

## **Tips For Meeting The Media**

\*Call the Public Affairs Office for clearance/guidance before doing interviews. The Nebraska National Guard Public Affairs Office phone number is (402) 309-7300.

\*Know who you are talking to. Ask for a business card.

\*Listen to the entire question. If the question is vague or unclear, ask the reporter to repeat or clarify it. Think about your answer before speaking.

\*Be honest; there is nothing wrong with saying I don't know.

\*Relax and be yourself.

\*Stay within your responsibility or expertise. If you own, command or do it, then it's okay to talk about.

\*Be brief and to the point. Radio and television media will edit your answer into a sound bite.

\*When doing television interviews look at the reporter, not the camera. If the reporter is operating the camera look slightly to the left or the right of the camera (where the reporter would be).

\*Never discuss classified or sensitive information. Think operations security.

\*Remember—everything you do or say is on the record. Anything you say or do may appear in print or on the air.

\*If you can't or don't want to answer a question, refer the reporter to the Public Affairs Office. If you are deployed, refer the reporter to the PAO in your active duty chain of command.