



# USFK AND EIGHTH US ARMY LEADER POCKET MEDIA GUIDE



**Situation:** You are standing around inspecting training and you are approached by civilians saying, “Hi, we’re here with the Press; Can we ask you a few questions?”

**YOUR MISSION:** ‘Tell the USFK/8th Army Story!’

**JOURNALISM** is a business which serves a vital role in keeping the public informed..

Most journalists are responsible professionals trying to gather the facts, impressions and human interest story. ALL are very competitive, and timeliness in news gathering is critical to their success.

Know the type of media you’re dealing with:

**Print media**, can explore an issue in-depth.

**Electronic media**, (radio and TV), are limited by ‘air time’ and tend to hi-light and summarize, often with soundbites.

**Hometown media**, want ‘local angle’.

## ADVANCED TECHNIQUES

#1 Before any response- pause and think about your answer. Pauses will not appear in print; on camera, they’ll be edited out.

State your position or feelings up front. It will keep your mind oriented during the interview.

Project energy and confidence- use open, friendly body language.

Journalists are looking for great quotes. Prepare two great quotes and use them.

Provide interesting examples or measures of success.

Have three or four simple messages, and drive your messages throughout. Use them to summarize at the end.

Stick out your hand, say, “Thank you,” and leave. Just because you think the interview stopped, don’t assume the journalist has.

## THE BRIDGING TECHNIQUE

Journalists are generally asking for either the status of an event or the human side of a story (how someone was effected).

Answer the reporter’s questions with their needs and **YOUR MESSAGES** in mind.

Politely agree or disagree with the journalist’s assertion then, ‘Bridge to **YOUR MESSAGE** using a verbal bridge, such as:

“... let’s look at it from a broader perspective...”

“... there’s another consideration....”

“... keep in mind the real success here...”

... and state **YOUR message or example**.

---

Deliver an interesting ‘soundbite’, a 5-10 second comment telling the USFK/8th Army Story.”



## **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 8th Army.”**

**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 8th Army PUBLIC AFFAIRS OFFICE  
723-3113/4678/4680/8376**