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BT

UNCLAS SECTION 01 OF 03

SUBJECT: CONSOLIDATED PUBLIC AFFAIRS GUIDANCE (PAG) FOR NEWS MEDIA

COVERAGE OF OPERATION ENDURING FREEDOM (OEF)

1. REFERENCES: A. SECDEF MSG 121921Z SEP 01; B. SECDEF MSG 192300ZSEP 01; C. SECDEF MSG 202312Z SEP 01; D. SECDEF MSG 212359Z SEP 01; E. SECDEF MSG 242350Z SEP 01; F. SECDEF MSG 261900A SEP 01;

G. SECDEF MSG 052020Z OCT 01; H. SECDEF MSG 071500Z OCT 10; I. SECDEF MSG 200601Z OCT 01; J. SECDEF MSG 251430Z OCT 01; K. SECDEF MSG 270200Z OCT 01; L. 012100Z NOV 01; M. 012330Z NOV 01. N.

APPENDIX1, JPUB 3.61.

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2. PURPOSE: THIS MESSAGE CONSOLIDATES AND SUPERCEDES THE PAG

REFERENCES A. THROUGH M. ABOVE.

2.A. GIVEN THE SCOPE AND SIZE OF THE FOLLOWING PAG, THEY ARE NOT INCLUDED IN THIS PAG. FOR NATO AWACS OPERATIONS, SEE SECDEF MSG 120907Z OCT 01. FOR HOMELAND SECURITY, SEE SECDEF MSG, 262330Z OCT 01. FOR POSTAL OPERATIONS/ANY SERVICEMEMBER AND 'DEAR ABBY' MAIL

PROGRAMS, SEE SECDEF MSG 302330Z NOV 01. FOR CASUALTY AND MORTUARY

AFFAIRS GUIDANCE, SEE SECDEF MSG 012100Z NOV 01 AND 061926Z DEC 01.

- 3. GENERAL. REF. N. IS THE BASIS FOR ALL PAG ON COVERAGE OF JOINT MILITARY OPERATIONS. THIS PAG MORE NARROWLY DEFINES COVERAGE PARAMETERS.
- 4. SPECIFIC GUIDANCE.
- 4.A. THEATER-SPECIFIC GUIDELINES.
- 4.A.1. LOCATIONS WITHIN THE CENTCOM AOR.
- 4.A.2. NEWS AND IMAGERY PRODUCTS FROM AFLOAT UNITS SHOULD INDICATE

ONLY THAT THE UNIT IS OPERATING WITHIN THE SUPPORTED CINC AREA OF

RESPONSIBILITY ISO OEF.

4.A.3. FOR REASONS OF FORCE PROTECTION AND/OR HOST-NATION

SENSITIVITY, THE SPECIFIC LOCATION OF SOME DEPLOYED POSITIONS IN THE

CENTCOM AOR WILL NOT BE PUBLICLY IDENTIFIED. NEWS AND IMAGERY PAGE 03 RUEKICS8741 UNCLAS

PRODUCTS THAT IDENTIFY OR INCLUDE IDENTIFIABLE FEATURES OF THESE

LOCATIONS ARE NOT AUTHORIZED FOR RELEASE AT THIS TIME. THE AFFECTED

THEATER CINC(S) WILL PROVIDE A LIST OF THESE LOCATIONS.

4.A.4. NEWS AND IMAGERY PRODUCTS MAY NOT IDENTIFY DIEGO GARCIA AS

ANOPERATING LOCATION FOR AIRCRAFT SUPPORTING OEF.

4.A.5. OTHER EXISTING/ONGOING JOINT OPERATIONS (I.E., OPERATION NORTHERN WATCH (ONW)/OPERATION SOUTHERN WATCH (OSW))
PREVIOUS PAG

REMAINS IN EFFECT. WITH RESPECT TO ONW AND OSW, EUCOM AND CENTCOM

RESPECTIVELY MAY ANNOUNCE COALITION RESPONSES TO IRAQI ACTIVITY IN

ACCORDANCE WITH PREVIOUSLY ESTABLISHED PROCEDURES, EXCEPT PARTICIPATING AIRCRAFT ARE TO BE REFERRED TO ONLY AS COALITION AIRCRAFT OPERATING FROM FACILITIES IN THE REGION. DO NOT IDENTIFY

AIRCRAFT BY TYPE, BASE LOCATION, NOR WHETHER LAND-BASED OR SEA-BASED.

