

Breakout Session G: Media Plan

GEER Workshop

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Discussion

- Currently, GEER does not have a Media Plan on any guidance documents.
- Most members of GEER are also members of EERI and other organizations, and there are many elements of media communications and knowledge dissemination (education/outreach) that are already in place (whether formal or not) and working.
- There are other organizations that guidance documents (EERI, USGS) and we should draw on that knowledge. It is not our intent to pursue a major media training/planning initiative at this stage.
- We mainly discussed “traditional media” as a starting point, but recognize that alternative/internet-based communications media also need to be explored and considered. In particular, more planning/thinking is needed on how these media will be leveraged during reconnaissance and for knowledge dissemination.

Overall Recommendation

- We believe that media planning is an important task that should be undertaken. Its purposes:
 - Promoting media/public awareness of GEER – advertise the importance of what we do and how we can affect society (in general and at the start of reconnaissance)
 - Providing information to the local public/media of an impacted region, particularly around safety (during reconnaissance and only in select cases)
 - Communicating transferable lessons about hazards and risks in our home states/regions (post-reconnaissance)

Specific Recommendations

- Basic Media Package. We should develop a package of basic media communications templates that focuses on the start of a reconnaissance mission.
 - It would include a press release and website and posting of team composition/mission (including link to the press release)
 - This will require some public information/resourcing issues that need to be addressed by the steering committee. Consider two points of contact: 1) general public information/logistics support, and 2) technical content (this cannot be the team leader).
- Reconnaissance Communications Protocols. Team leader should have the responsibility to be a spokesperson for the team and oversee media communications once in the field and following reconnaissance (dissemination of report). This may become one of the criteria/characteristics of determining team leaders. We should look to other organizations, such as EERI, for training/guidance materials.