



**WORKING
WITH
THE MEDIA**

**Michigan National Guard
Joint Force Headquarters**
Public Affairs Office
3411 N Martin Luther King Blvd.
Lansing, Mich. 48906

(517) 481-8140

Situation: You are approached by the media, “May I ask you a few questions?”

Your mission: Tell the Guard’s story

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WHO TALKS TO THE MEDIA?

Most organizations have one spokesperson which allows them to speak with one voice to avoid disseminating conflicting information. However, if just one person is talking, we lose opportunities to tell our story. Therefore, we all need to talk to the media, but we need to stay in our lane.

RULE OF THUMB

If the media is looking for specific information about an incident, disaster, state emergency, etc., ask them to contact the PAO. If they want to know about you (human interest story: “Local Resident Assists in State Emergency”), tell your story!

OPERATIONAL SECURITY

A risk we take is divulging information that may be of value to an enemy. If

you are not sure if a topic is classified or sensitive, do not talk about it! If you accidentally say something classified, ask the reporter not to use it and explain why. Also, report it through your chain of command.

WHEN INTERVIEWED

- * Be confident, professional
- * Formulate your answer before you speak.
- * Avoid jargon or acronyms. Many reporters don’t know anything about the military.
- *STAY IN YOUR LANE.

If you operate it or are a member of it, you can talk about it. Confine your comments to areas where you have firsthand knowledge or personal experience.

MISSION SPECIFIC PA GUIDANCE

Mission specific PA guidance will be issued as incidents unfold.

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