

2023 HAWAII WILDFIRES MEDIA GUIDELINES

Leadership encourages service members to engage with the media. You may conduct an interview as long as it does not interfere with mission. Just notify chain of command when complete.

Realize the difference between media and just someone from the public. Please “talk story” with our community members. However, know that everything said may be recorded and used.

Act like every moment out in the public is being recorded. While on mission, be professional in appearance and action. You represent the U.S. Armed Forces.

“We are here to support Maui County and the community.”

“It is an honor to be here.”

“I can grant an interview at this time, but please let me notify my chain of command.”

DO discuss only matters of which you have direct knowledge. If you don't know the answer to a question, say “I don't know.”

DO be polite, but firm in dealing with the press. Maintain a professional attitude during interviews; remain in control even when the media seems aggressive, or questions seem inappropriate.

DO take your time. Questions need not be answered instantly.

DO inform PAO immediately of the following: Harmful news/ embarrassing incidents; Rumors that might damage morale.

DO NOT confiscate materials or equipment from verified & credited media.

DO NOT talk to the media when an incident occurs. Refer to the PAO.

DO NOT discuss political issues.

DO NOT argue with upset residents. Get NCOIC.

DO NOT discuss the recovery or clean up process, if you do not have all the facts. Stick with what you know.

DO NOT lie to the media.

DO NOT make “off the record” statements or answer “what if” questions.