

29th Mobile Public Affairs Detachment



Capabilities Brief

MPAD Mission

An MPAD provides direct public affairs support through planning, coordination, execution, and supervision of expeditionary and campaign public affairs operations in support of theater army, joint, interagency, intergovernmental, and multinational and unified operations.

A mobile public affairs detachment is a modular task organizable unit that is assigned to a Division Headquarters, Corps Headquarters, Senior Army Sustainment Headquarters, Theater Army Headquarters, or Unified Command.



Mission Essential Tasks

- **Operate a Media Center**
 - Conduct MPAD Operations
 - Move and emplace a PA Detachment
 - Protect a PA Detachment
 - Facilitate Media Operations
- **Produce Information Products**
 - Plan and execute information strategies
- **Integrate Public Affairs Teams**
 - Sustain a PA Detachment
 - Facilitate Media Operations
- **Conduct Expeditionary Deployment Operations**
 - Deploy/Redeploy a PA Detachment



29th MPAD Structure

- The 29th MPAD is a double A unit, able to deploy on notice.
- The MPAD is commanded by a Major and includes up to 20 soldiers (3 Captains (MOS 46A), 1 First Sergeant (MOS 46Z), 1 Operations NCO, 1 Readiness NCO, 1 Supply NCO, and 12 Mass Communication Specialists: (MOS 46S) from Staff SGT to SPC.
- Split into 4 teams:
 - Command Team (Commander- O4, 1SG- E8, Ops NCO-E7, Readiness NCO-E7 and Supply NCO- E6).
 - Alpha, Bravo and Charlie Teams led by an O3 and an E6
- Each team has the capabilities to deploy as a public affairs team.



Summary of Duties

- MPADs are charged with gathering and distributing media to both internal and external audiences (local, national and international).
- MPADs acquire, produce, transmit, and distribute complete, accurate, and timely digital multimedia print and broadcast products in support of PA activities. MPADs can also conduct and evaluate PA training programs.
- This is accomplished with press releases, response to queries, and by aiding media with embeds. In addition, the MPAD distribute high quality video footage and print stories from their area of deployment to news organizations all over the world.
- MPAD are currently organized, trained, and prepared to fulfill the requirement for Media Operations Center establishment and staffing. These units are designed specifically to serve as MOCs at theater, corps, or division echelons.



Public Affairs Scope

- Advise and Counsel
- Media Relations
- Community Outreach
- Command Information
- Digital Media Management
- Deterring Adversaries and Countering Propaganda

