“Building A Foundation -- Dealing with the News Media As a First Responder”

Nixon & Associates is offering a comprehensive module to train first responders how to effectively deal with the news media at the scene of operating emergencies. Entitled “Building A Foundation – Dealing with the News Media As a First Responder,” the module combines a hard cover notebook with an instructional DVD. Both are designed to instruct operations personnel how to effectively “hand off” inquiring reporters to designated spokespersons or media relations’ professionals at the corporate office.

The 16-page notebook can be tailored for individual organizations and industries, including the insertion of company-specific information and logos. The booklet provides specific guidance in the following areas: preparing for the news media’s arrival; providing an overview of the organization’s communications philosophy; specific procedures for dealing with the news media that can be specialized to an individual organization; and a special section where companies can insert the names and contact information of designated or corporate spokespersons.

The accompanying DVD centers on a “how not to” and “how to” concept. It depicts two employees – Buddy Gibson, an operations manager for his company, and Wanda Kruegar, an administrative assistant. Both are confronted with media inquiries based on an operational emergency; Buddy with reporters at the gates of his facility and Wanda on
the phone with a pushy radio reporter. The first example of each character shows them handling the interface with reporters in the wrong way. With each mistake, a number appears on the screen that corresponds to detailed information contained in the accompanying notebook. Later, the DVD shows Buddy and Wanda responding to the inquiries in the proper way, showing professionalism and courtesy with reporters, but promptly passing off the inquiries to the company’s trained spokesperson.

Industry-specific versions of the DVD are available for the natural gas distribution and transmission businesses, as well as for power facilities, refineries and other plants, and for oil & gas exploration companies.

“Building A Foundation – Dealing with the News Media As a First Responder,” provides an outstanding tool for organizations looking to give likely first responders specific instruction on emergency media relations, and also provides an effective and inexpensive “refresher” for those who have previously received media training.

For information on purchasing the module, please contact Jessica at Nixon & Associates at 703-728-6188 or by e-mail at jessicanixon@nixonassoc.com