

# Training and Evaluation Outline Report

**Status: Approved**

**12 Jan 2015**

**Effective Date: 06 Oct 2016**

**Task Number:** 71-8-5334

**Task Title:** Coordinate Public Affairs Operations (Battalion - Corps)

**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
	ADRP 6-0 (Change 002, March 28, 2014)	Mission Command <a href="http://armypubs.army.mil/doctrine/DR_pubs/dr_a/pdf/adrp6_0_new.pdf">http://armypubs.army.mil/doctrine/DR_pubs/dr_a/pdf/adrp6_0_new.pdf</a>	Yes	No
	FM 3-13	Inform and Influence Activities	Yes	No
	FM 3-61	Public Affairs, Tactics, Techniques and Procedures <a href="http://armypubs.army.mil/doctrine/DR_pubs/dr_a/pdf/fm3_61.pdf">http://armypubs.army.mil/doctrine/DR_pubs/dr_a/pdf/fm3_61.pdf</a>	Yes	Yes

**Conditions:** The command receives a mission order from higher headquarters and the commander issues guidance on coordinating public affairs operations. 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.

**Standards:** The staff coordinates the public affairs plan and provides advice to the commander on public affairs operations to develop information strategies and programs and to facilitate media and public engagement, public affairs training, and community relations programs within the area of operations that support the commander's intent and contributes to mission accomplishment.

**Live Fire Required:** No

**Objective Task Evaluation Criteria Matrix:**

Plan and Prepare		Execute						Assess	
Operational Environment	Training Environment (LW/C)	Training/Authorized	% of Leaders Present at	% of Soldiers Present at	External Eval	% Performance Measures 'GO'	% Critical Performance Measures 'GO'	% Leader Performance Measures 'GO'	Task Assessment
BDE & Above									
Dynamic and Complex (All OE Variables and Hybrid Threat)	Night	IAW unit CATS statement.	>=85%	>=80%	Yes	>=91%	All	>=90%	<b>T</b>
			75-84%			80-90%		80-89%	<b>T-</b>
Dynamic and Complex (All OE Variables and Single Threat)	Day		65-74%	75-79%	No	65-79%	<All	<=79%	<b>P</b>
			60-64%	60-74%		51-64%			<b>P-</b>
Dynamic and Complex (<All OE Variables and Single Threat)			<=59%	<=59%	<=50%	<b>U</b>			

