

DEFENSE INTELLIGENCE AGENCY  
WASHINGTON, DC 20340-5100

# Instruction

Defense Intelligence Agency

DIAI 5410.003  
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OPR: OCC

## Guidelines for Interaction with the Media

### References:

- (a) DIA Directive 5400.100, "Guidelines for Interaction with the Media," 2 February 2005 (canceled)
- (b) DoD Directive 5122.05, "Assistant Secretary of Defense for Public Affairs," 05 September 2008

### 1. Purpose.

1.1. Replaces Reference (a).

1.2. Establishes Defense Intelligence Agency (DIA) guidance regarding interaction with the media and procedural guidance for the coordination and release of DIA information to the media and general public.

1.3. Applies to all centers, directorates, offices, and DIA personnel assigned to combatant command directorates for intelligence (hereafter referred to as "DIA elements") and Department of Defense (DoD) government personnel assigned to DIA in all locations.

### 2. Definition.

2.1. The Media — for the purposes of this instruction, the media refers to all entities engaged in the production and dissemination of print, broadcast, and Internet-based information intended for a public audience, and all persons representing such entities. This includes DoD-operated media organizations including American Forces Press Service (AFPS), American Forces Network (AFN) and Combat Camera which reach both an internal and external audience as well.

### 3. Responsibilities.

3.1. The Director, DIA, Office of Corporate Communications (OCC), or other designee, is the approving authority for all DIA participation in media or public interviews and other media-related activities.

3.2. The DIA Office of Corporate Communications (OCC) must:

3.2.1. Plan, coordinate, and monitor all contacts between members of DIA and the media.

3.2.2. Advise the DIA Command Element on media issues of concern to DIA.

3.2.3. Coordinate DIA support to the Office of the Assistant Secretary of Defense for Public Affairs (OASD(PA)), Joint Chiefs of Staff Public Affairs (JCS(PA)), the Director of National Intelligence for Public Affairs (ODNI(PA)), Undersecretary of Defense for Intelligence (USD(I)) and other Intelligence Community Public Affairs organizations.

3.2.4. Represent DIA, communicate the Director's priorities, and interact with external agencies on media and other public affairs issues and policies.

3.3. DIA elements and personnel must:

3.3.1. Comply with the provisions of this issuance and provide support to OCC, when required.

3.3.2. Provide accurate and timely information to the media and general public while protecting intelligence sources and methods. False or misleading information will not knowingly be provided at any time.

3.3.3. Coordinate all media contacts in advance with OCC. If it is determined that it is in DIA's best interest to conduct a media interview with a subject matter expert, OCC must ensure that the interviewee is properly trained in accordance with reference (b).

3.3.4. If contacted directly by the media and asked to comment on issues or activities for which DIA is responsible, the intelligence enterprise, or to serve as a subject matter expert, DIA employees should refrain from comment and immediately refer the media to OCC.

3.3.4.1. Federal law precludes, with certain exceptions, using individuals accredited as correspondents or official representatives of a United States (U.S.) media organization, regardless of their nationality, as agents or assets for collecting intelligence.

3.4. Personnel assigned to Defense Attaché Offices must:

3.4.1. Forward requests for media interaction to OCC through the Defense Attaché System after obtaining appropriate coordination with their U.S. Embassy Country Team and relevant Combatant Commander, if applicable. OCC will then obtain a decision from the DIA Command Element and OASD(PA), ODNI(PA) or USD(I), as applicable.

3.5. Personnel not assigned to a Defense Attaché Offices who are forward deployed must:

3.5.1. Forward requests for media interaction to OCC through their respective directorate chain of command.

3.5.2. As appropriate, OCC will coordinate requests with the relevant combatant command's public affairs office, prior to presenting the request to the Command Element.

#### 4. Procedures.

4.1. A member of DIA, contacted directly by a media representative, will make no statement or commitment or provide any information other than to refer the person to OCC via local telephone number: 202-231-5554 or by Defense Switched Network (DSN) number: DSN 428-5554. DIA members who are contacted by the media will notify OCC that they have been contacted as soon as possible during normal duty hours. After normal working hours, it is sufficient to leave a voicemail message at the local telephone number, or send an e-mail to DIA-PAO@dia.mil.

4.2. At times, DIA personnel have official requirements for information or material that has appeared in the public media. DIA personnel will coordinate the request with OCC, and OCC will attempt to obtain the desired material. Individual members of DIA will not directly contact media representatives nor solicit material from the media on their own.


4.3. Employees should advise OCC when contacted by the media regarding activities or issues not related to intelligence, DIA, or their employment. These might include hobbies, clubs, or other interests outside the agency. While not a requirement, employees are encouraged to consult with OCC Public Affairs Officers or Public Affairs Specialists for guidance before meeting with the media to discuss such issues.

4.3.1. DIA personnel who plan to participate in radio/television/web programs (for example game shows, talk shows, reality programs, web chats, etcetera) not related to DIA or their employment are permitted to mention their DIA affiliation, subject to current guidelines. Employees should contact OCC to discuss their intentions and to receive the most current guidance. Prior coordination will minimize surprise to DIA leadership and help ensure no adverse effect on agency mission.

4.4. With respect to support for OASD(PA) and ODNI(PA), upon request, OCC will:

4.4.1. Coordinate DIA actions to make requested information available to OASD(PA), USDI(PA) and/or ODNI(PA) for public release.

4.4.2. Locate appropriate DIA personnel to support the media's request for information on designated topics; obtain DR (or designee) approval to conduct an interview; schedule and monitor the interview to ensure that the ground rules for the session are followed, that the topics outside the scope of the request are avoided, that the DIA person(s) presenting the information are not subject to inappropriate media questioning, and that classified information is not divulged.



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