4.B. CONUS/PRE-DEPLOYMENT.

4.B.1. COMMANDERS MAY RELEASE INFORMATION AND INVITE MEDIA COVERAGE

OF REGULARLY SCHEDULED AND PREVIOUSLY SCHEDULED (BEFORE SEPT 11)

UNIT, LOCAL OR INDIVIDUAL TRAINING. MEDIA EMBARKS ABOARD SHIPS AND

MEDIA FLIGHTS ABOARD AIRCRAFT MAY BE AUTHORIZED DURING SCHEDULED

TRAINING.

4.B.2. REGIONAL UNIFIED COMMANDERS MAY ACKNOWLEDGE REGULARLY

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SCHEDULED OR PREVIOUSLY SCHEDULED INTRATHEATER MOVES. ENSURE

OASD(PA) IS KEPT INFORMED.

4.B.3. FORCE PROTECTION MEASURES OR PRE-DEPLOYMENT ACTIONS THAT ARE

READILY VISIBLE TO THE GENERAL PUBLIC MAY BE ACKNOWLEDGED IN RESPONSE TO QUERY. CONFIRM ONLY THAT WHICH IS OBSERVABLE.
5. DEPLOYMENTS AND EMBEDDING MEDIA.

5.A. DEPLOYMENTS: AFTER RECEIPT OF A DEPLOYMENT ORDER ISO OEF, UNITS MAY ACKNOWLEDGE THAT THEY HAVE BEEN NOTIFIED FOR A DEPLOYMENT.

DO NOT DISCUSS SPECIFIC DESTINATION, EMPLOYMENT, OR ANY OTHER OPERATIONAL ASPECTS.

5.A.1. LOCAL MEDIA COVERAGE OF UNITS THAT HAVE RECEIVED A DEPLOYMENT ORDER IS ENCOURAGED AND SHOULD FOCUS ON UNIT PREPARATIONS.

MISSIONS AND CAPABILITIES.

5.A.2 COMMANDERS ARE ENCOURAGED TO RELEASE INFORMATION AND INVITE

MEDIA COVERAGE OF FAMILY SUPPORT EFFORTS.

5.B. EMBEDDED MEDIA.

5.B.I. SUBJECT TO THE FOLLOWING GROUND RULES, COMMANDERS ARE AUTHORIZED TO EMBED MEDIA WITH DEPLOYING OR DEPLOYED FORCES, INCLUDING SHIPS, AIRCRAFT AND GROUND FORCES. EMBEDS ABOARD USS.

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KITTY HAWK ARE NOT, REPEAT NOT AUTHORIZED AT THIS TIME.

5.B.2. GENERAL: COMMANDERS WILL SUBMIT THEIR MEDIA EMBED/EMBARK

PLANS TO THE SUPPORTED CINC FOR COORDINATION WITH SUPPORTING CINCS.

5.B.3. COMMANDERS MAY AUTHORIZE EMBEDDED MEDIA TO TRAVEL WITH UNITS

ABOARD MILITARY CONVEYANCES ON A SPACE-AVAILABLE, NON-REIMBURSABLE

BASIS. COMMANDERS WILL SUBMIT APPROPRIATE COUNTRY AND THEATER

CLEARANCE REQUESTS AND WILL PREPARE INVITATIONAL TRAVEL ORDERS. AS

REQUIRED. MEDIA REPRESENTATIVES ARE RESPONSIBLE FOR OBTAINING THEIR OWN

PASSPORTS AND VISAS AS REQUIRED.

5.B.4. MEDIA REPRESENTATIVES EMBEDDING WITH MILITARY UNITS ARE EXPECTED TO BE IN GOOD PHYSICAL CONDITION AND ARE RESPONSIBLE FOR

CARRYING AND MAINTAINING THEIR OWN PERSONAL AND PROFESSIONAL GEAR.