**Remarks:** None

**Notes:** Task Content last update: 8 Jan 2015.

**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.

## Performance Steps and Measures

**NOTE:** Assess task proficiency using the task evaluation criteria matrix.

**NOTE:** Asterisks (\*) indicate leader steps; plus signs (+) indicate critical steps.

STEP/MEASURE	GO	NO-GO	N/A
1. The staff plans for public affairs (PA) operations by:	N/A	N/A	N/A
a. Communicating to the commander the PA impact and implications of current and future operations.	N/A	N/A	N/A
b. Developing the PA Plan.	N/A	N/A	N/A
c. Monitoring effects of PA operations.	N/A	N/A	N/A
d. Planning for PA communications.	N/A	N/A	N/A
2. The staff assesses the PA situation by:	N/A	N/A	N/A
a. Requesting PA guidance from higher headquarters to include campaigns, themes, messages, and objectives.	N/A	N/A	N/A
b. Establishing coordination with unified action partners and any other entities within the area of operations (AO).	N/A	N/A	N/A
c. Assessing the information environment to include:	N/A	N/A	N/A
(1) Identifying factors within the information environment that have potential implications for the planning and execution of operations, which include:	N/A	N/A	N/A
(a) Information channels.	N/A	N/A	N/A
(b) Commercial media and communications capabilities such as live video transmission capability or interactive satellite telecommunications access.	N/A	N/A	N/A
(c) Assess public opinion, which includes perceptions of the situation and the use of military power.	N/A	N/A	N/A
(d) Assess information needs, based on an audience analysis.	N/A	N/A	N/A
(2) Identifying any activities or issues affecting the overall mission and the command's PA objectives.	N/A	N/A	N/A
(a) Facilitate public understanding.	N/A	N/A	N/A
(b) Facilitate public support.	N/A	N/A	N/A
(3) Identifying the information requirements and needs of the various audiences both internal and external by:	N/A	N/A	N/A
(a) Monitoring media and public opinion.	N/A	N/A	N/A
(b) Evaluating the effectiveness of existing PA plans and operations.	N/A	N/A	N/A
(4) Assessing the news media presence in the area.	N/A	N/A	N/A
(5) Coordinating the potential strategic and operational issues confronting the command in the news media.	N/A	N/A	N/A
3. The staff develops the PA plan by:	N/A	N/A	N/A
a. Developing the PA running estimate which:	N/A	N/A	N/A
(1) Analyzes mission and situation from the PA and information environment perspective.	N/A	N/A	N/A
(2) Develops PA factors impacting on, or impacted by, the mission.	N/A	N/A	N/A
(3) Analyzes each Course of Action (COA) from the PA perspective.	N/A	N/A	N/A
(4) Comparison of all COA from the PA perspective.	N/A	N/A	N/A
(5) Recommendation on which COA can be best supported from a PA perspective.	N/A	N/A	N/A
b. Developing the PA guidance which:	N/A	N/A	N/A
(1) Provides mission specific guidance to support public discussion of the operation.	N/A	N/A	N/A
(2) Establishes higher headquarters PA policies.	N/A	N/A	N/A
(3) Employs the Army perspective on the operation.	N/A	N/A	N/A
(4) Recommends appropriate PA themes.	N/A	N/A	N/A
(5) Establishes the methods, timing, and authority for releasing information to news media representatives.	N/A	N/A	N/A
c. Developing the PA annex to the operations plan/operations order:	N/A	N/A	N/A
(1) Identifies information strategies.	N/A	N/A	N/A
(2) Establishes media operations.	N/A	N/A	N/A
(3) Establishes PA training for:	N/A	N/A	N/A
(a) Subordinate commands for engagement with the media.	N/A	N/A	N/A
(b) Non-public affairs soldiers, civilian employees, and family members on media interaction.	N/A	N/A	N/A
(4) Identifies community relations objectives aimed at:	N/A	N/A	N/A
(a) Increasing public awareness of the Army's mission, policies and programs.	N/A	N/A	N/A
(b) Inspiring patriotism.	N/A	N/A	N/A
(c) Fostering good relations with the various publics with which the Army comes into contact at home and abroad.	N/A	N/A	N/A
(d) Maintaining the Army's reputation as a respected professional organization responsible for national security.	N/A	N/A	N/A



**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
	71-8-5337	Implement Higher Headquarters Public Affairs Themes (Battalion - Corps)	71 - Combined Arms (Collective)	Approved
	71-9-5800	Provide Public Affairs in the Joint Operations Area (Division Echelon and Above [Operational])	71 - Combined Arms (Collective)	Approved
	71-BDE-5334	Coordinate Public Affairs Operations (BDE/GRP)	71 - Combined Arms (Collective)	Approved
	71-CORP-5100	Conduct the Mission Command Operations Process for Corps	71 - Combined Arms (Collective)	Approved
	71-DIV-5100	Conduct the Mission Command Operations Process for Divisions	71 - Combined Arms (Collective)	Approved

**OPFOR Task(s):** None

**Supporting Individual Task(s):**

Step Number	Task Number	Title	Proponent	Status
	224-278-1316	Write a News Release	224 - Public Affairs (Individual)	Approved

**Supporting Drill(s):**

Step Number	Drill Number	Drill Title	Drill Type	Proponent	Status
	71-8-D5315	React to Incorrect Information Affecting the Operational Environment (Battalion through Corps)	Staff	71 - Combined Arms (Collective)	Approved

**Supported AUTL/UJTL Task(s):**

Task ID	Title
ART 5.7	Conduct Public Affairs Operations

**TADSS**

TADSS ID	Title	Product Type	Quantity
No TADSS specified			

**Equipment (LIN)**

LIN	Nomenclature	Qty
No equipment specified		

**Materiel Items (NSN)**

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 the current Environmental Considerations manual and the current GTA Environmental-related Risk Assessment card. .

**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. .