**Press Conferences, Briefings and Public Meetings**

All meetings require pre-planning and preparation. A poorly prepared or managed meeting can destroy confidence and trust in the organization.

**Press Conferences**

Press Conferences and Media Briefings are designed to quickly communicate directly with the media. The emergency or announcement should be of sufficient interest to make individual interviews impractical. A press conference or media briefing is appropriate when the disaster has considerable community impact, involves numerous agencies, and when you want to ensure that all media hear the same thing at the same time.

**Media Briefing**

* Conducted by PIO.
* Relatively informal.
* To provide situation status and/or background information.

**Public Meeting**

Public meetings are a critical opportunity to share information directly with the public as well as the media. Well-organized public meetings are effective in addressing public concerns and demonstrate the commitment and effectiveness of government leaders.

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| **Preparation for Public Meetings & Press Conferences** |
| Know your audience(s). Use Stakeholder Worksheet. -Who are they? Where are they from? -What are their interests and concerns? -What are their likely perceptions and biases? -Will they be receptive, resistant or hostile? | Select meeting format (panel, open house, speaker).Set a date, time and place. Be sensitive to working hours, disrupted transportation, etc. The end of the workday is best. Tuesdays and Thursdays usually have the best attendance. |
| Prepare talking points with EOC Director, or designee for approval. -Review Message Preparation Job Aid -Ask for questions in advance, if possible -Plan for likely questions | Publicize the event. Give people ample time to make arrangements to attend. Inform media, other stakeholders and the public of the time and location. *If there are limits on participants due to social distancing requirements let them know in advance.* |
| Identify key speakers (must have at least one senior official) and confirm spelling of names. -Review talking points, possible questions. -Review Media Guide for Spokespeople | Identify needed translators, closed captioning or American Sign Language interpreters |

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| **Set Up the Facility** | **Coach Speakers** |
|  -Podium / Flags / Organization Emblem -Backdrop -A/V setup -Seating (assign seats as needed) -Camera area -Location for Sign Language Interpreter -Electrical supply & extension cords -Microphone system -Portable microphones for questioners -Noise Control -Directional Signs -Parking |  -Review the Press Conference and Media Guide for Spokespeople with them. -Review the talking points. -Explain time constraints -Potential questions |
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| **Prepare Content** | **Prepare Audiovisual Aids** |
| Prepare presentations -Identify the message you want to convey.  -Develop a strong introduction.  -Review Attachment D1 Message Preparation -Assemble support data. -Identify suitable audiovisual aids.  |  -Should be self-explanatory -Illustrate key concepts or info -Six words per line, maximum -Ten lines for visual, maximum -Appropriate for the location -Support only one major idea -Use pictures/graphics -Can be seen from all areas -Have impact – if not, don’t use -Don’t distract |
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| **Press Packet** | **Press Conference Procedures** |
|  -Names, titles of all spokespeople, any relevant bio/credentials -Press release schedule -Site Tour Schedule -Best photo ops -Agenda for Press Conference (order of appearance/topic) -Names, titles (spellings) of all speakers, order of appearance -Prepare Frequently Asked Questions -Press release-**Background info:** (All applicable to the emergency) organization  -safety record -training record -overview of the event -FAQs -Maps -Fact sheets -Previous incidents in the same location -Previous incidents involving the same people -Prior resolution**Ground rules for the meeting** -Any access restrictions -Process for asking questions -Restrictions on topics to be asked - Restrictions on movement/photography/filming | -PIO serves as facilitator/mediator.-Take charge – set the tone.-Ask media to sign in -Greet media as they arrive; exchange business cards and give them a Press Packet -Introduce team and speakers by name and position/role in the event.-If multiple language briefing, report the order of languages.-Review ground rules (statements, then questions, available time, etc.).-Inform reporters of restrictions on movement/photography/filming-Coordinate movement of speakers to/from podium-Lead official gives opening statement and responds to questions.-Statements should be made by senior officials, when possible.-Delegate answers to appropriate representative.-Make notes of questions that need follow-up and who asked the question.-Be available afterwards for follow-up.-Announce time and location of next briefing |
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| **Media Information Center Setup** | **Infectious Disease Precautions** |
|  -Space, tables, chairs -Pop up tents -Ample parking for large satellite vehicles -Power / outlets / extension cords -Pens, notepads -Keep webpage information up-to-date to reduce questions -Post bulletin boards with press releases, schedule of conferences and other meetings, contact list -Staff to answer questions -Water |  -Follow recommendations of the Public Health Officer -Require face coverings -Space the seating for social distance -Supply hand sanitizer -Limit the number of people -Hold the meeting outdoors |

**DURING THE CRISIS**

* **Receptionist Mantra**

 “We are aware of the problem. We are currently gathering information. We will have a media briefing at 10 a.m. in our headquarters.”

* **Team Assignments**

 √ Monitor media broadcasts

 √ Announce briefing

 √ Collect data from scene

 √ Prepare briefing paper

 √ Most likely questions

 √ Support receptionist on phones

 √ Brief boss

 √ Set up briefing room

 √ Document media calls

 √ Establish internal communications

 √ Media liaison at the incident (tours, photo sites, etc.)

 √ Keep website updated

 √ File everything

* **Take Care of Personnel**

 √ Healthful food

 √ Water

 √ Rotate and rest

 √ Minimize nicotine, caffeine, sugar

**BRIEFING**

* Coach the speaker
* Establish the rules
* Read statements (5 w’s)
* Take questions
* Announce next briefing
* Get speaker out of there
* Give “blessed” information to phone bank
* Update the website

**WHO ARE YOU SPEAKING TO?**

**AFTER CRISIS**

* Updates
* Anniversary
* Feed the file