

Media Escort

On occasion, UPARs may serve as media escort during a unit event or training session. This responsibility includes introducing media members to key players in the event or training and staying close - by to ensure they are respectfully kept away from operation centers and other restricted areas. After a UPAR conducts a media tour or interview he or she will brief the PAO regarding the details of the event.

In cases where media members just show up at an event; MING Soldiers and Airmen should engage as much as possible while suggesting that the media member contact the state PAO at 517-481-8140 or ng.mi.miarng.list.pao@mail.mil for event protocols and resource locations.



UPAR photo of 1437th bridge exercise at Camp Grayling drew the interest of 9&10 News and The Avalanche newspaper.

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Michigan National Guard Public Affairs Office

Unit Public Affairs Representative (UPAR) Program



- Hometown news releases
- Basic photography
- Media escort
- Feature story writing
- Unit social media liaison

MING UPAR Program



Promotion photo with hometown news release

Unit Level Public Affairs

The UPAR program was designed to connect unit members to the media with the assistance of a unit-level public affairs liaison. The program centers on the production of unit news releases.

In 2015, UPARs wrote more than 150 releases celebrating Soldier awards and unit accomplishments. Each positive UPAR/Media Member interaction builds greater public trust and confidence - which may lead to Michigan units securing more and better mission sets. When Michigan National Guard successes are showcased, it increases the likelihood that our state (and the employees and facilities within it) will be selected when new endeavors are proposed.

Abraham Lincoln

“Public sentiment is everything. With it, nothing can fail. Without it, nothing can succeed.”

UPARs, and all Michigan National Guard Soldiers and Airmen shape public perception of the Guard by what they say and do, and in the delivery of those messages. It is an extremely important role to fill.

Hometown News Releases

1. Build, maintain and strengthen Soldier/Airmen morale.
2. Enhance public trust, confidence and mission support.
3. Contribute to national and international influence and deterrence.

UPARs use hometown news releases to engage the local media to tell the Michigan National Guard story – celebrate accomplishments and service events. Hometown news releases display pride to family members, classmates, friends and others who enjoy seeing news and photos about the Soldiers and Airmen they care about. Hometown news

releases fundamentally remind the public about the many ways the Michigan National Guard provides service to their community and country.

One Message, One Voice

Most organizations have a small group of media liaisons who speak with one voice, one message, to avoid disseminating conflicting information. This is true in the MING where sensitive material or policy decisions are the topic however, by engaging a liaison from each unit, the MING vastly expands the ability to tell the Guard story. Confidently Engage!

When talking to the media:

- *Be confident and professional*
- *Formulate your answer before you speak and calmly stick to that message*
- *Avoid jargon and acronyms*
- *Stay in your lane! If you operate it or are a member of it you can talk about it. Try to confine your comments to areas where you have firsthand knowledge or personal experience*