

PUBLIC INFORMATION

Table of contents

- Appendix 1 - PIC organisation
- Appendix 2 - Media invitations and accreditation
- Appendix 3 - Media handling training

References:

- A Exercise Specifications NP-98
- B Consolidated Exercise Report - NP-97
- C Overall NATO/PfP Exercise Concept
- D Handbok för Försvarsmaktens informationstjänst, H Info

1 Situation

Exercise Nordic Peace 98 will be conducted in Sweden 28 Sep - 9 Oct 1998 "in the spirit of Partnership for Peace". A Nordic Peace-exercise was first held in Norway, in May 1997. This exercise will focus on civil-military co-operation within an operation consisting of peacekeeping support and humanitarian aid.

NP -98 will provide an opportunity to inform and educate the public and media about Peace Support Operations (PSO's) and the Nordic and Baltic countries, determination and capability to deploy and conduct such an operation in co-operation with other armed forces as well as civil organisations.

To succeed in any operation it is necessary to provide an efficient public information. An active public information programme will be executed prior to and during NP -98.

2 Mission

- a) To gain public understanding and support of exercise Nordic Peace 98.
- b) To create a widely spread recognition of the contribution of Nordic and Baltic military forces and civil organisations participating in PSO's.
- 3) To support the participating countries, forces and organisations in reaching the overall aim to conduct a successful exercise/operation.

3 Execution

3.1 Public Information (PI) Policy

An active PI policy with co-ordinated activities and with full transparency. Public and media interest for the exercise will be strongly stimulated.

3.2 PI objectives

3.2.1 The exercise information given to the public will communicate the following:

- a) The overall aim and objectives of the exercise.
- b) The co-operation between international organisations, GO's, NGO's and armed forces within a PSO with a humanitarian aid scenario.
- c) The promotion of mutual understanding and co-operation between all participating forces, organisations and individuals.
- d) The exercise Nordic Peace is conducted for the second time to train participation countries in a multinational PSO.
- e) The participating countries capability to plan for and deploy a joint and combined UN force.
- f) The capacity of the trained forces.
- g) The necessity (in a multinational operation) to train the forces involved - due to different equipment, organisation, training etc as well as different cultures and native languages.

3.2.2 The PI organisation shall efficiently provide information on **real** (no play) accidents and incidents through national channels in order to obtain credibility and to fulfil the information requirements under such circumstances.

3.3 Concept of operation

The host nation is responsible for the public information of Nordic Peace 98. To accomplish the above mentioned objectives a PI-programme shall be conducted as follows:

3.3.1 Pre-exercise PI-activities

Sweden (Central Joint Command HQ) will execute a pre-exercise information programme including internal information, information on the Internet, Initial Exercise Press Release (IEPR) and other press releases, exercise folder or magazine etc. The IEPR will be issued 14 August.

3.3.2 Press and Information Centres (PIC's)

a) CJC HQ will establish PIC's as follows:

- A PIC at SWEDINT/Almnäs to be manned from 23 Sept to 3 Oct.
- A PIC in Visby (Gotland) to be manned from 3 Oct to 10 Oct.
- A sub-PIC in Visby, to be manned from 30 Sept to 3 Oct.
- PI LO to DISTAFF from 28 Sept to 9 Oct .
- Sweden/CINC CJC will provide chief PIC with authority for all media handling.

b) PIC will accomplish the following mission concerning live media aspects:

Establish appropriate PI guidance for the exercise.

- Respond to all media queries and brief media representatives as appropriate.
- Provide and arrange for media escorts in accordance with media opportunities.
- Assist media representatives operationally and administratively as appropriate.
- Provide press releases as appropriate.
- Arrange a press conference prior to the closing ceremony and if other events call for such a conference.
- Provide video shots, stories and photos to be offered to media, non present and present.
- Run an exercise home page on the Internet.
- Produce an exercise newspaper or newsletter.
- Produce an exercise video to be distributed to participating nations and organisations. Each nation is to investigate the possibility to deploy a military video team.
- PIC will accomplish "Media handling training" by:
 - Conducting lectures in "Media Handling" during exercise week 1.
 - Support DISTAFF/Role player organisation with journalists, photographers and reporters according to an agreed schedule based on the action roster.

