



Situation: You and your section are approached by civilians saying,
“Hi, we’re with the press;
“Can we ask you a few questions?”

Your Mission: “Tell the (your unit) Story”

Operational Security

Our #1 risk is divulging information that might be of tactical or operational intelligence to the enemy

If you are not sure if a topic is classified or sensitive, don’t talk about it.

If you accidentally say something classified, ask the reporter not to use it and explain why. Also, report it through the chain of command

Check to ensure the media are properly credentialed. Don’t answer any questions if they are not.

Be careful of assuming friendships. Journalists are professionals with loyalty to their news organizations.

TIPS FOR SUCCESS

The journalist gets to ask the questions you manage the response.

Speak at YOUR level of expertise. STAY IN YOUR LANE!!

Remain in control of the interview. Control your answers, your emotions and the amount of time you give to an interview.

If asked multiple questions- answer one at a time.

Consider everything you say is, “On the Record.”

Be honest. There is nothing wrong with saying, “I don’t know.” DON’T GUESS or SPECULATE!

Do not say, “No Comment!” If you can’t comment, tell the reporter why.(e.g. “For OPSEC reasons.”

When in doubt find a public affairs officer.

If you have questions contact your
Public Affairs Office
XXX-XXXX