could just use the Marine example of four reporters per battalion. If there are four reporters say with a headquarters and service battalion which is back typing up forms or something like that and they want to move to a unit that may be engaged or is on the move or just has the potential to see and report on more things, what flexibility in the system will allow for that? Or will it?

Voice: Clearly there are going to be units that are more interesting and exciting to be embedded with, and to the extent possible there's going to be some rotation into various units, too. But you accept also some limitations in your ability to report when you embed, too. As you know, you then get a very narrow picture of what's going on in the conflict. But you also get a very rich and in-depth report from that unit, too.

I think you have to look at the value of embedding and whether or not you put all your resources into embedding and how you position your resources to be able to do the very in-depth, as well as cover the broad.

You're asking a question that we can't answer at this level. That is going to be at the execution level and the intent of the policy is well known. But the fact of the matter is there will be some units that will be more exciting to be with than there are other units. Not that they're any less important, though.

Clarke: And some things will go forward the way people will expect and some things won't. Somebody could be embedded with a unit that's moving forward and thinks it may be in the center of some pretty interesting action and sit somewhere for three or four days and then well, we're not doing it. So your person was out there for X number of days and nothing came of it. That's just the nature of the beast with which we're dealing.

Voice: It's an investment.

Voice: Can I look at another perspective just from the field level? If you have a limited number of assets and you have somebody out embedded in one unit and they say okay, I want to get out of that and go over to another unit. They come back to whatever central point when we get to that that we may be shifting folks. They show back up there and there's 30 other people back there waiting to go somewhere else, then they're not going to be number one of that 30. If you have two folks there, if you have three folks there and people are in queues for different things, if it develops into queues, that could come up with 150 scenarios. What we're going to have to do is rely on the flexibility out in the field after we set these overarching policies.

The difference that we're trying to sense today is the fact that the operational units who are involved in the planning are understanding this requirement a lot earlier in the process than we've ever had them before, help them develop some expectations that we're just not throwing things on them at the last minute and I think they'll be a little bit better able to deal with them as we work through this thing.

Q: Francis Cohen from AFP.

Vaccinations. Do you have a mandatory kind of program for that? What's your --

Clarke: Not mandatory. We have recommendations and we are also working through with David Chu and [Winkenwurter], our person on readiness and healthcare people, on what we may and hopefully will offer to people. Just as we are looking for the folks in the military, what may be appropriate for them in terms of anthrax or smallpox vaccinations, we are working through with them, we do not have an answer yet, what we could offer in terms of the media, but we will not force anybody to do anything. We will just tell you here's what we're doing, here's what we're offering, make the decision yourself.

Q: Would you distribute that recommended list?

Clarke: We have --

Voice: For those of you who have deployers in the pool right now, I can give to you something that you're probably familiar with. This is the currently recommended immunizations for the U.S. Central Command area of operation. All of these vaccines here are commercially available and most of your reporters that are deployers I'm sure probably keep those fairly up to date. But for those of you it may be new to, there's a list for you.

Q: [inaudible] with Reuters.

If you decide to go ahead and vaccinate, as Torie was saying, would that be done here or could it also be done outside the U.S..

Voice: If we come to the decision where we are going to provide vaccinations that may not be commercially available we would try to make that available at multiple locations where units would be deploying from or where there would be medical treatment facilities. But there are a lot of issues still associated with that that we have to look at and we're doing that aggressively.

But this list right here is certainly a good start to keep your reporters healthy in the theater.

Q: And anthrax takes a few days? A series?

Clarke: Yes.

Q: Smallpox --

Voice: There's no one currently being vaccinated for smallpox.

Q: If there was, what --

Voice: It would be in the same category of perhaps a vaccine that's not commercially available.

Q: Only from what I've read, smallpox is eradicated in the world, so any use of it will come from a vector, like a bomb can be targeted, contained, and so --

Clarke: Uh huh.

Q: Torie, for those of us who are in the national media pool, that subject came up at the meeting two weeks ago and the answer came out this morning I think that said they do not envision anthrax or smallpox vaccinations because those people would not be in the theater long enough to require the vaccination.

