

DEMONSTRATE THE ABILITY TO MAINTAIN A COMPLETE MEDIA CONTACT LIST

CONDITIONS

You arrive at mission base and need to establish a media contact list.

OBJECTIVES

- 1. Gather information to create a media contact list to be used for mission news releases.

TRAINING AND EVALUATION

Training Outline

1. A media contact list is one of the most important and useful tools for the Information Officer to have. It let's the IO distribute news releases to a consistent number of media organizations without having to look up the information each and every time. It is also vital to have a current media list during a mission to be sure you can get these same organizations current information about the mission. The best time to establish a media contact list is before a mission. A good IO establishes a list and has it always available in the event of need.

- a. First, determine major television and radio networks for your state. Accomplish this by contacting the state branch of the FCC as they are required to keep a copy of all licensed radio and news stations in the state on file.

- b. Contact Unit Information Officers to obtain any media sources they may have to contribute.

- c. Be sure to contact each agency to verify the accuracy of the information specifically the fax number.

- 2. Create a list using a word processor program or database such as Microsoft Word or Microsoft Access.

- a. Create an easy to use format, displaying all necessary information

- b. Include, name, number, fax number and type of agency. Also include any contacts you might have at these agencies

- c. Once completed, devise a method to maintain the media list to insure it is accurate.

Additional Information

More detailed information on this topic is available CAPP 190-1, Volumes 1 & 2

Evaluation Preparation

Setup: None. The student can create the media list at a place of their choosing. No initial setup information other then this task list and the briefing is required.

Brief Student: Give the student the name of a city in your state and ask them what media contacts they would use if there were an emergency services mission taking place at that location.

Evaluation

<u>Performance measures</u>	<u>Results</u>
1. Gather accurate information for a media contact list.	P F
2. List at list three media contacts, local or state, that releases could be sent to.	P F

Student must receive a pass on all performance measures to qualify in this task. If the individual fails any measure, show what was done wrong and how to do it correctly.