

ART 5.7.1.5 CONDUCT PUBLIC AFFAIRS TRAINING

Public affairs’ training prepares the members of the public affairs team to interact effectively with media and audiences. This training teaches the legitimacy of independent reporting. It provides insight into the focus, accuracy, and balance of news coverage as influenced by a reporter’s experience, cultural bias, and political bias. Accurate reporting significantly enhances the Army’s credibility and American public support. Training includes advice on the responsibilities and rights as an Army spokesperson or representative. (FM 46-1) (OCPA)

| NO. | Scale | Measure |
|------------|--------------|---|
| 01 | Yes/No | Unit informed and updated Soldiers and leaders on talking points that supported the commander’s communication strategy. |
| 02 | Yes/No | Unit informed Soldiers and leaders of media rules of engagement. |
| 03 | Yes/No | Unit provided Soldiers and leaders information and trained on media interaction. |
| 04 | Yes/No | Soldiers and leaders executed successful media or public engagement. |
| 05 | Yes/No | Soldiers and leaders prepared subject matter experts to execute successful media engagement. |

Supporting Collective Tasks:

| Task No. | Title | Proponent | Echelon |
|-----------------|--------------|------------------|----------------|
| | | | |