

**INFORMATION MEMORANDUM: Reporting and Commentary on the Embedding of Media with Coalition Armed Forces in Operation Iraqi Freedom**

**Summary:**

- The following pages present print and broadcast reporting and commentary about “embedding.” Where possible, hyperlinks to the full texts are provided in the titles. Other texts are provided in a separate attachment.
- Items are in reverse chronological order. Items have been evaluated as positive toward the principle/practice of embedding (marked by a +), neutral<sup>1</sup> (=), or negative (-).
- Overall, of 76 items found, 37% were positive, 50% were neutral, and 13% were negative.
- There was a significant increase in the percentage of positive items written after the start of major hostilities on March 19.
- On or before then, of 15 items, 13% (2) were positive, 67% (10) were neutral, and 20% (3) were negative.
- After March 19, 43% were positive, 46% were neutral, and 11% were negative.

**Christian Science Monitor: The Other Boots On The Ground: Embedded Press (4/23) +**  
*Those on both sides praise the program for giving reporters an unusual degree of access and providing an unvarnished look at the war. Yet many reporters also found the program offered frustratingly narrow views of the action - and some worry that it engendered one-sided coverage. Still, almost all agree embedding has had a positive impact on one area: military-media relations.*

**Philadelphia Inquirer: Iraq War Coverage Spurs Interest In Enlistment (4/23) +**  
*Army Capt. Tony Barnett, commander of the North Philadelphia Recruiting Company and no relation to the recruit, said he anticipated more traffic. His company oversees recruiting in parts of the city and suburbs. "I think more people are interested because of our success, because of the positive impression they got from the embedded reporters and the fact that we had so few casualties," he said.*

**Army Times: Successful Media Experiment Led To 'Interesting Dynamic,' Brooks Says (4/22) +**  
*Topic No. 1 with Brooks was the media coverage of the war, specifically the historic move to “embed” some 600 journalists with the troops on the battlefield. He said much of the media frustration here was rooted in the information gap created by the real-time war reporting that was being provided by the embedded journalists. With their satellite telephones and other high-tech communications gear, they often were providing colleagues at Central Command headquarters in Doha with battlefield information before the military’s public affairs team here knew anything about it.*

<sup>1</sup> In this case, “neutral” could mean a) reporting/commentary that did not take sides pro or con or b) items that reflected views equitably on both sides of the issue.

**Newsweek (Web exclusive): War Reports- Even if embedding is here to stay, we still have to learn a lot about the system (4/22) -**

*The war in Iraq, by virtue of the Pentagon's policy of embedding the media, gave reporters a chance to write a pretty comprehensive first draft. By almost all accounts, it was a win-win situation: the press didn't need to sit out the conflict in a holding pen a country or two away from the action, feeding off their own frustration and cynicism. And the Pentagon got a chance to both humanize American troops' experiences and show the U.S. fighting forces weren't a bunch of thuggish invaders. But this was a relatively easy, and very successful, conflict. And for anyone who thinks the embedding policy is a genie that can't be put back in the bottle, think again. All it'll take is the possibility of a messier fight, and we could be seeing the return of journalists to the official sidelines. Even if embedding is here to stay, there's a lot about the system we have still to learn.*

**PBS News Hour: The Media's War (4/21) =**

*Terence Smith: .... Would you do it again?*

*Mark Strassmann: I would definitely do it again. I might not want to do it again tomorrow, especially because my wife is eight months pregnant, but, yes, I would definitely do it again. I mean, I had never had such an immersion into a culture like that. I got to see a part of history that I otherwise probably would not have been able to see. So, yeah. I mean, there were things I might have changed about it, but clearly I would do it again.*

*Terence Smith: And George Wilson.*

*George C. Wilson: Not under those conditions. I think I couldn't do my auditing job under those restrictions, and I needed mobility to serve the reader well. After all, the Iraqi army basically did not show up. It wasn't much of a fight, and yet you wouldn't know that from reading most of the press.*

**New York Times: Even Critics Of War Say The White House Spun It With Skill (4/20) +**

*The second major factor in the successful communications strategy, the Pentagon decision to "embed" more than 500 reporters and photographers with invading troops, produced first-hand accounts for Americans that generally pleased editors and television news directors. The bottom line for the White House was that it was helpful. "It served the Bush administration by providing more sympathetic coverage, by being understanding of the soldiers and therefore of that slice of war that each reporter saw," said Marvin Kalb, the veteran CBS News correspondent who is now a senior fellow at the Shorenstein Center for Press, Politics and Public Policy at Harvard. "If a reporter were to take a critical tone toward the administration, there were all these other reporters balancing that negative thrust."*

**ABC.com – Back from Iraq (4/16) =**

*As U.S. soldiers continue the job they started nearly a month ago in Iraq, their embedded guests have returned to the states with their own up close and personal war stories.*

