



Media Interviews



- Every service member is a command representative. Use the media opportunity to tell your unit and the Army story
- Don't discuss classified information
- Talk to the interviewer, not the camera
- Be relaxed, confident and professional
- Be concise; think about what you will say before you speak
- Avoid using acronyms or profane language
- Stay in your Lane – Confine your discussions to areas of which you have firsthand knowledge or personal experience
- Deal in facts – avoid speculation and hypothetical questions
- Stay on the record – if you say it, they'll print it
- You don't have to answer a question, but don't say "no comment" – It's OK to say "I don't" know"
- Don't argue with the reporter – be firm, be polite – don't get emotional
- Protect the record – correct the "facts" if you know they are wrong



Key Talking Points



- The Corps is trained, resourced and ready to accomplish its missions – We are committed to the cause and will remain in Iraq as long as we are needed
- The fight in Iraq is tough, but we will remain steadfast and not lose heart
- We are moving forward together with the Iraqi government as partners in building a future for the sons and daughters of Iraq
- Coalition Forces will help our Iraqi partners as they build their new & independent country & take their rightful place in the world community
- We are a values-based, people-focused team that strives to uphold the dignity and respect of all
- Our troopers and their families are our greatest and most treasured resource
- The Corps is a national institution – it has never failed to do the will of the American people

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