



MEDIA PLAN UCC Template

Ref: FP 27

Mise à jour
23/12/19

First Produced DD/MM/YYYY at hh:mm

Last updated DD/MM/YYYY at hh:mm



MEDIA PLAN

I. OBJECTIVES :

Dealing with the International/Local Media should include a communication strategy for international and national media. The plans should include key messages agreed upon and updated daily. The teams should nominate a spokesperson for the international media. In our case, this will be the Team Leader and the agreed key messages should be shared with all team members on a daily basis.

Whenever there is a newsworthy situation, the media will be there. Thus, the media may approach a USAR team member at any time. USAR team member play a vital role in giving assistance to the media in a disaster situation, as good press can help raise awareness of the gravity of the situation and act as a catalyst for fund-raising. It is, in the other way, important to keep in mind that the good, target and appropriate information is to be delivered the Team Leader.

II. KEY MESSAGES :

Here are some key messages you could deliver during your mission:

- Deliver a message of compassion and support to the people of Johannestaat.
- Highlight the know-how/expertise of the civil protection of your team/country, in support of the UN mechanism.
- Highlight the good coordination between local authorities and international teams which facilitate a lot the efficiency of rescue operations.
- Highlight the good coordination between international USAR teams.

III. RECOMMENDATIONS / ADVISES :

REMINDER: a journalist is a professional of the information. He does not have the same goals nor preoccupations as rescuers. He is not always aware of the security during the operations.



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A. CONTACT

- 📌 Ask for his ID / media
- 📌 Ask for the viewpoint of his subject
- 📌 Who does he want to interview? Where? When? How?
- 📌 When and which media (TV, paper, radio) will it be broadcasted on?
- 📌 Ask for the talking points / key message to your Press Officer

B. INTERVIEW

- 📌 Choose the site, if possible. Consider what is in the background (noise, sensitive points).
- 📌 Switch off your radio or give it to someone else.
- 📌 Speak to your level of responsibility.
- 📌 Speak only about the mission / your task.
- 📌 Be calm. Journalist has to feel that you have the control of the situation.
- 📌 Use plain language – no military vocabulary / technical jargon. The public is not familiar with much of the language used in this field.
- 📌 Be cooperative. You have accountability to explain to the public.
- 📌 Be professional. Don't let your personal feelings about the media.
- 📌 Be patient. Expect dumb questions and don't feel angry if there are dumb questions...
- 📌 If the same question is asked again, repeat your answer without irritation.
- 📌 Take your time. If you make a mistake during a taped or non-broadcast interview, indicate that you would like to start over with your response. If appearing live, just start over again.

C. FILMING

- 📌 Follow the journalist during the entire shooting.
- 📌 Choose the time, if possible. If you would be more comfortable waiting another five minutes, ask the reporter if it's okay.
- 📌 Precise them what can be filmed, what can be not and explain them why (safety measures, sensitive points, etc.)
- 📌 Stop the shooting if the rules have not been followed and/or in case of danger for the crew.
- 📌 Ask to blur sensitive equipment – computer screens, communication tools, etc.
- 📌 If the film crew insists on shooting / interviewing casualties, remind them the journalism ethics. The covering of incidents and catastrophes should not exceed the limits when respect for the sufferings of the victims and the feeling of their relatives is lost.



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D. RESTRICTIONS

- ☛ Do not LIE! To tell a lie unintentionally is a mistake. To intentionally tell a lie is stupid.
- ☛ Do not bluff. The truth will come out.
- ☛ Do not answer a question the journalist didn't ask.
- ☛ Do not give your personal opinion. Stick to the facts.
- ☛ Do not go off the record. Anything you say can and will be used against you.
- ☛ Do not discriminate against any type of press or any specific press agency. You should be open to all media.
- ☛ Do not reply with 'no comment'.
- ☛ Do not be defensive. The media and their audience recognize a defensive attitude and tend to believe you are hiding something.
- ☛ Do not be afraid. Fear is debilitating and is not a characteristic you want to portray.
- ☛ Do not try to talk and command a disaster at the same time. You won't do either well.
- ☛ Do not wear sunglasses.
- ☛ Do not smoke.
- ☛ Do not promise results or speculate.
- ☛ Do not respond to rumors.

IV. SOCIAL MEDIA :

Many USAR team members already use social media such as Facebook, Twitter, blogs, YouTube and LinkedIn for personal and work-related purposes. Social media should be used effectively and responsibly, whether for personal or work-related purposes.

On social media, the line between private and public realms is sometimes blurred. When using social media, use your judgment and common sense. You are personally responsible for what you publish and how you behave on social media.

When using social media, USAR members are encouraged to:

- Think before posting: Do not say or write anything you would not be comfortable with owning publicly (e.g., by being quoted in the news, seen by your family or by your manager).
- Always keep safety and security in mind: Be cautious about what you post or discuss online, particularly in an operational context. Consider potential implications for staff or operational security of any information you post.
- Use judgment and discretion: Ask yourself if the information you are sharing is potentially sensitive. If yes, ask yourself if you should be sharing it online and what the implications could be.



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- Give credit where it is due: For your own protection always be sure to respect copyright laws, citing sources as necessary, including United Nations sources, for work that does not belong to you.
- Do not share internal or confidential information: Any information you share externally should already be in the public domain. If in doubt, ask the owner of the information.
- If you wish to communicate about work-related issues on social media, keep the Team Leader in the loop.

The following best practices should also be kept in mind:

- Avoid posting photos, videos or other media from internal USAR events, including staff meetings on external or public sites.

V. CONTACT LIST :

Media's name	Journalist	Phone	Mail	Observations