

Working with the Media

Planning Considerations for a Successful Event

Planning the Ceremony

- Planning team
- Questions to consider:
 - Who are we?
 - Who “owns” this?
 - Where does our event fit into the mosaic of events?
 - Focus, speakers, ‘face of the ceremony’
 - Who, when, where, what...

When Public Safety Works with Media...

Planned Events

- Safety-focused events
- Award Ceremonies
- New equipment, facilities, teams, personnel, etc.
- Commemorative Ceremonies



When Public Safety Works with Media...

- No-Notice Events
 - Accidents
 - Crime Scenes
 - Fires
 - Disasters
 - Mega-disasters
- Other events:
 - Scandals
 - Criminal Investigations
 - Accidents
 - Unethical Behavior
 - "Political" Issues
 - Budget Hearings

Existing Relationships

- Typically stem from No-Notice Event interactions
- High-stress environments
- Somebody needs to be the 'bad guy'
- Frequently negative messaging
 - Real or perceived
- Will vary based upon size/capability/history of agency
- May be a tainted perception of the media

Media in your community

- Who is our media?
 - Television, radio, internet, newspaper
- Will we receive coverage?
- How did they cover our community 10 years ago and how have they since?
- Who has existing relationships with key media outlets?

Key Steps to Working with the Media

- Define your goals:
 - What do we want to say?
 - What do we want to focus on?

- Determine your audience:
 - Public audiences
 - Who am I trying to talk to?
 - Media audiences
 - Different media have different needs

Key Steps to Working with the Media

- Refine your message:
 - Who will be available for interviews?
 - What do we want the media to focus on?
 - Images, actions, individuals, families...

- Target Opportunities:
 - What have we done since?

- Present Your Story:
 - Press releases, interviews and media conferences

Media Conferences

- Press Event or One-to-One
- Have Planning Committee present
- “Off the record”...
- Invite producers, editors and news directors
- Demonstrate an understanding of shared and unique goals
- Work cooperatively and take suggestions
 - Remember: *They relay stories for a living and can help you tell yours.*

Gregory T. Brunelle, MS, MA
Deputy Director
Office of Emergency Management

New York State Division of Homeland
Security and Emergency Services

518.292.2252 office
518.488.8294 mobile

gbrunelle@dhses.ny.gov

