

ART 5.7.1.4 FACILITATE MEDIA

Public affairs professionals and their commanders must facilitate national, international, and local media access to operational units, including those engaged in combat. Media coverage influences public perceptions of the area of operations, U.S. national policy, and military objectives. It also influences the perceptions of international, U.S., and local audiences in the area of operations. These perceptions affect public support, durability of coalitions, and the duration of Army involvement. (FM 46-1) (OCPA)

NO.	Scale	Measure
01	Yes/No	The staff built relationships with media.
02	Yes/No	The staff produced public affairs guidance on media interactions.
03	Yes/No	The staff produced public affairs print, audio, and visual products that meet the commander's intent.
04	Yes/No	The staff provided accurate responses to media queries.
05	Yes/No	The staff coordinated media transportation, if required.
06	Time	To establish the media operation center.
07	Time	To provide responses to media inquiries.

Supporting Collective Tasks:

Task No.	Title	Proponent	Echelon
63-6-2030	Develop the Media Plan	63 - Multifunctional Logistics (Collective)	Brigade