



Using American Forces Network (AFN) for Explosives Safety

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Report Documentation Page

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Agenda



- Historical use of animation in military media
- Current characters in Army awareness campaigns
- Creation process – from script to production
- Current AFN spots
- Way ahead – Take Aways

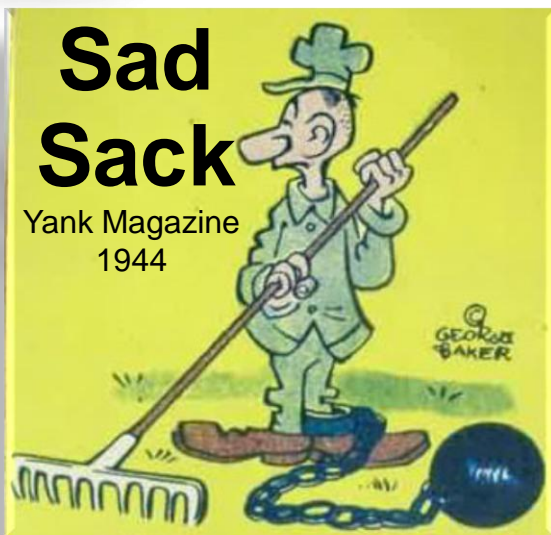


Ready - Reliable - Lethal



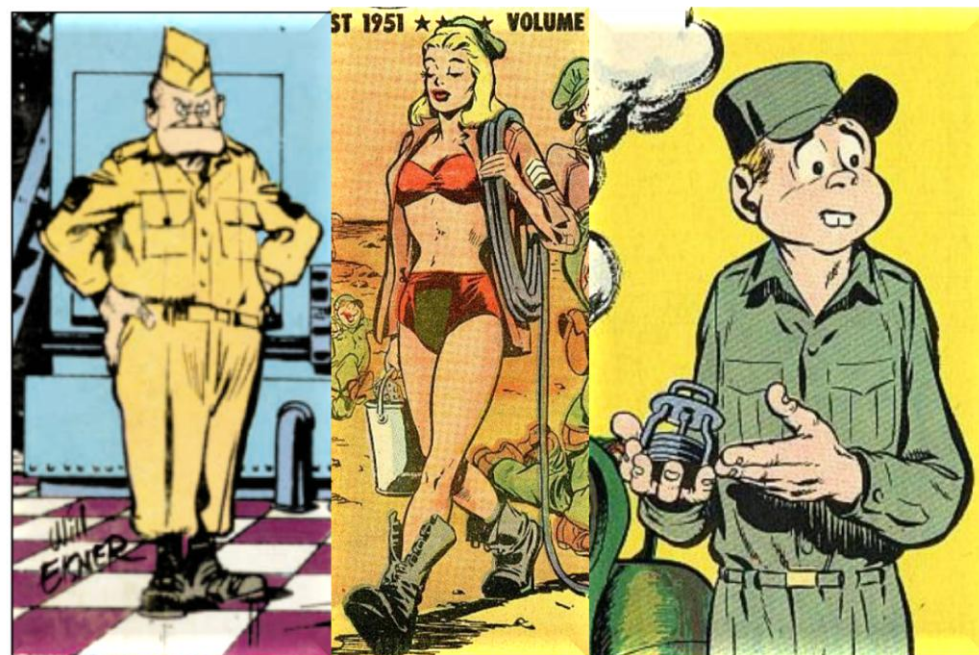


Historical Use of Animation



PS Magazine

June 1951



SGT Half-Mast

Connie Rodd

PVT Joe Dope

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Current Use of Animation

PS Magazine



AFN "Puddinhead" Spots



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Creation Process (1 of 2)



