

## Family Member Media Awareness Tips During Deployment

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1. The Army communicates to the American people through the media.
2. The best spokesperson for the Army is the servicemember. As the Servicemember's family member, you are also a natural spokesperson for the military.
3. Remember you don't have to interview. It's your choice.
4. If you do choose to interview, please try to be as honest and open as possible, except with OPSEC (Operational Security) information.
5. Your family member has been given guidance on what he/she can or can not tell you – otherwise known as OPSEC. However, he/she may slip from time to time and share with you information that should not be public knowledge because **it puts lives in danger**. If you do find yourself privy to sensitive information, please do not pass it along. This includes:
  - specific information regarding unit size, arrival dates, areas of operation, equipment, and/or supplies
  - photographs or images that might give away strategic positions
  - anything about intelligence operations
  - when or where an operation might start
  - whether or not an operation has been cancelled
  - types of camouflage and cover in use
6. Remember to not say anything that you don't want repeated. Criticisms or colorful comments are likely to replay over and over again in the media – please consider carefully what you say.
7. Tell your story. If you don't get it exactly right the first time, tell the reporter that it's not what you meant to say and start over. Most reporters will be happy to allow you to do this until you feel comfortable with what you've said.
8. Take a deep breathe. Think a moment before you speak. Gather your thoughts and then speak. You'll be surprised how clear and concise you sound!
9. Be confident. Your servicemember is out serving his/her country and that's something to be proud of! And your support is helping to keep their spirit, moral, and professionalism high. It's a story worth telling!