



## INFORMATION-RELATED CAPABILITIES: AUDIENCE ENGAGEMENTS

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Audience engagements are an important contributor to [information operations](#) (IO) because of their ability to convey key messages where they are needed to assist in accomplishing military objectives. Engagements permit interface directly with a specific audience through traditional methods of information exchange. Engagements are broadly described as interactions that take place between military personnel and audiences.<sup>1</sup> Audiences may be key leaders or mass populations, and those audiences may be military or civilian. Engagements may be in person or virtual (e.g., a teleconference), impromptu encounters or planned events, such as during [civil-military operations](#) (CMO).

### Civil-Military Operations

CMO are engagement opportunities of particular interest to IO planners. In CMO, military personnel perform functions normally provided by the local government, placing them in direct contact with civilian populations. This level of interface results in CMO having a significant effect on perceptions of the local populace and on relations with the military, as they work with governmental and nongovernmental organizations. CMO principally engage with friendly and neutral populations but may also reach adversaries. While CMO activities occur in conjunction with other military actions, they may present the only engagement opportunity with certain audiences.<sup>2</sup> Forces involved in engagement opportunities such as [medical](#), [engineering](#), or [security force assistance](#) may not have a habitual working relationship with IO efforts, so IO planners should be pro-active with their coordination. CMO can enable broader IO objectives and ensure consistency with the [commander's communication strategy](#).

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<sup>1</sup> JP 3-13, [Information Operations](#).

<sup>2</sup> JP 3-57, [Civil-Military Operations](#).