



«THE ROLE OF THE JWC'S MEDIA SIMULATION SECTION IS TO CREATE A REALISTIC MEDIA ENVIRONMENT THAT ALLOWS COMMANDERS AND THEIR STAFFS TO TRAIN ON MEDIA AS A WEAPON SYSTEM.»



1: WNT technicians executing a live broadcast. 2: WNT Producer Pete DuBois briefing Lieutenant General Stoltz before his interview. 3: Lieutenant General Stoltz at WNT studio getting feedback on his media training interview. **Opposite:** WNT Producer Laura L. DuBois interviewing Rear Admiral da Cunha live.

# JWC launches new live broadcast studio

By Laura Loflin DuBois

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**T**HE JOINT WARFARE CENTRE (JWC) launched its new live media simulation capability during the execution of Exercise STEADFAST JOIST 2012 (SFJT 12). This bold and unprecedented capability sets the new standard in exercise media simulation, which has become an essential component in military training exercises and mission rehearsals. A 20 million Norwegian Krone investment, this live production capability reflects NATO's commitment to comprehensive operational-level training, inclusive of the media battle space.

ACCORDING TO FRENCH ARMY LIEUTENANT GENERAL Philippe Stoltz, Commander, Joint Force Command Lisbon and SFJT 12 NATO Response Force Commander, "As media perception is almost always critical to the success of the operation, because it ensures the support from the involved nations and helps the acceptance of the force in the country it is deployed, the preparation of these media events remains one step that cannot be missed if you want to train properly."

The role of the JWC's Media Simulation Section is to create a realistic media environment that allows commanders and their staffs to train on media as a weapon system. The team replicates television news, print news and social media platforms all distributed through an online intranet website. Interviews, press conferences, and newscasts are normally edited in post-production to give the impression of being broadcast live. It has been an accepted artificial element of exercise design. That has now changed. With the launch of its new state-of-the-art broadcast studio, the JWC Media Simulation Team can now produce and broadcast true live news programs directly to the training audience. It's a *first* for the media simulation community and the impact on the training audience has proven immediate and effective.



PORTUGUESE NAVY REAR ADMIRAL Fernando da Cunha, Joint Force Command Lisbon Chief of Staff experienced this first-hand during SFJT 12. "The Media Cell in JWC is a very important asset in the training and certification process," commented Rear Admiral de Cunha. "First, due to the professionalism of the media team available at JWC, they cleverly provide the 'camera and interviewer' pressure that is expected to be experienced in real world live operations. Second, they provide the challenge and the pressure to the 'interviewed' to know that their interview's content may and will be watched by the target audience and that the statements made may and will be used by the role players and exercise control in the future either 'against or in favor' of NATO's position."

An essential component of the live production capability is the distribution system. This was also launched during SFJT 12. The media team controls the video distribution channels, and can now actively push media products to the training audience, rather than relying on the training audience to pull them from the internet.

At any time the media team can redirect the 116 monitors throughout the headquarters to focus on the media products. From an Exercise Control perspective, this has made a significant contribution towards the delivery of so-called dynamic scripting. According to SFJT 12 lead planner Wing Commander Mark Attrill, "the live studio now enables us to deliver any changes to the

situation on the ground in a far more realistic and timely manner, based on the reactions and responses that we receive from the training audience as they wrestle with the variety of challenges within the comprehensive environment in which they operate."

WINNING MODERN WARS has become more dependent on carrying domestic and international public opinion than making tactical advances on the ground. Commanders have to be able to function within the new information battlespace. They must be able to manage the flow of information in a way that supports their military objectives while remaining within their political boundaries. It is a complicated and challenging environment, but with the JWC's additional media training capabilities, NATO commanders will now be more prepared than ever before.



## Three Swords News

- The JWC Media Team launched "Three Swords News", a television news programme aimed at providing periodic updates on JWC events and activities.
- The premiere programme focused on the visit of His Majesty King Harald V of Norway, as well as the visit of the Nordic Defence Ministers and a meeting of the leaders of the Joint Warfare Centre, Joint Force Training Centre and the Joint Analysis and Lessons Learned Centre, known collectively as the "Triple J".
- The next edition of Three Swords News is expected to be produced in the fall. Three Swords News can be found on the JWC website, [www.jwc.nato.int](http://www.jwc.nato.int).