MEDIA REPRESENTATIVES MAY NOT CARRY PERSONAL WEAPONS. MEDIA MUST

OBTAIN ALL ADVISABLE IMMUNIZATIONS FOR THE REGION TO WHICH THEY

INTEND TO DEPLOY. CINCS MAY, AT THEIR DISCRETION, EQUIP MEDIA WITH

PROTECTIVE GEAR.

5.B.5. MEDIA WILL BE REQUIRED TO AGREE TO SPECIFIC GROUND RULES PRIOR TO DEPARTING POINT OF EMBARKATION. ANY VIOLATION OF THE PAGE 06 RUEKJCS8741 UNCLAS

GROUND RULES MAY BE BASIS FOR TERMINATING THAT MEDIA REPRESENTATIVE'S

EMBED STATUS.

S.C. GROUND RULES: EMBEDDING MEDIA ARE SUBJECT TO GROUND RULES THAT

PROTECT SPECIFIC DESTINATIONS AND LOCATIONS, MISSIONS AND OTHER OPERATIONAL DETAILS. SECURITY AT THE SOURCE IS THE POLICY. GROUND

RULES WILL INCLUDE PROVISIONS FOR EMBARGOING MEDIA TRANSMISSIONS AS

APPROPRIATE TO MAINTAIN OPERATIONAL SECURITY. GROUND RULES MAY

INCLUDE PROVISIONS RÉGARDING INADVERTENT DISCLOSURE OF CLASSIFIED

INFORMATION, PROVISIONS REGARDING IDENTIFICATION OF DEPLOYED PERSONNEL, AND TO PROTECT OPERATIONAL/INTELLIGENCE TACTICS, TECHNIQUES AND PROCEDURES. PAOS WILL INFO COPY THEIR GROUND RULES

TOTHE REGIONAL UNIFIED COMMAND PAO AND OASD(PA).

6. EMBEDS FOR SPECIAL OPERATIONS: NEWS COVERAGE AND IMAGERY OF

DEPLOYED SPECIAL OPERATIONS FORCES (SOF) GENERALLY ARE NOT AUTHORIZED, BUT WILL BE CONSIDERED ON A CASE-BY CASE BASIS BY OASD(PA) THROUGH USCENTCOM IN COORDINATION WITH USSOCOM. COVERAGE IS

SUBJECT TO GROUND RULES THAT PROTECT THESE TOOLS, TECHNIQUES AND

METHODS; COVERAGE WILL NOT REVEAL SPECIAL TACTICS, TECHNIQUES AND

PROCEDURES. MEDIA COVERAGE OF TRAINING AT THE SPECIAL WARFARE

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SCHOOL. AND ROUTINE AND SCHEDULED TRAINING AT OPERATIONAL UNITS IS

PERMITTED. ACCESS TO COMMANDO SOLO MISSIONS IS APPROVED, AS OUTLINEDBELOW.

6A. COMMANDO SOLO. MEDIA EMBARK ABOARD COMMANDO SOLO MISSIONS IS

AUTHORIZED ONLY WITH PRIOR APPROVAL OF U.S. CENTRAL COMMAND (USCENTCOM) AND UNDER LIMITATIONS TO PROTECT OPERATIONAL SECURITY.

7. OPERATIONS.

7.A. OASD(PA) RETAINS INITIAL RELEASE AUTHORITY FOR INFORMATION

REGARDING THE COMMENCEMENT OF ANY MILITARY OPERATIONS ISO OPERATION

ENDURING FREEDOM.

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7.B. THE REGIONAL CINC PA IS GRANTED RELEASE AUTHORITY FOR INFORMATION REGARDING MILITARY OPERATIONS ONCE OPERATIONS HAVE BEGUN

AND INITIAL RELEASE HAS BEEN MADE BY OASD(PA).

7.C. PUBLIC AFFAIRS POSTURE IS PASSIVE FOR ALL OPERATIONS INVOLVING

THE USE OF MILITARY FORCE PRIOR TO THEIR COMPLETION (I.E., AIRCRAFT

RECOVERED SAFELY). NOTE: SOME OPERATIONS WILL NOT BE DISCUSSED.

EVENAFTER THEIR COMPLETION.

