

Commanders and public affairs

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 FM CJCS WASHINGTON DC  
 TO AIG 8777//CC/J2/J3/J4/J6/PA//  
 INFO RUEKJCS/SECDEF WASHINGTON DC//PA//  
 RUMIKAA/COMUSARCENT CAMP DOHA KU//CG/G2/G3/G4/G6/PA//  
 RHRVAKS/COMUSNAVCENT  
 RUCAICL/MARCENT HQ ELEMENT MACDILL AFB FL//CG/G3/PA//  
 RUEOEEE/CENTAF FWD RIYADH SA  
 RHMFIUU/CENTAF FWD RIYADH SA  
 RUCJBBA/COMSOCENT MACDILL AFB FL  
 RUEPVAA/COMJSOC FT BRAGG NC  
 RUFDNTE/V CORPS HEIDELBERG GE  
 RUWICBE/CG I MEF CAMP PENDLETON CA  
 RHRVAKS/COMFIFTHFLT  
 RUFRCGS/CTF FIVE ZERO  
 RUFRCGS/CTF FIVE ONE  
 RUFRCGS/CTF FIVE TWO  
 RHRMDAF/CTF FIVE THREE  
 RUFDAAA/USAREUR HEIDELBERG GE//00/G2/G3/G4/G6/PA//  
 RHFQAAA/HQ USAF RAMSTEIN AB GE//00/A2/A3/A4/A6/PA//  
 RHDLCNE/CINCUSNAVEUR LONDON UK//00/019//  
 RHMFIUU/CINCUSNAVEUR LONDON UK//00/019//  
 RUFGTCU/HQ MARFOREUR BOEBLINGEN GE//00//  
 RHRRQJQ/COMSIXTHFLT//PA//  
 RUFRMDA/CTF SIX ZERO  
 RUFRMHA/CTF SIX ONE  
 RUFRMKA/CTF SIX TWO  
 RUFNPGJ/CTF SIX THREE  
 RHVXNUL/USS CONSTELLATION  
 RHRKABE/USS ABRAHAM LINCOLN  
 RHVUZFF/USS KITTY HAWK  
 RHRWHQJ/USS HARRY S TRUMAN  
 RHBUNTR/USS THEODORE ROOSEVELT  
 RUQNAAA/39 WG INCIRLIK TU  
 RUERSWA/CDR3DINFDIV FT STEWART GA  
 RUERBFA/CDR4THINFDIV FT HOOD TX  
 RHMFIUU/CDR4THINFDIV FT HOOD TX  
 RUEAPFP/CDR101STABN DIV AASLT FT CAMPBELL KY  
 RHMFIUU/CDR101STABN DIV AASLT FT CAMPBELL KY  
 RUFDBJU/CDR173DABINBDE VICENZA IT  
 RHMFIUU/CDR173DABINBDE VICENZA IT  
 RUEACQC/CDR3DACR FT CARSON CO  
 RHMFIUU/CDR3DACR FT CARSON CO  
 RUEPKAA/COLMGTOFC82DABNDIV FT BRAGG NC  
 RUEKJCS/COMCARGRU 5  
 RUFDBJU/SETAF VICENZA IT

UNCLAS

SUBJ/COMMANDERS AND PUBLIC AFFAIRS

THIS MESSAGE IS AN UNCLASSIFIED RE-TRANSMISSION OF A SECDEF-CJCS P4 MESSAGE TO ALL COMBATANT COMMANDERS REGARDING SUPPORT OF PUBLIC AFFAIRS ACTIVITIES IN POTENTIAL FUTURE MILITARY OPERATIONS. IT IS BEING RE-TRANSMITTED AS A GENSER MESSAGE TO FACILITATE WIDER DISTRIBUTION TO ALL COMMANDERS, INTELLIGENCE, OPERATIONS, LOGISTICS AND COMMUNICATIONS OFFICERS AS WELL AS PAOS. THE ORIGINAL IS QUOTED BELOW:

1. (QUOTE) THIS IS A SECRETARY OF DEFENSE/CHAIRMAN OF THE JOINT CHIEFS OF STAFF MESSAGE.
2. MEDIA COVERAGE OF POTENTIAL FUTURE MILITARY OPERATIONS WILL, TO A

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LARGE EXTENT, SHAPE PUBLIC PERCEPTION OF THE NATIONAL SECURITY ENVIRONMENT NOW AND IN THE YEARS AHEAD. THIS HOLDS TRUE FOR THE US PUBLIC; THE PUBLIC IN ALLIED COUNTRIES, WHOSE OPINION CAN AFFECT THE DURABILITY OF OUR COALITION; AND PUBLICS IN COUNTRIES WHERE WE CONDUCT OPERATIONS, WHOSE PERCEPTIONS OF US CAN AFFECT THE COST AND DURATION OF OUR INVOLVEMENT.

