

**AMERICA'S ARMY:**  
**THE STRENGTH OF THE NATION™**

*Executive Communications*

---

## **Media Relations Seminar**

Unless it's a person-on-the-street interview asking your personal opinion, **contact your Public Affairs Office** before granting any interview.



**ARMY STRONG.™**

## **Media Relations Seminar**

**“Public sentiment is everything.  
With public sentiment nothing can fail;  
without it nothing can succeed.”**

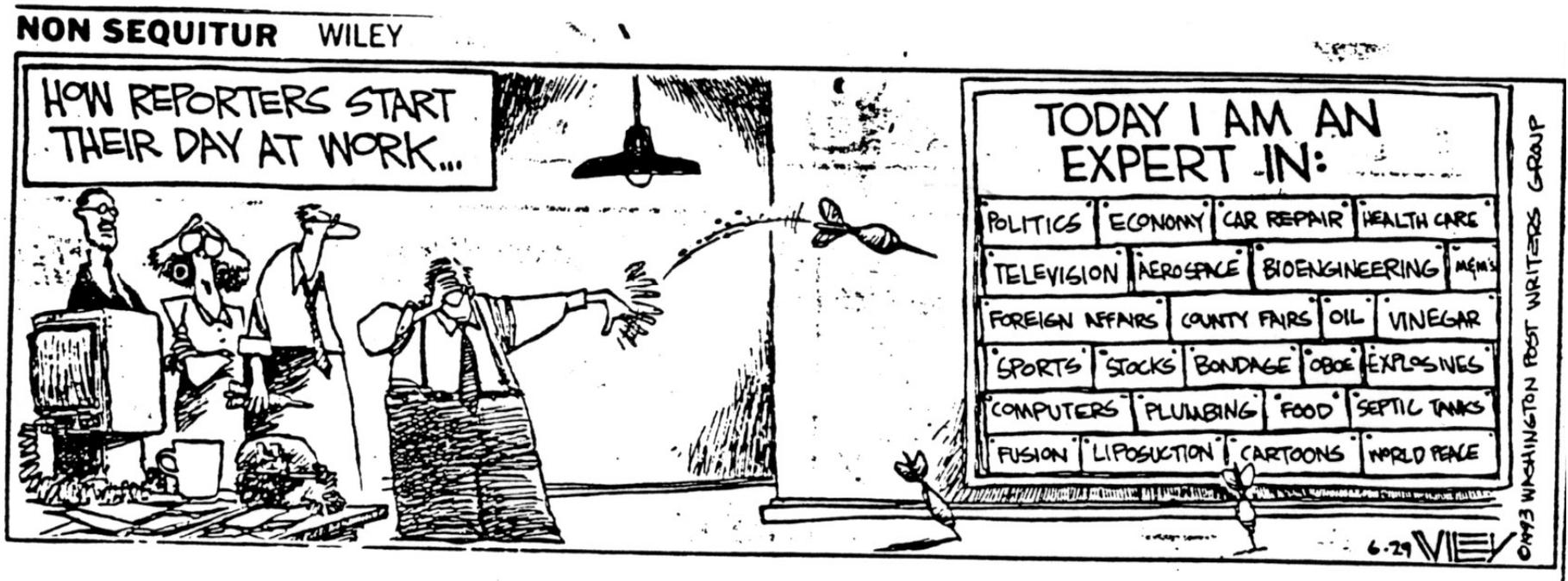
**-- Abraham Lincoln  
1859**



**ARMY STRONG.**

**AMERICA'S ARMY:**  
**THE STRENGTH OF THE NATION™**

How reporters start their work day ...



Today, I am an expert in:



FOR MORE INFORMATION VISIT [WWW.ARMYSTRONG.COM](http://WWW.ARMYSTRONG.COM)  
**ARMY STRONG.**

# Why media relations?

- **Powerful influence**
- **Public right to know**
- **Conduit to the people**



**ARMY STRONG.™**

**AMERICA'S ARMY:**  
**THE STRENGTH OF THE NATION™**



- **BG Kevin J. Bergner**



**FOR MORN • FOR MORN • ARMY CIVILIAN**  
**ARMY STRONG.™**

**AMERICA'S ARMY:**  
**THE STRENGTH OF THE NATION™**

## Why media relations?

**Opportunity  
We  
Can't  
Pass Up!**



**FOR MEMBERS • FOR AMERICA • FOR THE NATION**  
**ARMY STRONG.™**

# Two types of media relations strategies



- Proactive
- Reactive



# Reactive

**Will involve impact & timeliness ...**

- Murder
- Death
- Fire
- Conflict
- Power
- Prominence
- Celebrity
- Emotion
- Scandal
- Sex
- Oddity
- Trends
- Progress



