

Training and Evaluation Outline Report

Task Number: 71-8-5336

Task Title: Facilitate Media Operations (Division and Above)

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

Destruction Notice: None

Foreign Disclosure: FD1 - This training product has been reviewed by the training developers in coordination with the Fort Leavenworth foreign disclosure officer. This training product can be used to instruct international military students from all approved countries without restrictions.

Supporting Reference(s):

Step Number	Reference ID	Reference Name	Required	Primary
	FM 3-61	Public Affairs, Tactics, Techniques and Procedures http://armypubs.army.mil/doctrine/DR_pubs/dr_a/pdf/fm3_61.pdf	Yes	No
	FM 6-0	COMMANDER AND STAFF ORGANIZATION AND OPERATIONS	Yes	No
	JP 3-61	Public Affairs	Yes	Yes

Condition: The command receives a mission order from higher headquarters and the commander issues public affairs guidance. The command establishes communications with subordinate and adjacent units, and higher headquarters. The mission command system is operational and processing information. Some iterations of this task should be performed in MOPP 4.

Standard: The staff, with the public affairs element as the lead, develops and maintains a resourced and responsive infrastructure that facilitates media operations and supports the command information program by communicating policies, resolve, and actions, through national and international news media, in support of operations. The staff follows commanders guidance and standard operating procedures.

Safety Risk: Low

Task Statements

Cue: None

DANGER
Leaders have an inherent responsibility to conduct Risk Management to ensure the safety of all Soldiers and promote mission accomplishment.

WARNING
Risk Management is the Army's primary decision-making process to identify hazards, reduce risk, and prevent both accidental and tactical loss. All Soldiers have the responsibility to learn and understand the risks associated with this task.

CAUTION

Leaders have an inherent responsibility to conduct Risk Management to ensure the safety of all Soldiers and promote mission accomplishment.

Remarks: None

Notes: None

TASK STEPS

1. The staff, with the public affairs element as lead, provide commanders' three media capabilities.

a. Administer public information of a military nature, the dissemination of which is consistent with security and the Department of Defense DOD principles of information.

b. Provide command information, which is communication by a military organization directed to the internal audience to help them understand the goals of the organization, its role in joint operations, as well as significant developments affecting them.

c. Conduct community engagement, which is the process of working collaboratively with, and through, groups of people affiliated by geographic proximity or special interest to enhance the understanding and support for military operations.

2. The staff establishes a media operations center to serve as the focal point for the interface between the military and the media during the conduct of operations.

3. The staff coordinates media coverage throughout the area of operations by:

a. Developing a media plan.

b. Developing a media synchronization matrix.

c. Publishing a press schedule of media activities.

d. Coordinating media operations with all unified action partners.

e. Coordinating media entry into the area of operations and access to units, Soldiers, and commanders.

f. Managing media representatives by validating media credentials, expertise, knowledge, purpose, and legitimacy.

g. Briefing the media and units on guidelines and ground rules for coverage to include:

(1) Identifying and communicating host nation sensitivities to all media personnel in theater.

(2) Conducting daily situation update briefings.

h. Preparing and conducting press interviews, briefings, and news conferences.

i. Coordinating media visits and events by:

(1) Providing administrative and logistic support to assist media.

(2) Providing escorts.

(3) Coordinating transportation.

(4) Coordinating for security.

(5) Verifying unit command posts are ready to support press briefings.

4. The public affairs element develops a command information plan that:

a. Delivers the command message.

b. Develops talking points.

(1) Provides guidance on releasable information.

(2) Provides guidance on appropriate responses to sensitive questions.

5. The public affairs element provides responses to media queries and resolves media issues.

6. The public affairs element supports the media in filing stories and images.

7. The staff evaluates media operations within the area of operations by:

a. Monitoring available media coverage of an operation.

b. Measuring effectiveness of the command information program.

8. The public affairs element conducts training on media operations by:

a. Training and supervising unit-level public affairs representatives to assist commanders in developing command information programs.

b. Training Soldiers, family members, Department of the Army Civilians, and anyone associated with a unit, to communicate with the media.

c. Training journalists on the rights and responsibilities of military community members, as well as the roles and missions of particular units and the Army.

d. Verifying the media understands security policies and reaction to tactical situations.

(Asterisks indicates a leader performance step.)

PERFORMANCE MEASURES	GO	NO-GO	N/A
1. The staff, with the public affairs element as lead, provided commanders' three media capabilities.			
2. The staff established a media operations center to serve as the focal point for the interface between the military and the media during the conduct of operations.			
3. The staff coordinated media coverage throughout the area of operations.			
4. The public affairs element developed a command information plan.			
5. The public affairs element provided responses to media queries and resolves media issues.			
6. The public affairs element supported the media in filing stories and images.			
7. The staff evaluated media operations within the area of operations.			
8. The public affairs element conducted training on media operations.			

TASK PERFORMANCE / EVALUATION SUMMARY BLOCK							
ITERATION	1	2	3	4	5	M	TOTAL
TOTAL PERFORMANCE MEASURES EVALUATED							
TOTAL PERFORMANCE MEASURES GO							
TRAINING STATUS GO/NO-GO							

ITERATION: 1 2 3 4 5 M

COMMANDER/LEADER ASSESSMENT: T P U

Mission(s) supported: None

MOPP 4: Sometimes

MOPP 4 Statement: None

NVG: Never

NVG Statement: None

Prerequisite Collective Task(s):

Step Number	Task Number	Title	Proponent	Status
	71-8-5110	Plan Operations Using the Military Decision Making Process (Battalion - Corps)	71 - Combined Arms (Collective)	Approved

Supporting Collective Task(s):

Step Number	Task Number	Title	Proponent	Status
	71-8-5111	Conduct the Military Decisionmaking Process (Battalion - Corps)	71 - Combined Arms (Collective)	Approved

Supporting Individual Task(s): None

Supporting Drill Task(s): None

Supported AUTL/UJTL Task(s):

Task ID	Title
ART 5.13	CONDUCT SOLDIER AND LEADER ENGAGEMENT

TADSS

Step ID	TADSS ID	Title	Product Type	Quantity
No TADSS specified				

Equipment (LIN)

Step ID	LIN	Nomenclature	Qty
No equipment specified			

Material Items (NSN)

Step ID	NSN	LIN	Title	Qty
No materiel items specified				

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. .

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. .