The Role of Media in Large Scale Emergencies

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UAB Emergency Preparedness & Community Mitigation Symposium
December 6, 2007
Civil authorities have issued an immediate evacuation order for all of Connecticut, beginning at 2:10 p.m. and ending at 3:10 p.m.

But to whom will the public turn?
Who is a highly credible source of information?
Information-Seeking Surges

- **Journalists**
  - Wall-to-wall television coverage
  - Voracious demand for information, access

- **Citizens**
  - Television
  - Phone, Internet, interpersonal

- **Agencies**

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Emerging Trends

- Station Scientist
  - AMS Certified Broadcast Meteorologist
- Exercises
  - NIMS, EOCs, JICs, and so forth
- Community communication infrastructure
- Technology advances
- Public preparedness improving
  - Text-message alerts

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Emerging Trends

- [Image: Homeland Security Exercise and Evaluation Program (HSEEP)]
- [Image: Federal Emergency Management Agency (FEMA)]
Ongoing Challenges

- Journalists’ training and preparedness
- Journalists’ access
- Technology advances rapidly
- Public preparedness is narrow

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