**ARMY STRONG.™**

# Methods of Release

- **Written**
- **Spoken**
- **Visual**
- **Special Events**



FOR MOTHERS • FATHERS • ARMY CIVILIANS

**ARMY STRONG.™**

# Methods of Release

- **Written**
  - Response to Query
  - News Release
  - Fact Sheet



**OLD MENS • FUTURE MEN • ARMY CIVILIANS**  
**ARMY STRONG.™**

## Methods of Release

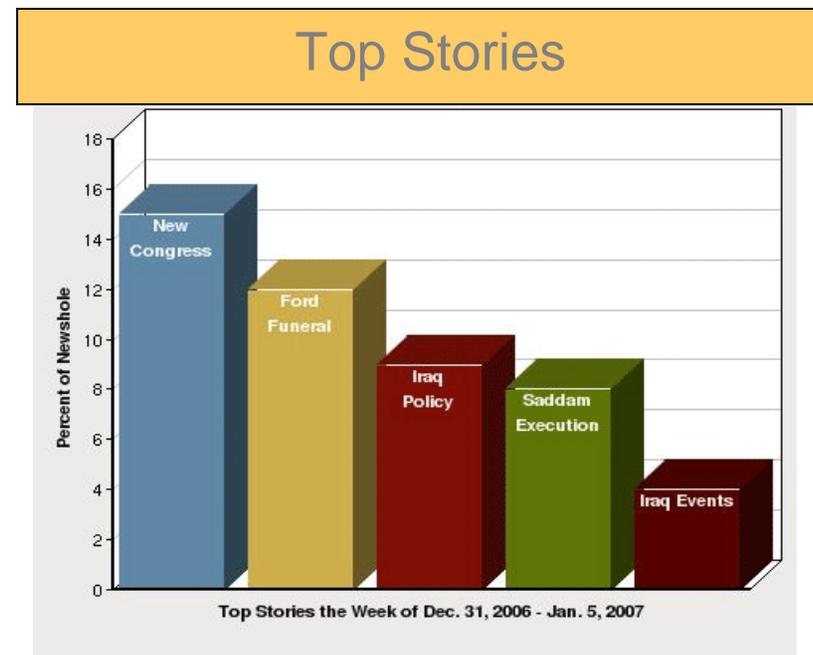
- **Written**
- **Spoken**
  - Verbal RTQ
  - Speech
  - Interview
  - News Conference
  - Tour



FOR MORE INFORMATION VISIT [www.army.gov](http://www.army.gov)  
**ARMY STRONG.™**

# Methods of Release

- Written
- Spoken
- **Visual**
  - Photo
  - Videotape
  - Graphics



FOR MORE INFORMATION VISIT [www.army.mil](http://www.army.mil)  
**ARMY STRONG.™**

**AMERICA'S ARMY:**  
**THE STRENGTH OF THE NATION™**

## Methods of Release

- **Written**
- **Spoken**
- **Visual**
- **Special Events**
  - Open House
  - Ribbon-cutting
  - Editorial Board



FOR MOTHERS • FATHERS • ARMY CIVILIANS  
**ARMY STRONG.™**

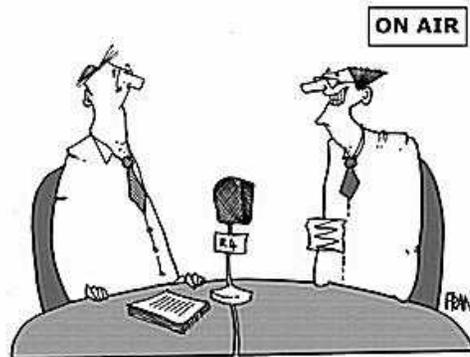
# AMERICA'S ARMY: THE STRENGTH OF THE NATION™

## Interviews

- TV
- Print
- Radio



© Original Artist  
Reproduction rights obtainable from  
[www.CartoonStock.com](http://www.CartoonStock.com)



