

## COMMAND MESSAGES

- The S.C. National Guard stands trained and prepared to assist first responders and civil authorities to provide for the protection of our citizens and property of our state.
- The S.C. National Guard has a variety of contingency plans to assist civil authorities in a number of emergency scenarios.
- S.C. National Guard personnel assigned to this mission are trained, equipped and prepared to assist our communities.
- The American public should be reassured that the National Guard is carrying out a well-established plan to ensure the safety and well-being of our citizens.
- Our Soldiers and Airmen have been trained and equipped for a wide range of life support, security and public safety missions.
- The S.C. National Guard has planned for disasters and has enough vehicles and equipment on-hand to respond to the needs of the citizens of South Carolina.
- We bring skilled and trained personnel into this combined effort.
- We are always ready to respond when called upon.

**We pride ourselves on being Citizen Soldiers and supporting our communities. We are neighbors helping neighbors.**

## **MEDIA REFERENCE GUIDE**

Current March 2015



### **South Carolina National Guard**

### **GUIDELINES FOR MEDIA**

### **RELATIONS**

#### WHAT TO DO WHEN MEDIA VISITS

- Be polite. Greet the media and then notify Unit Public Affairs representative and Chain of Command
- Determine what the media is seeking
- Make sure your uniform and safety equipment are correct
- Cooperate with the reporter within limits of Operational Security (OPSEC)
- If there are OPSEC or safety concerns, let the media representative know immediately.
- If necessary, politely move the media to an area out of harm's way
- At no time should a media representative's equipment or identification cards be confiscated; notify your chain of command if you feel a security violation has occurred.
- Stay in your lane and stick to the facts and do not engage in hypothetical questions and speculation
- It's OK to say "I don't know" but find someone who does
- Be concise; formulate your answer before you speak.
- Avoid jargon, acronyms, opinions and profanity.
- You're always on the record.
- It is acceptable to politely decline being interviewed.
- Correct the facts if you know them to be incorrect.

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