



Knowledge to Go Places



Media Relations
Or
Public Information Officer

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How to Handle Media

- During an emergency, EXPECT lots of media reps to have lots of questions
- If you don't have a plan, 'flying by the seat of your pants' could be disastrous
- Practice your plan with your staff once it is developed



So. . . What Do We Do?

- Have an orientation session with Media Relations if any of your staff will speak with reporters
- Keep Media Relations advised of all interactions with Media!
- If no one is trained, refer questions to Media Relations representative



Watch the Media

- Read local papers and watch television news reports
- ‘Get to know’ reporters and their style
- Observe trends in reporting, don’t just ‘watch the news’

Review



- As with all elements of your emergency plan, do you have a protocol for holding a ‘face-to-face’ or telephone debriefing of the situation to share information and improve your plan and call trees for next time?