

ANNEX F TO JTF-SFA OPORD DEEP FREEZE
PUBLIC AFFAIRS

OPR: DCJTF-SFA

REFERENCES: (a) DoD Directive 5400.13, 9 Jan 96, Joint Public Affairs Operations
(b) DoD 5122.5 Statement of DoD Principles for News Media Coverage
Coverage of DoD Operations, Sep 00

1. Situation.

a. General. This annex assigns responsibilities and provides specific guidance for the conduct of public affairs activities in support of Joint Task Force Support Forces Antarctica (JTF-SFA) Operation DEEP FREEZE (ODF).

b. Special Considerations. The Memorandum of Agreement between the Department of Defense and the National Science Foundation (NSF) designates the NSF to manage, conduct, and coordinate Antarctic visitor and tourism affairs and to manage and conduct United States Antarctic Program (USAP) public affairs. All DoD public affairs activities will be coordinated to the maximum extent possible with the NSF Office of Legislative and Public Affairs (OLPA).

c. Assumptions.

- 1) ODF will draw interest from the media.
- 2) Access to U.S. activities on Antarctica is extremely limited.
- 3) DoD public affairs personnel and assets in the region may include U.S. Pacific Command, Pacific Air Forces, 13 AF, Defense Media Activity (DMA) and supporting units including: 109th Airlift Wing N.Y. Air National Guard, McChord Air Force Base or other Air Mobility Command units, U.S. Coast Guard (icebreakers Polar Sea or Polar Star from the Pacific Area), U.S. Navy (Navy Cargo Handling Battalion – 1), and Military Sealift Command (MSC) cargo and fuel tanker ships.
- 4) Communication assets and billeting are limited.
- 5) Transportation to and from Antarctica is limited.
- 6) Release authority for information about ODF operations and issues is delegated to JTF-SFA/PA with a reporting requirement to PACOM. The NSF has the authority to speak about issues related to its mission.

7) Open media coverage is the primary means of covering military operations relating to ODF.

8) Media representatives may be ill-equipped or unprepared for operational conditions.

2. Mission. JTF-SFA/PA will execute an active public affairs program conveying to external and internal audiences the capabilities and use of strategic assets to move equipment and personnel to the region. JTF-SFA/CC and component commanders will facilitate media access to ODF operations and people as feasible.

3. Execution.

a. Concept of Operations.

1) General.

(a) This plan establishes procedures for supporting ODF. Successful media and internal coverage of operations will depend on all participants having a thorough knowledge of this Operation Order and this annex to refine dedicated transportation, communication and support requirements, and procedures.

(b) JTF-SFA/PA will be the lead coordinator for all DoD public affairs for ODF. Subordinate unit PAOs are responsible for PA activities as delegated and will support JTF-SFA/PA by coordinating public affairs efforts within their operational areas of expertise.

(c) JTF-SFA/PA will coordinate all proposed media coverage with the NSF and higher headquarters as appropriate. NSF policy is to manage all civilian media access to the continent, regardless of that media outlet's story focus or the source of the request.

2) Actions.

(a) JTF-SFA/PA will ensure coverage of ODF and provide PACOM information about media activities. JTF-SFA/PA must remain cognizant of the NSF's role in managing and conducting public affairs for the U.S. Antarctic Program and coordinate all proposed activities with NSF PA.

(b) Supporting units may release information about their unit's participation in accordance with JTF/SFA (13 AF) Public Affairs Guidance. JTF-SFA/PA and supporting units will coordinate press releases with the NSF if applicable and as possible. All units will notify JTF-SFA/PA of any potentially high-profile media interest in the operation.

(c) JTF-SFA/PA will provide military transportation to news media representatives as appropriate, ensuring it is integral to the news coverage and not in competition with commercial carriers IAW AFI 35-101, para 19.6.

(d) If the NSF permits the DoD to cover activities in support of NSF operations, a military PA escort will accompany media representatives in the area of operations to the maximum extent possible.

(e) Commanders will ensure that news media representatives covering ODF are provided ample opportunity to observe operations.

(f) Units receiving a warning order or other form of alert notice may release information about their participation in ODF in accordance with published public affairs guidance and should keep JTF-SFA/PA informed of PA activities.

(g) The DoD Media Pool will not deploy for this operation.

(h) Security review of news media releases is not required for this operation. Operational security will be maintained at the source.

(i) Accidents or incidents will be reported immediately to the delegated release authority and to JTF-SFA/PA. JTF-SFA/PA will immediately notify PACOM/PA and component PA office.

