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 FM SECDEF WASHINGTON DC//OASD-PA//
 TO AIG 8777
 INFO RUEKJCS/SECDEF WASHINGTON DC//OASD-PA/DPO//
 RUEKJCS/SECDEF WASHINGTON DC//OASD-PA/CHAIRS//
 RUEKJCS/CJCS WASHINGTON DC//PA//
 RUEKJCS/JOINT STAFF WASHINGTON DC//PA//
 RUEACMC/CMC WASHINGTON DC
 RHMFIUU/CMC WASHINGTON DC
 RHEHNSC/NSC WASHINGTON DC

UNCLAS

SUBJECT: PUBLIC AFFAIRS GUIDANCE (PAG) FOR MOVEMENT OF FORCES INTO THE CENTCOM AOR FOR POSSIBLE FUTURE OPERATIONS.

1. REFERENCES. REF A: CJCS DEPLOYMENT ORDER (SERIAL 174B), 241552Z DEC 02 (S). REF B: CJCS DEPLOYMENT ORDER (SERIAL 177A), 311840Z DEC 02 (S). REF C: CJCS DEPLOYMENT ORDER (SERIAL 177B), 072110Z JAN 03 (S). REF D: PUBLIC AFFAIRS GUIDANCE FOR EMBEDDING MEDIA FOR POSSIBLE FUTURE OPERATIONS, DTG 272008Z NOV 02 (U). REF E: CONSOLIDATED PUBLIC AFFAIRS GUIDANCE FOR NEWS MEDIA COVERAGE OF OPERATION ENDURING FREEDOM, DTG 072020Z DEC 01.

2. BACKGROUND. NATIONAL AND INTERNATIONAL MEDIA CONTINUE TO FOCUS ON POSSIBLE FUTURE OPERATIONS WITH PARTICULAR ATTENTION FOCUSED ON THE BUILDUP OF FORCES INTO THE CENTCOM AOR.

3. PURPOSE: PROVIDE CONSISTENT GUIDANCE ON THE RECENT FORCE FLOWS INTO THE CENTCOM AOR FOR UNIT PAOS AND COMMANDERS AFFECTED BY THOSE DEPLOYMENTS. THIS PAG APPLIES TO ALL ACTIVE AND RESERVE UNITS RECEIVING ORDERS TO DEPLOY TO THE CENTCOM AOR FROM CONUS AND OCONUS LOCATIONS IN SUPPORT OF POSSIBLE FUTURE OPERATIONS, AND SUPERSEDES REF. E. FOR THESE DEPLOYMENTS ONLY. THIS PAG DOES NOT APPLY TO FORCES DEPLOYING TO THE CENTCOM AOR SUPPORTING AFGHANISTAN AND HORN OF AFRICA (HOA) OPERATIONS. FOR UNITS FLOWING INTO THOSE THEATERS, THE CONSOLIDATED PUBLIC AFFAIRS GUIDANCE IN REF E. STILL APPLIES.

4. PA APPROACH. PASSIVE, RESPONSE TO QUERY ONLY, PRIOR TO THE RECEIPT OF DEPLOYMENT ORDERS. UPON RECEIPT OF DEPLOYMENT ORDERS, PA POSTURE BECOMES ACTIVE FOR THOSE UNITS RECEIVING DEPLOYMENT ORDERS, AND THOSE UNITS MAY ACKNOWLEDGE THEIR DEPLOYMENT INTO THE CENTCOM AOR.

4.1. WHEN DEPLOYMENT ORDERS ARE RECEIVED. UPON RECEIPT OF DEPLOYMENT ORDERS, UNITS ARE NOT AUTHORIZED TO DIVULGE THE LOCATION OR COUNTRY TO WHICH THEY WILL BE DEPLOYED, BUT THEY MAY CONFIRM THEY ARE DEPLOYING TO THE CENTCOM AOR. UNITS MAY NOT DISCUSS SPECIFIC OPERATIONAL DETAILS (E.G., SPECIFIC NUMBERS OF EQUIPMENT, PERSONNEL OR MISSIONS.) UNITS MAY, HOWEVER, PROVIDE GENERAL DEPLOYMENT NUMBERS, GENERAL DESCRIPTION OF THEIR UNIT'S ORGANIC EQUIPMENT, MISSION AND CAPABILITIES. COMMANDERS ARE ENCOURAGED TO ALLOW MEDIA COVERAGE OF PREPARATIONS FOR DEPLOYMENT AND DEPARTURE FROM BASES AND STATIONS. UNIT PERSONNEL ARE PERMITTED TO GRANT INTERVIEWS UPON REQUEST. NO DISCUSSION OF OPERATIONAL DETAILS IS AUTHORIZED.

4.2. MEDIA EMBEDS. EMBEDDING MEDIA WITH AIR, NAVAL AND GROUND FORCES, WITH THE EXCEPTION OF SPECIAL OPERATIONS FORCES, IS ONLY AUTHORIZED FOR COVERAGE OF UNIT TRANSIT INTO THE THEATER OF

OPERATIONS PRIOR TO COMMENCEMENT OF ANY POTENTIAL HOSTILITIES. FOR COMBAT OPERATIONS, DOD WILL IMPLEMENT A CENTRALIZED EMBED PROGRAM. REPORTERS REQUESTING TO EMBED FOR POTENTIAL COMBAT OPERATIONS WILL BE REFERRED TO OASD(PA) AT CMCL 703-697-1253, DSN 227-1253.

