



**U.S. DEPARTMENT OF DEFENSE
NON-SCRIPTED PRODUCTION ASSISTANCE AGREEMENT
DoD-AR07102025-002**

The United States Department of Defense (DoD), acting on behalf of the United States of America, hereby expresses its intent, subject to the provisions herein, to provide to **IRONCLAD MEDIA ALLIANCE**, hereinafter referred to as the "production company," the assistance itemized in this Production Assistance Agreement (Agreement) in conjunction with the production of a non-scripted program known at this time as "**TARGET INTELLIGENCE: PSYOP**" (WT). This Agreement expresses the terms under which DoD intends to provide assistance. This Agreement does not authorize the obligation of any United States funding, nor should it be construed as a contract, grant, cooperative agreement, other transaction, or any other form of procurement agreement.

PROJECT DESCRIPTION:

- **PSYOP** is an 8-episode docuseries, narrated by Shawn Ryan, that will explore the history of U.S. Army Psychological Operations, how psyops works, and how they have been employed.

LIST OF MILITARY RESOURCES TO BE PROVIDED IN SUPPORT OF THE PRODUCTION:

- The U.S. Army will provide the Production Company escorted access to interview Dr. Tracy, U.S. Army Special Operations Command (USASOC) Historian discussing the history of U.S. Army psychological operations

The DoD will make reasonable efforts to provide the requested DoD production assistance, to the extent approved by DoD, and subject to the limitations contained herein.

This Agreement is subject to revocation due to non-compliance with the terms herein, with possible consequence including but not limited to temporary suspension or permanent withdrawal of the use of some or all of the military resources identified to assist this project, revocation of the general release for photography and sound recordings (see paragraph 9), and/or withholding of other approvals incident to this agreement. Requests for future support from DoD may also be denied. In the event of dispute, the production company will be given a written notice of non-compliance by the DoD project officer. The production company will have a 72-hour cure period after receipt of written notice of non-compliance. DoD may temporarily suspend support until the non-compliance has been cured or the 72-hour cure period has expired. After the cure period has expired, DoD may permanently withdraw its support for the production. If such Agreement is either suspended or terminated, the sole right of the Production Company to appeal such decision is to the DoD designee responsible for coordinating assistance

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for documentary productions. The requirements in DoD Instruction 5410.16 shall apply to this Agreement.

It is understood between DoD and the production company that:

1. The DoD project officer (b)(6) is the official DoD representative responsible for ensuring that the terms of this agreement are met. The DoD project officer is the military technical advisor, and all military coordination must go through him or her. The production company will consult with the DoD project officer in all phases of pre-production, production, and post-production that involves or depicts the U.S. military. The local unit/installation public affairs officer, or a designated official, may serve as the official onsite DoD representative for this project and will act as the interface between the production crew and military units providing logistical support.
2. DoD has approved production assistance as in the best interest of DoD, based on the **June 17, 2025**, treatment, and/or narrative description to the extent agreed upon by DoD. The production company must obtain, in advance, DoD concurrence for any subsequent changes proposed to the military depictions made to either the picture or the sound portions of the production before these changes are undertaken.
3. The operational capability and readiness of the Military Components will not be impaired. Unforeseen contingencies affecting national security or other emergency circumstances such as disaster relief may temporarily or permanently preclude the use of military resources. In these circumstances, DoD will not be liable, financially, or otherwise, for any resulting negative impact or prejudice to the production caused by the premature withdrawal or change in support to the production company.
4. There will be no deviation from established DoD safety and conduct standards. The DoD project officer, or his/her designee, will coordinate such standards and compliance therewith. DoD will provide the production company advance notice of such safety or conduct standards upon request. Specific safety requirements due to COVID-19 may include: all crew members wearing masks and/or face coverings provided by the production crew; social distancing between crew members & base personnel; that crew members feeling sick, showing symptoms, or had known contact with anyone else testing positive should not enter the base; and any other requirements instituted by DoD personnel and the DoD project officer(s) during production.
5. All DoD property or facilities damaged, used, or altered by the production company in connection with the production will be restored by the production company to the same or better condition, cleaned and free of trash, normal wear and tear excepted, as when they were made available for the production company's use.
6. The production company will reimburse the U.S. Government for any additional expenses incurred as a result of the assistance rendered for the production of **"TARGET INTELLIGENCE: PSYOP" (WT)**. The estimated amount will be detailed and included in this

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Agreement or as an attachment to it.

