

APPENDIX 16

EOC MEDIA GUIDELINES

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To ensure comprehensive media coverage and permit unimpeded emergency response operations, the following media guidelines are provided for use during EOC activation.

1. Security will be provided at all entrances to the EOC. Only credentialed staff will be allowed access. Media requests for entry will be coordinated through the EOC Manager and the Public Affairs Section or the EOC Public Information Liaison.
2. All requests for press conferences and interviews will be coordinated through the Public Affairs Section. A Public Information Officer will be assigned to assist as required.
3. During authorized and coordinated media access to the EOC, each station or network will be escorted by a Public Information Officer at all times and will be granted authority to record video feeds only (no audio). Freelance interviews, solicitation of information, and discussions of event issues with EOC staff or volunteers must be authorized by the EOC Manager. Video footage is considered public domain and sharing of video is expected throughout the networks affiliates.
4. Individual station or network remote-controlled cameras and microphones are not allowed in the EOC at any time.
5. All Media Releases will be coordinated through the Public Affairs Section and the lead Public Information Officer at a frequency determined by the Command Policy Group.
6. Specific requests for information will be coordinated through the Public Affairs Section and the Lead Public Information Officer. Information provided will be made available to all other networks.
7. Local and national media deserve and will receive fair and equal cooperation. However, to ensure local viewing audiences receive the fullest measure of protection possible, local media will receive priority attention.
8. CEMA will make every reasonable effort to accommodate news reporting. However, the overriding priority is the protection of the lives and property of the local population by operating the EOC as efficiently and effectively as possible.

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