



governmentattic.org

"Rummaging in the government's attic"

Description of document: Drug Enforcement Administration (DEA) Office of Congressional & Public Affairs (CP) Media Guidelines and Press Packet, 2014

Request date: 25-October-2014

Released date: 15-December-2014

Posted date: 29-December-2014

Source of document: Freedom of Information & Privacy Act Unit (SARF)
Drug Enforcement Administration
8701 Morrissette Drive
Springfield, VA 22152
Fax: (202) 307-8556
Email: DEA.FOIA@usdoj.gov

The governmentattic.org web site ("the site") is noncommercial and free to the public. The site and materials made available on the site, such as this file, are for reference only. The governmentattic.org web site and its principals have made every effort to make this information as complete and as accurate as possible, however, there may be mistakes and omissions, both typographical and in content. The governmentattic.org web site and its principals shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused, or alleged to have been caused, directly or indirectly, by the information provided on the governmentattic.org web site or in this file. The public records published on the site were obtained from government agencies using proper legal channels. Each document is identified as to the source. Any concerns about the contents of the site should be directed to the agency originating the document in question. GovernmentAttic.org is not responsible for the contents of documents published on the website.



U.S. Department of Justice
Drug Enforcement Administration
FOI/Records Management Section
8701 Morrissette Drive
Springfield, Virginia 22152

DEC 15 2014

Case Number: 15-00070-F

Subject: A copy of the DEA Public Affairs Training and Resource Guide...

This letter responds to your Freedom of Information/Privacy Act (FOI/PA) request dated October 25, 2014, addressed to the Drug Enforcement Administration (DEA), Freedom of Information/Privacy Act Unit (SARF), seeking access to information regarding the above subject. Be advised that SARF has completed the processing of your request.

With regard to your request "*A copy of the DEA Public Affairs Training and Resource Guide...*" please be advised that this office consulted with and forwarded a copy of your letter to the Office of Congressional & Public Affairs, (CP). Based upon all available information, we have determined that CP is the DEA component that may have records responsive to the subject of your request. As a result of their search for responsive records related to the subject for your request, our office was forwarded the enclosed documents being released to you in part.

With regard to your request seeking a copy of the DEA Public Affairs Training and Resource Guide, be advised that this requested document was never finalized. CPP believes it was renamed and/or incorporated into the DEA Media Guidelines and Press Packet enclosed.

The processing of your request identified certain materials that will be released to you. Portions not released are being withheld pursuant to the Freedom of Information Act, 5 U.S.C. § 552, and/or the Privacy Act, 5 U.S.C. § 552a. Please refer to the list enclosed with this letter that identifies the authority for withholding the deleted material, which is indicated by a mark appearing in the block next to the exemption. An additional enclosure with this letter explains these exemptions in more detail. The documents are being forwarded to you with this letter.

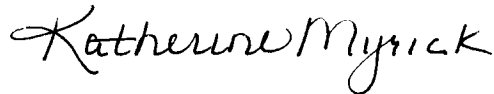
The rules and regulations of the Drug Enforcement Administration applicable to Freedom of Information Act requests are contained in the Code of Federal Regulations, Title 28, Part 16, as amended. They are published in the Federal Register and are available for inspection by members of the public.

For your information, Congress excluded three discrete categories of law enforcement and national security records from the requirements of the FOIA. See 5 U.S.C. § 552(c) (2006 & Supp. IV 2010). This response is limited to those records that are subject to the requirements of the FOIA. This is a standard notification that is given to all our requesters and should not be taken as an indication that excluded records do, or do not, exist.

If you are not satisfied with the response to this request, you may administratively appeal by writing to the Director, Office of Information Policy, United States Department of Justice, Suite 11050, 1425 New York Avenue, NW, Washington, DC 20530-0001, or you may submit an appeal through OIP's eFOIA portal at <http://www.justice.gov/oip/efoia-portal.html>. Your appeal must be received within sixty (60) days from the date of this letter. If you submit your appeal by mail, both the letter and the envelope should be clearly marked "Freedom of Information Act Appeal."

If you have any questions regarding this letter, you may contact Government Information Specialist Marta E. Poblete-Washington on 202-307-7766.

