



Project O'Bannon: Combating Terrorism

The Role of the Media

27 -28 August 2002

Read-Ahead

Introduction. On **27 - 28 August 2002**, Wargaming Division, Marine Corps Warfighting Laboratory (MCWL), in cooperation with the Office of the Secretary of Defense/Net Assessment (OSD/NA), will conduct the fifth in a series of *Project O'Bannon* events. This event will look at the unique role the media can and is playing in the war against terrorism. *Project O'Bannon* is designed to examine the scope and components of an extended global campaign against international terrorism, with particular attention to the potential contributions of military, and especially Marine Corps capabilities. This campaign will require the US to develop new and integrated approaches to warfare, as well as a new vocabulary. Success will demand that the US integrate a number of broad, unconventional civilian and military capabilities.

Project O'Bannon is named for Lieutenant Presley O'Bannon, US Marine Corps, who in the early years of the 19th century played a key role in the defeat of the Barbary Pirates. Moreover, it is shaped by the historical analogue between the global war against piracy in the 18th and 19th centuries and the global war against terrorism. As Paul Hefheinz noted in his 2 October 2001 *Wall Street Journal* article, in both cases the protagonist used the "...threat of anti-social violence to intimidate law-abiding people. They attacked the highly visible commercial interests of powerful states... And they used safe havens to plot their attacks and train their forces for battle." There are many contemporary issues, including the effective use of military force that may have precedence in past efforts to

combat piracy. Hefheinz concluded “The lesson for modern times is that it took a major, international effort to root out piracy whenever it flourished.”

Project O’Bannon Concept. *Project O’Bannon* is an open-ended effort. It consists of a series of workshops, seminars, war games, cultural intelligence seminars, and related activities. These events constitute a comprehensive effort to develop an integrated approach to a long-term campaign against global terrorism

Project O’Bannon is a logical continuation of two ongoing Marine Corps Wargaming Programs - *Project Ellis* and the Revolution in Military Affairs (RMA) Program. *Project Ellis* is named for Major Pete Ellis, US Marine Corps who perceived a major shift in the strategic landscape after World War I. He correctly identified Japan as a likely enemy and was instrumental in the development of the amphibious capabilities that served as the foundation for the Pacific island-hopping campaign during World War II. Similarly, *Project Ellis* explores events in the strategic landscape that could result in major changes in U.S. national and military strategies that in turn could necessitate changes in the direction of U.S. military operational concepts. The RMA Wargaming Program explores potentially revolutionary changes in the character and conduct of warfare that could be enabled by integrating emerging technologies with innovative organizational and operational concepts.

Project O’Bannon Objectives. The overall *Project O’Bannon* objectives are:

- To identify and understand the strategic and policy framework for the campaign against global terrorism as shaped by the Department of State (DOS) and the Office of the Secretary of Defense (OSD).
- To assess the nature, dynamics, and vulnerabilities of global terrorist networks.
- To explore the role of military force, particularly Marine Corps capabilities, against terrorist networks.
- To define the operational and tactical dimensions of a campaign against global terrorism.
- To devise operational and tactical concepts for combating global terrorism.

- To identify distinctive capabilities and organizational innovations that may be needed to combat global terrorism.

Each *Project O'Bannon* event will have specific objectives. The intent of these objectives will be to add details and additional insights to the broader overall *Project O'Bannon* objectives.

Previous Events: To date, Project O'Bannon has laid a foundation of knowledge relating to combating global terrorists at the national and strategic level. The first four *Project O'Bannon* events have sought to identify and understand the strategic and policy framework of the campaign against global terrorism and to examine terrorist networks with respect to their organization, sponsorship, and operational concepts.

Event Five – Combating Terrorism: The Role of the Media. This seminar will be organized around four media related themes:

(1) The View of the Media. Examine the perspectives of the media on the war against terrorism.

- Examine how this war and this enemy are different from previous conflicts.
- Look at how these differences could impact on how the media might cover the war.
- How does the media see the war?
- Develop lessons that might be useful in today's war against terrorism.

(2) PAO and IO. Investigate the role of the media in information operations.

- How can – how should the media contribute to the information campaign?
- Investigate the role of the PAO in information operations.
- Examine alternative approaches to educating the world about democracy, capitalism and the U.S. system of government.
- Consider the appropriate employment of advertising, propaganda, public relations, and the media – including a revised version of Radio Free Europe.