Q: -- national media pool is different than --

Clarke: I hear what you're saying. That is different than embedding and the length of time could be different. Again, and like I said we're still getting some questions answered on this. It is actively being worked David Chu and [Winkenwurter], but I think one of the best things we can do is say this is what we're doing for our folks who may be in that region for different periods of time, and then you'll need to make decisions for yourself and your correspondents as to what you want to do with that information.

Q: If you could please e-mail the latest edition of the ground rules so everybody here is on the same page.

Clarke: Which ground rules?

Q: The ground rules that are described in the academic syllabus here referring to media ground rules in classroom training.

Whitman: That instruction is going to be somewhat general in nature that you see on the syllabus there. We'll talk about what type of ground rules might be imposed and things like that. We will not be distributing any specific ground rules for any potential military operation that hasn't been decided on yet though.

Q: I didn't understand the answer.

Whitman: What you're reading in the syllabus is a discussion, is classroom discussion instruction on ground rules, what ground rules could include and things like that.

Q: Are you saying there are no present ground rules that are presently offered to us?

Clarke: We have basic principles upon which we operate with which your correspondents are very familiar. But for instance somebody, Navy or Marines might give a more detailed explanation of if you were a TV network and you're on an aircraft carrier these are the kinds of restrictions we may place on when you can beam your stuff up.

Q: Can you distribute the one bullet item up from what Chuck was asking about, Military Public Affairs Directives and Doctrine. That is written.

Whitman: Sure. That's easy.

Clarke: Sure.

Q: Two questions. One is embedding and the relationship with pool and non-pool. Are there some guidelines that have been discussed as to what will be considered a pool and what not? And secondly, how will the briefings be coming back? Will we have live access to that material and where will that material be available?

Clarke: Again, it's one of those things where there are any number of potential answers. On the pools, again I go back and say okay, Afghanistan, some pretty good lessons learned there. There are some very standard, very traditional pools. There are some that we put together on the spot, people who are wherever they are physically. And smart, decent, well-meaning people have to figure out okay, these are going to be the guidelines by which we operate this pool. Three of the 12 journalists who happen to be in a town get to go in and serve as the pool. They come back and share their product with everyone.

This, as Bryan is always quick to point out to me, this is a break-away from sort of the traditional, conventional sense of pooling. Traditional, conventional sense of pooling says if 12 organizations boil themselves down to three as a pool, then the pool comes back and gives the product to those 12 news organizations.

What happened last year, practical experience was to the greatest extent possible, and the National Press Club helped out a lot with this, when pool product came back it was posted via the National Press Club and other means. The networks would make it available on a satellite at whatever time. That's my strong preference. But individual correspondents and in particular one person in the network said we need to be thinking about, and I don't have all the hard answers for you today, need to be thinking about do we have some new guidelines or practices, if you will, that will really reward news organizations for making the investment. So this is just an example.

This is not what we decided, just an example. Five people go in somewhere as a pool. One's TV. They come back, put their product up. They have it exclusive for an hour and then it becomes available to everybody. But I'd open it up for discussion, because what we did last year was people were very flexible, people were very reasonable, people were very willing to make their

product available to everyone and I think that benefits everybody. But it's open for discussion.

And in terms of briefings, again, it is interesting, there are a number of people who want to take the binder off the shelf from 12 years ago. Well, this is what you do. I've actually had people in news organizations say this is what you need to do. You need to have Tommy Franks in the region briefing at this time of day and then you need to have somebody back here at this time of day briefing. Ludicrous.

You will have Tommy Franks; you will have a commander, local level; you will have Don Rumsfeld and General Myers; you will have all of the above. And as much as it would be nice to have a very predictable schedule, it's not going to work that way.

But the important part of your question in my opinion is, how widely available are we going to make that access and the answer is as much as possible.

Voice: On the ships [inaudible] last year, and we intended frankly for that to be a pool out of Bahrain, but because we were able to facilitate journalists in that first [inaudible] out there, it was able to go unilateral, there was a broad representation. But for us, I can just say when you're out there with a Navy unit, when we make it pool, our intent is to make it pool, it goes to everybody. You come back and it's available to everybody in the world.