**CBS Early Show - Correspondents Tell War Stories (4/15) +**

*For the first time, the United States military decided to let reporters cover a war from the inside. In the war against Iraq, they were called embeds and they lived, slept and ate with the troops. And as CBS News' Byron Pitts, Jim Axelrod and Mark Strassmann learned, it meant being under*

*fire, too. Before the embedding, there was a bit of debate whether or not it was going to work. The three tell The Early Show co-anchor Harry Smith it worked wonderfully well.*

**CNN.com: Marines rescue seven U.S. prisoners of war (4/13) =**

*U.S. Marines rescued seven American soldiers held by Iraqis north of Baghdad on Sunday before rushing off to join in the battle for Tikrit, according to a Canadian reporter embedded with the 1st Marine Expeditionary Force.*

**New York Times, News Organizations Remove Some Reporters From Units (4/11) =**

*At least 20 of the more than 500 so-called embedded reporters have left their current postings in recent days, many of them reassigned to begin reporting independent of military oversight. The moves by the news organizations, including CNN, ABC, The Los Angeles Times and The Washington Post, are being officially opposed by the Pentagon division responsible for the program that placed reporters with military units. "We would really rather they not do this," said Maj. Tim Blair, the Army officer in charge of the program, citing safety considerations. But executives at news organizations said that they needed to be able to report more freely from Baghdad.*

**CBSNews.com – On the Scene-Home Sweet Home (4/9) =**

*CBS News Correspondent Cynthia Bowers spent a month as an "embed" on board the aircraft carrier USS Abraham Lincoln. She's now back home.*

**Boston Globe: Despite Perils, Most Vow To Stay On (4/9) +**

*While safety remains a concern, the Pentagon has found a good number of journalists choosing to give up their embedded positions -- but to get into more action, not less. According to one Pentagon source who requested anonymity, up to 50 reporters of the 600 embedded journalists -- many located on aircraft carriers -- have left because "they've seen all they care to of takeoffs and landings. They want to get closer to the action," the source said.*

**Washington Post: As More Correspondents Die, Media Rethink Their Positions (4/9) =**

*Some embedded correspondents are no longer producing much news because their military units have stopped moving forward, Slavin said. ABC has withdrawn Ron Claiborne from the USS Abraham Lincoln and Tamala Edwards from an Air Force base in Kuwait. Reporter Bob Woodruff left a Marine unit because he was close friends with Bloom.*

**US News & World Report: Washington Whispers (4/8) +**

*Pentagon spokeswoman Torie Clarke's brainstorm to "embed" reporters with troops in Iraq may finally change the relationship between the press and the military. Several officials actually call it "seeding" newsrooms with reporters who will know what it's like to be under fire. "In my view," Bush spokesman Ari Fleischer tells our Kenneth T. Walsh, "it's nothing but good in the long term for journalists to know the armed forces better and for the armed forces to know journalists better."*

**European Stars and Stripes: Journalists Traveling With Units Gain Better Understanding, Officials Think (4/8) +**

*Though the United States is unlikely to decorate correspondents covering the war in Iraq — and the media less likely to welcome such gestures — the Pentagon says its policy of “embedding” reporters and allowing live coverage is working. While there is a risk of reporters leaking operational secrets, or the partnership of warrior and scribe sanitizing coverage, the military says such problems are rare in Iraq.*

**Newsweek: The Other Air Battle -- Al-Jazeera rules the waves—whether the Pentagon likes it or not (4/7) –**

*For months the U.S. government has girded for a huge propaganda war. That's why the Pentagon allowed reporters—including Arab correspondents—to “embed” with troops, and why top officials like Deputy Defense Secretary Paul Wolfowitz wined and dined Al-Jazeera. But so far, it's losing that war badly. Saddam Hussein is turning out to be a Madison Avenue Machiavelli, the Pentagon's ingenious embed system is fraying and Washington's “message discipline” is breaking down. Even as the U.S. military strives to avoid Iraqi civilian casualties, it finds itself depicted as a bunch of baby killers in the only air war most of the world sees--the one that appears on television.*

**Newsweek: Staying Free—And Safe (4/7) +**

*Last week Michael Kelly became the first embedded reporter to die in Iraq... The military's seven-page list of embed rules warns commanders not to bar reporters from battlefields for “personal safety” reasons. In the wake of Kelly's death, Defense Department spokesman Bryan Whitman, the architect of the embedding program, said, “We fully planned for this, even if our greatest hope was we wouldn't have any deaths. We knew reporters were getting in harm's way.”*

