

OPERATIONAL AREA MEDIA BRIEFING CHECKLIST

Objective: In partnership with local media, conduct media briefings during emergencies and disasters that provides relevant emergency public information in a timely, clear, concise and organized manner.



Op. Area media briefings will be managed through EOC PIO.

- The EOC PIO will inform the participating parties, including the Chair (or designee such as Vice-Chair), of the location and time of the briefing.
- The EOC PIO will ensure the media is alerted.
- The EOC PIO will notify impacted city EOCs in order to notify their mayor(s) of media briefing.



Opening Remarks: Key Messages/Talking Points Provided by EOC PIO.

- EOC PIO will brief Chair and other elected(s) on key highlights and message points.
- Brief 2-minute introduction to media briefing.
- Chair (or Vice-Chair) will coordinate with city mayor, if applicable, on opening remarks.
- No Questions/Answers until end-segment of Briefing.
- Chair turns it over to Briefing Facilitator after Opening Remarks



Briefing Facilitator to Lead Media Briefing

- Incident Overview Provided
- Discipline Specific Presentations
- Q & A.