5. PUBLIC STATEMENT.

5.1. THE FOLLOWING STATEMENT MAY BE USED IN RESPONSE TO QUERY IF A DEPLOYMENT ORDER HAS NOT BEEN RECEIVED. (QUOTE) THE (UNIT OR ELEMENT) HAS NOT RECEIVED DEPLOYMENT ORDERS AT THIS TIME. WE CONTINUE TO TRAIN AND PERFORM OUR DUTIES AS WE NORMALLY WOULD AND ARE PREPARED FOR ANY MISSION WE MAY BE DIRECTED TO CONDUCT (QUOTE).

5.2. THE FOLLOWING STATEMENT MAY BE USED IN RESPONSE TO QUERY AFTER RECEIPT OF A DEPLOYMENT ORDER (QUOTE) THE (UNIT OR ELEMENTS OF THE UNIT) IS DEPLOYING TO THE U.S. CENTRAL COMMAND (CENTCOM) AREA OF OPERATIONS TO SUPPORT THE GLOBAL WAR ON TERRORISM AND TO PREPARE FOR FUTURE CONTINGENCIES AS MAY BE DIRECTED. THE PRESIDENT OF THE UNITED STATES HAS MADE NO DECISION ABOUT ANY FUTURE MILITARY OPERATIONS; THESE DEPLOYMENTS ARE PRUDENT STEPS TO INCREASE MILITARY CAPABILITIES AND ENHANCE FLEXIBILITY. (QUOTE)

6. QUESTIONS AND ANSWERS. THE FOLLOWING Q&AS ARE PROVIDED FOR USE IN RESPONSE TO QUERY. QUERIES BEYOND THE SCOPE OF THE STATEMENT IN PARA. 5 AND THE Q&AS WILL BE REFERRED TO THE U.S. CENTRAL COMMAND OFFICE OF PUBLIC AFFAIRS AT (813) 827-5895/5896.

Q1. WHY ARE YOU DEPLOYING?

A1. THE UNIT (OR ELEMENTS OF THE UNIT) IS DEPLOYING TO SUPPORT THE GLOBAL WAR ON TERRORISM AND TO PREPARE FOR POSSIBLE FUTURE OPERATIONS, AS MAY BE DIRECTED.

Q2. IS YOUR UNIT DEPLOYING FOR WAR AGAINST IRAQ?

A2. THE PRESIDENT OF THE UNITED STATES HAS MADE NO DECISION RELATING TO POSSIBLE MILITARY ACTIONS AGAINST IRAQ. THE UNIT (OR ELEMENTS OF THE UNIT) IS DEPLOYING TO SUPPORT THE GLOBAL WAR ON TERRORISM AND TO PREPARE FOR POSSIBLE FUTURE OPERATIONS, AS MAY BE DIRECTED.

Q3. DO YOU THINK WE'LL GO TO WAR WITH IRAQ?

A3. THE PRESIDENT OF THE UNITED STATES HAS MADE NO DECISION ABOUT MILITARY ACTION AGAINST IRAQ. IT WOULD BE INAPPROPRIATE FOR ME TO SPECULATE ON ANY POSSIBLE FUTURE EVENTS.

Q4. DO YOU BELIEVE YOUR DEPLOYMENT IS HELPING OR HINDERING THE DIPLOMATIC PROCESS?

A4. WHILE WE ARE NOT INVOLVED IN THE DIPLOMATIC PROCESS, THESE DEPLOYMENTS ARE INTENDED TO SUPPORT THE DIPLOMATIC EFFORTS THAT ARE UNDERWAY AND TO MAKE CLEAR TO THE IRAQI REGIME THAT IT NEEDS TO COMPLY WITH ITS U.N. OBLIGATIONS.

7. MISCELLANEOUS INFORMATION, NOT FOR PUBLIC RELEASE.

7.1. COMMAND INFORMATION. MAXIMIZE COMMAND INFORMATION IMAGERY AND STORIES TO HIGHLIGHT DEPLOYING FORCES. RELEASE OF COMMAND INFORMATION WITHIN THE ABOVE GUIDANCE RESIDES WITH THE RESPECTIVE COMMANDS' PUBLIC AFFAIRS OFFICES. PAOS SHOULD PROVIDE THEIR COMPONENT PAOS COPIES OF ALL COMMAND INFORMATION PRODUCTS, INCLUDING PHOTOGRAPHS, ARTICLES AND VIDEO, FOR ADDITIONAL USE AS REQUIRED.

8. POINTS OF CONTACT. THE OASD(PA) POC IS (b)(6) USMC.

COMM (b)(6) DSN (b)(6) E-MAIL (b)(6) THE
USCENTCOM PA POC IS (b)(6) USMC, COMM (b)(6) DSN
(b)(6) E-MAIL IS (b)(6) THE CENTCOM ALTERNATE POC
IS (b)(6) USN, COMM (b)(6) DSN (b)(6) E-MAIL
IS (b)(6)
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