- a. The production company will be charged for only those expenses that are considered to be additional costs to DoD in excess of those that would otherwise have been incurred, including, but not limited to fuel, resultant depot maintenance, expendable supplies, travel and per diem, civilian overtime, and lost or damaged equipment.
 - b. To the extent that the production company has an outstanding balance following project completion, it shall pay DoD the balance owed within 45 days after receiving a statement of charges.
7. The production company will be charged for the travel, lodging, per diem, and incidental expenses for the DoD project officer, the DoD documentary officer, or his or her designee, and any other assigned military technical and safety advisor(s) whose presence may be required by DoD. The per diem will be at the federal rate. For each of these individuals, the production company will provide:
- a. Round-trip air transportation and ground transfers to the production location(s) at which there is a military portrayal or involvement, at times deemed appropriate by the DoD project officer and the DoD documentary officer.
 - b. Hotel accommodations that are equivalent to those provided to the production company's crew.
8. By approving DoD production assistance for **"TARGET INTELLIGENCE: PSYOP" (WT)**, DoD hereby provides a general release to the production company for the use of any and all photography and sound recordings of any and all Service members, equipment, and real estate, subject to the limitations in this Agreement (e.g., including, but not limited to, Paragraphs 11-14).
9. As a condition of DoD assistance, the production company will:
- a. Indemnify and hold harmless the DoD, its agencies, officers, and employees against any claims (including claims for personal injury and death, damage to property, and attorneys' fees) arising from the production company's possession or use of DoD property or other assistance in connection with this production of **"TARGET INTELLIGENCE: PSYOP" (WT)**. This provision will not in any event require production company to indemnify or hold harmless the DoD, its agencies, officers, or employees from or against any claims arising from defects in DoD property or negligence on the part of DoD, its agencies, officers, or employees.
 - b. Provide proof of adequate industry standard liability insurance, naming DoD as an additional insured entity prior to the commencement of production involving DoD. The production company will maintain, at its sole expense, insurance in such amounts and

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under such terms and conditions as may be required by DoD to protect its interests in the property involved.

- c. Not carry onto DoD property any non-prescription narcotic, hallucinogenic, or other controlled substance or alcoholic beverage without prior coordination with the DoD project officer or his or her designee.
- d. Not carry onto DoD property any real or prop firearms, weapons, explosives, or any special effects devices or equipment that cause or simulate explosions, flashes, flares, fire, loud noises, etc., without the prior approval of the DoD project officer and the supporting installation. Additionally, the use of Unmanned Aerial Systems (UAS) (i.e., drones) on or over military installations or vessels is not authorized unless a specific exception to policy has been obtained in writing from the local installation POC, Combatant Commander or Agency POC by the production company.
- e. Allow DoD public affairs personnel access to the production site(s) to conduct still and motion photography of DoD personnel and assets that are directly supporting the interview, and to allow DoD the use of production company-generated publicity and marketing materials. These materials may be used to show DoD viewers how DoD is assisting in the production, such materials may be viewed by the general public if posted on an open DoD website or other publicly accessible media source. Therefore, no DoD personnel will photograph the interview without the prior approval of the production company.

10. The production company will screen for the DoD project officer, and the DoD documentary officer, or their designees, the roughly edited version of the production at a stage in editing when changes can be accommodated to allow DoD to confirm the military sequences conforms to the agreed-upon script, treatment, or narrative description; to preclude release or disclosure of sensitive, security-related, or classified information; and to ensure that the privacy of DoD personnel is not violated. Should DoD determine that material in the production compromises any of the preceding concerns. The DoD agrees to provide feedback in writing further to the provisions of this paragraph to the Production Company within five (5) business days of such screening.

11. If the recording or imagery to be used in the production captures medical treatment being performed on DoD personnel, the project officer shall require the production company to gain written consent from such DoD personnel. In the case of DoD personnel who are deceased or incapacitated, the project officer shall require the production company to gain written consent from the next of kin of the deceased or incapacitated DoD personnel.

12. All DoD uniformed and civilian personnel who are photographed or sound recorded by the production company are considered to be on duty and are precluded from receiving any compensation from the production company or any other party as a result of their appearance in the production or subsequent authorized productions, or as a result of the use of their name.

