

Training on Search And Rescue (SAR) Media relations

/ SAFEMED IV Project



Project funded
by the European Union



It's something that cannot be improvised



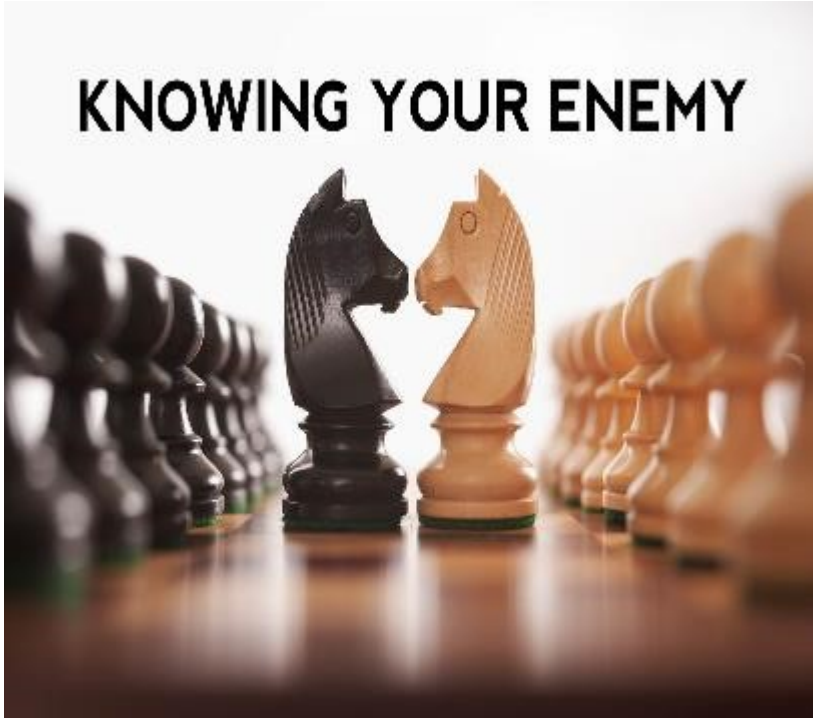
- Bad news is more interesting than good news
- Media needs news especially when the RCC is conducting the operation and it's under pressure
- Do not think that they will go away without news

MEDIA RELATIONS

Media response plan must be part of the RCC's SAR plans

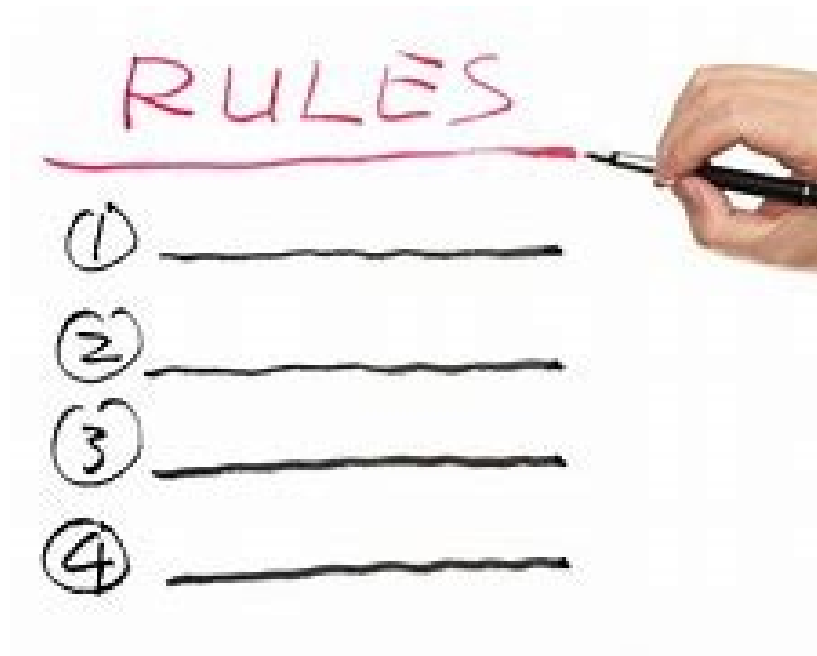


KNOWING YOUR ENEMY



Media are eager to know therefore, if you do not tell them what's going on they will ask to someone else

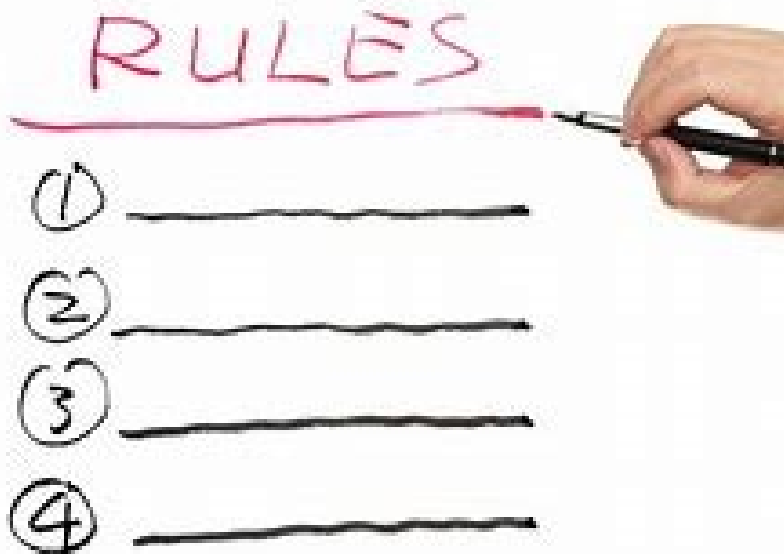
In this way they could publish something not true and this could put you in trouble



