



Logistics Civil Augmentation Program (LOGCAP)
CONTINGENCY SUPPORT PLAN

**ANNEX U (PUBLIC AFFAIRS & CORPORATE COMMUNICATIONS) to LOGCAP
 CONTINGENCY SUPPORT PLAN**

REFERENCES. See ANNEX N, Appendix 4.

TIME ZONE USED THROUGHOUT THE PLAN. Iraq.

TASK ORGANIZATION. See ANNEX A.

1. SITUATION. See Base PLAN.

2. MISSION. See Base PLAN.

3. EXECUTION.

- a. BRS Media Response Program.** The BRS media response program for the LOGCAP Task Order will supplement the KBR, Government Operations Media Relations Plan and Guidelines, dated February 2002. BRS' media response program will ensure that media requests are fully coordinated and responded to in a timely manner and in accordance with both KBR corporate and U.S. Government guidelines for release of information concerning the LOGCAP contract.

In releasing information on BRS support to the Army, BRS will keep appropriate client organizations informed of media activity, including Army Material Command (AMC) Operations Support Command and the supported in-theater U.S. Government Public Affairs Officers (PAO). In-theater, this will require that BRS inform client PAOs or Media Relations Departments that the company is available to assist – from within theater – with media inquiries that arise on this contract. Upon deployment, BRS will designate a Theater Media Relations Specialist (TMRS) who will serve as the company's primary spokesperson in-theater and point of contact for media inquiries.

The TMRS will provide necessary familiarization, for AMC Representatives and U.S. Government PAOs or Media Relations Departments, and training for all BRS designated spokesperson in-theater to implement the LOGCAP Media Relations Plan. Upon each rotation, BRS interface with AMC Representatives and U.S. Government PAO's or Media Relations Departments will consist of an initial face-to-face meeting to familiarize PAOs with BRS' history in-theater and the types of services the company provides to support contingency operations. Additionally, BRS will familiarize PAOs with previous media events and coverage and other significant inquiries. Subsequent dialog will be conducted via telephone and electronic communications media and face-to-face meetings as required.

BRS shall obtain approval from Operations Support Command either directly or through BRS' corporate headquarters representative prior to the dissemination of any briefings or speeches, news releases, articles, fact sheets, or any other informational materials intended for public release that are the result of work performed or to be performed under the LOGCAP contract. BRS shall strive to provide five working days for such approvals. Materials will be submitted to the Operations Support Command. With regard to the release of information, specifically materials intended for public domain, BRS shall include in the material a statement to the effect that the material depicted was or is sponsored by the Operations Support Command, U.S. Army Material Command.

Declassified by OUSD Policy on 8 May 08



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- b. **Roles and Responsibilities.** BRS will only respond to inquiries that directly fall within its domain and the company will not speak for any other entity, e.g., the U.S. Army, AMC, or other government organization. BRS will designate both corporate and in-theater spokespersons. For each major task order resulting in deployment, BRS will designate both a primary and secondary task order specific TMRS. All in-theater TMRS will receive guidance and training from corporate KBR media relations specialists, and will coordinate all inquiries and media events with both KBR corporate spokespersons and U.S. Government PAOs.

1) **Primary:**

(b)(6)

Media Relations Specialist (MRS)

4100 Clinton Drive, Building 3, Room 458, Houston, TX 77020

Tel: (b)(6)

Mobile: (b)(6)

E-mail: (b)(6)

2) **Primary Alternate:**

(b)(6)

Manager, Public Relations, Halliburton Company

4100 Clinton Drive, Building 3, Room 458, Houston, TX 77020

Tel: (b)(6)

Mobile: (b)(6)

E-mail: (b)(6)

3) **Secondary:**

(b)(6)

Director, Strategy and Marketing

1550 Wilson Blvd, Suite 400, Arlington, VA 22209

Tel: (b)(6)

Mobile: (b)(6)

E-mail: (b)(6)