WE ACCEPT THAT THE ARGUMENTS ARE COMPLEX... BUT  
WE FIND THAT THE 'DRUG THEM 'TIL THEY DROP' WORKS  
BEST WITH THE TABLOIDS



FOR MORE INFORMATION VISIT [www.army.mil](http://www.army.mil)  
**ARMY STRONG.™**

**AMERICA'S ARMY:**  
**THE STRENGTH OF THE NATION™**

# TV Interviews

- **Stand Up**
- **Studio Guest**
- **Remote Location**



FOR DUTY • FAITHFUL • ARMY STRONG™  
**ARMY STRONG™**

**AMERICA'S ARMY:**  
**THE STRENGTH OF THE NATION™**

# Print Interviews

- **Phone**
- **Face-to-face**



**FOR MORN • FAIRWIND • ARMY CIVILIANS**  
**ARMY STRONG.™**

**AMERICA'S ARMY:**  
**THE STRENGTH OF THE NATION™**

# Radio Interviews

- **Phone**



- **In-studio**



FOR DUTY • FOR HONOR • FOR FREEDOM  
**ARMY STRONG.™**

# Crafting the Message

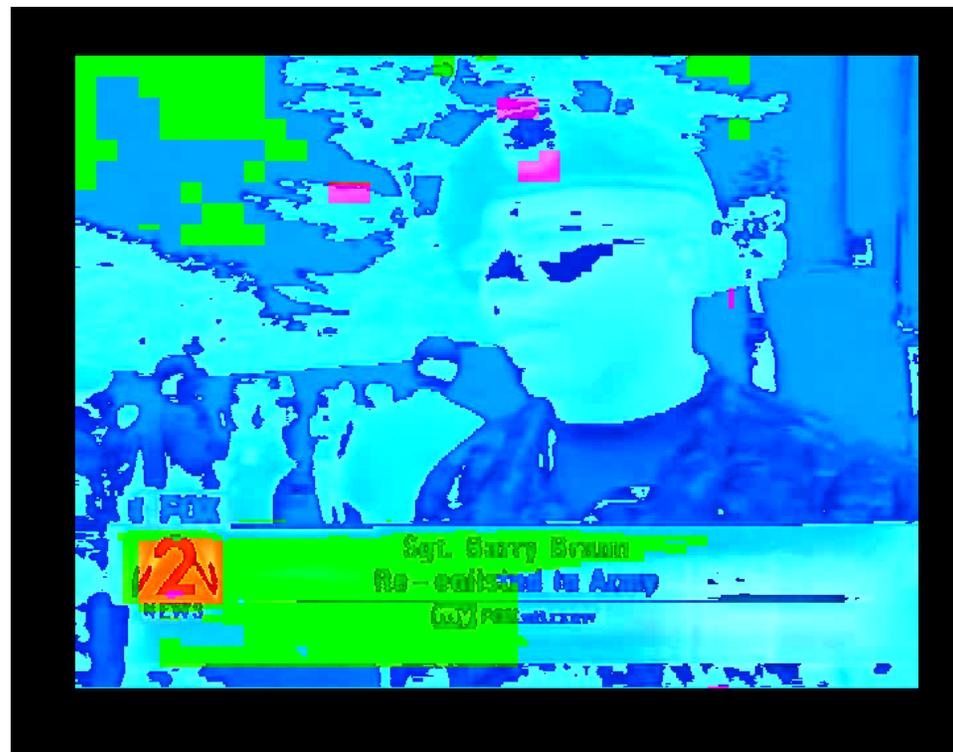
- Quotable Quote
- ID Every Issue
- Inverted Pyramid
- Last Thing First
- Think Short
- Repetition
- Freebie

