Planning Considerations for a Successful Event

Working with the Media

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.

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