

MEDIA RELATIONS GUIDANCE FOR MHSRS PRESENTERS

- You are always on the record. Everything you say could be used by a journalist - at a microphone, during Q&A sessions, while presenting a poster, or in line for a coffee.
- Stay in your lane. Don't stray into policy discussions or inside baseball.
- If a member of the media contacts you, do not respond. Contact your own Public Affairs office or the MHSRS Media Relations team immediately with details, and they will communicate with the media.

PUBLIC AFFAIRS SUPPORT @ MHSRS 2024

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MHS/DHA MEDIA RELATIONS MAILBOX:

dha.ncr.comm.cal.dha-media@health.mil

DHA COMMUNICATIONS & PUBLIC AFFAIRS RESOURCES (CAC REQUIRED):

<https://militaryhealth.sharepoint-mil.us/sites/DHAComms/>

MEDIA ENGAGEMENTS -- DO's AND DON'Ts

- Do project a positive image - be confident and relaxed.
- Do correct misstatements.
- Do say that you don't know the answer, when you don't.
- Do pause and think about your answers.
- Do speak in complete sentences that can be easily quoted.
- Do put your main points first, then support.
- Do offer to follow up later with more information, if applicable.

- Don't speak off the record or on background.
- Don't lie or guess.
- Don't repeat negative or inaccurate statements.
- Don't give your opinion.
- Don't be question-driven, be message-driven.
- Don't share confidential or sensitive information.
- Don't say, "no comment" - Explain why you cannot answer a question.
- Don't use acronyms and jargon.