

# THE MILITARY AND THE MEDIA

- Friends, neutral or foes?: Judson Conner's Handbook
- Partners or adversaries?

# Journalists & Military

- Umbilical dependency
- Better Journalists & Power
- Media tasks: actors, messages, mirrors, judges, lawyers, filters, codifiers, peace/war weapons, postmen, educators, propagandists, legitimacy makers or destroyers..
- Media functions: information, mediation, education and compensation
- Seis escuelas o modelos: Poncio Pilatos, Madre Teresa, H. Clinton, Alzheimer, Bombero y el Americano Impasible
- Cinco murallas: lengua, inseg, costo, propag y censura.

# Journalists & Military (2)

- Media in Iraq? Grade, please.....
- Media is for/against the Military most of the time?
- The longer it goes and the higher the n<sup>o</sup> of casualties... (PEW)
- Importance of the Media before/after war
- What does the Media need from the Military: Cardiff Report (2006)

# KILLING THE Messenger

## REPORT OF THE GLOBAL INQUIRY BY THE INTERNATIONAL NEWS SAFETY INSTITUTE INTO THE PROTECTION OF JOURNALISTS

- We call on governments to live up to their responsibilities under UN Security Council Resolution 1738 condemning attacks on journalists and other news professionals by putting an end to such practices.
- We call on all militaries to recognise the right of news media personnel to be present in the battle space, whether accredited to or embedded with the forces involved, attached to adversary forces or operating unilaterally. They should understand that “embeds” would have no legitimacy without independent reporting from the “unilaterals”.
- We call on every military and national security entity to hold a full and open inquiry as soon as practicable whenever a member of the news media is killed in an incident involving its personnel in order to establish accountability.

# KILLING THE Messenger (2)

- We urge all militaries to follow the lead of the British Ministry of Defence in its 2006 “Green Book” of media-military operations in wartime where it recognised for the first time the issue of journalist safety and the right of correspondents to move freely in the battle space. It pledged that UK forces will never deliberately target either individual correspondents or civil media facilities.
- We call on militaries at war to provide the news media with regular and timely briefings on danger zones, to respect media markings on vehicles and personnel and ensure the presence of the media in the battle space is communicated swiftly to military units in the same area.

# KILLING THE Messenger (3)

- We urge militaries, police and other security forces to include media understanding in basic training. Soldiers and Police have to understand that reporting an opposing point of view does not make an individual journalist or news organisation an enemy.

# Journalists & Military (3)

- Main changes:
  - From adversaries to partners
  - From direct control (censorship) to indirect control (pools, embedding, forget intermediaries...) Why? Results?
  - Infiltration (generals at CNN)
  - Economic influence/control (Hollywood....)

# Meet the Press:Conner's Rules (1)

1. No stereotypes or categories
2. Look at the company and its trayectory
3. Loyalty, yes but....
4. Bipolar missions
5. Rigour, veracity, truth...
6. Time schedules
7. Language
8. Credibility



# Conner's Rules ( y 2)

10. Negativeness
11. Competitiveness
12. Prevention is always better
13. Codes of conduct
14. Editorial principles (Example: BBC)
15. Classified and secret information
16. Watch the interview : hypothetical questions, false premises, double q., attributions...



Simon Kuper

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## **How to handle the media**

An interview is like a seduction: the journalist aims to charm you into giving him your best stuff. Sometimes the seduction is literal

# Questions and Answers (1)

- Are we all the same?
- Freedom of information or patriotism?
- Always with us: in peace or in war?
- Sun Tsu or Viceadmiral Heath?
- What is my duty? Victory or demo function
- Time is crucial, but schedules are different
- All news is propaganda?
- What impact of the information revolution?

# Questions and Answers (2)

- Media loves conflict? And the military?
- Lord Reith: “Journalism = storm troops of propaganda?”
- War room = Propaganda room?
- Embedded = kidnapped?
- Old and new propaganda?
- The bigger, the better?
- Live news, compatible with true news?

# Questions and Answers (3)

## War journalism

- Combat
- Voice to your side
- Dehumanizing
- When fighting starts
- Reactive
- Only the visible
- Good-bad, angels-demons
- Enemy's lies
- No mention of peace proposals
- Imprecision

## Peace journalism

- Causes and consequences
- Voice to all
- Humanizing
- Much earlier
- Preventive
- Visible and invisible effects
- Good and bad in all sides
- Everybody's lies
- Peace initiatives/proposals
- Precision: genocide, tragedy, magnicidio, ethnic..

# Questions and Answers (4)

- Language (see...)
- No more Vietnams?
- Must journalists take sides? Are they free to do it?
- If Media and Armed Forces is viewed as a showdown, who is winning?
  - US Debate: M. Ignatieff and more

# Questions and Answers (4)

- The first to go, the last to leave?
- Who risks more?
- What are the rules of the game?
- Do the military know and understand the guidelines journalists should follow when covering conflict?
- Is Media helping terrorism?
- Was D. Rumsfeld correct in his diagnosis?

## D. Rumsfeld (CFR 27 Feb 2006)

- Our enemies have skillfully adapted to fighting wars in today's media age, but for the most part we, our country, our government, has not adapted.
- They plan and design their headline-grabbing attacks using every means of communication to intimidate and break the collective will of free people.



## D. Rumsfeld (2)

- They know that communications transcend borders and that a single news story handled skillfully can be as damaging to our cause and helpful to theirs as any other method of military attack. And they're doing it.
- Our federal government is really only beginning to adapt our operations to the 21st century. For the most part, the U.S. government still functions as a five and dime store in an eBay world.

## D. Rumsfeld (3)

- Today we're engaged in the first war in history—unconventional and irregular as it may be—in an era of e-mails, blogs, cell phones—(laughter)—Blackberrys, Instant Messaging, digital cameras, a global Internet with no inhibitions, cell phones, hand-held videocameras, talk radio, 24-hour news broadcasts, satellite television. There's never been a war fought in this environment before.

## D. Rumsfeld (4)

- the old adage that “A lie can be halfway around the world before the truth has its boots on” becomes doubly true with today’s technologies.
- First, government at all levels will need to make communications planning a central component of every aspect of this struggle.
- The longer it takes to put a strategic communication framework into place, the more we can be certain that the vacuum will be filled by the enemy and by news informers that most assuredly will not paint an accurate picture of what is actually taking place.



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