21 August 1998

Page 4 (8)

d) PIC will consist of the following elements:

- Command section. Is responsible for the overall command and control of the PIC functions and operation of the PIC and Sub-PIC.
- Media operations section. Is responsible for the direct contact with the news media, operation of a press desk responding to inquiries, media programme and escorts and co-ordination with national liaison officers.
- Information production section. Is responsible for production of press releases, stories, photos, videotapes, www-home page, exercise newspaper/newsletter, radio broadcast etc.
- Administration section. Is responsible for administration and support requirements for the PI staff as well as the media representatives using the PIC.

e) Standing operating procedures (SOP) for PIC will be issued by CJC HQ, prior to STARTEX.

f) International organisations, GO's and NGO's are invited to support and augment PIC.

3.4 Responsibilities

3.4.1 CHOD Sweden is requested to:

- a) Support PIC in any respect.
- b) If necessary provide personnel to PIC.

3.4.2 CHOD Denmark, CHOD Finland, CHOD Norway, CHOD Estonia, CHOD Latvia and CHOD Lithuania are requested to:

- a) Provide personnel to PIC.
- b) Extend invitations to media and co-ordinate national media visits with CINC CJC/PIC.

3.4.3 Participating organisations (Int, GO's and NGO's) are requested to:

- a) Provide personnel to PIC/sub-PIC.
- b) Extend invitations to media and co-ordinate visits with CINC CJC/PIC.

3.4.4 CJC HQ

- a) Establish, equip and operate a multinational PIC at Almnäs and a PIC and a sub-PIC in Visby.

4 Co-ordinating instructions

4.1 Pre-exercise activities

4.1.1 Unit information

Units participating in exercise Nordic Peace 98 will, by 1 June 1998 forward to CJC HQ/PIC an unclassified Fact Sheet on their unit and commander. Information should as a minimum include:

- a) CV of the commander.
- b) Background unit information (history, equipment, capabilities, personnel).

In addition, where possible, they should submit slides and photographs of relevant equipment plus logotypes, stickers, posters, electronic graphs, etc. This will be used for the exercise folder and as general background information for the press.

4.1.2 Information concerning civil organisations

Organisations participating in NP 98 are requested to furnish CJC HQ/PIC with relevant information as above requested from military units.

4.1.3 Accommodation for PI personnel

PIC will be established at Almnäs and in Visby. All commands providing PI personnel must provide accommodation requirements. Information should be given in the following format:

Name/Rank/Unit
Arrival/departure dates

4.1.4 Invitation to media representatives

Commanders and PI personnel from nations participating in exercise Nordic Peace 98 are encouraged to invite media representatives to cover the exercise. Such invitations should be co-ordinated with and reported to PIO CJC.

4.1.5 Exercise folder (English version only)

CINC CJC will produce an exercise folder to be distributed to participating units/organisations prior to the exercise.

4.2 Exercise activities

4.2.1 PI Point of Contact (POC)

All participating units, will provide PI/POC to PIC by 28 September 1998.

4.2.2 Commanders responsibility

Commanders will ensure that accredited media representatives have access to the exercise area, exercise information and participating units within national security and safety rules.

4.2.3 Reporting of accidents and casualties

- a) **Accidents involving exercise personnel and/or equipment must be reported to DISTAFF section J 1 and PIC immediately.**
- b) **Sequential reports to follow a.s.a.p. when more details are known.**
- c) **Chief PIC will ensure that all subsequent releases concerning the accident will be co-ordinated with J 1 and national authorities.**
- d) **Responsibility for releasing details of casualties rests solely with the national authority whose personnel are involved.**
- e) **National spokesmen will be appointed as required.**
- f) **Police authorities and Swedish Civilian Rescue Centres may be involved and will then assume PI responsibility for the operation with support from PIC.**

4.2.4 Media accreditation

Media representatives will be accredited at PIC whether they are national or unit invited. All hosts are to ensure that media representatives report to PIC immediately after arrival in the exercise area. Press Identification Cards will be issued for all media representatives.