**U.S. News & World Report: Is The New News Good News? (4/7) =**

*Before the current war in Iraq began, CBS news anchor Dan Rather voiced the concern of many in the news business troubled by the idea of “embedding” journalists in active military units. “There's a pretty fine line,” he warned, “between being embedded and being entombed.” A little over a week in, however, Keith Olbermann on MSNBC had already dubbed the embedding of journalists a “transcendent thing.” Olbermann praised one of his own network's “embeds” for offering a satellite phone to an injured marine so the young man could call home. “Somewhere right now,” said the former sportscaster, “a journalism professor is telling a student, ‘Don't get involved with the subject of your stories,’ and now you know how wrong that really is.”*

**Baltimore Sun (Commentary): Pentagon Gamble Pays Off - So Far (4/7) +**

*To fully grasp the boldness of the Pentagon's media strategy - encouraging 600 or so journalists from all over the world to “embed” with our troops in Iraq - it is useful to quickly jump back a few wars to Vietnam. Reporters in Vietnam were free to roam, write, film and photograph at will. The United States lost the war. Ergo, must have thought military planners, in the next war we will be very cautious about having the nattering press wandering around the war zone.*

**Washington Post, Story of a Lifetime (4/7) =**

*David Bloom, the NBC correspondent who captivated the country by narrating the war in Iraq from a refurbished tank he helped design, died there yesterday of a pulmonary embolism. Bloom,*

*who was embedded with the Army's 3rd Infantry Division, spoke of having to sleep in his tank recovery vehicle with his knees propped up against him. A pulmonary embolism occurs when a blood clot formed elsewhere in the body is carried to the chambers on the right side of the heart. From there the clot is pumped into the lungs where it usually breaks up, preventing blood from picking up oxygen. Prolonged immobility increases the chance that a blood clot can form in the leg.*

**Inside the Air Force: Lack Of Embedded Reporters A Hurdle For Air Force Media Ops (4/4) =**

*Perhaps the largest disappointment for potential embeds with Air Force units was the Saudi Arabian government's decision not to allow journalists access to the CAOC at Prince Sultan where Lt. Gen. Michael Moseley is running the air war that is continually pounding Iraqi cities and Republican Guard strongholds. The facility includes the most recent U.S.-funded AOC block upgrades, high-technology improvements that are being installed at other centers around the globe.*

**Washington Post: The Ups And Downs Of Unembedded Reporters (4/3) =**

*CBS's Scott Pelley has had more luck. On the first day of the war, he had a night-vision camera set up on the roof of the house he was using near the Kuwaiti border when U.S. helicopters started firing Hellfire missiles at Iraqi forces. Pelley went live while "the embeds at that moment were blacked out, by arrangement with the Defense Department."*

**Pacific Stars and Stripes: For Better Or Worse, Embedded Journalists Are Bringing The War Home (4/3) =**

*Servicemembers live it, and their friends, families and fellow troops see it — the dirt, the grime and the pain. That's because the Department of Defense's journalism embed program has 500 reporters and associates traveling and living with troops around the Persian Gulf.*

**Washington Times: Al Jazeera Riles Coalition Brass But Retains Access (4/2) =**

*Although pleased with the cooperation from Central Command, he said the coalition would have more positive coverage if it had let more than one Al Jazeera reporter embed with the troops. At least two other projected embeds were unable to join their assigned U.S. units owing to visa complications in other Gulf states.*

**PBS News Hour – "War Stories" (4/1) +**

Please see page 1 of attachment.

*For the first time in decades, since Vietnam, American journalists are traveling side by side with U.S. troops in combat. ... Using state-of-the-art technology, some 600 embedded print and broadcast reporters are sending back real-time reports. As a result, the American public is getting an up-front and personal view of the war around the clock.*

**Boston Globe: 'Embed' World: Hostilities, Humanity (3/31) +**

*I am an "embedded" reporter with the First Battalion, 10th Field Artillery attached to the Third Brigade, Third Infantry Division...From my perspective, I'm probably fifth-row center. The 1/10 has been in every fight that the Third Infantry has waged so far, and I flinched during close-range, hostile fire each of my first three days in Iraq. I figure that counts as "good access."*

**New York Times: Reporters' New Battlefield Access Has Its Risks and Rewards (3/31) =**

*In a war that is 12 days old, the Pentagon's decision to allow journalists to accompany military units has produced both compelling video and suggestions that the American news media have become a de facto part of the so-called coalition forces. A new standard of openness and immediacy has been created for war coverage, raising the question of whether reporters, soldiers or news consumers will ever be satisfied with less. The reporters say that they can be objective in their coverage, but that their ability to remain detached is being tested every day by this new level of engagement.*

