



Region 2 Public Information Officer Network

<http://www.iowaregion2preparedness.com/publicinfoofficerinfo.html>

Media Conversation Potential Questions

Introductions

Facilitated Discussion

Scenario 1: Tornado touches down in your coverage area in comparison to the Parkersburg tornado.

A good portion of a town has been taken out by the tornado. There are reported deaths, injuries and individuals still trapped in areas due to destruction. There are road closing and blockages, power outages, no running water and so on.

1. How soon after the tornado hit would someone from the media be at the scene and who would they be looking to speak with?
2. Do different types of media work together to get information/coverage out about emergency situations like this? If so, how?
3. How could a PIO from our organization best work with media to keep public up to speed on up-to-date information? (news release, phone, joint information center)
4. How could the media help get information out to the public who doesn't have mail delivery, power, etc.?
5. If your media organization's physical location is destroyed what steps would be taken to get information out?
6. Other considerations?

Scenario 2: Outbreak in your coverage area in comparison to the 2010 H1N1 scare. There are rising cases of a novel disease being reported throughout the community. Vaccination clinics for certain populations are opening as vaccine comes available.

1. What steps are taken on the media's end to reduce causing panic in the public?
2. What types of organizations or people would you be contacting for interviews?
3. How difficult was it or would it be to keep up with the most up-to-date case and clinic information?
4. How could a PIO from our organization best work with you to reduce public panic and keep media up to speed on the most up-to-date information? (news release, phone, joint information center)
5. In your opinion would local television media be willing to participate in an exercise or drill for an emergency situation?
6. Other considerations?

Additional items for Discussion:

Media Relations

- What is the best way for a PIO to establish relationships with local media?
- What are some important questions for a PIO to ask their media upon establishing this relationship?
- What are some good ways of maintaining this relationship over time?
- How often do you feel a PIO should review/update their media list?
- In your opinion, how available should someone in the PIO position be to the media?

Media for Non-profits or government agencies

- Does the media work with non-profits/government agencies any differently than it would with for-profits?
- Are there any benefits available to a non-profit/government agency when trying to educate the public through media? I.E. PSA's. If so, how are these best utilized?
- If the PIO sends you a news release how common is it that it will run? Is there a way to track this?

Media and Deadlines

- What is a typical deadline for your type of media?
- Are these deadlines typically shared with someone in the PIO position?
- If it were an emergency situation (like one of the scenarios) would it be possible to stretch the deadline or do something different to get information out to the public? \

Media Etiquette and Tips

- Do you have any general tips for those in the PIO position who may be conducting an interview or news conference for your type of media?
- Is it appropriate to ask the media for the questions beforehand?
- Do you have any tips on: dress, eye glasses, eye contact, backdrops, posture, answering for quotes, speaking off the record, interview the interviewer.
- Is it appropriate to say "I don't know" during an interview?
- Do you look into the camera lens or at the reporter during an interview or news conference?
- Is a live interview the most common? How can a PIO best prepare for this?

Keeping up with the Media

- Do most media organizations have social media outlets?
- How important is it for someone in the PIO position to follow media on social outlet sites and website?
- Do the media follow local PH, Medical Center, etc. on social media outlets or websites?
- Use of Google Alerts
- Is it common for any type of media or do you think media would be willing to supply PIO with final products (radio interview, newspaper)?

Final Thoughts