

## **Orientation for Media Officials and Representatives**

For the month of Jamadi al-Awal 1428 H [MAY 2007]

In the State of Salah al-Din

[T.C: Three lines of poetry]

In the name of God, the most Merciful, the most Compassionate

- 1- The media plan for this month depends, after God's guidance, on the efforts of the media person, his patience and not complaining.
- 2- The media official at the Emirate [headquarters] after a discussion with the experts appoints the sectors' media personnel and the media representatives who are located at the same sector. The leadership pyramid is: The Emir / the Emirate media official / the media official for each sector / the media representative for every sector / the media representative in all areas of the sector. There could be more than one representative.

### **3- The duties of the media official for the Emirate:**

- 1- Implement a revolving plan to manage the work of the Emirate media.
- 2- Appoint the sectors' media officials and representatives, and locate the links of the web network
- 3- Ensure continuity between (al-Furqan) agency and the Emirate Media office.
- 4- Monitor the performance of the media personnel, and report under achievers to the proper authority (or appoint someone else for evaluation)
- 5- Screen the suggestions of the brothers, their inquiries and respond to them. Refer exploitation to the proper authorities.
- 6- Provide general requirements for the media offices and media related equipments. The basic needs of a media office include: a desktop or a laptop computer, a laser CD burner, a cassette copier, a paper copy machine, a laser printer, a color printer, a scanner, cameras and other items.
- 7- Search for other leaders in the Emirate who many not are well known.
- 8- Strive to appoint at least one deputy for every important media personality in case of an emergency, and provide them with training courses.

### **4- The duties of the media official for the sector:**

- 1- Carry out all duties assigned by the Emirate official.
- 2- For this month only, survey the area almost daily, until the following issues are resolved:
  - Find the network links between appointing media representatives in the areas and an explanation of their duties. [T.C: correct balance of personnel and competence.]

- Apply the principle of “drying up the water” after “closing the water canteen” The idea is to learn from previous shortcomings and to collect all old materials and media matters in general.
  - To allow the brothers to get used to having media personnel next to them, starting from [the time of drafting] this plan to the end of the month. Once everything is settled, the media official will inspect the area three times a week and twice starting next month, at a minimum.
- 3- Discern the requirements of every representative and furnish it to him. There is no problem of allotting reserve supplies as long as they don't exceed the basic needs. Provide bills of sale to include (purchases, quantity, expiration date, usage, location.) Review related table number / 1 /. Random and arbitrary work is not acceptable, Muslims' money will be asked about [by God.]
  - 4- Prepare materials needed for distributions first, so the media brothers can see that the media coverage in the Emirate is up to date as the current news.
  - 5- Attempt to anticipate deficiencies in the disseminated archives.
  - 6- Fulfill the media representatives requests, and inform the Emirate official of any shortages by the Sector official within table number / 3 /. Forward a report at the end of every month.
  - 7- Should the media official observe or participate in an operation, the video and print regulations will be explained in the following paragraph / 4 /.

**5- The duties of the media official for the area:**

1. Take the work seriously and make it a priority.
2. Complete and distribute schedules of expertise and suggestions; forward them to the proper official, so each area can operate accurately (foreign fighters and [local] supporters) Table number / 2 / is attached.
3. Record daily all materials fit to print and report them to the media official, in accordance with established agreements with the representative, in order to try to re-publish internal and external military training courses. An explanation of this process is included in the following paragraph.
4. Video tape all possible operations and raids so the videos may reach (al-Furqan) agency and they would decide what is suitable for publication, according to this priority list:
  - A. A suicide operation.
  - B. The downing of a plane
  - C. The assassination of an important person or a high-ranking official.
  - D. Raids.

The videos of these operations must be delivered quickly; procedures must be explained to every representative, according to his particular situation.

- The videos of the following operations can be delivered as time permits:
  - A. Explosive devices.
  - B. Engagements.
  - C. Sniper operations

- D. Missile launches
- E. Mortar and rocket launches
- F. Assassinations.

Should a significant media event, not covered above, become available; the media representative may decide whether to videotape it or not, provided that the video does not create any security risks.

# All videotaped and printed reports must contain the following information:

1. Operation type.
2. Target.
3. Operation location.
4. Operation time and date.
5. Type of weapons used.
6. Number of missiles or mortar shells fired.
7. Marksmanship accuracy and enemy's losses (ensure the information is factual and avoid exaggeration.)

# Instructions for the photographers:

- 1) Avoid taking videos of the brothers while they playing around or joking, when they are entertaining themselves, as a security and religious precautions.  
(Security: in case someday the video falls in the hands of the enemy – religious: it's a waste of Muslims' money.)
  - 2) Erase the videotape after uploading it to the computer, either completely or record over the old tape, or get rid of it if the tape can't be used in any other way, as long as the tape doesn't cause any security issues for the brothers.
  - 3) Take care of the camera and protect it from dust and other factors. **Ensure that the night light is turned off during the day.**
  - 4) When filming indoors, make sure to have adequate light.
  - 5) When filming a moving target, use a wide angle and work your way to the target.
  - 6) Observe security procedures of the places frequented by the mujahidin, make sure their faces are covered.
  - 7) Avoid joking around; from a security and religious point of view, it is the same as wasting the money of Muslim people.
  - 8) Erase the video after it is uploaded on the computer, to avoid security searches.
  - 9) Take care of the camera and protect it from the dust.
  - 10) Ensure the camera is operational and fully charged before using it.
  - 11) The video tape should be uploaded to the computer as quickly as possible and sent to the media official.
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5. Collect the old media items, anything earlier than this month, until all media is accounted for. Report the locations of all materials and who is going to bring it [the report] See attached table number / 2 /.
  6. Distribute supplies received from the Media Office (quantity needed including reserve supplies, to include: CD's, brochures, attachments, cassettes, etc ...)
  7. Inventory supplies on hand and request basic media needs.

8. Make direct and personal requests from the officials, so they can be supplied as quickly as possible (use email, for example.) Report all deficiencies in table number / 3 / and forward the report to the Emirate media official at the end of every month.
  9. Assemble the brothers for a media meeting and inform them of the new plan and their tasks. Collect verbal and written complains and report them to the appropriate official. Do not treat these complains lightly; a disagreement among brothers, this is not permissible and could become a big problem [T.C: if complains and recommendation are not reported to higher headquarters.]
- **Warnings**
    - 1- In our effort to deceive the enemy about our ability, we should not try to do things we know we can't do; a wise man knows his limitations.
    - 2- Accept the media [resources] as it is for now; it's very difficult to develop, but thanks to God, it's not impossible, always ask God and never give up, this is the Prophet's advice to Bin-'Abbas when he was a young man.
    - 3- All printed media should contain an electronic copy in order not take too much time in case it had to be re-written.
    - 4- Assigning responsibilities is important; in order to know who is carrying out his duties and who is deficient.
    - 5- Keep this report from falling into enemy's hands; it's possible for the enemy to claim that they have obtained information contained here through agents.

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