7.D. INTELLIGENCE MATTERS MAY NOT BE DISCUSSED UNDER ANY GROUND

RULE OR UNDER ANY CIRCUMSTANCE WITHOUT SPECIFIC CONCURRENCE FROM

OASD(PA).

7.E. DO NOT DISCUSS BATTLE DAMAGE ASSESSMENTS (BDA) BEYOND THOSE OBSERVATIONS MADE IN OASD(PA) BRIEFINGS OR UNIFIED REGINAL CINC

BRIEFINGS.

8. INTERVIEW GUIDANCE.

8.A. MEDIA INTERVIEW GUIDELINES: INTERNAL AND EXTERNAL MEDIA INTERVIEWS WITH U.S. MILITARY PERSONNEL AND DOCUMENTATION OF U.S.

MILITARY ACTIVITIES IS ENCOURAGED. WHEN CONDUCTING MEDIA INTERVIEWS

ASSOCIATED WITH THIS OPERATION, THE FOLLOWING POINTS APPLY:

8.A.I. ENSURE THAT MILITARY PERSONNEL ARE THOROUGHLY BRIEFED BEFORE

SPEAKING TO THE MEDIA. SECURITY AT THE SOURCE WILL BE OBSERVED AT

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ALLTIMES.

8.A.2. CONFINE REMARKS TO MATTERS WITHIN THE INDIVIDUAL'S AREA OF

RESPONSIBILITY, EXPERTISE AND PERSONAL EXPERIENCE.

8.A.3. ALL DISCUSSIONS WITH REPORTERS WILL BE 'ON THE RECORD,'

8.A.4. MILITARY PERSONNEL ARE ENCOURAGED TO ALLOW USE OF THEIR FULL

NAME AND HOMETOWN IN MEDIA INTERVIEWS, PHOTO CAPTIONS AND THE LIKE,

BUT ARE NOT REQUIRED TO DO SO. OPTIONS INCLUDE USING ONLY FIRST

NAMEOR CALL SIGN, OR DECLINING TO BE IDENTIFIED AT ALL. THE SERVICES

AND/OR CINCS MAY PROMULGATE ADDITIONAL, MORE RESTRICTIVE PAG ON THIS

SUBJECT.

8.A.5. EXERCISE CARE TO PROTECT CLASSIFIED INFORMATION AND PRESERVE

OPERATIONS SECURITY. EXACT NUMBERS AND LOCATIONS OF TROOPS AND

EQUIPMENT, ONGOING OR FUTURE OPERATIONS, AND RULES OF ENGAGEMENT

(ROE) ARE NOT RELEASABLE.

8.A.6. IF CLASSIFIED OR SENSITIVE INFORMATION IS INADVERTENTLY RELEASED THROUGH PRINT OR PHOTO MEANS, DO NOT CONFISCATE FILM, AUDIO/VIDEO TAPES OR REPORTERS NOTES. REPORT THE INCIDENT BY THE

QUICKEST MEANS POSSIBLE TO THE RESPECTIVE UNIT COMMANDER OR PUBLIC

AFFAIRS OFFICER.

8.A.7 AVOID SPECULATION (ANSWERING HYPOTHETICAL OR WHAT IF PAGE 04 RUEKJCS8742 UNCLAS QUESTIONS).

8.A.8. ALWAYS RESPECT REGIONAL POLITICAL AND CULTURAL SENSITIVITIES. IF IN DOUBT. THE PUBLIC AFFAIRS REPRESENTATIVE AT THE

AMERICAN EMBASSY SHOULD BE CONSULTED FOR GUIDANCE.
8.A.9. DO NOT DISCUSS SPECIFIC LOCATIONS OF U.S. OR FRIENDLY
FORCES.GIVE GENERAL LOCATIONS SUCH AS THE CENTRAL COMMAND
THEATER OF

OPERATIONS, THE NORTHERN ARABIAN GULF, OR ABOARD USS (SHIP'S NAME).

8.A.10. STRESS THE TEAMWORK INVOLVED IN COMBINING THE UNIQUE CAPABILITIES OF EACH BRANCH OF SERVICE AND SUPPORTING NATION AS

APPROPRIATE.