- 1) TELL IT ALL
 - 2) TELL IT FIRST
 - 3) TELL IT FAST
- Becoming the
sole authoritative
voice**



In the opening words
he/she should
encapsulate



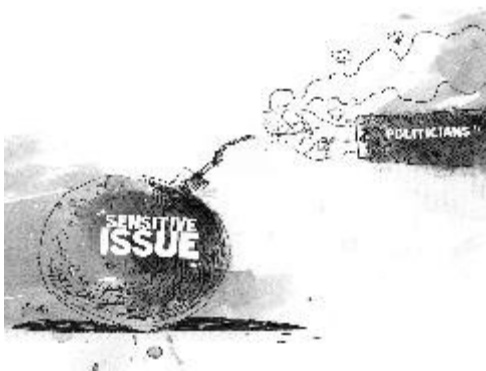
- 1) WHAT
- 2) WHEN
- 3) WHERE
- 4) HOW
- 5) WHY
- 6) WHAT ARE YOU
DOING ABOUT

BE PREPARED



**If they are used to be informed,
they understand better what
you are doing**

**Also the routine activities can
be considered interesting**



**Prepare a press statements or
organize a press conference if
demeed appropriate**

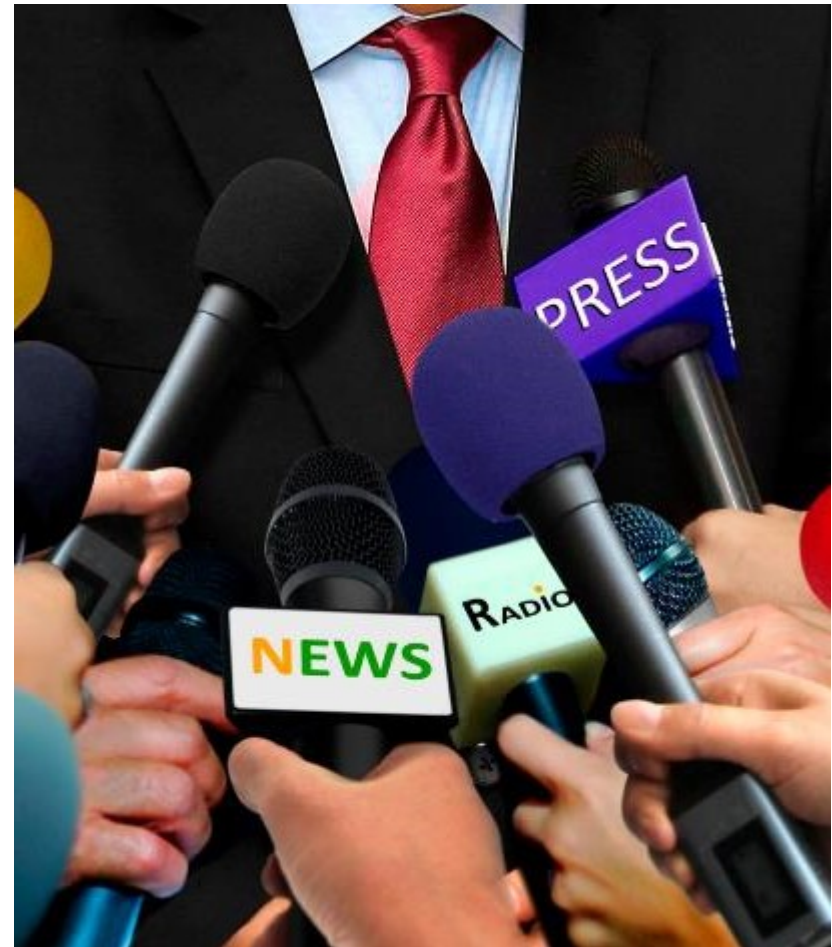
MEDIA RESPONSE PLAN

When is drafted, identify the parties with whom the news are going to communicate

Newspapers, television and radio stations but consider also specialised agencies if any.



1. Differentiate the measures on the basis of the relevance of the operation
2. A press centre shall be established and will intervene in case of major incidents
3. Press centre is close but outside the RCC
4. Dedicated staff, available to work on 24 hours basis if needed.



HOW IT WORKS THE PRESS CENTRE



1. **It's an opportunity, not a threat**
2. **Be prepared, polite, patient and pleasant**
3. **Give accurate and short answers on what you know**
4. **Never speculate and never never tell lies**
5. **Take control and offer information (using your agenda)**
6. **Your organization, first, foremost and forever**
7. **Some pitfalls**



Thank you for your attention

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