

UPAR Cheat Sheet

as of 1 MAR 2013



This document is designed to give you a quick reference sheet to assist you with your duties as a UPAR.
Print these sheets out and laminate them into a easy to use two-page reference to assist you in common PA activities.



Media Inquiry

ALL MEDIA INQUIRIES MUST BE CLEARED THROUGH THE STATE PAO'S OFFICE!!!

Remember: SAPP

Security: Is it classified? Have you consulted PAG?

Accuracy: Use fact sheets, have notes handy, never speculate.

Privacy: Protect Guard member's personal data. 24 hour next-of-kin notification for death or injury, Article 15 actions are generally NOT releasable.

Propriety: Common sense— don't release gory details or irrelevant information.

If in doubt—consult your SCNG PAO office

Questions to ask the Media

- How can I get back to you?
- When is your deadline?
- What do you know about the story so far?
- Who have you already spoken with?
- When will this be published/broadcast?

Always inform the SCNG PAO office about a media query

Interview Tips

Remember that you represent the Guard.

Establish ground rules before you start.

Pause, breath, and think before answering.

You control the interview.

You are ALWAYS "on the record."

Avoid technical jargon.

Keep answers short and precise.

Don't repeat reporter errors—just correct them.

Stop talking after answering the question.

Don't answer hypothetical questions.

It is okay to say, "I don't know."

Never say, "No comment."

Be professional — you are the expert.

Keep your cool under "verbal fire."

Have talking points ready.

Rehearse!

What makes it "News"?

Consequence—something with a direct impact on your audience.

Conflict— individual vs. unit, community vs. unit.

Emotion— is it touching? Will people be moved by the story?

Human Interest— stories are about people not things; how does it impact people?

Oddity— is it out of the ordinary?

Progress— does it involve positive change to the unit?

Proximity— how does it affect the local community?

Suspense— possible pay increases, unit re-organization and deployments.

Timeliness— is it in the national news? Is it happening now? Old news is not useful, be proactive!

Which Media Should You Contact?

Print: Needs lead time, in-depth, stays around longer, broad audience.

Radio: Instant, little depth, disappears quickly, narrower audience.

TV: Instant, relies on visuals, little depth, constantly updated, broad audience.

Website: Instant, fast distribution, out there forever, broad audience.

Contact Numbers:

Your state PAO:

Name: LTC CINDI KING

Number: 803-299-4327

NGB PAO: 703-607-2584



Department of Defense Principles of Information



It is DoD policy to make available timely and accurate information so that the public, the Congress, and the news media may assess and understand the facts about national security and defense strategy. Requests for information from organizations and private citizens shall be answered quickly. In carrying out that DoD policy, the following principles of information shall apply:

1. Information shall be made fully and readily available, consistent with statutory requirements, unless its release is precluded by national security constraints or valid statutory mandates or exceptions. The "Freedom of Information Act" will be supported in both letter and spirit.
2. A free flow of general and military information shall be made available, without censorship or propaganda, to the men and women of the Armed Forces and their dependents.
3. Information will not be classified or otherwise withheld to protect the Government from criticism or embarrassment.
4. Information shall be withheld when disclosure would adversely affect national security, threaten the safety or privacy of U.S. Government personnel or their families, violate the privacy of the citizens of the United States, or be contrary to law.
5. The Department of Defense's obligation to provide the public with information on DoD major programs may require detailed Public Affairs (PA) planning and coordination in the Department of Defense and with the other Government Agencies. Such activity is to expedite the flow of information to the public; propaganda has no place in DoD public affairs programs.