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From: (b)(6)
Sent: Tuesday, August 25, 2009 4:15 PM
To: Merritt, Roxie T Ms OSD PA (b)(6)
Subject: FW: TRG Comment on Recent Reporting About Our Work in Afghanistan

FYI, if you're interested, see below in response to Stars & Stripes' Aug. 24th story on alleged embed screening. Stripes apparently issued a correction today saying no embeds are turned down based on past coverage, but I can't find it anywhere except the Early Bird.

<http://www.stripes.com/article.asp?section=104&article=64348>

Mideast Stars And Stripes
 August 25, 2009
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Corrections

An Aug. 24 Page 1 headline mischaracterized the way the Pentagon screens the portfolios of reporters embedded in Afghanistan. The screenings are performed after embeds have been granted, the military says, and it has not denied embeds based on the screenings.

Editor's Note: The article by Charlie Reed appeared in yesterday's Current News Early Bird.

----- Forwarded message -----

From: Robert W. Page III <rpage@rendon.com>
Date: Tue, Aug 25, 2009 at 3:35 PM
Subject: TRG Comment on Recent Reporting About Our Work in Afghanistan
To: "Rendon Alert Desk (TRG)" <alert@rendon.com>

Good Afternoon from Washington,

As you may be aware The Rendon Group was the focus of a Stars and Stripes article published on August 24th. Below is the statement that is on TRG's website in response to this article. Please share this as you deem necessary. The comment is also located at: http://www.rendon.com/comment_afghanistan.php

Respectfully,
 Rob Page III

TRG Comment on Recent Reporting About Our Work in Afghanistan

We are happy to provide more information with regard to recent reports that discuss the scope and nature of our support to the Public Affairs Office of US Forces in Afghanistan. The Rendon Group (TRG) competed for and was awarded a contract in 2009 to support US Military Public Affairs in Afghanistan. As part of the media analysis requirement for the contract, TRG provides relational analysis of news content specifically focused on themes of critical importance defined as US interests -- stability and security, counter insurgency, operational results -- to name a few. The information and analysis we generate is developed by quantifying these themes and topics and not by ranking of reporters. The analysis is not provided as the basis for accepting or rejecting a specific journalist's inquiries and TRG does not make recommendations as to who the military should or should not interview. The value and expertise that our team brings to the client is our long standing experience and innovation in providing real-time analysis of the global information environment -- in this case real-time quantitative analysis of key themes and topics deemed critical to the Afghan mission and defined by the client. In the field of public affairs our first principle is that information should be communicated in a timely, truthful and transparent manner. TRG has been a pioneer in the field of real-time analysis of traditional and social media. We are very proud of the work we have done helping customers, and in particular the US Military, understand and communicate in today's real-time global information environment. August 25th, 2009