

MEDIA ESCORT OPERATIONS (PLANNING AND CONDUCTING)

I Receive the mission from Public Affairs: name and news organization of reporter; purpose and length of visit; draft itinerary; logistical support plan; ground rules.

II. Assist the media in preparation to move: conduct TLP with media before movement; instructions in event of enemy contact.

III. Move media to the unit: expedite movement; listen to reporters to pick up possible storylines or questions they may ask.

IV. Brief the interviewee: away from the media initially; review ground rules; set time limit; all things are "on the record"; OPSEC concerns; don't speculate; stay in your lane; attempt to bridge to your message; anything the media talked about on the way.

V. Monitor the interview: timekeeper; listen for OPSEC violations or inaccuracies; help reporter understand anything confusing; record any follow-on commitments of support by the interviewee.

VI. Assist media in filing products as necessary.

VII. After Action Review with Public Affairs upon return: impression of interview; lines of questions; ground rules violations; attitudes of reporters; additional requests for information; logistical issues.

MEDIA ESCORT OPERATIONS (RESPONSIBILITIES)

-- As a media escort, you are the liaison between your command and the media.

-- You are a guide to, and interpreter of, the events your unit is conducting. Assist the media in obtaining their story and understanding what they see.

-- You are not responsible for the physical safety of the media. You should assist them as you would any other United States civilian in a combat environment. Instruct them and assist them in making combat-smart decisions.

-- You are to ensure the media does not violate standing force protection measures, such as noise and light discipline.

-- You are to assist the media with arranging logistical support as outlined to you by Public Affairs and your command.

-- You are to ensure the media abides by the ground rules (provided by Public Affairs) that they agreed to abide. Refer violations to Public Affairs.



JRTC REFERENCE GUIDE

Media Facilitation And Media Escort Operations

Provided by JRTC & Fort Polk PAO
9 December 97

PURPOSE: The purpose of this training aid is to assist units with no dedicated public affairs assets in planning and conducting media facilitation and media escort operations. This training aid will also assist personnel with no public affairs experience who are assigned as media escorts in planning and conducting media escort operations.

REFERENCES: FM 100-6, FM 46-1

Sample Command Message Matrix

If the reporter asks about:	Formulate your answer with:
Casualties	<ol style="list-style-type: none"> 1. Condolence to families 2. Classify as light/med/hvy 3. Best combat medical care
Fratricide	<ol style="list-style-type: none"> 1. Condolence to families 2. Incident under investigation
Rules of Engagement	<ol style="list-style-type: none"> 1. Can't discuss specifics - give advantage to enemy 2. Trained to protect selves
Current or Future Operations	<ol style="list-style-type: none"> 1. Can't discuss specifics - give info to enemy 2. Trained for any mission
Collateral Damage	<ol style="list-style-type: none"> 1. Sympathy to civilians 2. Trained on minimizing
Enemy Use of Weapons of Mass Destruction	<ol style="list-style-type: none"> 1. Trained to protect selves 2. Condemn enemy for use

ADDING UNIT SPECIFICS

Develop specific questions regarding your unit, your mission and recent local events; then develop appropriate responses that tie back to your messages

Media Facilitation Checklist

I, Planning and Wargaming

- Determine Commander's Intent for the interview; develop themes (your agenda)
- Research reporters coming to your unit
- Determine "what's the news" in your area
- Wargame possible questions and develop appropriate responses; develop Command Message Matrix
- Identify media support requirements
- Develop a proposed itinerary

II. GREETING THE MEDIA

- Be friendly and time-conscious
- Coordinate itinerary with reporter
- Explain rules, safety and security concerns

III. CONDUCTING THE INTERVIEWS

- Monitor the interviews for time limits, OPSEC violations, confusion, inaccuracies
- Position interview to avoid OPSEC violation
- Review interview TTPs with interviewee

IV. REPORTING THE RESULTS

- Report to higher: lines of questions, attitudes of reporter, OPSEC violations, slant to the story, overall impression
- Share info with other units in SITREPs

Media Accreditation

Both badges are samples. DoD may issue operation specific credentials; current Public Affairs Guidance will define the exact badges used.

	Department of Defense	MEDIA BADGE This sample badge indicates the reporter is credentialed to cover military operations. The current Public Affairs Guidance will contain instructions for dealing with uncredentialed media. Credentialed usually consists of verifying a reporter's employment with a news agency, agreement to the military's ground rules, and any required reimbursements to the U.S. Government for support.
(Reporter's Name) (News Organization)		
PHOTO	Credentialed News MEDIA	
Note: The bearer of this card has been credentialed to cover US military operations		

	Department of Defense	ESCORT BADGE This sample badge identifies a Department of Defense-accredited escort. The escort may be military or civilian, in uniform or out. Additionally, the escort may or may not be a public affairs-trained individual. Escorts may provide valuable information about the media or their story. Escorts may also require logistical support, such as transportation or meals, from your unit.
(Escort's Name & Rank) (Military Organization)		
PHOTO	Official DoD Media Escort	