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likeness, life story or other rights for any purpose. Military personnel in an off-duty, non-official status may be hired by the production company to perform as actors, extras, etc., provided there is no conflict with existing Service regulations. In such cases, these conditions apply:

- a. Contractual agreements are solely between those individuals and the production company; however, they should be consistent with industry standards.
- b. The DoD project officer will ensure that DoD personnel will comply with standards of conduct regulations in accepting employment.
- c. The production company is responsible for any disputes with unions governing the hiring of non-union actors or extras.

13. No photography or sound recordings made with DoD assistance and no DoD photography and sound recordings released for this production will be reused or sold for use in other productions without DoD approval. The foregoing will not prohibit the production company from exploiting the production in any and all ancillary markets, now known or hereafter devised (including, without limitation, television, web content, home video and theme parks) or from using clips in promotional material relative thereto.

- a. The DoD and its component agencies and military branches use and own all rights, title, and interest in and to various DoD names, trademarks, service marks, certification marks, collective marks, collective membership marks, and/or other words, symbols, seals, emblems, crests, logos, insignia, patches, images, colors, uniform designs, names of battles, names of ships, aircraft, and other weapons platforms (individually and collectively "DoD Indicators"). The production company may display DoD Indicators in the footage of the production for purposes of depicting costumes, props, and/or scenes. However, nothing in this agreement grants or is intended to grant the production company any ownership rights or licenses or other permissions to use any DoD Indicators in any other context, including, but not limited to, theme park rides.

14. The production company will identify any and all re-enactments in the production by placing the word "RE-ENACTMENT" on the screen, in a legible format and of a legible size, for either the duration of the re-enactment or at the beginning of the re-enactment for a period of not less than 3 seconds and reappearing every subsequent 10 seconds for a period of 3 seconds until complete. This activity will occur for every instance of a re-enactment in the production.

15. The production company understands and agrees to the following terms with respect to acknowledging and highlighting DoD assistance.

- a. The production company will place a credit in the end titles immediately above the "Special Thanks" section (if any), substantially in the form of "Special Thanks to the United States Department of Defense," with no less than one clear line above and one clear line below such credit acknowledging the DoD assistance provided. Such

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acknowledgment(s) will be in keeping with industry customs and practices and will be of the same size and font used for other similar credits in the end titles.

- b. When promoting the availability of the production on social media, DoD requests that the production company "tag" the applicable DoD and **U.S. Army** social media accounts. Production Company may determine the timing for such posts.
- c. The DoD and **U.S. Army** may choose to promote the project via its owned and operated social media accounts after has publicly announced the project. If the DoD and/or **U.S. Army** decide to originate a social media post, specific details, timing, and tactics will be coordinated with the production company.
- d. The production company will use best efforts to arrange opportunities for DoD public affairs personnel (e.g., Defense Media Activity/DoD News reporters) to interview selected key individuals associated with the production (e.g., executive producer, director, top-billed cast) for use in DoD public affairs efforts.

16. The production company will provide a copy of the completed production within seven working days of initial broadcast to DoD, for internal briefings and for historical purposes. DoD will not exhibit these DVDs publicly or copy them, however, DoD is allowed to use short clips from them in official presentations by Service members and DoD civilian personnel who were directly involved in providing DoD assistance, for the sole purpose of illustrating DoD support to the production. However, DoD is prohibited from making these clips available to any other party for any other purpose.

17. The production company acknowledges that, in accordance with Section 1257 of Public Law 117-263, the DoD may not knowingly provide active and direct support to any film, television, or other entertainment project if the project has complied or is likely to comply with a demand from the Government of the People's Republic of China, the Chinese Communist Party, or an entity under the direction of the People's Republic of China or the Chinese Communist Party to censor the content of the project in a material manner to advance the national interest of the People's Republic of China.

a. To the best of the production company's knowledge, information, and belief, this project—including its producers, sponsors, distributors, parent companies, or other affiliates—has not complied with, nor is it likely to comply with, a demand from the Government of the People's Republic of China, the Chinese Communist Party, or an entity under the direction of the People's Republic of China or the Chinese Communist Party to censor the content of the project in a material manner to advance the national interest of the People's Republic of China.

