

7 Steps to Success

1. Research

Find out as much as you can about the
-reporter's background & writing style
-television/radio show or publication
-interview location and expectations
-story the reporter is working on
-date it will be broadcast/published
If you or your PAO determine the interview would not be beneficial, you may respectfully decline.

2. Define your communication goals

What do you want to say? In 15 words or fewer, what are the key points about Army opportunity or your recruiting area that you want to share with your community? Don't enter into any interview without a clear idea of the information you want to communicate.

3. Identify the questions

Even if the reporter gives you a list of questions, you should also try to think of other questions he or she may ask. Don't just anticipate the easy questions. It is better to be prepared for the worst than to be caught off guard.

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4. Prepare your responses

Once you've identified the questions, write down the answers. Writing them down will help you commit them to memory, and it will also help you interject your key messages.

5. Rehearse

Practice out loud so that you become comfortable with your words. This will help you sound natural, conversational.

6. Conduct the interview

What you say - and how you say it - are equally important. Be personable, yet confident. Answer questions and deliver messages with interest, passion and conviction. If you don't sound interested, the audience won't be either. Look comfortable with what you're saying.

7. Evaluate yourself

Watch the interview or read the article, and have someone else (your PAO) do the same. Did you clearly state your key message points? If not, how can you improve for the next time?

4

Reconnecting with America

Telling the Army of One Story

When people see you in uniform, they don't see you by rank, they just see the Army. You ARE the Army to many Americans.

In USAREC, we have a message to share with the public. While we do have a paid advertising campaign, public affairs is essentially free.

A properly conducted media interview is a terrific way of letting your community know about the opportunities available by becoming a Soldier in An Army of One.

Take time to develop relationships and conduct interviews with the media. It will be well worth the investment.

Establishing good media contacts will help you promote the Army. The media will regard you as a source for accurate information. Having established media contacts and a history of being forthright and honest will help your credibility - and the Army's - in the event of bad news, as well.

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An Army of One

Key Messages

An Army of One is a message of empowerment. It's about Soldiers, the individuals who define the Army. It's about the mental, physical and emotional power that is inside every Soldier. It's about the transformation that young men and women go through as they become Soldiers, and as those Soldiers become leaders.

Each Soldier is an undeniable force. America's Soldiers are trained to lead, to succeed and to protect our great Nation.

An Army of One is about the power of the individual, but it's also about the collective strength of the Army — the more than one million Soldiers united around one mission.

Active – “door opening opportunity”
Reserve – “the addition to my life”

The Army Reserve is
“Not Your Everyday Job”

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Conducting Successful Media Interviews

Produced by the
USAREC G5 Public Affairs Division
(502) 626-0172 e-mail pao@usarec.army.mil



For more information about conducting media interviews or media training, call your battalion Advertising & Public Affairs Office.

For current USAREC Public Affairs guidance, visit the G5 Intranet site at <http://hq.usarec.army.mil/apa/index.htm>



U.S. Army Recruiting Command
Pocket Guide

Interview Tips

Introduce yourself and let the reporter know how you would like to be addressed. Ask the reporters his/her name and refer to the reporter by name instead of as sir or ma'am.

Be yourself; be conversational.

Be brief. Think about how to communicate your message in just 15 to 30 seconds.

Use simple language and avoid military terms, jargon and acronyms. You want everyone in the audience to understand your message.

Stay in your lane. Talk only about what you know. If you don't know, say so; if you can't talk about it, tell them why.

Never, never lie to a reporter.

Never say anything "off the record." If you don't want to see it in print or on television, simply don't say it.

5

7 Steps to Success

Remember, you're in control. An effective interview strategy hinges on your ability to project confidence, control and credibility, all of which come from preparation and practice.

1. Research

Will the interview be beneficial to you?

2. Define your communications goals

What are your key messages?

3. Identify the reporter's questions

Anticipate tough questions.

4. Prepare your responses

Write down your answers, along with key command messages.

5. Rehearse

Practice makes perfect.

6. Conduct the interview

Above all, be open and honest.

7. Evaluate yourself

How did you do?

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