4.2.5 Media embarkations/visits

All media visits will be scheduled and co-ordinated by the PIC/sub-PIC. In general, media will be accompanied at all times by a PIC escort. Media visits to observe activities are under the purview of the host nation.

4.2.6 Control of media representatives

All movement and activities of media representatives in the exercise area will be co-ordinated by the PIC. All media representatives will report to the PIC prior to entering the exercise area. Media representatives who approach units without accreditation are to be respectfully directed to the PIC.

4.2.7 Accommodation and funding for media representatives

Accommodation and daily meals for media representatives will be at personal expense in civilian or military facilities. The PIC will to some degree support media representatives with telecommunication etc free of charge.

4.2.8 PI activities by participating units

All PI activities by participating units will be performed in accordance with directives/policies promulgated by Chief PIC.

4.2.9 Final release authority

CINCCJC is the final authority for release of information regarding NP-98. This authority is delegated to the chief PIC, but might due to the actual situation and after daily consideration, at any time, be withdrawn. Chief PIC will normally act as spokesman for EXDIR/CINCCJC during the LIVEX.

5 Command and control

5.1 Signals

Communication requirements. See Annex S. 5.2

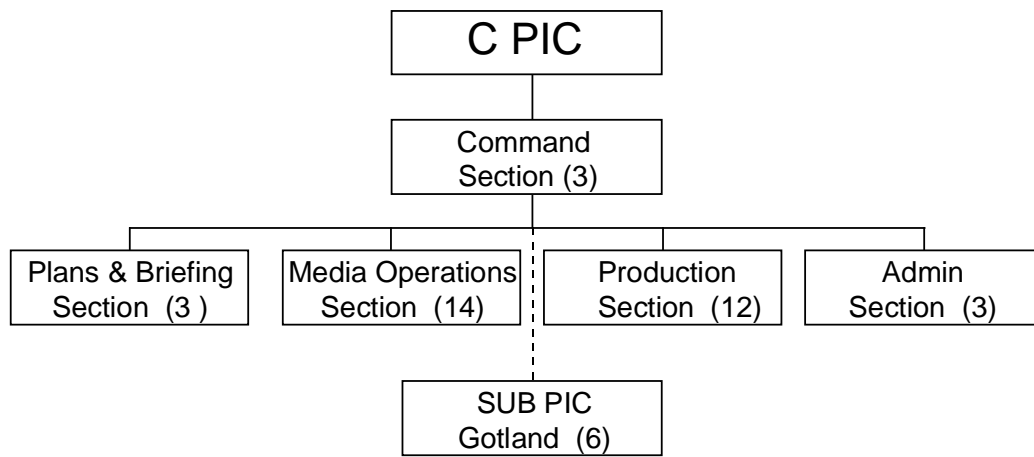
5.2 CJC HQ address and telephone number:

21 August 1998

Page 8 (8)

Public Information Office
CJC HQ
NP 98/C PIO
SE-645 84 STRÄNGNÄS
Telephone: + 46 152 28059
Telefax: + 46 152 28143

PIC organisation



Working from Sept 28 - Oct 03

Media invitations and accreditation

Media are invited to follow and cover the exercise. All journalist shall be accredited and wear a Nordic Peace 98 Identification Card.

An accreditation form can be obtained from PIC/CJC HQ and will also be published on our official website, www.ovning.mil.se

A copy of the form will even be published in this EXOPORD.

Media handling training

During training week commanders and chiefs as well as civilian participants will be trained in media handling. Role-players acting as journalists(preferably real ones) will during LIVEX test the ability of the participants in this respect.

A detailed programme will here be published later on.