8.A.11. THE GENERAL MISSION OF A PARTICULAR UNIT(S) AND DATA RELATING TO WEAPONS, AIRCRAFT, SHIPS, SUBMARINES, ETC. MAY BE DISCUSSED.

8.A.12. SPECIFIC FORCE PROTECTION MEASURES WILL NOT BE DISCUSSED. PAOS MAY CONFIRM THE OBVIOUS GENERAL FORCE PROTECTION INITIATIVES

(E.G., INCREASED SECURITY PATROLS, ADDITIONAL PHYSICAL SECURITY BARRIERS, ETC).

8.A.13. DISCUSSION OR SPECULATION REGARDING THE INTRODUCTION OF ADDITIONAL FORCES (PERSONNEL, EQUIPMENT OR MUNITIONS) TO THE AOR IS

PAGE 05 RUEKJCS8742 UNCLAS PROHIBITED.

8.A.14. SPECIFIC INFORMATION REGARDING RELOCATION OR MOVEMENT
OF

FORCES (E.G., SHIPS, AIRCRAFT, GROUND FORCES) WITHIN THE AOR WILL NOTBE DISCUSSED.

8.A.15. SPECIFIC LOCATIONS OR INFORMATION REGARDING AIR DEFENSE CAPABILITIES (E.G., PATRIOT BATTERIES) WILL NOT BE DISCUSSED.

8.B. TELEPHONE (PHONER) GUIDANCE: COMMANDERS ARE AUTHORIZED TO

ALLOW TELEPHONIC INTERVIEWS WITH FORCES DEPLOYED IN SUPPORT OF

OPERATION ENDURING FREEDOM, SUBJECT TO THE GROUND RULES ABOVE.

9. GUARD/RESERVE ACTIVITIES (SEE ALSO SECDEF MESSAGES 131954Z SEP 01AND 281718 SEP 01.)

9.A. OASD(PA) IS THE INITIAL RELEASE AUTHORITY FOR RESERVE CALL-UPS.A SINGLE NEWS RELEASE WILL BE ISSUED EACH WEEK, CONSOLIDATING ALL RESERVE UPDATES FOR THAT WEEK.

9.B. IN THE EVENT A RESERVE OR GUARD UNIT IS CALLED TO FEDERAL ACTIVE DUTY, UNITS AND HIGHER LEVEL HEADQUARTERS MAY ACKNOWLEDGE

THATCALL-UP IN RESPONSE TO INQUIRY ONLY.

9.C. IF THE CALL-UP IS NOT READILY APPARENT, UNITS AND HIGHER HEADQUARTERS WILL WAIT FOR THE NEXT OSD-LEVEL RELEASE. PAGE 06 RUEKJCS8742 UNCLAS

9.D. THE INTENT OF THIS GUIDANCE IS TO ALLOW UNITS AND HIGHER-LEVEL

HEADQUARTERS TO ACKNOWLEDGE THE OBVIOUS, WHILE MAINTAINING' FIDELITY

IN THE WEEKLY OSD CONSOLIDATED RELEASE.

9.E. MEDIA COVERAGE OF GUARD/RESERVE ACTIVITIES, INCLUDING MEDIA

EMBEDS. IS ENCOURAGED IAW THE RULES ABOVE AND THE REFERENCED MESSAGES.

10. COMBAT CAMERA. OBTAINING AND PROMPTLY FORWARDING IMAGERY OF

U.S.MILITARY ACTIVITIES ISO OPERATION ENDURING FREEDOM IS ENCOURAGED.

COMMANDERS SHOULD MAKE EVERY EFFORT TO EMBARK/EMBED COMBAT CAMERA

PERSONNEL WITH THEIR UNITS. FORWARD ALL IMAGERY TO THE JCCC BY FASTEST MEANS AVAILABLE.

10.A. RELEASE AUTHORITY FOR NEWS, STILL PHOTOGRPAHY AND VIDEO FOOTAGE IS DELEGATED TO UNIFIED COMMANDERS AND SERVICES, EXCEPT AS

NOTED BELOW.

