

ITEMS TO INCLUDE IN MEDIA COMMUNICATIONS POLICY

- **List of media contacts and numbers**
 - Include print, television, and radio
 - Determine number of media packets needed from this list
 - The list will also be invaluable for sending press releases etc. for patient reunions, awards and other special events
- **Media packet with pre-determined contents**
 - FAQs (frequently asked questions) about your program
 - Digital/Tape with B-role footage of helicopter(s)
 - Media badges (packet only)
 - File photos on CD (packet only)
 - Photos of crew involved
 - Copies will have to be made from your file photos
 - Flight statistics/safety record
 - History of the program
 - Aircraft specs and crew configuration
 - Crew training/certifications
- **Have someone sign in media as they arrive and hand out the packets**
- **If you have or are considering developing a website, this is an excellent method of disseminating accurate information after an incident/accident to your customers/colleagues.**
 - Initial information on the incident/accident.
 - This can be done in an FAQ format
 - Press releases/media advisories
 - Ongoing information that will reduce phone calls to dispatch and administration.
 - Memorial/funeral information
 - Your program website is also a great place to send media personnel to visit prior to an interview. This will help the reporter to be more knowledgeable regarding your organization and its personnel. Create a “Media” section that contains at least the following information:
 - Program FAQs
 - History

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- Crew training/certifications
- Aircraft specifications
- **Schedule interviews and briefing times**
 - Look to issue a statement in the first hour **AFTER** you have been contacted by the media.
 - Have press releases already developed so that you can fill in the information.
 - Make sure that the members of the management team have an opportunity to check the accuracy of the information prior to dissemination.
 - Arrange to have food brought in so that media does not have to leave their post.
- **Utilization of file photos and biographies of those crew members involved.**
- **Recurrent media training for those individual(s) who are designated for media relations.**
- **Plan for two command posts initially.**
 - Command post #1 at the accident site (initially until the aircraft is removed) and Command post #2 at the predetermined location.
 - Allows for handling media who are looking for images and information.
 - Provides opportunity for unified information between all involved agencies.
 - One consistent message to the media
- **Consider training all of management team and administrative staff in crisis communication through a variety of resources.**
- **Develop a media section on your website so that all media packet items can be posted to the site.**
- **Determine who will respond to the scene from the management side and based on where it is, how they will get there.**
 - Have cell phone access for this person so that they can communicate with the 2nd command post at the designated briefing site and with PIO #1 until their arrival.
 - This person will maintain a command post at the scene site until PIO #1 media moves on to the 2nd command site
 - This person will interact with the scene coordinator (pilot, mechanic, and vendor representative), NTSB, FAA, fire department, law enforcement, and hospital, dependant upon where the accident occurs.
 - If a long distance away consider using 2nd aircraft (if possible) from own program (if feasible) or an area program (helicopter or fixed wing) to save travel time.