- b. At any time, if the production company becomes aware of a demand from the Government of the People's Republic of China, the Chinese Communist Party, or an entity under the direction of the People's Republic of China or the Chinese Communist

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Party to censor the content of the project in a material manner to advance the national interest of the People's Republic of China, they will immediately notify the DoD project officer in writing of such demand, including the terms of such demand, and whether the project has complied or is likely to comply with such demand

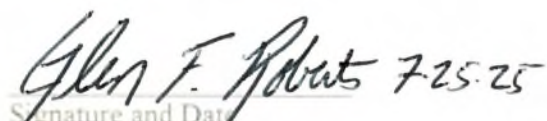
18. The undersigned parties warrant that they have the authority to agree to the terms of this Agreement and that the consent of no other party is necessary to effectuate the full and complete satisfaction of the provisions contained herein.

19. This Agreement and other records relating to DoD assistance may be subject to disclosure pursuant to the Freedom of Information Act, 5 U.S.C. § 552.

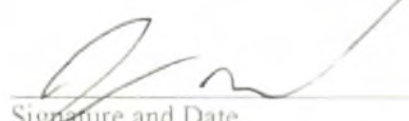
20. This Agreement consists of nine (9) pages including no attachments. Each page will be initialed by the undersigned DoD and production company representatives.

FOR THE DEPARTMENT OF DEFENSE

FOR IRONCLAD MEDIA ALLIANCE


Signature and Date

Glen Roberts
Chief, DoD Entertainment Media
Office of the Assistant to The Secretary of
Defense (Public Affairs)
1400 Defense Pentagon (b)(6)
Washington, DC 20301-1400
(b)(6)


Signature and Date

Jesse Carey
Director of Original Content
IRONCLAD MEDIA ALLIANCE
207B 25th St
Virginia Beach, VA 23451
(b)(6)

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REQUEST FOR DOD PRODUCTION ASSISTANCE

In order to evaluate your request for DoD assistance, please provide the following information:

PRODUCTION INFO:

Project title/Working title: Target Intelligence: PSYOP

Date of request: 6/17/25

PRODUCER/ PRODUCTION POINT OF CONTACT (POC):

Name: Jesse Carey

Legal Name of Company: IRONCLAD Media Alliance

Title: Director of Original Content

Address: 207B 25th St

City: Virginia Beach State: Virginia

Zip code: 23451

Country: United States of America

Email: (b)(6)

Phone Number: (b)(6)

WHAT TYPE OF PROGRAM IS THIS PROJECT?

☐ Feature film ☐ Scripted television ☐ Non-scripted reality television

☒ Documentary/non-scripted ☐ Other _____

IS PRODUCTION FULLY FUNDED? ☒ Yes ☐ No

WHAT IS THE DISTRIBUTION PLAN FOR THE PRODUCTION? (Name of distributor/network): We will be releasing this docuseries across all major audio streaming platforms this fall. The full distribution plan is still being determined, but we will provide more information as soon as we have it.

WILL THE PRODUCTION USED IN CONJUNCTION WITH FUNDRAISING EFFORTS? Yes ☒ No

SYNOPSIS (brief narrative description/treatment of the project):

PSYOP is an 8-episode docuseries, narrated by Shawn Ryan, that will explore the history of U.S. Army psychological operations, how psyops work, and how they have evolved. **SPECIFIC REQUEST** (assistance requested from DoD): We would like to do a 45-60 minute interview with Dr. Tracy discussing the history of U.S. Army psychological operations.

REQUESTED PRODUCTION START DATE-Please allow a minimum of fourteen (14) days to process after approval is granted: We would like to record an interview with Dr. Tracy as soon as he is available. We are hoping to have all interviews for this series completed by July 11, 2025.

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ANTICIPATED PRODUCTION RELEASE DATE: October 7, 2025

NOTES (any additional information to support your request)

We sent Dr. Tracy some sample questions including those below in case needed

- Ultimately, we want to learn the history of the Psychological Operations Regiment and how psychological operations have evolved

- Where can we trace the origins of Psychological Operations?
- Can you talk about Heber Blankenhorn. Who was he and why he is so significant?
- What about Edward Bernays?
- Can you discuss the intersections between academia, marketing and military Psychological operations post WWII?
- How are psychological operations used to shape public perception?
- Can you discuss the role psychological operations has played in modern conflicts?
- What are the legal parameters of psychological operations?
- What do you think the future of psychological operations looks like?

Upon receipt of the above information, we will evaluate your request and respond with our decision.

This document and other records relating to DoD assistance may be subject to disclosure pursuant to the Freedom of Information Act, 5 U.S.C. § 552

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