

R 181800Z APR 03
 FM SECDEF WASHINGTON DC//OASD-PA/DPO//
 TO AIG 8777
 INFO RHEHNSC/NSC WASHINGTON DC//SCP//
 RUEHC/SECSTATE WASHINGTON DC//PA//
 RUEACMC/CMC WASHINGTON DC
 RHMFIUU/CMC WASHINGTON DC
 RUEKJCS/SECDEF WASHINGTON DC //OASD-PA/DPO//
 RUEKJCS/SECDEF WASHINGTON DC //OASD-PA/CHAIRS//

UNCLAS

SUBJECT: DELEGATION OF AUTHORITY FOR MEDIA EMBEDDING PROGRAM IN THE U.S. CENTRAL COMMAND (CENTCOM) AREA OF RESPONSIBILITY (AOR).

1. REFERENCES: REF. A. SECDEF MSG, DTG 101900Z FEB 03, SUBJ: PUBLIC AFFAIRS GUIDANCE (PAG) ON EMBEDDING MEDIA DURING POSSIBLE FUTURE OPERATIONS/DEPLOYMENTS IN THE U.S. CENTRAL COMMAND (CENTCOM) AREA OF RESPONSIBILITY (AOR).

2. PURPOSE. THIS MESSAGE PROVIDES GUIDANCE, POLICIES AND PROCEDURES ON THE DELEGATION OF AUTHORITY FOR THE MEDIA EMBEDDING PROGRAM FROM THE OFFICE OF THE ASSISTANT SECRETARY OF DEFENSE FOR PUBLIC AFFAIRS (OASD(PA)) TO CENTCOM/PA.

3. EFFECTIVE 181800Z APR 03 THE AUTHORITY FOR MEDIA EMBEDDING IN THE CENTCOM AOR IS DELEGATED TO CENTCOM/PA. EMBED AUTHORITY MAY BE DELEGATED TO SUBORDINATE ELEMENTS AT CENTCOM/PA'S DISCRETION.

4. GUIDELINES FOR EMBEDDED MEDIA AS OUTLINED REF A. PAG SECDEF MSG, DTG 101900Z FEB 03, SUBJ: PUBLIC AFFAIRS GUIDANCE (PAG) ON EMBEDDING MEDIA DURING POSSIBLE FUTURE OPERATIONS/DEPLOYMENTS IN THE U.S. CENTRAL COMMAND (CENTCOM) AREA OF RESPONSIBILITY (AOR) REMAIN IN EFFECT.

5. OPERATIONAL PROCEDURES AND RESPONSIBILITIES.

5.1. TRACKING EMBEDS. CENTCOM/PA ASSUMES THE RESPONSIBILITY OF MAINTAINING A HISTORICAL RECORD OF ADDITIONAL EMBEDS ADDED TO THE EMBED PROGRAM UPON ASSUMING THIS DELEGATED AUTHORITY AND IS REQUIRED TO SUBMIT PERIODIC UPDATES AND A FINAL LIST UPON COMPLETION OF THE PROGRAM TO OASD(PA).

5.2. MEDIA REASSIGNMENT WITHIN EMBEDS. CENTCOM/PA WILL RECOMMEND REASSIGNING EMBEDDED MEDIA WITH NEW/DIFFERENT UNITS AS NEEDED/APPROPRIATE. IF THE MEDIA MEMBER(S) DISAGREE, THE RECOMMENDATION WILL BE FORWARDED TO OASD(PA) FOR DISCUSSION WITH THE APPLICABLE BUREAU CHIEF(S).

5.3. UNITS REMAIN RESPONSIBLE FOR ENSURING THAT ALL EMBEDDED MEDIA AND THEIR NEWS ORGANIZATIONS HAVE SIGNED THE "RELEASE, INDEMNIFICATION, AND HOLD HARMLESS AGREEMENT AND AGREEMENT NOT TO SUE", FOUND AT [HTTP://WWW.DEFENSELINK.MIL/NEWS/FEB2003/D20030210EMBED.PDF](http://www.defenselink.mil/news/feb2003/d20030210embed.pdf). UNITS MUST MAINTAIN A COPY OF THIS AGREEMENT FOR ALL MEDIA EMBEDDED WITH THEIR UNIT.

5.4. UNITS REMAIN RESPONSIBLE FOR THE RETURN/COLLECTION OF EQUIPMENT ISSUED TO MEDIA, AS WELL AS TRACKING ITS RETURN. IF EQUIPMENT IS NOT RETURNED WHEN THE REPORTER DISEMBEDS FROM THE UNIT, THE UNIT WILL FORWARD A LIST OF EQUIPMENT ISSUED TO SPECIFIC MEDIA MEMBER(S) THROUGH PA CHANNELS TO CENTCOM/PA. IF THE EQUIPMENT CANNOT BE LOCATED, CENTCOM/PA WILL NOTIFY OASD(PA), WHICH WILL THEN CONTACT THE APPROPRIATE BUREAU CHIEF OF THE NEED TO RETURN THE EQUIPMENT OR PAY FOR IT. THIS, HOWEVER, DOES NOT RELIEVE THE ISSUING UNIT OF THE RESPONSIBILITY TO CONTINUE TRACKING THEIR EQUIPMENT UNTIL THE MATTER IS RESOLVED.

6. OASD(PA) POC FOR THIS MESSAGE IS MAJ TIM BLAIR, DSN 227-1253, CMCL 703-697-1253, EMAIL TIMOTHY.BLAIR@OSD.MIL.