



**EMERGENCY MEDICAL SERVICES**

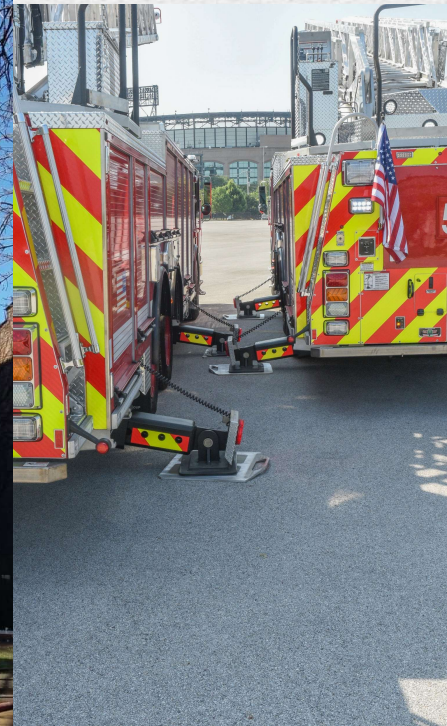
## **Media Affairs & Special Events**





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- Media Affairs
- Questions
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# INTRODUCTION

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# Introduction

- Larry Langford
  - 35 + Years in Chicago Media covering police and fire
  - Worked at WFLD
  - Director, CFD Media Affairs
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# INTRODUCTION

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- Larry Merritt
- 20 + Years Media Experience
- Worked at WFLD
- Joined City in 2001
- Assistant Director, CFD Media Affairs





- The press is a tool we use to inform the media of our operations, successes, challenges and any overarching messages we want them to give the public.
- The media is like a hammer... if you control it properly it can build something useful.. If you handle it carelessly it can cause you great injury and possibly destroy something that was under construction.





- Media Interviews . . . Who, What, Where, When



- Conducting a media interview can be stressful but it doesn't have to be the case. This session will aim to provide some tips on how to “survive” a media interview and provide necessary information to your audience.
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# Things to know about the media.



- For the most part reporters are not out to “get” you unless they are “investigative” or research reporters working on a particular story that may highlight something that could be of concern to your department or agency.
- Keep in mind that questions from the press, may seem overly simple or uneducated. Well in many cases they are! The vast majority of reporters are not experts on what we do and many have very little knowledge of emergency operations and procedures.
- 99 percent of the time they are just looking for basic information and a little background to be able to creatively write a story on what has happened concerning the efforts of an agency.





# When will you address the media?

- Generally speaking, if you are the incident commander at a call that has any of the following, you may be asked to speak on behalf of the department.
- Serious injury or death



- Unusual event such as multiple alarm fire, train or plane disaster, mass casualty, significant hazardous material events.. You will also be called upon to reinforce department messages like advocating the use of smoke detectors, child seats, heating plant inspections etc.
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# What will you say?

Your job is to give the media a brief story on what has happened good and bad. Making sure your tone represents the gravity or joy the situation. You need not act like you are offering testimony you only need to give the general story.... What the reporter wants is a sound bite to go along with what they have written. You will probably end up on camera for less than 10 seconds. Despite being asked questions for several minutes.

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# What do you need to know?



- Know the time the event happened and, in a story telling mode, walk them thru what we did in terms they can understand.
- Keep it simple. Speak of efforts our people did and the results. Speak of any challenges and how we overcome them.
- DO NOT go into detail that we do not know for sure or has not been approved for release by your PIO. Anything not approved or released is UNDER INVESTIGATION!



# Can you do this?

Although many will be nervous to be on camera you should keep in mind that YOU are the expert. You know the story, you are the one who is providing information to those who know very little but want to know more. You control the narrative.

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# When do you do this?



If addressing the media is appropriate, it should be done as soon as the incident is to a point where nothing substantial can change on the scene.

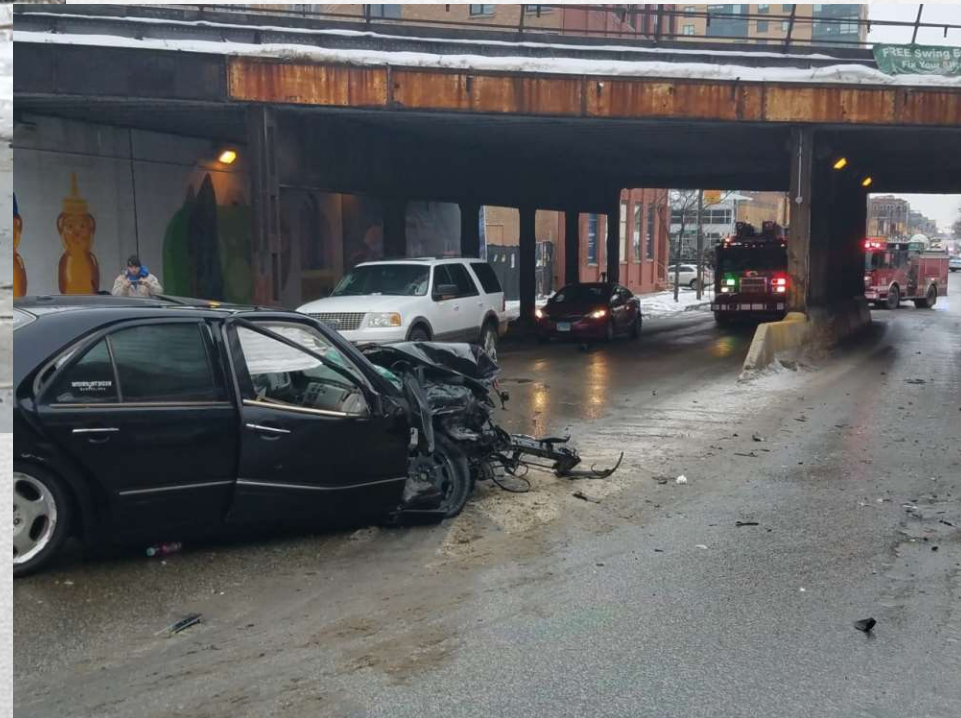
If the incident is over or under control, gather the facts and do the briefing as soon as possible and let the media be on their way.







Speak in a calm steady tone. Always better to speak slowly because your nervousness and inaccuracies tend to increase the faster you speak. So, slow is good when it comes to media interviews.



# QUICK IS NOT ALWAYS GOOD

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**STAY IN YOUR LANE**

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- Don't use jargon when doing media stand-ups.
- i.e. two-story ordinary, flames were visible on Side A, the fire was “knocked”
- Use conversational terms that you would use when talking to your neighbor or family.



# KEEP THINGS SIMPLE

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# MEDIA AFFAIRS

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# QUESTIONS?

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# Contact Information

Media Affairs

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# Best of Luck on a Long and Healthy Career