*“I’m proud of our Soldiers who’ve  
answered our nation’s call to duty”*



**ARMY STRONG.**

# AMERICA'S ARMY: THE STRENGTH OF THE NATION™



- SGT Barry Brann



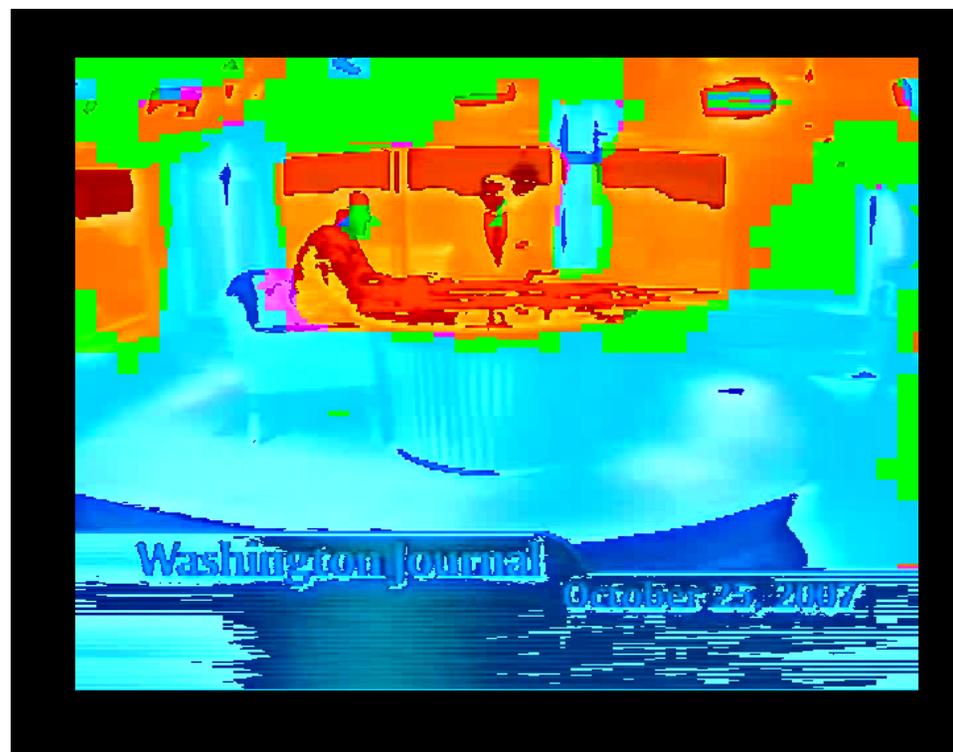
OLD MENS • FUTURE • ARMY CIVILIANS  
**ARMY STRONG.™**

# Bridging Techniques

- Long List of Questions
- Negative Questions
- When You Want Time
- Hostile Questions



**AMERICA'S ARMY:  
THE STRENGTH OF THE NATION™**



- **LTG Benjamin Freakley**



THE MIND • THE HEART • THE ARMY CIVILIAN

**ARMY STRONG.™**

**AMERICA'S ARMY:**  
**THE STRENGTH OF THE NATION™**

# Media Relations Seminar

## Tips For Success

**Maintain Eye Contact**

**Plain English**

**Never “No Comment”**

**Don't Know? Say So**

**To Re-state or Not**



**FOR MEMBERS • FAMILIES • ARMY CIVILIANS**  
**ARMY STRONG.™**

# Media Relations Seminar

## More Tips For Success

**Look Good**

**On the Record**

**Paint Word Pictures**

**It Ain't Over ...**

**Debrief**



**OLD MENS • FUTURE MEN • ARMY CIVILIANS**  
**ARMY STRONG.™**

# Media Relations Seminar Preparation

- Q & A's
- Messages
- Background
- Ground Rules
- Interview Format
- Practice,  
Practice, Practice



ENLISTENS • FAMILIES • ARMY CIVILIANS  
**ARMY STRONG.™**

# Media Relations Seminar

## Your PAO

- Use as a Resource
- Develop
- Confide



FOR MORE INFORMATION VISIT [www.armystrong.com](http://www.armystrong.com)  
**ARMY STRONG.™**

**AMERICA'S ARMY:**  
**THE STRENGTH OF THE NATION™**



- **Physical Therapist**



**THE MIND • THE HEART • THE ARMY CIVILIAN**  
**ARMY STRONG.™**

# Media Relations Seminar

**Grab the OPPORTUNITY +**  
**Craft your Message(s) +**  
**Prepare =**

# Success!



**AMERICA'S ARMY:**  
**THE STRENGTH OF THE NATION™**

## *Executive Communications*

---

# **Media Relations Seminar**

Unless it's a person-on-the-street interview asking your personal opinion, **contact your Public Affairs Office** before granting any interview.

PA offices may contact OCPA

Executive Communications Branch at

703-602-0185 / [maura.fitch@hqda.army.mil](mailto:maura.fitch@hqda.army.mil)

703-602-0610 / [paula.smith@hqda.army.mil](mailto:paula.smith@hqda.army.mil)



DETERMINED • FAITHFUL • ABLE  
**ARMY STRONG.**