**Time: <http://ebird.dtic.mil/archive/Mar2003/s20030324166267.html> (3/31) +**

*But the real star was the unprecedented live footage that emerged from the military's "embedding" program: allowing journalists to ride (and sail) along with units, with restrictions on what they could report. These strange embedfellows all have something to gain. Journalists want access to the kind of operations they were barred from during Gulf War I and in Afghanistan. The Pentagon wants a third party to record heroic exploits, enemy dastardliness and hoped-for discoveries of weapons of mass destruction. Major Garrett, reporting from the Pentagon for Fox News, put it bluntly: "These embedded reporters are not only scouts for the media but scouts for the Pentagon."*

**USA Today (Commentary): Counteract Drawbacks Of 'Embedded' Reporters (3/31) -**

*Under enemy fire, Reuters reporter Doon Campbell waded ashore with the British Royal Marine commandos. As editor in chief of Reuters, I can tell you that no editor sends staff to war with an easy mind. On this occasion, besides safety, news executives had an added ethical dimension to contend with: They had to weigh the advantages of access to the Iraqi battlefield against a fear that embedding can be used to control media coverage.*

**Wall Street Journal: Even With More Play-by-Play, Truth Remains Elusive in Iraq (3/31) =**

*Today, more than 500 reporters embedded with troops and hundreds of other correspondents are covering the war in Iraq via videophones, satellite uplinks and lipstick cameras that offer front-seat views from tanks and trucks. The world is tuning in 24 hours a day via thousands of Web sites and dozens of TV channels, including several round-the-clock news networks. CNN alone has 18 embedded teams in Iraq who go on air as often as 25 times a day. But this deluge is creating a classic paradox of the information age: We know more than we ever did before, yet we may not be any closer to the real truth. Instead, the overload of scenes and dispatches are creating an illusion that each hour's installment adds up to total insight -- whipsawing the public mood from highs to lows in the 11-day-old war.*

**Washington Post: Media Notes (3/31) +**

*John Roberts, the CBS newsman traveling with the 1st Marine Division, is fed up with "all this armchair quarterbacking from people who aren't here." In an interview from Iraq, where he whispered because members of his unit were sleeping nearby, Roberts sounds exasperated with those who are ripping the Pentagon's embedding program for journalists.*

**Washington Post, Open Access For Media Troubles Pentagon (3/31) =**

*When the program was hatched, defense leaders thought the technological challenges of broadcasting from a battle zone would naturally limit coverage, a defense official conceded. They*

*envisioned television reporters finding time and a strong enough satellite signal to broadcast "live shots" only once or twice a day. Instead, television reporters are beaming grainy footage of battles and interviews on the fly over videophones from the back of a speeding Humvee. "We just thought the natural challenges of broadcasting from the field would restrict it," the official said. "Had we known it would be this wide open, we might have considered restrictions."*

**CBSNews.com On the Scene-Life as an Embed (3/30) =**

*Living alongside young soldiers and sailors, breaking bread with them, and watching them every day, put in their 12-18 hours without complaint, can't help but elicit my and many others non-grudging respect.*

**The New York Times Magazine (Commentary): The Unknown Soldier (3/30) =**

*As I remember it, desert warfare is full of boring moments -- if you're not fighting, you're digging a fighting hole or driving or walking, and you must cover miles a day. Desert warfare seen through the lens of embedded journalists is even more boring. I am in my living room, waiting for the battle scenes that will prove that unfettered access offers a clear and concise view of war and warriors. I am waiting for the embeds to deliver, waiting to witness a war as personal and profane as my own. I know the dutiful journalists have been through reporter boot camp, they've practiced how to debark a helicopter and how to don and clear their gas masks, but will they get the real war story? No.*

**Washington Post: U.S. Military Expels Journalist for Pinpoint Reporting (3/28) =**

*In the first such incident of the war in Iraq, the Pentagon expelled a Christian Science Monitor reporter from the country yesterday on grounds that he revealed sensitive military information in broadcast interviews. Military officials were escorting Phil Smucker to the Kuwaiti border, and he was not allowed to use his phone to contact his family or his newspaper. The commander of the 1st Marine Division "determined that he was reporting, in real time, information about the location of the unit, its avenue of approach and its relation to other units, all of this while they were currently engaged in combat," said Pentagon spokesman Bryan Whitman. "The commander on the ground felt this was compromising the success of his operation and the safety of his personnel."*

**Washington Post: Unembedded Journalist's Report Provokes Military Ire (3/27) -**

*A reporter who never signed up for the Pentagon's embedding program in Iraq has run afoul of the military. Phil Smucker, who writes for the Christian Science Monitor, told his paper yesterday that military police were going through his belongings and were concerned that he had disclosed too much information in an interview, according to Monitor Foreign Editor David Scott. Despite repeated attempts to contact Smucker, "that's the last we've heard from him," Scott said. "He was upset. I don't think he felt like he'd done anything." "Some general in Qatar blew a fuse and said, 'Get rid of this guy,' " said Smucker's father, John, who lives in Alexandria.*

