

Phone Number: _____

Recruiting Bn APA POC: _____

Communities across America will have the chance to learn about the Army and its role in the Global War on Terrorism from America's Soldiers like you, who are defending freedom overseas and at home.

The Special Recruiter Assistance Program gives you the opportunity to share your personal experiences serving on the front lines of Operation Iraqi Freedom and/or Operation Enduring Freedom with your hometown and local community.



U.S. Army Recruiting Command Special Recruiter Assistance Program

Army Key Messages

The U.S. Army is the best-trained, best-equipped army in the world.

Our military successes in Iraq and Afghanistan are a major step forward in the Global War on terrorism.

We know this global war isn't over. We will continue to engage in challenging training that will prepare us for the next call to defend liberty and freedom, at home and throughout the world.

As a Soldier, I am committed to defending our Nation.

Our Army has been successful throughout history because of its heritage, unique culture and the great leaders and Soldiers with whom I am proud to serve.

Our Ethos and values form our foundation as Soldiers; we put the mission first, refuse to accept defeat, never quit and never leave behind a fallen comrade.

"An Army of One" recognizes that each and every Soldier makes a difference — for themselves, their families and our Nation. I am important to the team.

It's not always an easy job, but it's worth it.

Although many of the great things we're doing get no publicity or media attention - we're doing the right thing and we're making a profound difference in the lives of so many people worldwide.

- Always, always tell the truth.
- Assume that everything you say will be used and attributed to you. Avoid "Off the record" conversations with reporters. If you don't want to see it in print or on television, don't say it.
- Stay in your lane; talk only about things for which you are responsible.
- Do not speculate.
- It's ok to say: "I don't know." Refer specific recruiting questions to your recruiter.
- If you can't answer a reporter's question, explain why. For example, if the incident is under investigation, just let the reporter know.
- Always remain calm and professional.
- Practice what you want to say in front of a mirror or a friend to become more comfortable.
- Be yourself. You have a great story to tell and your community wants to hear it!
- Avoid giving personal opinions, especially political views.

Media Interview Tips

Operational Points to Remember

Avoid comparing your unit's capabilities and contributions with those of other units, sister services, allied forces and components.

Do not identify deployed or classified operating locations or specific countries that are prohibited from release because of host nation sensitivities.

Avoid speculation on performance success of particular weapons systems and numbers of "kills."

Avoid providing estimates, numbers or vivid descriptions that may be shocking to nonmilitary individuals of individual kills they made.

Don't speculate on the philosophical, political or strategic aspects of combat operations in Operations Enduring and Iraqi Freedom.

Do not discuss specific operational or sensitive details about mission profiles, tactics, techniques or procedures, specific targets, sensitive deployment locations, battle damage assessment, collateral damage, and information about ongoing or future operations or intelligence activities.

Do not discuss matters under investigation, to include incidents of possible fratricide.

Avoid political discussions and participation in political activities or events while in uniform or during official SRAP duties.