



Media Guidance

Working Successfully with the Media
and Public Affairs



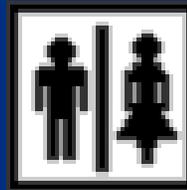
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Welcome

- Emergency Exits are



- Restrooms are



- Turn pagers and cell phones to vibrate

- Side bar conversations are discouraged



Course Objectives

- Explain the purpose of FEMA's media guidance.
- Describe how to respond to a request for information from a reporter.
- Identify how to prepare for and participate in a media interview.
- Demonstrate skills when participating in an interview.

Introductions

- Introductions
 - Your name?
 - Where you are from?
 - Your course expectation is?
 - Your position in the organization?

FEMA is Committed to Building Strong Media Relationships

- Relationships are built on transparency, responsiveness and credibility.
- Daily engagement with federal, state and local partners.
- Media interest is an opportunity!

FEMA is Committed to Building Strong Media Relationships

- Providing information to affected communities.
- FEMA employees are the agency's best ambassadors.
- FEMA's reputation is based on that of its employees.



Media Guidance

- Agency-established guidance on working with the media on August 24, 2006.



- Guidance consistent with the National Response Plan and Emergency Support Function 15 SOP.



Talking to the Media: What Are the Rules?

- FEMA employees authorized to speak to the media within the scope of their assigned duties and responsibilities
- **“If you own it or are responsible for it, you can talk about it”**
- Guidance allows for proactive response to and education of the media

Staying In Your Lane

- Be straightforward and factual
- Avoid speculation and opinions
- If you don't know – say so
- Private information should not be released
- Always be professional
- When you've made your point, stop talking

Know When to Refer to Public Affairs

- Importance of accurate information
- Referring inquiries to Public Affairs
 - FEMA, state, local and other federal agency partners.
- Types of questions/inquiries to be referred
 - Leadership decisions
 - Controversial subjects
 - Costs, extent of damage
 - Timelines



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Responding to Requests

Identify:



- Who is making the request
- What is being asked
- Who should respond
- Timeline for a response

Some Things to Remember

- Get reporter's name and contact info – report it back to the Public Affairs office.
- Only provide information within your area of expertise.
- Always keep the Public Affairs number handy.
- Be professional, factual and “stay in your lane”.



Public Affairs

- Manages a Joint Information Center (JIC)
- Prepares messages about FEMA activities
- Is the Point of Contact for media relations



Preparing for Your Interview

- Know what to say
- Keep it simple
- Manage expectations
- “Stay in your lane”
- Practice



What You Say

DO...

- Address your key points
- Answer in soundbits
- Learn transitional phrases



DON'T...

- Give too much information
- Use acronyms or jargon
- Repeat a damaging phrase
- Discuss policy



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Practicing a Media Interview



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Summary

- Practice explaining who you are, what you do, and how your job helps people.
- Prepare before you do a media interview.
- Learn what not to do.
- Keep control of the interview by learning transitional phrases.



Evaluation

Please take a few moments to fill out your Evaluation and hand them into the instructor.

Your input is important to us!



Thanks



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