

Emergency Community & Media Relations™

Course Sponsor:

Justice Institute of B.C.- Emergency Management Training

Target Audience:

Individuals who are currently working in or will be working in the community and/or media relations field as well as senior management responsible for dealing with community and/or media.

Course Description:

Duration: 2 Days

This course will enable participants the opportunity to be shown and be given the time to practice the practical steps for handling the flow of information to and from the media and the public-before, during and after an emergency.

Course Objectives:

On completion of this course, participants will be able to:

- Develop a strategic, pro-active community and media relations program
- Identify the various types of potential emergencies
- Recognize the information flow in an emergency
- How (and why) the media operates the way they do
- Prepare for handling internal and external reactions
- Manage the gap between perception and reality
- Understand the roles of emergency management team members
- Handle direct media contacts and/or provide effective support for officials with media interview responsibilities
- Monitor the reactions of their “publics”
- Turn “breakdowns” into “breakthroughs”
- Manage the “after-emergency” phase

Topics include:

- The media: who are they and what they want
- Newsrooms: their purpose and why they are important for you to know

- Preparation of “Fact Sheets”, how and when to use them
- Communicating with internal audiences and how to be proactive with the media
- How to have confidence when dealing with every media encounter
- What the media wants from an interview
- Essentials of TV, radio and telephone interviews
- News conferences, editorial boards, PSA’s
- Understanding the different phases of an emergency, how to work with each phase and anticipate their unique demands and needs
- Developing an effective emergency communications plan, working with emergency information teams

Prerequisite:

- None

Type of Instruction:

Lecture, role playing, group activities, video-taping and feedback

Class Size:

8 Minimum

Course Location:

Courses can be delivered at various locations as agreed upon. The vast majority of Emergency Management Division courses are conducted away from the Justice Institute’s campuses at locations convenient to clients and students.

Point of Contact:

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Additional Comments:

Courses are delivered on a contract basis with municipalities, provincial and federal government agencies, the private sector and non-governmental organizations.