

Assignment Sheet

MEDIA

Assigned To: _____

Tasks:

Done

1. **Assess media needs** and organize mechanisms to fulfill media needs during crisis (e.g. determine whether you will do daily briefings in person, how you will handle media that are camped out there, and when might you use web site updates for media). _____
2. **Develop triage** for response to media requests and inquiries. Make sure that this team knows what you will do and won't do with the media. _____
3. Activate **media contact lists** and call logs. _____
4. Begin **logging all media calls** and types of inquiries. _____
5. Produce and distribute **immediate information materials** (e.g. press releases, media alerts, press statements, fact sheets, and Q&As). _____
6. **Prepare B-roll** or slides, if possible, for television use. _____
7. **Prepare graphics** to illustrate the incident or what is being done. _____
8. **Translate and test messages** for cultural and language requirements of special populations. _____
9. **Review with spokesperson**, tips for personal demeanor and message content, prior to media contact. (Refer to Spokesperson's checklist.) _____
10. **Get with director for frequent updates** of the information coming in about the event. Prepare further communication materials as new information comes in (it may be that in the first 48 hours, depending on the severity of the event and media response, that you will need to produce and release new information many times). _____