**St. Louis Dispatch: Survivor: Iraq (3/26) +**

*The response by President George W. Bush's administration was ingenious. Instead of keeping the reporters away from the troops, it has inducted reporters into the ranks. Victoria Clarke, a former cable television lobbyist and public relations executive who is now assistant secretary of defense for public affairs, persuaded her bosses to allow more than 500 journalists - including four from*

*the Post-Dispatch - to "embed" with specific military units. Field commanders were encouraged to allow journalists as much access as possible without compromising military objectives. The idea was not only to bolster the Pentagon's image, but to provide independent verification of military claims.*

**USA Today (Editorial): Lasting Images Define War's First Week (3/27) +**

*On the home front, the biggest surprise came in how easily the public could follow the war's developments as they were occurring, thanks to the Pentagon's decision to "embed" reporters in the field. In an unprecedented arrangement, more than 500 reporters were invited to accompany troops on combat missions. In return, they agreed not to disclose information deemed sensitive by the Pentagon. Vietnam was the "first living-room war." But Iraq is the first war reported to home audiences in real time.*

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**Wall Street Journal: Branches Of U.S. Military Fight Over Media Attention in Iraq (3/26) =**

*In some quarters of the military, there is a school of thought that the amount of publicity -- especially bad publicity -- affects the amount of money a particular service gets. Small wonder, then, that many in the military support embedding, the practice of placing journalists with combat troops. "I'm a big fan" of the embed program, said Army Gen. Tommy Franks, commander of U.S. forces here. But it seems not everyone is getting a spin on the dance floor. The Air Force, in particular, has seen relatively modest benefits from embeds, having lost all but 18 or so of the 83 reporters it had planned to host. '*

**Wall Street Journal: This Is Indeed a Campaign Unlike Any Other (3/25) +**

*By allowing news organizations to "embed" reporters and camera crews in military units, the Pentagon has given TV viewers a close-up view of the war as it looks to those doing the fighting. Whether corporal or colonel, a fighting man might find himself on camera, offering his opinion on how things are going. Players in the deadliest game of all, war, are now getting brief moments of celebrity.*

**Christian Science Monitor: Don't Mistake Micro For Macro With News 'Embeds' (3/25) =**

*The 500 or so reporters who've been "embedded" with US troops in the Gulf, have helped bring home Mr. Rumsfeld's message. Depending on what network you're watching, and which reporter they're focusing on at that particular moment, you might think the war is going extremely well, or US troops are facing unbelievable danger, or the war is just complete chaos.*

**Wall Street Journal (Editorial): Shooting At The Messenger (3/25) +**

*We think that fear is misplaced, and for the same reason we support the Pentagon's risky decision to "embed" more than 500 journalists (American and foreign) with U.S. forces. The U.S. didn't "lose" Vietnam because of journalism; Americans soured on that fight only when they lost faith that American leaders had a plan that included winning. We see no signs of a similar failure in this Administration...On the early returns in fact, we'd say the embedding policy looks like one of those gambles that may work for all parties -- the Pentagon, the media and the public.*

**Washington Times: Embedded Media Get Mixed Reviews In Early War Stages (3/25) -**

*The novelty of embedded reporters and videophones may be wearing thin among viewers who have seen too many smartly clad reporters riding in tanks, talking about their feelings or pitching old stories like breaking news. Flak jackets and helmet cameras do not always guarantee meaningful narrative.*

**Chicago Sun Times: Shock And Awe Just The Start Of New War Lexicon (3/24) +**

*And of course many of those reporters who were telling us about "shock and awe" and "decapitation" and "targets of military opportunity" did so while "embedded" with such units as the 101st Airborne Division. In previous wars and conflicts, the brave journalists who donned protective gear and joined the troops and sometimes risked their own lives were simply "with" the soldiers; now, in just about every reference one can find, we're told they're "embedded." "So far, the decision to 'embed' reporters with the U.S. military seems to be paying off," was the lead in a story in Editor & Publisher, which went on to quote an editor for the Atlanta Journal-Constitution, who said she was "surprised at the embeds' ability to file."*

**New Yorker: Unembedded (3/24) =**

*With this embed program, the Department of Defense was embarking on a public-relations experiment of unprecedented size and scope. It remained to be seen how much latitude would be afforded the media once the bullets began flying, but by the look of things the Pentagon truly wanted us to be right there on the battlefield, free and unfettered, reporting precisely what we saw.*