When you guys form a pool because it's more efficient for you all to leave one or two TVs out there rather than 16 TVs to get the same shot, that's up to you how you distribute that product. As long as we can accommodate everybody out there, we won't go pool. We only go pool if, our [depot] is always unilateral. We only go pool, and I think this is true for the other services too, when there's limited opportunities and we have to exclude people. We're not into exclusives so we make it pool under those circumstances.

What Ms. Clarke said about some pool [inaudible] where individual organizations make an extra commitment, get some competitive advantage out of it for some short time but then make it available, is a [inaudible] that you all ought to give us the feedback.

Voice: We respect and honor enterprise reporting.

Clarke: Yeah.

Q: The Admiral mentioned the pool word, so let me come back one more time on ground rules. Could you please disseminate the ground rules that are presently operative for the national media pool? That's what I think --

Clarke: Sure.

Whitman: We have two things we can provide to you. One is the principles for combat coverage and the other one is the principles of information. Those two are the broad policy guidelines.

Specific ground rules are unique to every military operation and will be established and disseminated at the appropriate time, but I can't tell you for every situation in which the national media pool could deploy right now what the specific ground rules might be for that deployment.

Clarke: It depends on the nature of the operation in which it's involved.

Q: Can we get a copy of --

Whitman: We're going to attach that to the transcript. We're going to attach the Principles of Combat Coverage and the Principles of Information to the transcript when we send that out so you'll have those policy documents that are the guidelines for coverage.

Q: And those are available on DefenseLink, too. So you can access them at any time.

Clarke: We'll send them around. You'll get the first e-mail.

Q: Kim [inaudible]. [Inaudible] my organization and I'm sure others would be very interested in knowing what [inaudible] would be [inaudible]? Can we get advice or manufacturers? Because we are purchasing for other people who are going to be in the region, and rather than having the Rumanian gas mask and the Israeli whatever --

Clarke: Sure. For those correspondents that might not be --

Voice: Your independent correspondents who are not embedded but are in the theater.

Q: -- organizations, whether they need it or not will want to have protection for people.

Whitman: We can certainly give you what it is that is the current inventory and what we use. Whether that's commercially available to you or not, I don't know the answer to that question.

Clarke: We'll find out. Good question. It goes to Matt's concerns as well. You are going to have people out there that aren't wandering around with the military.

Q: Carl [inaudible].

It's my understanding that while you can't predict briefings and all that, but in the event of something there will be a [inaudible] somewhere in the region?

Clarke: Yes.

Q: But we don't know where it will be.

Clarke: The concept, if you will, right now is to have one central JIB, whatever you want to call it, one central location and then there will be other multiple JIBs of different sizes and makeup, and there may be mobile JIBs. But again, to repeat what I said before, if you don't leave with anything else leave with it will be changing, it will change rapidly sometimes, there will be slow periods, it will be asymmetrical. That's just the way it is.

Q: I'd like to raise a rules issue. It's a tradition in battlefield reporting to identify people by name, age and hometown. I know that in the recent conflict there have been restrictions on that.

I would like to suggest -- and there are security reasons for that that people may be concerned. I would like to suggest that perhaps there could be a policy making that identification optional, so that if someone didn't want to be identified --

Clarke: It was.

Voice: We're trying to get a uniform policy so we don't have one service -

Clarke: We've had a lot of conversation about that. I came into this building 18 months ago thinking one of the best things for the United States military is if every one of those men and women could be identified and where they're from so that people from their hometowns, from their states can understand what a great job they're doing, and I still believe that is a really good thing. Whenever you can, those people should be identified.

What I refuse to do is issue a blanket policy that says everyone will do this and start managing it down the food chain. That is not appropriate, especially in the wake of 9/11. That is not appropriate. Because if there is some soldier out there putting his neck on the line and by virtue of his name and hometown appearing in a newspaper somewhere or on TV somewhere someone decides to go back to his hometown and mess with his family, it's not going to be on my watch.

So my policy would be it should be up to the individual soldier, sailor, marine, and no undue influence should be put on that person from anybody.

Now individual services, individual military operations, they make the decision. I think they tend to make pretty good decisions.

Q: Is there a policy which says that soldiers may not be identified by full name and --

Clarke: Individual units, and depending on the nature of what someone might be doing, some of their commanders have a policy that they shall not be identified.

