



Media Division

U.S. Army Europe and Africa Public Affairs Office
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Media Overview

USAREUR-AF Public Affairs' Media Division oversees a number of key functions within the public affairs office, to include responding to media queries, pitching media opportunities, planning/managing digital media and overseeing public affairs responses to emerging events.

USAREUR-AF's Media Division can assist MSCs with theater media guidance and should be alerted to all MSC media engagement efforts. Media opportunities that must be coordinated in advance with USAREUR-AF's Media Division include those which involve tier one media, VIPs, crises, cross-component issues and topics which might garner national/international attention.

Key responsibilities of USAREUR-AF Media Division include:

Media Operations	Digital Media	Communication Plans	Current Operations
<ul style="list-style-type: none">• Aggressively look for opportunities to tell our story in the mediums that align with our audiences and be able to answer media queries in a timely manner.• Build and develop routine relationships with news media that cover national security, military news, and/or operate within our AOR.• Coordinate media opportunities up and down the theater, from MSC to USEUCOM and DoD and across the interagency, as needed.	<ul style="list-style-type: none">• Build and maintain processes that ensure our website, social media and owned content align with our messaging at the ASCC, HQDA and USEUCOM/USAFRICOM level.• Court an audience on appropriate social channels that see our channels as reliable, accurate sources for information.• Coordinate coverage to ensure a proper mix of ASCC-level messaging is included with highlights of units across the theaters.	<ul style="list-style-type: none">• Coordinate with USAREUR-AF Plans, Outreach and other stakeholders to create communication plans that PAOs can execute that align with messaging.• When comm plans are created by MSCs and others, ensure expected standards are met.• Ensure comm plans are executed and conduct targeted assessments to ensure communication planning and execution are achieving desired effects.	<ul style="list-style-type: none">• Liaise with operations staff to maintain awareness of and provide counsel regarding current operations and crises.
			Production
			<ul style="list-style-type: none">• Anticipate the need for and proactively draft RTQs, PPAG, Fact Sheets, Infographics and other products.• Create graphic, photographic and video products as needed to support USAREUR-AF messaging tactics.