Sincerely,



Katherine L. Myrick, Chief
Freedom of Information/Privacy Act Unit
FOI/Records Management Section

Number of pages withheld: 1

Number of pages released: 12

APPLICABLE SECTIONS OF THE FREEDOM OF INFORMATION AND/OR PRIVACY ACT:

Freedom of Information Act 5 U.S.C. 552			Privacy Act 5 U.S.C. 552a	
<input type="checkbox"/> (b)(1)	<input type="checkbox"/> (b)(5)	<input type="checkbox"/> (b)(7)(C)	<input type="checkbox"/> (d)(5)	<input type="checkbox"/> (k)(2)
<input type="checkbox"/> (b)(2)	<input checked="" type="checkbox"/> (b)(6)	<input type="checkbox"/> (b)(7)(D)	<input type="checkbox"/> (j)(2)	<input type="checkbox"/> (k)(5)
<input type="checkbox"/> (b)(3)	<input type="checkbox"/> (b)(7)(A)	<input checked="" type="checkbox"/> (b)(7)(E)	<input type="checkbox"/> (k)(1)	<input type="checkbox"/> (k)(6)
<input type="checkbox"/> (b)(4)	<input type="checkbox"/> (b)(7)(B)	<input type="checkbox"/> (b)(7)(F)		

Enclosures

Drug Enforcement Administration
 FOI/Records Management Section
 8701 Morrissette Drive
 Springfield, VA 22152
Report Date:12/12/2014
Time: 9:19:05 AM

Summary
 Disclosed in Part - 4 pages
 Not reviewed - 8 pages
 Withheld - 1 pages

Document Status Report

Folder Name : DEA Media Guidelines and Press Packet
Review Layer Name : First Review by M. Poblete-Washington
Disposition : N/A

Page Number	Review Status	Redaction Codes
1	Disclosed in Part	(b)(6);(b)(7)(E)
2	Not reviewed	-
3	Disclosed in Part	(b)(7)(E)
4	Withheld	(b)(7)(E)
5	Not reviewed	-
6	Not reviewed	-
7	Not reviewed	-
8	Not reviewed	-
9	Not reviewed	-
10	Not reviewed	-
11	Disclosed in Part	(b)(6)
12	Not reviewed	-
13	Disclosed in Part	(b)(6)

U.S. Department of Justice
Drug Enforcement Administration
Congressional & Public Affairs (CP)

(b)(6) Chief



DEA Media Guidelines and Press Packet

Contact: CP Chief, (b)(6)

Acting Chief, CPP (b)(6)

202-(b)(6)

Enclosed you will find media guidance that will enable your Division with press activities. Guidance similar to this prepared document has been given to the U.S. Attorney's Office by the Department of Justice.

The contents for this media kit are as follows:

(It is suggested you print this document out and save in a folder or book.)

- | | | |
|-----|---|------------|
| 1.) | General Tips on How to deal with the press. | Pages 2-3 |
| 2.) | (b)(7)(E) | |
| 3.) | Developing an Effective Media Strategy for your office. | Pages 5-6 |
| 4.) | Writing an effective news release. | Page 7 |
| 5.) | Template of DEA news release. | Page 8 |
| 6.) | Press Conference Tips. | Pages 9-10 |
| 7.) | Example of Media/Public Event Logistics Template | Page 11-12 |
| 8.) | DEA Headquarters Press Office Points of Contact. | Page 13 |
| 9.) | DOJ Guidelines | Attached |

GENERAL TIPS ON HOW TO DEAL WITH THE PRESS

DEFINING THE TERMS:

- **On the Record:** When talking with a reporter, remember that everything you say is "on the record" unless otherwise agreed upon. This means whatever you say can be attributed directly to you.
- **Off the Record:** Everyone has a different definition of what "off the record" means. You should first explain to a reporter what your definition of "off the record" means and ask them if they will agree to abide by your definition. For example, you could say, "I want this to be off the record. By that I mean, you cannot use this information in your story, it is guidance only. Will you keep this off the record?" If the reporter agrees, still proceed with caution.
- **On Background:** Background information can be used by a reporter, but cannot be attributed to you personally. Before giving out the information, you should explain that this is "on background as a Department of Justice official" or a "federal prosecutor (or official) in the U.S. Attorney's Office for the Southern District of Texas."

RESPONDING TO INQUIRIES:

- **Stick to the Facts:** Always be upfront and honest with the media and present them with the facts.
- **No Comment:** Avoid saying "no comment." Try to pull something from a public filing or public information and turn it into a statement. Or say something to the effect of "We are still reviewing the matter," or "While I cannot comment on the specifics of this case, I can say that the DEA takes these allegations very seriously and will continue to pursue justice for those who would. . . ."
- **Unsure of an Answer:** If you don't know the answer to a question, don't try to answer it without verifying your response. Tell a reporter that you will get back to him with an answer.
- **Negative Questions:** Don't repeat the negative of a question. For example, if asked "Won't this hurt the consumer?" Don't say "No this will not hurt the consumer," instead turn it into a positive statement and say, "This will be good for the consumer because. . . ." Remember, the reporters question will usually not be heard—only your answer.
- **Getting Mad:** No matter how rude or aggressive a reporter is, do not get hostile or defensive in your response. Your attitude and actions affect the message.
- **Help Reporters to Increase Accuracy:** Don't be afraid to make someone available to a reporter on background to explain a charge, laws, possible penalties, etc. It may help make their story more accurate.

