

R 171548Z MAR 03  
 FM SECDEF WASHINGTON DC//OASD-PA/DPO//  
 TO AIG 8777  
 INFO RHEHNSC/NSC WASHINGTON DC//SCP//  
 RUEHC/SECSTATE WASHINGTON DC  
 RUEACMC/CMC WASHINGTON DC  
 RHMFIUU/CMC WASHINGTON DC  
 RUEKJCS/SECDEF WASHINGTON DC //OASD-PA/DPO//  
 RUEKJCS/SECDEF WASHINGTON DC //OASD-PA/CHAIRS//

UNCLAS

SUBJECT: SUPPLEMENTARY PUBLIC AFFAIRS GUIDANCE (PAG) FOR EMBEDDING MEDIA DURING POSSIBLE FUTURE OPERATIONS/DEPLOYMENTS IN THE CENTCOM AOR

1. REFERENCES. REF. A: SECDEF MSG, 101900Z FEB 03, SUBJ: PUBLIC AFFAIRS GUIDANCE (PAG) ON EMBEDDING MEDIA DURING POSSIBLE FUTURE OPERATIONS/DEPLOYMENTS IN THE U.S. CENTRAL COMMANDS (CENTCOM) AREA OF RESPONSIBILITY (AOR).
2. BACKGROUND. THIS MESSAGE SUPPLEMENTS REF. A., WHICH REMAINS IN EFFECT, WITH THE CHANGE IN PARA. 3. OF THIS MESSAGE. THIS CHANGE IS INTENDED TO CLARIFY MEDIA CASUALTY REPORTING PROCEDURES BY USING THE EXISTING CASUALTY REPORTING SYSTEM TO TRACK AND EVACUATE THEM, WHILE FULFILLING AGREED-UPON REPORTING BY OASD(PA) TO MEDIA ORGANIZATIONS.
3. ADDITIONAL PAG. DELETE PARA. 3.V. OF REF. A. AND REPLACE IT WITH THE FOLLOWING:  
 3.V. IF A MEDIA REPRESENTATIVE IS KILLED OR INJURED IN THE COURSE OF MILITARY OPERATIONS, THE UNIT WILL IMMEDIATELY NOTIFY OASD(PA), THROUGH PA CHANNELS. OASD(PA), AND ONLY OASD(PA) WILL CONTACT THE RESPECTIVE MEDIA ORGANIZATION(S), WHICH WILL MAKE NEXT OF KIN NOTIFICATION IN ACCORDANCE WITH THE INDIVIDUAL'S WISHES. UNITS WILL ALSO REPORT MEDIA CASUALTIES THROUGH NORMAL CASUALTY REPORTING CHANNELS TO ENSURE THE SYSTEM FOR EVACUATION OF REMAINS AND TREATMENT OF WOUNDED IS USED. IN CONCEPT, MEDIA CASUALTIES WILL BE TREATED SIMILAR TO CONTRACTOR CASUALTIES, WITH THE ADDITIONAL REQUIREMENT OF REPORTING MEDIA CASUALTIES TO OASD(PA) AND NOTIFICATION TO MEDIA ORGANIZATIONS SOLELY THROUGH OASD(PA).
4. THE OASD(PA) POC IS MAJ STEUCK, DSN 227-3189, CMCL (703) 697-3189, E-MAIL JAY.STEUCK@OSD.MIL.