

ART 5.7.2.3 ASSESS THE EFFECTIVENESS OF MILITARY INFORMATION

Commanders rely on the staff to assess the effects of planned military information support operations (MISO) messages and actions within the area of operations, making adjustments as necessary. The staff monitors, assesses, and adjusts messages and actions to ensure the effectiveness of military information. Assessing the effectiveness of military information begins during planning and continues throughout each phase of the operation. (FM 3-05.30) (USAJFKSWCS)

NO.	Scale	Measure
01	Yes/No	The unit established criteria assessing the effectiveness of messages and actions.
02	Yes/No	The unit monitored local populations for events relevant to the messages and actions evaluated.
03	Yes/No	The unit conducted assessments of messages and actions.
04	Yes/No	The unit based the assessed messages and actions on planned outcomes.
05	Yes/No	The unit revised messages and actions based on evaluated results.
06	Yes/No	The unit reported the effectiveness of messages and actions.
07	Percent	Of populations reached by more than one media.
08	Percent	Of messages and actions that reached the intended populations.
09	Percent	Of messages and actions that reached unintended populations.

Supporting Collective Tasks:

Task No.	Title	Proponent	Echelon
71-6-5300	Conduct Inform and Influence Activities (Battalion - Brigade)	71 - Combined Arms (Collective)	Brigade
71-8-	Coordinate Information Support for an	71 -	Corps

0020	IIA Objective (Brigade - Corps)	Combined Arms (Collective)	
71-9-3220	Conduct Attack on Targets Using Nonlethal Means (Division Echelon and Above)	71 - Combined Arms (Collective)	Echelons Above Corps