Voice: The Marine Corps guidance is name names and hometowns. If you're uncomfortable doing that, don't give the interview.

Q: So essentially this idea that it's an optional policy. If people don't want to be identified by their last name they don't have to, but if someone perhaps wanted to be identified by their last name and hometown --

Voice: I personally think seeing stories in the great newspapers of this country about Sergeant Tom and Captain Bob turn our hometown warriors, like Ms. Clarke said, into cartoon figures. That was one of the drivers for the Marine Corps policy that we will name names, hometowns, and if you're uncomfortable for the reasons Ms. Clarke just gave -- which are very real --

Voice: That's the Marine Corps policy and it differs among services. It certainly differs among units --

Clarke: Right.

Voice: I think that the Navy and Marine Corps policy will remain. If they consent to the interview you consent then to use your name and your hometown because that's important because of your state news and things like that. And the way to avoid that is to not give the interview if you're concerned about security.

Now that said, we expect an accommodation from the reporters out there covering that if a guy's not doing an interview and you can read his name tag, you don't say one of the guys here is Sergeant Tom So and So and you ask his buddy where his hometown is. Those who don't want to give interviews should not be identified if they prefer not to be identified for family security reasons. But if you do an interview I don't want it to be Pig Pen and Twinkie and Biff, and all the call sign stuff in the Navy and Marine Corps. We made the decision last time and we'll stick with that this time.

Q: Because of the investments that you are making in this training, we're making in this training, will the initial embeds come from this group of people?

Clarke: Maybe. Going through this does not guarantee somebody gets embedded, nor does not going through it mean somebody won't get embedded. I could come up with 20 people right now that I know are perfectly capable to go into almost any situation. So it's just, let's manage expectations. It's just a good, useful thing. We thought it was. And since we aren't the creators of all great ideas, I was really struck by the number of news organizations and individual correspondents who came to us, they didn't even know we were thinking about this, and said hey, this would be a really good idea. It just raises the comfort level, the confidence level all around.

Voice: Can I ask a question of you all? The observation was made that there will be some physical demands in the evaluation process. We're not going to hand out certificates or distinguished graduates for physical fitness. This is not bootcamp, high stress. We know that four days is not going to make somebody a fit person.

However, would you be interested in feedback from us if there were key indicators that someone you sent really wasn't ready to --

Clarke: Yeah, I don't want to be the squealer.

Voice: Please say no. [Laughter]

Q: If it means that we sent someone thinking that they would make the list and you don't believe they will, I'd like to know that.

Clarke: There is no list.

Q: Well --

Clarke: No list.

Q: -- and how you use that I don't know, but I would like to know that. Maybe it's some emotional component as opposed to physical, but I won't send that person out if --

Q: You could do it in some informal way. I think if you had a concern about somebody we ought to talk about it. Much better that than something simply quietly happening that we don't ever really know about but you feel you have --

Q: -- case where it's clear that this is a real serious problem, I would feel like I had been done wrong if someone hadn't told me. But I'm not sure that you need a grade for every person.

Clarke: No grades. Actually, we recently got into something with a correspondent in a news organization in Afghanistan and the person really shouldn't have been going out and doing the things that the person wanted to go out and do. They tried to resolve it at the local level and then it came up through the chain. We were talking with the correspondent and the correspondent's boss. So we did have that conversation.

Q: [inaudible], CNN. Just wondering how you are going to manage the embedded requests. Is it coming through you to your office, through the field, through the individual services? Is there a list of people that we would like to embed that we should give to you?

Clarke: The reality is that you should be working every aspect of that. Which is us, which is these guys behind me, which is if you have people in the region, and I again think it is likely that similar to last year in the early days in which there is a lot of demand and a lot of interest, we all have to work together in a coordinated fashion to say okay, this is the best use of all the resources and let's try to add and adapt in different places.

As time goes on -- if time goes on -- then it becomes a much more natural, organic process. Our desire is to have it as decentralized as possible. I just think it is highly likely that the early days and weeks it will be some pretty intense, ongoing coordination. I mean the early days last year, days and weeks last year, we were constantly on the phone with one another, with Jeff Alderson over in the region, those sorts of things saying okay, here are the requests. We've got these three. How do we match these up?