(j) Component commanders will provide supplies or equipment to public affairs elements as requested or required.

(k) If necessary, a Joint Information Bureau (JIB) will be activated at a location appropriate to the activity that necessitates formation of the JIB. Components will provide public affairs staff as necessary and appropriate to support JIB operations. JIB personnel are authorized to coordinate directly with component commands for the conduct of media operations and evaluation or dissemination of any internal media products.

3) Tasks. Will be specified by DCJTF-SFA as required.

4) Component PA Offices.

(a) Coordinate PA activities, releases and media requests with JTF-SFA/PA to the maximum extent possible.

(b) Refer requests for media to cover ODF operations in Antarctica to JTF-SFA/PA for coordination with NSF/PA.

(c) Actively cover unit support to ODF, informing JTF-SFA/PA of releases and resulting coverage.

5) JTF-SFA/PA.

(a) In coordination with the NSF, provide overall public affairs guidance and coordinate PA actions and operations.

(b) Ensure appropriate operational information is released.

(c) Ensure public affairs manpower support is available.

(d) Ensure release authority as appropriate.

(e) Coordinate PA activities with the commander.

(f) Act as ongoing source of public affairs policy and guidance, coordinated as necessary with NSF/PA, PACOM/PA, component PA offices, and the Office of the Secretary of Defense for Public Affairs.

6) CJTF-SFA.

(a) Ensure subordinate commanders and public affairs personnel are familiar with the communication, transportation, and media support requirements of this plan.

(b) Provide transportation to support news media coverage of this operation as requested by on-scene PA officer and as outlined in this annex.

(c) Provide appropriate safety equipment for media covering operational activities.

(d) Coordinate with JTF-SFA/PA on all significant PA actions or problems.

b. Coordinating Instructions.

1) All component and supporting public affairs elements are required to coordinate and/or advise JTF-SFA/PA of all PA actions taken relating to ODF. Supporting public affairs elements at all levels are authorized and encouraged to coordinate directly with each other and with other military organizations as necessary.

2) Provide copies of press releases and internal news stories to JTF-SFA/PA and other PA offices as appropriate.

3) While in the area of operations, participating public affairs elements at all levels will be governed by JTF-SFA/PA and NSF guidance and policy directives. All participating

public affairs elements will coordinate with public affairs commands outside the operations area via JTF-SFA/PA or PACOM/PA.

4. Accreditation.

- a. News media representatives will receive credentials through JTF-SFA/PA in coordination with the NSF.
- b. DoD and Joint Chiefs of Staff policies mandate civilian news coverage of U.S. military operations.
- c. The public affairs posture for this operation is active.

5. Field Press Censorship. Field Press Censorship will not be practiced.

6. Arrangements for Media.

- a. Component PA offices will forward all media requests for travel to Antarctica to JTF-SFA/PA prior to each season.
- b. After recording media outlet's interest in covering ODF, JTF-SFA/PA will refer media outlets to NSF/PA with a recommendation as to JTF-SFA's interest in supporting. NSF/PA will then consider each outlet's request as part of its annual invitation to professional journalists to cover activities in Antarctica.
- c. If selected by NSF/PA for travel to Antarctica news media representatives will provide their own means of transmitting articles to home editors. Military equipment will not be used by news media representatives except for telephones, fax machines, and limited internet connection. Requests for additional support will be submitted to JTF-SFA/PA or the director of the Joint Information Bureau if present.
- d. Media representatives will be briefed as necessary about the mission and all ground rules prior to their participation.

7. Security of Operations and Personnel. Military escorts for news media representatives will ensure that safety briefings take place before visiting any worksites related to the operation.

8. Operations Security. JTF-SFA/PA and all military public affairs personnel associated with the operation will practice security at the source when interacting with news media representatives. Classified material will not be discussed with news media representatives. PA personnel will report any unusual lines of questioning by the media to JTF-SFA/PA.

9. Audiovisual and Visual Information. Photography and videography are authorized in accordance with Paragraph 8 above.

10. Internal Information. JTF-SFA/PA will provide internal news stories to DoD news agencies for publication or posting online. Photos, video or radio releases will be cleared at the source for operations security and released to appropriate agencies. Additionally, DMA coverage of ODF activities will be supported to the maximum extent possible, in coordination with NSF public affairs personnel, as internal DoD media is the only guaranteed source currently available.

11. Community Relations. Not applicable.

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OFFICIAL:

///signed///

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