- How do you counter the role of the “Red” or other Media, i.e., an Al-Jazeera, websites, etc? What are they doing to make us look bad? What are the relationships between public opinion in a particular region (i.e. the Middle East) regional/local media outlets and terrorism?
- What should we do about the negative media being circulated amongst our allies i.e., publications in Europe saying 9/11 was deserved?

(3) Role of the Media. Examine the role the media can play in the war against terrorism.

- How can – how should - the media contribute to the war against terrorism?
- Is the relationship between the media and terrorism symbiotic? Can terrorism be successful without the media?
- Is censorship appropriate? When?

(4) Military – Media Relations. This session will focus on Lessons Learned from recent operations in Afghanistan. It will look at how this “new” war will affect military – media relationships.

- What went well?
- What needs improvement?
- How did previous “agreements” on censorship, classification, access, and other issues stand-up to the peculiarities of this “new” war?
- Are the rules for this “new” war different enough that the military and the media will need to create a new set of relationships?
- Has the role of the Public Affairs Officer changed?

Administrative Information

- **Location / Directions / Parking.** The workshop will be held at **ELLIS HALL, IN THE MARINE CORPS UNIVERSITY BUILDING** at Quantico, Virginia. See the attached map.
- **Hotels.** See listings with map. It is recommended that individuals make their own reservations as soon as possible.
- **Security Classification.** The workshop will be held at the unclassified level. All printed materials and all material entered on the computers will be **UNCLASSIFIED.**
- **TAD Funding.** All participants are to provide their own funding for this seminar.
- **Conference Fee.** There will be a \$15.00 **per day** conference fee that will provide for the AM/PM refreshments and a daily lunch.
- **Attire.** Civilian Casual, Uniform of the day/Utilities.
- **Communications Support / Messages.** 703-784-3276.
- **Workshop Schedule.** See Attached.

Rules of Engagement for Members of the Media

- Everything spoken is on the record
- If a reporter would like to directly quote someone, please ask for the individual's permission before using his or her name in any publication.

Contact Information. You may obtain more information and register for this event on-line at: <http://www.wargaming.quantico.usmc.mil>, or by contacting one of the individuals listed below.

O'Bannon Project Officer, Wargaming Division, MCWL, Quantico
E-mail: mailto:wargaming_info@mcwl.quantico.usmc.mil
Phone No. 703-784-3276 - Fax No. 703-784-2815

“Terrorism and the Media”

Tentative Agenda

*Not yet confirmed

27-28 August 2002

27 August (Tuesday)

- 08:30-09:00 Check-in
- 09:00-09:15 Opening Remarks
- 09:15-12:30 Panel: View of the Media-how does the media see the war on terrorism.

Panelists

Joel Garreau, Washington Post

Ralph Peters, Author

Richard MacKenzie, Producer of Profiles From the Front

Capt Matt Morgan, 4MEB PAO

- 12:30-13:30 Lunch
- 13:30-17:00 Panel: Public Affairs Officers and Information Operations

Panelists

Chuck de Caro, Aerobureau

Enders Wimbush, Former Director Radio Liberty/ First Director of Radio Free Afghanistan

Dr. Dan Kuehl, National Defense University

Lt Col Dave Lapan, OSD

28 August (Wednesday)

08:30-09:00 Admin

09:00-12:00 Panel: Role of the Media-in the War Against Terrorism

Panelists

Tom Rosenstiel, Director for the Project for Excellence in Journalism

John Doc Church, Public Affairs Director, America Public Affairs University

Captain William Pelletier, 13 MEU PAO

12:00-13:30 Lunch and Lunchtime Address of
BGen Andrew Davis
Director of Public Affairs, USMC

13:30-17:00 Panel: Military/Media Relations-Lessons Learned From Afghanistan

Panelists

Mark Mazetti, US News & World Report

Greg Jaffe, Wall Street Journal

Allan Covey, WITN 7 (NBC Affiliate)

Jim Dao, New York Times*

Gordon Lubold, Marine Corps Times

John McWethy, ABC News*

Capt James Jarvis, 26 MEU PAO

Captain Jeff Pool, MARFOR (RES)

Major Bryan Hilferty, PAO 10th Mountain