

Emergency Media Relations

Course Sponsor:

Manitoba Emergency Measures Organization (MEMO)

Target Audience:

This course should be taken by those individuals designated as the community or organization emergency public information officer or media contact person, as well as individuals who may have to speak to the media during an emergency. This includes: community public information officers or spokespersons, community officials, emergency coordinators, department heads with an emergency function, and individuals who may speak to the media on behalf of their agencies functions in support of community and provincial emergency plans.

Course Description:

Duration – 2 days

In all emergencies there is a need to provide information to the media for dissemination to the citizens of the communities involved. The Emergency Public Information course has been designed to meet that need by providing participants with information to plan an emergency public information strategy for their community or organization, and to respond to public and media inquiries for information during an emergency.

Course Objectives:

Topics include:

- The role of the media in an emergency
- The need for a public information plan
- How to develop a public information plan
- When and how to issue news releases
- Planning news conferences
- Why media act as they do
- The role of the media spokesperson in an emergency
- Simulated news interviews

Prerequisite:

None

Class Size:

Hosting community must provide between 16 and 20 participants.

Course Availability:

By request

Cost:

No cost to the participant. Travel, accommodation and meal expenses are the responsibility of the participant or their sponsor.

Point of Contact:

Main Office
1510-405 Broadway
Winnipeg, Manitoba
R3C 3L6
Tel: (204) 945-8768
Toll free: 1-888-267-8298

Additional Comments:

MEMO reserves the right to cancel a course or change dates due to unforeseen circumstances.