

**The Defense of Jisr Al Doreaa**  
**Practical Exercise 4 “Conduct a Media Interview”**  
**(Instructor Notes)**

**Practical Exercise Guidance**

In his second dream 2LT Connors encounters a member of the international media and provides a less than perfect interview. His lack of media savvy cost his unit and the US mission credibility across the world. How would you have conducted the interview?

Task: Conduct an interview with a member of the international media

Conditions: Given the same situation 2LT Connors faced in dream 2. Questions asked by another student or the instructor.

Standards: Successfully answer questions using talking points, themes and messages. Put the best face forward on a bad situation.

**Exercise Questions**

“What happened here Lieutenant?”

“Who was shot here today? Was someone shot?”

“Do you have signs to warn people of an approaching checkpoint?”

“Why was this house engaged?”

“Explain to me the exact procedure that should be followed when a civilian car approaches a checkpoint?”

“What is your mission here?”

**Exercise Questions**

- 1. The instructor should focus on the utilization of the unit or MNCI standard themes and messages.*
- 2. Ensure the student expresses remorse first whenever discussing casualties.*
- 3. Ensure the student does not reveal restricted information.*
- 4. One technique that can be discussed is the ABC technique.*

*Answer the question*

*Bridge to a talking point*

*Conclude with a theme*