**DR10 Guidance on Media, PR and Communication**

**Introduction**

Every opportunity for positive messaging and visibility for the exercising organization, its donors and its partners is an opportunity to build reputation, and to support the preparedness activities the organization is undertaking.

All media and communication needs to be properly planned to ensure clear, effective and appropriate messaging to specific audiences.

## 1. Purpose

PR and communication needs to be managed to gain maximum **positive** exposure for the organization, its partners and its donors, in line with the organization’s communication strategy.

PR and communication can also be used to ensure public safety during an exercise. This is done by informing the public of the event in order to manage any possible risks and reduce public concern (e.g. concerning road closures, staged accidents, etc., or to mitigate the effect of any leaked alarming injects).

Effective communication messaging can:

* Help achieve the overall organizational objectives
* Help effective engagement with stakeholders
* Demonstrate the success of the organization’s work
* Ensure people understand what is done
* Change behaviour and perceptions where necessary.

## 2. Guidance notes

1. During the meeting with senior management, discuss the upcoming project and activities:

* Highlight the opportunity to promote preparedness through effective PR & communication messaging around these activities.
* Ensure senior support and engagement with the office media/PR/communication officer/focal point.

1. Working with the media focal point:

* Discuss the communication plan and messaging
* Invite the press: ensure they are properly briefed and managed, including by setting an appropriate time and place to meet them
* Support any press releases as required
* Provide input for talking points/media messages for senior management.

1. Consider whether there is a need to inform the public or sensitise them to any unusual activities expected during the exercise (ambulances, deployment of rapid response teams, etc.).
2. Assign someone who is trained to be the media focal point.