10.B. COPIES OF ALL GUN/BOMB CAMERA VIDEO FOOTAGE RECOMMENDED FOR

PUBLIC RELEASE WILL BE FORWARDED TO NMCC/NMJIC AND THE REGIONAL

CINC'S J3 BY FASTEST MEANS. FOLLOWING SECURITY REVIEW AND AFTER APPROVAL FROM OASD(PA), EXTERNAL RELEASE OF GUN/BOMB CAMERA VIDEO

CANBE EXECUTED.

10.C. ALL VIDEO AND STILL PRODUCTS MUST BE PROVIDED TO THE JOINT UNCLAS FINAL SECTION OF 03

COMBAT CAMERA CENTER PRIOR TO OR COINCIDENT WITH RELEASE. SEE HTTP://DODIMAGERY.AFIS.OSD.MIL/DODIMAGERY/HOME.HTML FOR DETAILS ON

SENDING PRODUCTS TO JCCC.

10.D. IMAGERY PRODUCTS EXPECTED TO GENERATE NATIONAL OR INTERNATIONAL MEDIA INTEREST WILL BE BROUGHT TO OASD(PA)'S ATTENTION

PRIOR TO RELEASE.

10.E. NEWS AND IMAGERY PRODUCTS DESCRIBING OR DEPICTING DEPLOYED

SPECIAL OPERATIONS FORCES WILL BE RELEASED, AS APPROPRIATE, BY THE

REGIONAL UNIFIED CINC AND DOD, IN COORDINATION WITH USSOCOM.
11. INTERNAL NEWS COVERAGE; INTERNAL NEWS COVERAGE OF U.S.,
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ACTIVITIES ISO OFF IS ENCOURAGED, AS IS EMBEDDING INTERNAL MEDIA WITHDEPLOYING UNITS.

12. MISCELLANEOUS.

12.A. OPERATIONS NAMES.

12.A.1. THE NAME NOBLE EAGLE REFERS TO U.S. MILITARY OPERATIONS ASSOCIATED WITH HOMELAND DEFENSE AND CIVIL SUPPORT TO FEDERAL, STATE

AND LOCAL AGENCIES IN THE U.S.

12.A.2. THE NAME ENDURING FREEDOM REFERS GENERALLY TO U.S. MILITARY

OPERATIONS ASSOCIATED WITH THE WAR ON TERRORISM OUTSIDE THE UNITED

STATES. OTHER NAMES MAY BE ASSIGNED AND ANNOUNCED TO REFER TO

SPECIFIC ACTIVITIES THAT ARE PART OF ENDURING FREEDOM.

13. USAGE: ADDRESSEES ARE AUTHORIZED TO USE MATERIAL IN THIS MESSAGE UPON RECEIPT. MEDIA QUERIES BEYOND THE SCOPE OF THIS GUIDANCE WHICH ORIGINATE IN HOST COUNTRY WILL BE REFERRED TO THE

AMERICAN EMBASSY PA SECTION, USCENTCOM/PA AND OASD(PA), INFO

OCJCS/PA. USPACOM/PA AND USSOCOM/PA AS APPROPRIATE. MEDIA QUERIES

ORREQUESTS BEYOND THE SCOPE OF THIS GUIDANCE WHICH ORIGINATE IN AREAS

OTHER THAN HOST COUNTRY, INCLUDING THE U.S., WILL BE REFERRED TO

USCENTCOM/PA AND OASD(PA).

14. COORDINATION: COORDINATE PRE-AND POST-DEPLOYMENT PA

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WITH JFCOM PA AND PARENT SERVICE. COORDINATE ALL DEPLOYED PA ACTIVITIES WITH THE REGIONAL CINC; COORDINATE ALL DEPLOYED PA ACTIVITIES RELATED TO HOST NATIONS WITH THE APPROPRIATE U.S. EMBASSY

AND REGIONAL CINC. KEEP OASD(PA) AND PARENT SERVICE(S) APPRAISED ON

ALL PA ACTIVITIES EXPECTED TO ATTRACT NATIONAL/INTERNATIONAL MEDIA

ATTENTION.

15. POC: IS THE OASD-PA PRESS OFFICE, DSN 227-5131, CMCL 703-697-5131; E-MAIL NEWSDESK@OSD.MIL BT #8741