3. THEREFORE, WE MUST:

A. ORGANIZE FOR AND FACILITATE ACCESS OF NATIONAL AND INTERNATIONAL MEDIA TO OUR FORCES, INCLUDING THOSE ENGAGED IN GROUND OPERATIONS. OUR GOAL IS TO GET IT RIGHT FROM THE START, NOT DAYS OR WEEKS INTO AN OPERATION. WE WILL COMMIT COMMUNICATIONS SYSTEMS AND TRAINED JOINT PUBLIC AFFAIRS TEAMS TO FACILITATE THE INTERNATIONAL PRESS GETTING A FIRST-HAND LOOK AT COALITION OPERATIONS.

B. PLAN TO DEDICATE LIFT AND LOGISTICAL SUPPORT TO MOVE PA AND MEDIA PERSONNEL AS WELL AS MEDIA PRODUCTS TO AND FROM THE FORWARD LOCATION. THIS WILL BE NECESSARY TO PRESENT OUR STORY IN A TIMELY MANNER.

C. HOLD DAILY BRIEFS IN THEATER WITH A LARGE GROUP OF INTERNATIONAL AS WELL AS NATIONAL PRESS. A NATURAL IMPULSE IS TO TALK TO REPORTERS FROM OUR OWN NATION -- WE ENCOURAGE YOU TO AGGRESSIVELY REACH OUT TO THOSE OF THE INTERNATIONAL PRESS AS YOU TELL OUR STORY - THEY, AND THE PUBLICS THEY SERVE, ALSO MUST UNDERSTAND WHY WE ARE ENGAGED.

D. PUT IN PLACE MECHANISMS AND PROCESSES FOR THE RAPID DISSEMINATION OF WEAPONS SYSTEMS VIDEO, ISR FOOTAGE, AND OPERATIONAL COMBAT CAMERA FOOTAGE BEFORE COALITION FORCES MOVE. WE WILL DELEGATE THE AUTHORITY FOR THE DECLASSIFICATION AND RELEASE OF THESE PRODUCTS TO THE LOWEST POSSIBLE LEVEL. APPROACH THESE DECISIONS WITH "WHY NOT" RATHER THAN "WHY?" OPERATIONAL PLANNING SHOULD INCORPORATE AND SUPPORT THESE EFFORTS AND INCLUDE A PUSH/PULL MECHANISM TO MAKE THE PRODUCTS READILY AVAILABLE TO A WIDER DOD AUDIENCE FOR EVENTUAL USE IN A VARIETY OF PUBLIC COMMUNICATION ACTIVITIES. THESE PLANS SHOULD ALSO SUPPORT THE EXPEDITIOUS MOVEMENT OF MEDIA PRODUCTS THAT TELL OUR STORY -- BOTH GOOD NEWS AND BAD -- FROM THE FRONT LINES. THE GOAL FOR MOVING BOTH MEDIA PRODUCTS AND IMAGES SHOULD BE MINUTES OR HOURS NOT DAYS.

4. ALTHOUGH THE PA/MEDIA EFFORT MAY NOT BE PRECISELY SPELLED OUT, LIKE IN ANY OP PLAN TASK LIST, PROCEED ON THE BASIS THAT IT IS AN IMPLIED TASK FOR ALMOST ALL MISSIONS. OUR ULTIMATE STRATEGIC SUCCESS IN BRINGING PEACE AND SECURITY TO THIS REGION WILL COME IN OUR LONG-TERM COMMITMENT TO SUPPORTING THESE DEMOCRATIC IDEALS. LET'S TELL THE FACTUAL STORY -- GOOD OR BAD -- BEFORE OTHERS SEED THE MEDIA WITH DISINFORMATION AND DISTORTIONS AS THEY MOST CERTAINLY WILL CONTINUE TO DO. OUR PEOPLE IN THE FIELD NEED TO TELL OUR STORY -- ONLY COMMANDERS CAN ENSURE THE MEDIA GET TO THE STORY ALONGSIDE THE TROOPS. (UNQUOTE)