- **Media Guidance:** Give reporters advance warning when you expect that something is going to happen. Tell them, without going into particulars, "I may have something you'll be interested in later today" or "you might want to stick around for an announcement."
- **Timely Response:** Make sure to ask reporters for their deadline and work to get them the information in time for their deadline. Even if you miss the deadline, call the reporter and leave a message once you get the information.

(b)(7)(E)

BEST PRACTICES:

- **Get to Know your Press Regulars:** You may want to get to know your press regulars better by holding a media relations exchange with those reporters who regularly cover your office. An informal brown bag lunch or an early morning meeting over coffee is a great way to get off on the right foot with reporters you will be dealing with on a daily basis.
- **Coordinate with Components and Agencies:** Hold a regular conference call with other local press officers to stay up to date with what kinds of cases and announcements will be coming down in the next few weeks. (This can be done in the field!)
- **Maintain Up to Date Contact Lists:** Make sure your press regulars' telephone and e-mail distribution contact lists are up to date. You should get home and cell phone numbers if breaking news happens after regular business hours.
- **Local Radio or Television Addresses:** Consider scheduling regular appearances on local radio or television stations to discuss the priorities of your office and successful prosecutions. This is a great way to promote the work of your office within your community.
- **Maintain an Updated Website:** While it is hard to get started on updating your website, it is one of the most important resources for your local community and media. Your office's contact information should be posted on your homepage and your press releases should be posted regularly and easily accessible. Send your releases to the Headquarters Public Affairs Specialists also; you never know when a local story could fit into the national picture.

DEVELOPING AN EFFECTIVE MEDIA STRATEGY FOR YOUR OFFICE

One of the most important things you can do to showcase the hard work of your prosecutors is to develop an effective media strategy for your office. Below are a few tips for developing a strong media strategy:

- **Select a Press Contact:** Identify one person in your office to be a press contact or Public Information Officer (PIO). The role of the PIO is to act as a liaison to the local media for the DEA Division Office, working with HQ and the U.S. Attorney's in responding to local media inquiries.
- **Establish Media Guidelines:** Once the PIO has been selected, begin by establishing guidelines and standards for who will handle certain types of media inquiries.
 - Determine generally the types of cases and issues that the SAC would like to handle directly (i.e. cases of national significance, national media inquiries, policy issues, breaking news in major cases, etc.).
 - Determine whether ASAC's, RAC's or Group Supervisors will be permitted to conduct interviews with local media regarding their cases. The SAC can determine on a case by case basis whether ASAC's, RAC's and GS' should participate in local media interviews regarding local issues (national issues and policy issues should be coordinate with HQ CPP to determine who is most appropriate to speak).
 - Determine whether the PIO will speak as an "on the record" spokesman for the office or on "background" as a "DEA local official."
 - The PIO should be responsible for the ensuring that coordination is followed with HQ CPP and that the appropriate media guidelines are followed.
- **Develop an Emergency Communications Plan:** In emergency situations, it is vital to get accurate information to the media in a timely manner. Once the general media guidelines have been established, an Emergency Communications Plan should be developed. The PIO should compile and keep on his/her person the contact information for the SAC, ASAC's, Group Supervisors, HQ CPP Chief, Command Center and U.S. Attorney, and local beat reporters if a crisis situation arises.
- **Updating Media Contact Information:** The PIO should maintain updated contact information for local media. As e-mail is the most effective way to distribute press releases and statements, the PIO should be in charge of compiling and maintaining up-to-date e-mail distribution lists.
- **Establishing Relationships with Beat Reporters:** It is important to develop strong relationships with the reporters who cover your office (smaller Divisions may not have beat reporters, but should work with assignment editors who can get the information to the appropriate reporter).
 - While compiling the local media contact information, a new PIO should make sure to contact all local beat reporters and introduce him/herself.
 - A new SAC should consider hosting a beat reporter's brown bag breakfast or lunch (can be either on- or off-the-record). This is intended to be an introductory meeting that helps a

new SAC get to know the local media. It is an opportunity to discuss issues unrelated to work or to share your vision and goals for the office.