- c. **Task Orders.** BRS will assign a TMRS as primary and secondary spokespersons for each major task order and deployment. The TMRS will serve as the in-theater spokespersons and will coordinate with both the KBR and U.S. Government PAOs via telephone and electronic media to ensure full coordination with U.S. Army Operations Support Command's Public Affairs Office and other U.S. Government points of contact. Should an occasion arise where BRS requires a subject matter expert to respond to a media inquiry, the TMRS will provide media relations training for that person and will coordinate media responses with the respective U.S. Government PAO. The primary and secondary TMRS will backfill for each other during regularly scheduled interim leaves and unanticipated leaves of absence from the theater of operations. Appropriate notification will be provided to U.S. Government PAOs, Operations Support Command Public Affairs Office and KBR corporate headquarters. The secondary spokesperson will keep the primary spokesperson informed of potential problems/issues that may elicit media coverage. BRS will not prohibit any employee (Expatriate or Host Country National) from speaking with the media, if approached, but will encourage all employees to report media inquiries to the TMRS or corporate spokesperson for appropriate coordination prior to providing a response.

The TMRS will prepare and provide information for all BRS spokespersons to utilize when providing responses to media inquiries. This will include publication of a public relations binder



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to reference frequently asked questions, project history, points of contact (POCs) and related biographical data. Additionally, the TMRS, in coordination with KBR media relations specialists, will prepare general media relations training materials and personally educate spokespersons throughout the theater to respond to media inquiries and to communicate crisis response information. BRS will utilize pre-published corporate guidelines for crisis communications education for spokespersons.

- 1) **CSP Area of Responsibility.** All BRS spokespersons in any Theater of Operations will be available to respond to media inquiries. If a spokesperson receives a media inquiry, the spokesperson will respond and coordinate the response through the respective U.S. Government PAO and the corporate spokesperson. The primary U.S. Government spokesperson will ensure total coordination of media inquiries through respective U.S. Government PAOs. Additionally, the primary spokesperson will be responsible for coordination of all media inquiries with corporate headquarters and Operations Support Command's Public Affairs Office points of contact for providing Army guidelines.
 - a) **Primary:**
TBD
 - b) **Primary Alternate:**
TBD
 - c) **Secondary:**
TBD
- 2) **BRS (Other Regional Support Operation).**
 - a) **Primary:**
TBD
 - b) **Primary Alternate:**
TBD
 - c) **Secondary:**
TBD
- d. **U. S. Army.** BRS will partner and coordinate with the U.S. Army on all LOGCAP inquiries or media events. BRS TMRS will establish and maintain relationships with all Army PAOs located in the Area of Operations. The TMRS will establish/maintain relationships by personally meeting with PAOs in the area and maintaining communications via telephone and electronic media or face-to-face meetings as required. Communications will include notification of all major inquiries or events. BRS will notify Operations Support Command in advance, to the extent possible, when the company refers a reporter to the AMC representative.

1) Operations Support Command Public Affairs Office:

- a) **Primary:**
Mr. Robert Whistine
Chief of Public Affairs
Commander HQ, US Army Operations Support Command



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AMSOS-PA, Rock Island Arsenal, Rock Island, IL 61299-6000
Main office: 309-782-5421
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b) Secondary:

(b)(6)
Public Affairs Specialist
Commander HQ, US Army Operations Support Command
AMSOS-PA, Rock Island Arsenal, Rock Island, IL 61299-6000
Main office: 309-782-5421
Direct: (b)(2)
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c) Army Materiel Command Public Affairs Office:

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Public Affairs Specialist
US Army Materiel Command
5001 Eisenhower Avenue
Alexandria, VA 22333-0001
Direct: (b)(2)
Fax: 703-617-8382
(b)(2)

**d) US FORCES Event Public Affairs Officer
TBD**

4. SERVICE SUPPORT. See Base PLAN.

5. COMMAND AND SIGNAL. See Base PLAN and ANNEX A.

ACKNOWLEDGE:

(b)(6)

BRS PGM, LOGCAP

OFFICIAL:

(b)(6) BRS D/PGM