



## **PROFESSIONALISM**

**You set the example. Your comments will be viewed by many as representative of the Army, USFK and EUSA.**

**Consider everything you say to journalists as, “On The Record.”**

**As a representative of the Army, USFK and EUSA, your integrity, credibility and trust must never come into question.**

**Be honest. There’s nothing wrong with saying, “I don’t know.” or “I can’t discuss that.” Less than truthful answers will only heighten a reporter’s curiosity and interest.**

**Generally, if you treat media fairly and with respect, they will treat you in the same way.**

## **TIPS FOR SUCCESS**

**A journalist’s job is to ask questions- YOU manage the responses.**

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

**Speak at your level of expertise- Stay In YOUR Lane!**

**Print reporters will take notes. Slow down, let them write- use brief pauses to think.**

**One technique for journalists is to vary the questioning; ‘hard’-- ‘soft’--‘soft’--hard...**

**Another is to challenge you and look for an emotional or heated response.**

**When presented with multiple questions, answer only one at a time.**

**Don’t be pressured by silence.**



## **MORE TIPS FOR SUCCESS**

**Take a few slow, deep breaths before you start-- it increases the oxygen to your brain.**

**Think positive. “I’m going to have an interesting talk about the value of my job to the Army, USFK and EUSA.”**

**Before the interview, think about positive messages to deliver, “There are always risks, but we’re well trained and ready for anything.”**

**Speak at a slow, conversational pace.**

**Avoid acronyms or explain what they mean.**

**Ignore the cameras- look at the interviewer.**

**Relax and smile. You’ll look friendlier, more confident & assured; important on camera.**

**If you have questions, contact your  
USFK or EUSA PUBLIC AFFAIRS OFFICE  
723-3113/4678/4680/8376**