Q: You said a number of times if there was military action it's not going to be the same for the press as it was during the Gulf War. Can you elaborate on that? What would be really different in your relationship with the press and what you're trying to do?

Clarke: I wasn't here 12 years ago so I can't talk to you about the relationship. I just think, and I try hard not to make black and white statements. But I just think it's not smart for people, just like it wouldn't be smart for military planners to take a binder off the shelf from the Persian Gulf War and say oh, well, we're going back to that part of the world so let's just take that binder off the shelf and tweak it a little bit.

The world's changed so much. So many factors that influence your businesses. What we do has changed so much that we should take a new innovative approach to things to the extent possible. What is fundamental and what is very certain and very predictable is that we're working really really hard to provide as much access as possible for the media.

What I'm saying about the military operations is who knows? We don't know if there will be military action in Iraq, and we certainly don't know, certainly wouldn't tell you in advance exactly how we think it will shake out. Even if we have the plans, the contingency plans, and we have a pretty good sense of how it is scheduled to go, everyone knows things change.

So again, I'll repeat myself. Be prepared to be flexible, as people were last year. Be prepared to adapt. It's just common sense.

Q: [inaudible] from UPI.

In the event of military action against Iraq at the start of that action would you plan to deploy the national media pool? And if not, or not necessarily, what would be the factors that would determine that?

Clarke: We plan and very much hope that we can deploy the national media pool in some manner that is appropriate. If you look at it, as everyone will when we send it around, we can attach this to the e-mail, the guidelines and criterias of the DoD national media pool. We have been thinking, based on our knowledge of what the military action might be like, different possibilities. I'm not prepared here today to say what that might be, but we are looking at different possibilities and different likelihoods for the DoD national media pool.

Q: So the answer is yes, that would be one thing that would be considered is the deployment of --

Clarke: Absolutely. Heavily considered. Hopefully we'll do it. Hopefully we'll do it as early as possible.

But for instance, to go back to what the Secretary was saying, if the early days of military action -- I'm not saying this is it. I'm just saying for the sake of the argument. If the early days are six guys on the ground in some remote region, that is not going to be the DoD national media pool.

So what we're looking at is based on how we think things might transpire. What are the potential places, scenarios, in which it might be deployed?

Q: [inaudible], US News.

Following that up, what happens if there are people on the national pool when it disbands? What happens with those people? How do they hook up --

Whitman: The guidelines for the national media pool is that we disband the pool as early as practical and we give the reporters that are on the pool two choices. One is to return via the military transportation by which they came; and the second is to stay with no promise of any return transportation at a later date.

Q: In terms of if they want to embed --

Whitman: Again, I can't give you any hard, fast guarantees on that, but it would certainly depend on the situation whether or not there was an embed opportunity available when the pool was disbanded. I can't predict at this point. I wouldn't have any specifics right now to offer you on what the pool might do?

Q: [inaudible]

Whitman: I think probably if you start sending them in to us we will collect them. We're going to have to see what the level of interest is in terms of -- I know that all of you can't shut down your news organizations for a week and send everybody at the same time, so I'm sure that you're going to be looking

at who you can send on the first one versus the second one versus the third one, that type of thing, and the curriculum as we're building it doesn't have a specific number in mind as to what it can accommodate but there are clearly some logistical constraints that we're going to have to work through depending on what type of interest that we get from you.

Clarke: you're talking about training or embeds?

Voice: Training. This is on training.

Clarke: The more the merrier.

Voice: We should start getting some feedback from you on that in terms of people that you want to send to it. And some of you have already responded actually from the memos and our discussions that we've had, and I've gotten one today.

Q: you talked about one central JIB and I'm wondering because we're talking about so many different [inaudible] whether there will be media coordination points [inaudible] and whether you could --

Clarke: For the individual services?

Voice: The Maritime [Supporting] Commander is almost certainly going to be out of Bahrain. [Inaudible] with respect to Kuwait. If of course anything were ever to happen in that part of the world. Kuwait's got a big Army presence with ARCENT and the Air Force probably --

Voice: And we envision a mobile forward tactical level information center and within the various units they have their own public affairs office as well.