- FORSCOM or Army Tech Center for Explosives Safety (USATCES) sends AIN to JMC PAO
- Production supervisor analyzes AIN and supporting documentation/sources
- Production supervisor develops communication concept (characters, script, etc.) and prepares for approval
- JMC contracts with A/V facility for production of public service announcement (PSA) – 30 sec
- JMC provides rough-cut PSA to FORSCOM/USATCES for review
- Production company provides final cut to JMC, who forwards to AFN (Alexandria, VA) for broadcast approval

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Creation Process (2 of 2)



- **AFN determines target audience and appropriate channel/network**
 - Freedom Channel (26), though available to Soldiers/Families in Europe and Asia, is targeted to Iraq, Afghanistan and Kosovo (though exclusively)
- **AFN forwards master to Defense Media Activity (DMA)**
- **DMA loads PSA into FTP file and notifies Freedom Channel manager (Vicenza, IT) that a new PSA is ready to load into the automated system**
- **Freedom Channel manager programs PSA to air ~5x/day, 7 days/week**
- **Freedom Channel ceases airing PSA either at specified “kill date” or after several months**

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Current Spots



1. Unexploded Ordnance (UXO)/Souvenir (2008)
2. M2 Dime (headspace and timing) (2009)
3. M2 Headspace and Timing (2009)
4. Ammo Question (2009)
5. UXO (Russian) (2009)
6. Taped Grenades (2009)
7. Ammunition in Vehicle (2009)
8. Fast Obscurant Grenade (FOG) (2010)
9. Ammo Accountability (2010)
10. Ammo Packing Material (2010)
11. Ammunition Safe Separation (2010)

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Way Ahead



- **JMC PAO has been funded to produce 10 additional spots**
- **Feedback:**
 - Informal, but from multiple sources
 - Routine:
 - Source: Broadcast entities
 - Subject: Quality, On-Target Messaging, Entertainment Value
 - Infrequent
 - Source: QASAS, LARs and Service Members
 - Subject: Message, Entertainment Value
- **Entertainment value critical to 18-24 year-old male target audience**

We've come a long way from *Yank Magazine* comic strips in 1944

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Take Aways



- Our audience is inundated with rules and safety briefings
- These videos communicate to Soldiers with a “tap” rather than another hammer blow

“Once in a while I like to communicate with, not a pounding hammer, but with a tap – a hint, a suggestion. Something a PuddinHead will understand.” – CW4 Rik Cox, ARNG Safety

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KCI

Pamela J Proper/309-782-4842

2 June 2010

ISSUE: U.S. Army Forces Command and Defense Ammunition Center receives continuous safety issues pertaining to the use of ammunition or ammo related weapons. These safety issues often involve serious injuries to service members.

POINTS: FORSCOM, DAC, and U.S. Army Joint Munitions Command agreed to formulate a television safety campaign in order to expedite safety messages to deployed service members and those awaiting deployment.

Safety issues addressed since 2008 include: Taping grenades, UXO souvenirs, M2 headspace and timing, FOG v. Smoke grenades, storing ammo, removing ammo from battle damaged vehicles, loading ammo at ASPs, receiving ammo from ASPs and safeguarding original packaging.

To date, JMC Public Affairs has created 10-30 second TV spots- or PSAs, Public Service Announcements-using 2D animation which air on the American Forces Network on the Freedom Channel in Afghanistan, Kosovo and Iraq. This channel is also broadcast in dining facilities at major training areas in Germany and on closed circuit television at Ft. Lewis and Camp Zama, Japan.

The 2D animated characters were developed based on the PS magazine concept of using cartoon characters to portray problems and solutions to ammo issues. The two main characters are always corrected by a senior NCO and the main message/corrective measure emphasized in the tag line

STATUS: Informal feedback from LARS and QASAs, company commanders, Reserve Soldiers and others indicates the PSAs are effective in getting the message out and the 2D characters are attracting the attention of the target audience.

POSITION: JMC Public Affairs will continue to produce PSAs as needed and will continue to develop new broadcast strategies always working in conjunction with and as directed by DAC and FORSCOM Safety.