**USA Today (Editorial):, Done Right, Real-Time War Coverage Benefits Public (3/24) +**

*News bulletins such as the grenade attack could become common during the U.S. military campaign in Iraq as the world watches the first war covered in real time by the news media. The reports are possible in part because of unprecedented help from the Pentagon. More than 800 reporters, including six from USA TODAY, are "embedded" with combat units so they can report developments from the battlefield. Their firsthand reports are supplementing the steady stream of war information that news organizations are fed by officials in Washington and at the Pentagon's Central Command headquarters in Doha, Qatar.*

**USA Today (Commentary) War Reporting Can Backfire (3/24) -**

*The ability to watch Operation Iraqi Freedom via the perspective of the embedded war correspondent is a two-edged sword. One edge brings the viewer a sharp appreciation for the risks and hardships faced by our men and women in uniform. But the other edge has the potential to cut deeply into our operational security.*

**Wall Street Journal: Move to Embed Assists Networks, Pentagon, (3/24) +**

The agreement between the Pentagon and the media to embed reporters with military units is giving television viewers an unprecedented level of access to the planning and execution of war. While the footage is often seen without much perspective or analysis, it is still taking the battle home in ways never before seen or heard.

**WeeklyStandard.com: The Long Night -- A conversation with a public affairs officer after a night when things went wrong. (3/24) =**

*Some 500 of my colleagues have literally gone into combat by embedding with troops. Scores of others have made suicide runs into Iraq without the benefit of being escorted by M-16-toting Marines. What many lack in brains, they make up for in balls. They are guys like Slate's Nate Thayer, who is camped out in Baghdad, and willing to become a human shield instead of a journalistic deserter. They are guys like Newsweek's Scott Johnson, who just flipped his truck in the desert after having it riddled with bullets, barely escaping with his life. They might not do these things for the lofty, noble purposes of duty, honor, and country. But they do them--often for no other reason than that they're there to be done.*

**Baltimore Sun: Glimpses Into The Life Of Combat -- 'Embedding' journalists with troops benefits news outlets, Pentagon (3/23) +**

*Chalk up another journalistic coup to the system of "embedding" reporters with troops. More than 250 reporters, producers and photographers from outlets large and small have been living and traveling with armed forces in the U.S.-led assault on Iraq, sharing their food, their tents and, in many cases, their danger.*

**Dallas Morning News: Front Lines To Front Page: Is Embedding Working? -- Pentagon pleased with firsthand reports; critics say they lack depth (3/23) =**

*Reporters and photographers traveling with U.S. troops chronicled the push into Iraq last week in often-vivid fashion. There were dramatic television shots of tanks barreling across the desert and intimately written accounts from the foot soldier's perspective. It was everything Pentagon strategists had hoped for when they made the decision to put journalists with combat units.*

**Milwaukee Journal Sentinel (Commentary): Embedded Journalists In The War (3/23) +**  
*Retired Vice Admiral William P. Lawrence and I (Frank A. Aukofer) wrote a book, "America's Team: The Odd Couple," which essentially argued that the military and the news media could work compatibly to both win a war and inform the American people. At least in the early stages of this Iraq war, some of our important recommendations are being carried out, notably the lack of censorship and the embedding of trained reporters with military units. (The Milwaukee Journal Sentinel has two reporters, Katherine Skiba and Nahal Toosi, embedded with units in the gulf).*

**New York Times: Reporters Respond Eagerly to Pentagon Welcome Mat (3/23) +**

*Last fall, the White House chief of staff, Andrew H. Card Jr., likened the Bush administration's drive to build support for the possible war with Iraq to a product-marketing campaign. That effort produced mixed results, but so far the war itself is selling like beer on a troopship, thanks in part to compelling news accounts from reporters bunking with frontline units. Carefully devised by the Pentagon to counter years of complaints by news organizations about restrictions on combat*

*coverage, the new policy of "embedding" more than 500 reporters with invading troops has produced riveting images of fighter jets on carriers and tanks plowing across the Iraqi desert, accompanied by household faces like Ted Koppel of ABC's "Nightline," and of surrendering Iraqi soldiers with their hands held high.*

**Washington Post: 'Unilaterals,' Crossing The Lines (3/23) =**

*Tensions between the military's regimental mind-set and the typically freewheeling culture of journalism have been evident here for weeks. More than 500 correspondents elected to officially "embed" with the troops, chronicling their movements firsthand and working under military protection. But 1,445 reporters, by the latest count, obtained credentials as unilaterals.*

**Washington Times: Reporters At War (3/23) =**

*If the war is unfolding largely as the generals planned it, things have gone a little less smoothly for our reporters in the Pentagon's "embed" program, though not so as to impair our ability to cover the conflict. Our first "casualty" was reporter Guy Taylor, who was embedded with the 4th Infantry Division, which was scheduled under the original war plan to have driven toward Baghdad from the north.*