- **Establishing Relationships with other Press Officers:** The local Justice Department and DHS components also have press contacts. It is important for the PIO to work closely with these individuals to avoid being surprised by press announcements from other agencies. This will also be important when preparing for joint announcements.
- **Web Content Manager:** Press releases should be easily accessible and posted regularly to your website. Contact information for the DEA Division Office should be visible on the homepage of your website.

WRITING AN EFFECTIVE PRESS RELEASE

Writing an effective press release is one of the most important ways to publicize the important efforts of your office. Reporters do not have time to read everything they receive, so it is important to grab their attention right off the bat. Below are a few tips for writing an effective press release:

Heading: Use a strong statement that grabs a reporter's attention.

Example: DEA Arrests Eleven Defendants with Links to Terrorism

Subheading: Something that makes this release specifically noteworthy.

Example: Defendants bought weapons from proceeds of trafficked heroin.

Introductory Paragraph: Lead with the action, not a list of names! Start off with a simple, declarative sentence describing what happened. A good press release should read like a news story in the paper.

Example: "Eleven defendants were arrested by the Drug Enforcement Administration (DEA) today after they attempted to buy automatic weapons with money made from trafficking heroin on the streets of Chicago. These eleven defendants were also indicted for their role in a terrorism network, announced SAC XXX of the XXXX DEA Division."

Second Paragraph: A Strong Quote! Take an important fact and incorporate it into a quote, attributed to the person you hope the news media will name. Quotes should not be miniature speeches; they should be one or two sentences.

Third Paragraph: The details of the announcement. What is alleged and why. This should be a longer body paragraph that brings the story to life.

Additional Paragraphs: For all additional paragraphs, provide information in descending order of importance.

Additional Quotes: For all additional quotes, list at the end of the press release in descending order of rank.

Disclaimers: Disclaimers about a defendant's guilt or charges should be at the end of a release.

List of Names: Any list of names thanking individuals for their hard work should be the last sentence of the release.

U.S. Department of Justice
Drug Enforcement Administration
www.dea.gov
YOUR DIVISION NAME
YOUR DIVISION SAC'S NAME



NEWS RELEASE

Date: XXX-XXX
Contact: XXXX XXXX
Number: XXXXXXXX

[HEADING: ALL CAPS, BOLD, ITALICS & 14 POINT FONT]
[Sub-heading: Capitalize Major Words, Bold, Italicized, and 12 Point Font]

[CITY, STATE]— [Lead with the action and the most basic information—who, what, when, where, and why. Do not lead with a list of names.]

[Place SAC or DEA Operational Component quotes in the second or third paragraph.]

[Body of the press release—meat of the story, additional details, and specifics regarding the law enforcement action.]

[Place any additional quotes after the body of the press release.]

[Place any links to websites, disclaimers, or list of names in the last paragraph of the press release.]

###

PRESS CONFERENCE TIPS

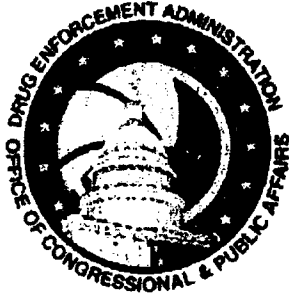
A press conference is an important venue in which to highlight the case accomplishments of your Division. A strong impression is vital in order to educate the public, Congress and the media of your Division's accomplishments. Highlighting your cases can help to generate positive public attention on the DEA that enables more funding, improved moral and enhanced recruitment.

Below are a few helpful hints for press conferences.

- **Own the Podium:** It is important to exude confidence and control during the press conference. You should open the press conference with brief remarks, introduce any additional speakers, open the press conference up for questions, and close the press conference when a sufficient number of questions have been answered. (Coordination between the SAC-speaker and the PIO is essential to knowing when to end a press conference.)
- **Be Aware of the Microphone:** Stand at the podium at all times when speaking so that the microphone can pick up your statements. Remember, when using charts, simply point to the chart being referenced. Do not go over to the chart—camera and radio reporters will not be able to pick up the audio.
- **Opening Statement:**
 - Your opening statement should be short (two to three minutes). Talk about the action your office is taking, the purpose of the action, and why it is important.
 - Speak in short “sound bite” sentences. Anything longer than 10 seconds is too long!
 - Speak in a strong clear voice and make sure to use intonation. Nothing is more boring than a monotone speaker. Also, remember to speak slowly.
- **Significant Points:** Put together the three most important points that you should use throughout the press conference. Use your significant points often. It is important that the message you want to convey gets across to reporters. Use these same points in follow-up interviews.
- **Questions and Answers:** Remain “in control” of the press conference by calling on and pointing to individual reporters during the question and answer period. You determine when you are ready for the next question and who will get to ask it—call on those who haven't had a chance to ask one yet.
- **Negative Questions:** Don't repeat the negative of a question. For example, if asked “Won't this hurt the consumer?” Don't say “No this will not hurt the consumer,” instead turn it into a positive statement and say, “This will be good for the consumer because. . .” Remember, the reporter's question will usually not be heard—only your answer.
- **Unsure of the Answer:** If you don't know the answer, do not be afraid to state that you don't have the answer—just say you'll look into it and you will have your PIO get back to them.

