

# Public Affairs Media Training

**• EVERYTHING YOU SAY OR DO IS ON THE RECORD! ANYTHING YOU SAY OR DO MAY APPEAR IN PRINT OR BE HEARD ON THE AIR.**

- Be HONEST. There is nothing wrong with saying “I don’t know.”
- RELAX and be yourself.
- Listen to the ENTIRE question. If the question is vague or unclear, ask them to repeat it or clarify it.
- THINK about your answer before you speak.
- Stay within your RESPONSIBILITY or expertise. If you don’t own, command or do it, don’t talk about it.
- Don’t speculate.
- Be BRIEF and to the point. Radio and TV media edit your answers down.
- Never say “NO COMMENT” it appears as if you’re hiding something.
- NEVER discuss classified or sensitive information. THINK OPSEC!

**Always refer media to the Public Affairs office. For more information, contact us at 318-456-5502**