**Los Angeles Times: With Media in Tow Does Objectivity Go AWOL? (3/22) -**

*Pentagon officials ... are pleased with the way the American media have portrayed the war, but the flood of dazzling images arising from hundreds of reporters in the combat zone has so far crowded out a staple of previous conflicts: daily questioning of the top military officers directing the campaign... Some critics say these policies raise questions about the balance and sensitivity of wartime media coverage: How independent are reports from journalists whose very safety depends on the soldiers they are covering? And what stories are missing from American television screens -- such as the reaction of other countries to the conflict and antiwar perspectives -- as military analysts describe the latest action?*

**Chicago Tribune: Granting Access To Media Helps Military Sell The War (3/21) =**

*The first major military conflict of the Information Age is also the most openly scripted. The world knows where most American troops are stationed. It knows the weaponry in the arsenal. It knows the most likely targets and many of the likely tactics. In the first 24 hours of the conflict, missile launches were reported in real time. The first fight for the Pentagon was winning hearts and minds on the home front. It was rather easily won as reporters have been living, or "embedded," with troops, going off to war with them, witnessing the tearful goodbyes, the impromptu weddings, the palpable anxiety and, now, the actual fighting.*

**New York Times: Networks Make the Most of Their Frontline Access, (3/21) =**

*"Shock and awe" should be the code name for the Pentagon's media strategy. The first full day of television coverage of the invasion of Iraq revealed not the fog of war but a firestorm of amazing combat images. From Navy fighter jets roaring off the deck of the carrier Constellation to grainy, green night-scope glimpses of American tanks moving across the Kuwaiti border into Iraq, television showed more live military action in one day than in the entire 1991 war.*

**Washington Post: Many Mideast Nations Roll Up Journalists' Welcome Mat, (3/21) =**

*When American news organizations made plans to "embed" with U.S. Air Force personnel in Saudi Arabia, they thought they were set. But on Tuesday all they got was a rude surprise: Saudi officials told the journalists they weren't welcome. Similarly, U.S. officials say other Arab and Muslim nations -- nominally America's "silent partners" in the war against Iraq -- have also kept American journalists away from their air bases, apparently out of concern that media coverage of U.S. operations there will incite internal opposition.*

**Chicago Tribune: Inviting The Media Along To Cover The War (3/20) +**

*The Pentagon was wise to welcome the media instead of holding them at bay as it did during the Persian Gulf War.*

**Boston Globe: Media Concerns About covering The War (3/19) =**

*THE PENTAGON insists that a war against Iraq could be the best-covered conflict in recent history. The plan to "embed" more than 500 reporters with front-line troops will give journalists their best access since Vietnam. But will they really be able to cover fighting more freely than in the past? Perhaps. However, much depends on the Pentagon's attitude toward the many journalists who will report independently, outside the embed system. So far, the media have embraced the embed plan while quietly acknowledging concerns about reporters' ability to file timely stories, movement restrictions, and self-censorship that may result from living with a military unit.*

**The Nation: In Bed With The Pentagon (3/17) -**

*It's a fascinating scheme, "this very ambitious and aggressive embed plan," as Deputy Assistant Secretary of Defense for Public Affairs Bryan Whitman calls it. But "embedding" journalists in selected military units is only part of the Pentagon's program for handling news organizations in the event of war in Iraq. More significant is the extraordinary reach of Pentagon planning. For months officials have been scanning the media--electronic and print, domestic and international--calculating markets and circulations and blending news shows with entertainment divisions to cover all fronts in a wartime media campaign as audacious as any ever attempted. Not just the American press but global media will be shaped by the Pentagon's deployment of reporters, photographers and TV crews in and out of the war zone. Of more than 500 journalists in the program, around 100 are from foreign news organizations, including Al Jazeera.*

**Washington Post: War, Live (3/16) =**

*Watching so much of a war "in real time," especially the infantry's advance, was a new experience, uncomfortable and compelling. For many relatives of soldiers, this was especially true, the intimacy of live broadcasts mesmerizing as well as terrifying. From her living room in Fort Stewart, Ga., Stefanie Lyle watched her husband, a tank commander with the U.S. 7th Cavalry, charge through southern Iraq. She taped it of course, she told the Associated Press. In Fort Campbell, Ky., the families of the 101st Airborne get constant feeds thanks to reporters embedded from all three local stations. ("I love this gun. I love you, Theresa.") At the same time the mother of one of the U.S. Marines killed in a helicopter crash told NBC's Tom Brokaw that the live coverage was torture.*

**St. Louis Post-Dispatch: Retired General Urges Military to Engage the Press (3/15) -**

*Even so, Barry McCaffrey expressed some skepticism about the Pentagon's plan to "embed" about 500 reporters with the military units poised around Iraq. "That's too many reporters," he said. "I figure it works out to a squad's worth of reporters for each battalion." "If they think reporters aren't going to move around on the battlefield, they're kidding themselves," he said. "When a big story breaks, they're going to want to get to it. And the closer they are to the front, the less bull they'll have to face."*