Make sure your PIO notes these types of situations and gets the reporter's contact information. The reporter is likely working on a story for that day, so it is important to get a quick and accurate response before his/her deadline.

- **Technical/Legal Jargon:** Avoid it! No one cares that the defendant is in violation of Title 18 U.S.C. § 1343. Just say, the defendant allegedly robbed a grocery store while high on drugs—or whatever the alleged crime is/was.
- **Getting Grilled:** If you are getting grilled about a negative or technical aspect of the case, quickly answer with a word or two and then transition into something positive (i.e. your three significant points) by saying, "What's really important here is . . ." or "It's important to remember. . ."
- **Getting Mad:** No matter how rude or aggressive a reporter is, do not get hostile or defensive in your response. Your attitude and actions affect the message.
- **Closing the Press Conference:** When its time to bring the press conference to a close, either you or your PIO should announce, "We have time for only one more question."
- **Look Professional:** For all press interaction, dress professionally since non-verbal communication is just as important as what you say. For men—a dark suit, solid blue shirt (white washes you out), and a bold (but not busy) tie. For women—a bold, solid colored dress/suit. Avoid stripes and loud patterns. (Your PIO has been trained on what colors may accommodate your skin color etc.)
- **Be Prepared:** Make sure the PIO has arranged all of the technical and logistical aspects of your press interaction. As tempting as it could be to walk up to a "gaggle" of reporters, this does not always produce the best visuals or audio, and that may detract from the purpose of the press conference and limit what the media may be able to broadcast.
- **Know what materials you have:** Do you have video or photos? Make sure you or the PIO brings the materials with you to the press conference. HQ CPP will also help you to distribute to the press if this is not possible.
- **Branding:** While this may seem arcane, ensuring DEA Agents are wearing raid jackets or other clothing that notates DEA not only helps secure officer safety, it plays a vital role in establishing DEA's public presence and image with the media and community. DEA PIO's have been trained why this is vital. When setting up a press conference, try-if possible-to ensure a DEA related flag, shirt or other item is within the camera shot.
- **Logistics:** A sample logistics plan for media/public events is attached on page 10.



U.S. Department of Justice
Drug Enforcement Administration
Congressional & Public Affairs (CP)
(b)(6) Chief

***EVENT ITINERARY
FOR:
REGARDING/EVENT
DATE:***

- I. Date/Time:
- II. Location:
- III. Dress:
- IV. Remarks Required:
 - Audience:
 - Topic:
 - Room Description:
 - Introduction by:

VIPs on Stage/Present:

- V. Press Coverage:
 - Press Release:
 - Will there be Q&A:

- Will the Remarks be Videotaped:
- Will Remarks be Recorded:

VIII. Sequence of Events:

VIV: Speaker Order:

X. Background:

XII: DEA/Media on Site Contact:

XIII: Point of Contact:

XIV: Prepared by:

XV: Attachments:

DEA Public Affairs Contacts:

Chief, Congressional & Public Affairs, (b)(6)

Cell: 571-(b)(6)
Office: 202-(b)(6)
E-mail: (b)(6)

Executive Assistant, Congressional & Public Affairs, (b)(6)

Cell: 202-(b)(6)
Office: 202-(b)(6)
E-mail: (b)(6)

Acting Chief, Public Affairs Section, (b)(6)

Cell: 202-(b)(6) (24 hour contact number)
Office: 202-(b)(6)
E-mail: (b)(6)

Staff Coordinator, (b)(6)

Cell: 202-(b)(6)
Office: 202-(b)(6)
E-Mail: (b)(6)

Public Affairs Specialist, (b)(6)

Cell: 202-(b)(6)
Office: 202-(b)(6)
E-mail: (b)(6)

Public Affairs Specialist, (b)(6)

Cell: 202-(b)(6)
Office: 202-(b)(6)
E-mail: (b)(6)

Public Affairs Specialist/Web Content Manager, (b)(6)

Cell: 202-(b)(6)
Office: 202-(b)(6)
E-mail: (b)(6)