

**Summary Report for Individual Task
805B-79T-3220
Interact with Local Media
Status: Approved**

Distribution Restriction: Approved for public release; distribution is unlimited.

Destruction Notice: None

Foreign Disclosure: FD1 - The materials contained in this course have been reviewed by the course developers in coordination with the RRS, Fort Jackson foreign disclosure authority. This course is releasable to students from all requesting foreign countries without restrictions.

Condition: You have an opportunity to interact with the media to promote the ARNG. You have general office equipment, reference materials, State Public Affairs Office and leadership guidance. Standard MOPP 4 conditions do not exist for this task. See the MOPP 4 statement for specific conditions.

Standard: Interact with local media within State Public Affairs Office guidelines.

Special Condition: None

Safety Risk: Low

MOPP 4: N/A

Task Statements

Cue: None

DANGER
None

WARNING
None

CAUTION
None

Remarks: None

Notes: None

Performance Steps

1. Identify opportunity for media exposure (coordinated interaction).
 - a. Yellow ribbon event.
 - b. Returning/mobilizing unit.
 - c. Local/NGB sponsored event.
 - d. High school/college event.
 - e. State/county/job/career fair.
 - f. Organization/community based event.
 - g. Hometown news release.
2. Complete pre-planning.
 - a. Establish list of all participants (i.e. state marketing representative).
 - b. What is the opportunity for the ARNG?
 - c. Date and time of event.
 - d. Location of the event.
 - e. Determine the purpose of the event.
 - (1) Lead generation.
 - (2) Brand recognition (branding).
 - (3) Community relations.
 - (4) Profile a unit/event/individual.
3. Contact media source to schedule appointment/coordinate involvement.
 - a. Local news papers – editor/report.
 - b. Local television stations – field reporter.
 - c. Local radio station – disc jockey/director.
4. Interact with media.
 - a. Telephone.
 - b. E-mail.

- c. Face-to-face.
- 5. Record results on AAR and forward through appropriate channels.
- 6. Respond to media contact (uncoordinated interaction).
 - a. Familiarize yourself with state public affairs guidance.
 - b. Notify chain of command/public affairs office (PAO) and seek guidance.
 - c. Respond appropriately.
 - (1) Answer questions that are appropriate.
 - (2) Refer any questions that you have not cleared to answer to state PAO.
- 7. Record events on AAR and forward to appropriate channels.

(Asterisks indicates a leader performance step.)

Evaluation Guidance: Score "GO" if Soldier correctly performs all performance measures. Score "NO GO" if Soldier incorrectly performs one or more performance measure. Provide on-the-spot correction should the Soldier experience minor difficulty. Consider directing self-study or on-the-job-training for Soldiers who experience major difficulties in task performance.

Evaluation Preparation: This task may be evaluated by two methods; a. Self Evaluation. Perform the task on the job using the materials listed in the Conditions Statement. Evaluate yourself, using the performance measures, graded IAW the Evaluation Guidance section. b. Supervisor's Evaluation. Ensure that the Soldier(s) have the material shown in the Condition Statement to accomplish the task. When you feel they are able, have them perform the task on the job. Grade them using the Performance Measures, in accordance with the Evaluation Guidance section.

PERFORMANCE MEASURES	GO	NO-GO	N/A
1. Identified opportunity for media exposure (coordinated interaction).			
2. Completed pre-planning.			
3. Contacted media source to schedule appointment/coordinate involvement.			
4. Interacted with media within pre-coordinated limits.			
5. Recorded results on written AAR and forward through appropriate channels.			
6. Responded to media contact (uncoordinated interaction).			
7. Recorded events on AAR and forwarded to appropriate channels.			

Supporting Reference(s):

Step Number	Reference ID	Reference Name	Required	Primary
	AR 360-1	The Army Public Affairs Program	Yes	No
	LG to AAR	A Leader's Guide to After Action Reviews (AAR)	Yes	No
	NG PAM 601-1	Personnel Procurement - Army National Guard Strength Maintenance Program	Yes	No

Environment: Environmental protection is not just the law but the right thing to do. It is a continual process and starts with deliberate planning. Always be alert to ways to protect our environment during training and missions. In doing so, you will contribute to the sustainment of our training resources while protecting people and the environment from harmful effects. Refer to FM 3-34.5 Environmental Considerations and GTA 05-08-002 ENVIRONMENTAL-RELATED RISK ASSESSMENT. Environmental protection is not just the law but the right thing to do. It is a continual process and starts

with deliberate planning. Always be alert to ways to protect our environment during training and missions. In doing so, you will contribute to the sustainment of our training resources while protecting people and the environment from harmful effects. Refer to FM 3-34.5 Environmental Considerations and GTA 05-08-002 ENVIRONMENTAL-RELATED RISK ASSESSMENT.

Safety: In a training environment, leaders must perform a risk assessment in accordance with ATP 5-19, Risk Management. Leaders will complete the current Deliberate Risk Assessment Worksheet in accordance with the TRADOC Safety Officer during the planning and completion of each task and sub-task by assessing mission, enemy, terrain and weather, troops and support available-time available and civil considerations, (METT-TC). Note: During MOPP training, leaders must ensure personnel are monitored for potential heat injury. Local policies and procedures must be followed during times of increased heat category in order to avoid heat related injury. Consider the MOPP work/rest cycles and water replacement guidelines IAW FM 3-11.4, Multiservice Tactics, Techniques, and Procedures for Nuclear, Biological, and Chemical (NBC) Protection, FM 3-11.5, Multiservice Tactics, Techniques, and Procedures for Chemical, Biological, Radiological, and Nuclear Decontamination.

Prerequisite Individual Tasks : None

Supporting Individual Tasks : None

Supported Individual Tasks : None

Supported Collective Tasks : None

ICTL Data :

ICTL Title	Personnel Type	MOS Data
STRUCTURED SELF DEVELOPMENT COURSE (SSD IV) ICTL	Enlisted	MOS: 000, Skill Level: SL4, SQI: 2
79T-ARNG Recruiting and Retention-SL3	Enlisted	MOS: 79T, Skill Level: SL3, ASI: V7, Duty Pos: REA, SQI: 4