

Establish a Media Briefing Center During an Incident

Make Determination to Establish a Media Briefing Center

Once the Communications Division staff learns that media outlets (print, broadcast, or online) have arrived or will be arriving at the Port to cover the incident, a Media Briefing Center shall be established. The purpose of the Center is to provide a single location at which the media can receive regular information, conduct interviews, write their stories, file stories, and congregate while awaiting updated information. The Media Briefing Center shall be located in an area with adequate parking and shelter, electricity, wireless Internet access, a backdrop for one-on-one interviews, and can meet other media-related needs.

Staffing the Media Briefing Center

The PIO/Spokesperson that has been responding to media inquiries from the C-DOC up to this point shall report to and establish the Media Briefing Center. A secondary spokesperson, Telephone PIO, shall be assigned at this time to handle incoming telephone and email media inquiries (see Organization Chart for assignments). In addition, a Communications Specialist III and a Clerk Typist will report to the Media Briefing Center to assist the media, check credentials, maintain the log, log inquiries and comments made during each briefing, coordinate materials distribution, and other tasks as needed.

Media Briefing Center Location

The first option for the Center shall be north side of Port Administration Building.

Checklist for Establishing, Operating a Media Briefing Center

- _____ Coordinate Center physical set-up: chairs, table, podium in front; flags; backdrop; name tents; tables/chairs for media representatives; sign-in sheet with staff monitor and security; wireless Internet access; electricity; sound patch/mult box; other physical needs
- _____ Establish regular briefing schedule; notify media
- _____ Establish sign-in log
- _____ Receive regular updates from DOC Communications team
- _____ Coordinate attendance of officials as appropriate
- _____ Assign appropriate staff to handle physical arrangements for Briefings (see Checklists for assignments)
- _____ Video, still photography to record event
- _____ Mult box for TV and radio mikes
- _____ Chairs, tables, podiums as required
- _____ Brief staff on the subject, speaker(s) and schedule of events
- _____ Prepare opening statements among speakers
- _____ Review anticipated questions and answers

- _____ Check all sound equipment and tape recorders prior to the conference
- _____ Place all news information and handout materials in conference room
- _____ News Releases
- _____ Background information, such as fact sheets, maps, statistics, histories, and biographical information
- _____ Copy of opening statement and other briefing materials
- _____ Have assigned staff member open the conference and establish the ground rules
- _____ Monitor questions and answers closely. Make any necessary clarifications before the end of the event
- _____ Handle requests for follow-up information.
- _____ Before and after each briefing, coordinate with Director of Communications (Lead PIO) to relay latest incident information and media inquiries.

Repeat steps for all subsequent briefings through conclusion of incident.

Afterward/Follow-Up

- _____ Monitor coverage received; contact any news organization that has an error in its report
- _____ At an appropriate time when the crisis atmosphere has cleared, contact each reporter who attended and ask them what went well in terms of Port handling of the event and what could have been improved
- _____ Assign someone to monitor all media coverage for accuracies; correct misinformation immediately

Advance Media Briefing Center Establishment Checklist

- _____ Research large containers for equipment storage; ability to move containers into position when needed (and personnel to handle set-up)
- _____ Determine number of tables, chairs needed; purchase
- _____ Create backdrop
- _____ Create / purchase podium; sound system
- _____ Research wi-fi coverage outside Port building; create network if needed
- _____ Research portable latrines; secure system to have in place for incident
- _____ Research with cafeteria to feed media during incident
- _____ Research generators to provide adequate power for media, Port needs
- _____ Research need for tents or other shelter over Media Briefing Center
- _____ Research acquisition of motor home for use as portable Media Briefing Center (and for PIO staff to use while off-duty from incident)