Task: Interact With News Media
Number: 224-176-1425-T

Effective Date:

Enlisted MOS: COM   Skill Level 1
STP: None

Conditions: In a field, MOUT or garrison environment, interact with news media when no public affairs practitioners are present.

Standards: Identified the principles of interacting with the media.

Performance Steps

1. Role of the individual when interacting with the media. a. Check identification/press credentials. If identification/press credentials are produced, continue with interview. If no identification/press credentials are produced, refer the individual to your chain of command or public affairs representative. b. Recognize your rights: (1) You don't have to speak to the media. (2) You don't have to answer all the questions. (3) You control the length of the interview. c. Maintain OPSEC: do not discuss classified information.

2. Guidelines for speaking with the media: a. Think before you answer. b. Tell the truth. You should not lie or intentionally mislead members of the media. c. Only discuss things that you have direct responsibility for or have personal knowledge about. Speak at your level. You should only discuss matters which you have direct knowledge of. d. Don't answer speculative (what if) or hypothetical questions. e. Avoid jargon, acronyms, slang and technical terms. f. Answer the question you are most comfortable with when asked multiple questions. g. Keep remarks brief and concise. h. Assume everything you say may be printed or broadcast. i. Use "I" no "we" when stating your opinion. j. If you don't know the answer to a question or can't discuss it for any reason, say so. Avoid using "no comment".

3. Inform the chain of command of interaction with the media

Evaluation Preparation: Setup: Provide soldier with a realistic scenario of a simulated media interview situation. Use mock press credentials when necessary.

Brief soldier: Tell the soldier they are about to be interviewed by the media. No public affairs representatives are present. Evaluate soldier on his or her ability to interact with the media.

Performance Measures

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<thead>
<tr>
<th>GO</th>
<th>NO GO</th>
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<tbody>
<tr>
<td>1. Checked media representative for identification or credentials.</td>
<td>_____</td>
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<tr>
<td>2. Stated three recognized rights.</td>
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3. Maintained OPSEC throughout the interview.  

4. Discussed subject areas related to direct responsibility and personal knowledge.  

5. Stated answers while avoiding speculation.  

6. Performed interview without use of jargon, acronyms, slang or technical terms.  

7. Employed concise remarks.  

8. Ensured no "off the record" comments were made.  

9. Stated answers, avoiding "no comment" response.  

10. Informed chain of command of interaction with media.  

**Evaluation Guidance:** Score the soldier GO if 70 percent or more of the performance measures are passed and NO GO if less than 70 percent of the measures are passed. If the soldier scores NO GO on a performance measure, show or tell the soldier what was wrong and how to perform the measure correctly.  

**References:**  

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<th>Required</th>
<th>Title</th>
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<tr>
<td>FM 46-1</td>
<td>Y</td>
<td>Public Affairs Operations</td>
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**Certifications Required:** None.  

**Supporting Individual Tasks:** None.  

**Supported Drills:** None.