**CNN "International Correspondents" - "Military and the Media" (3/14) =**

Please see attachment, p.5

**Wall Street Journal: TV Crews Make Plans for An All Digital War (03/12) +**

*Lipstick cameras. Satellite videophones. Laptop video editing. Portable TV-transmission dishes. Some media executives are already calling it the first digital war. Thanks to high-tech gadgets -- most of which weren't available in the Gulf War of 1991 -- Americans will watch a conflict in Iraq, if it happens, with real-time detail unlike any other war in history.*

**Wall Street Journal: News Organizations Seek Ways to Safeguard Reporters in Iraq (3/12) =**

*In preparation for war in Iraq, the world's largest media organizations are securing space in Baghdad's Al Rashid Hotel, pushing back deadlines to incorporate late-breaking news and testing an array of high-tech equipment. They're also planning how to get out. With conflict possibly imminent, news organizations from CBS to the Washington Post to the New Yorker are wrestling over how and when to extract staffers from Iraq's capital, which they assume will be the target of a stunning aerial bombardment by U.S. forces. Some are formulating plans and say the situation is changing every hour. Others with concrete strategies won't discuss them in detail. But most say there will soon be a point where the safety of their staff will overcome the need to get the story.*

**Detroit News: Arab TV Barred From Troops: Its Reporters Can't Follow Marines (3/11) =**

*Conspicuously absent from the 160 journalists being placed Monday with U.S. Marine forces were those most talked about when the military touted plans to put media with troops. Two journalists from Al Jazeera, one of most controversial and popular satellite news channels in the Arab world, did not gain entry to their assigned Marine units because the network was kicked out of pro-American Kuwait three months ago, according to the network's top editor*

**Los Angeles Times: Public Would Get a Closer Look at War (3/11) =**

*Some in the news media question the Pentagon's motives in permitting access to combat units. A loss of objectivity is a potential risk. Hours after American and coalition forces launched the ground war in the 1991 Persian Gulf conflict, they routed Iraqi troops and brought the fighting to a rapid conclusion. But few Americans learned about this campaign as it unfolded, because most journalists were kept miles away from the front lines. As U.S. forces gear up for another conflict in Iraq, Pentagon officials promise that coverage will be different this time: More than 500 reporters from America and around the world will be stationed with combat units, shoulder to shoulder with U.S. soldiers, and the public is likely to get a grittier, grunt's-eye view of modern war than the remote, video-game clash that was beamed into living rooms 12 years ago*

**Washington Post: The Hilton's Strange Bedfellows (3/7) -**

*In "Doonesbury," the duty of placing journalists with troops bound for combat in Iraq falls to B.D., the gung-ho Army reservist who never takes off his helmet. At a beachfront Hilton resort here, it falls to Lt. Col. Rick Long, a cigar-smoking Marine who's suddenly become every would-be war correspondent's best friend.*

**Washington Post: Reporters Join Troops As Media and Military Try Experiment in Openness (3/7) =**

*The media army began shipping out today, loaded aboard a rented Mercedes bus with a No. 1 sign on its front window, bound for the northern Kuwaiti base of the U.S. Army's V Corps. A dozen or so journalists wearing cargo pants and toting the latest in satellite telephone technology were embedding, in the military's term, with units preparing to invade Iraq.*

**Washington Post: Battle Stations for the Press (03/05) =**

*In a few days the United States armed forces will attempt to discover if it is possible to successfully place about 500 journalists in military units (down to the company level) going into war. This experiment in what the military calls "embedding" entails grafting what amounts to a presidential-campaign-sized press corps onto an army in combat. The question of whether this is going to work, or implode, is a matter of much conversation among the involved parties here.*

**Washington Times: Journalists Prepare To See War From The Battlefield 03/03) =**

*No guns, no cologne, a Kevlar helmet and free combat rations: Journalists mobilize to cover a war with Iraq. It's a complex and sobering business for members of the "embedded media," who will cover combat from the field rather than a hotel rooftop somewhere in Jordan or Saudi Arabia.*

**CNN.com: Behind the Scenes-Packing for War (2/13) =**

*In our Behind the Scenes series, CNN correspondents share their experiences in covering news around the world. Northern Kuwait -- The Marines were kind enough to drop me an e-mail with a list of what they think I might need when we eventually join them at the front.*

**CNN.com: CNN Executives-Let Reporters Cover the War (1/7) +**

*In planning for a possible war with Iraq, the Pentagon is considering something quite old-fashioned: letting reporters actually cover the fighting. This would be a good thing, for the military as well as the press and public.*