Clarke: We are about out of conference room space here.

Q: Just to get back down to [inaudible] as the Secretary said, I would also like to urge that any [inaudible] be done in a fair manner --

Clarke: Absolutely.

Q: -- and that news organizations, some get to go front line and --

Clarke: Hold on one second. That's not down in the weeds. Fair and equitable, as balanced as possible. Nobody's going to be 100 percent happy, but that's the way life is.

Thank you all very very much for your input.

-END-

MEDIA TRAINING ALLOCATIONS

TOTAL #	NAME OF NEWS ORG	CLASS	CLASS	CLASS	CLASS	TOTAL TRAINED
		1	2	3	4	
1	ABC Radio		1	1		2
2	ABC TV NEWS	3	3	3	1	10
3	Abu Dhabi (Middle East)	1				1
4	Agence France-Presse	3	2	2	3	10
5	Al Jazeera (Middle East)		1			1
6	Anatilia (Turkey)			1		
7	AP / AP Photo	5	3	3	4	15
8	AP Radio	1	1	1		3
9	Asahi TV (Japan)		1			1
10	Baltimore Sun		1		1	2
11	BBC (UK)		1		1	2
12	Boston Globe		1	1		2
13	Boston Herald			1		1
14	Buffalo News			1		
15	Businessweek		1		1	2
16	CBC (Canada)		1			1
17	CBS Radio	1	1		1	3
18	CBS TV NEWS	3	3	3		9
19	Chicago Tribune		1			1
20	Christian Science Monitor		1			1
21	CNN TV	3	3	1	3	10
22	Colo. Springs Gazzette			1		
23	Columbus (Ga.) Ledger-Enquirer		1			1
24	Copley News Service	1	1			2
25	Cox Newspapers	1	1	1	1	4
26	Dallas Morning News	1				1
28	Denver Post		1			1
29	El Correo				1	
30	FOX TV NEWS	3	3	3	3	12
31	Gannett News Service			1		
32	German Press Agency				1	
33	Getty Images	1	1	1		3
34	Hearst News Service	1		1	1	3
35	Houston Chronicle	1		1		2
36	Inside Edition			1		1
37	ITAR-TASS (USSR)	1				1
38	Knight Ridder	1	1	1	1	4
39	Kyodo (Japan)				1	
40	LA TIMES	2	2	1		5
41	Lefigaro (France)			1		
42	London Daily Telegraph			1		1
43	Macon Telegraph		1			1
44	Milwaukee Journal Sentinal		1		1	2

MEDIA TRAINING ALLOCATIONS

45	Minneapolis Star Tribune			1		
46	MTV				2	
47	National Geographic				1	
48	NBC TV News	3	3	3	4	13
49	Nepzabadsag (Germany)			1		
50	New York Daily News	1				1
51	New York Times	2	2	2	2	8
52	Newhouse News Service	1			1	2
53	News Tribune - Tacoma				1	
54	Newsday	1	1	1		3
55	Newsweek	1	1	1	1	4
56	NHK (Japan)				1	
57	NPR News	1	1	1	1	4
58	Omaha World - Herald			1		
59	People magazine				1	1
60	Polish Public Radio			1		
61	Reuters / Photo	4	1	3	3	11
62	Rocky Mountain News				1	
63	San Francisco Chronicle			1		
64	Scripps Howard	1	1	1	1	4
65	SIC TV (Latin America)			1		
66	St. Louis Post-Dispatch		1			1
67	St. Petersburg Times			1		
68	Stars & Stripes			1	3	4
69	Telemundo				1	
70	TELEVISA		1			1
71	Times News Service	1	1			2
72	Times-Picayune			1		1
73	Tribune Broadcasting					
74	U.S. News and World Report	1	1	1	1	4
75	UPI	1	1	1		3
76	USA Today		1		1	2
77	Virginia Pilot	1				1
78	VOA		1			1
79	Wall Street Journal	1	1	1	1	4
80	Washington Post	3	2	2	1	8
81	Washington Times	2	1	1	1	5
82	ZDF (Germany)			1		
	Foreign Media Agencies					
	Totals	58	60	60	54	232