



# Wiltshire and Swindon Local Resilience Forum

## MAJOR INCIDENT MEDIA GUIDE



## CONTENTS

CONTENTS .....	2
ACKNOWLEDGEMENTS .....	3
FOREWORD.....	4
TERMS OF REFERENCE .....	5
STRUCTURE .....	6
ACTIVATION .....	8
OPERATIONAL .....	9
TACTICAL.....	11
STRATEGIC .....	14
AGENCY WEBSITES .....	15
MEDIA ACCESS.....	16
VIP VISITS.....	18
STAND DOWN .....	19
MEDIA DEBRIEFING.....	20
THE ESTABLISHMENT OF A MEDIA CENTRE .....	21
MEDIA CENTRE MANAGER.....	24
GOVERNMENT NEWS NETWORK .....	26
PREPARATION OF STATEMENTS .....	27
PREPARATION FOR MEDIA CONFERENCES.....	29
NOMINATED SPOKESPERSONS .....	31
ARRANGEMENTS FOR PUBLIC INFORMATION IN THE EVENT OF RADIATION EMERGENCIES .....	32
REGIONAL INFORMATION .....	38
GUIDANCE FOR MEDIA MONITORING.....	40
MEDIA MONITORING FORM.....	41
MEDIA ENQUIRY FORM.....	42
INDEX.....	43

---

## **ACKNOWLEDGEMENTS**

---

### **Membership of the LRF working party**

#### ***Wiltshire Primary Care Trusts***

Mrs. Debbie Haynes, Emergency Planning Lead, Wiltshire PCT's

#### ***Wiltshire Constabulary***

Sergeant Bob YOUNG, Major Incident Planning

#### ***Wiltshire Fire Service***

Mr. Simon Routh-Jones, Senior Divisional Officer

#### ***Wiltshire Ambulance Service***

Mr. Mike Love, Emergency Planning Officer

#### ***Wiltshire County Council***

Mr. Mark Kimberlin, County Emergency Planning Officer

Ms Jane Browning, Emergency Planning Officer

#### ***Swindon Borough Council***

Mr. Sam Weller, Head of Emergency Management

Thanks are given to the Media Officers of the above agencies for their valuable assistance

### **European Convention on Human Rights (ECHR) Compliance**

**ECHR Compliance Guide paragraphs that specifically relate to this guide:**

#### **Article 8- Right to respect for Family and Private Life**

© Copyright 2004. This document remains the copyright of the Wiltshire Local Resilience Forum and as such should not be reproduced without permission. It is not permissible to offer the entire document, or selections, in what ever format (hard copy, electronic or other media) for sale exchange or gift without written permission of the Chairperson of the Wiltshire LRF. Use of the document for publications or reports should include an acknowledgement to the Wiltshire LRF as the source document.

## FOREWORD

---

During a Major Incident, the requirements of the media for fast, early and accurate information will cause extreme pressure on all agencies involved. This pressure will be immediate and sustained and will be exacerbated by the sheer numbers of media who will arrive at the scene within a very short time of the incident taking place and who will continue to gather for the duration of the incident.

History has shown that a Media Guide is essential in times of emergency, to manage the response to these pressures. Not to cover up or hide, but to pass information into the public domain protecting the public from rumours and hearsay that can appear if no official response is made.

With 99% of UK households owning a TV and newspaper circulation reaching 85% of adults the influence the media have over public perception is huge. As we progress into a new millennium, the use of modern communications technology means that reporting is instant and in a variety of forms at any time of day, wherever you are.

This Guide has been developed to help minimise the pressure on those staff directly involved in the incident and to ensure the optimum possible response to media requirements in order to minimise speculation and to achieve the best and most accurate reporting possible.

Peter Vaughan  
Assistant Chief Constable  
Chair of the Wiltshire and Swindon LRF

## TERMS OF REFERENCE

---

This Media Guide is produced to provide guidance for a multi-agency integrated response to the media in the event of a Major Incident, as defined in the Wiltshire Major Incidents Procedures Guide.

In the event of a Major Incident the Wiltshire Constabulary will usually be the lead authority. Whatever the circumstances, it is important that all agencies, including Wiltshire County Council, District Councils, the Fire Brigade, Ambulance Service, Primary Care Trusts and any other agency involved in the incident liaise and co-ordinate with the lead authority when implementing the LRF Media Guide.

This Media Guide is to be holistic, to encompass management at the Bronze, Silver and Gold levels. It is based upon a modular system of incident management so that parts of the plan can be implemented if the incident does not warrant use of the whole guide.

The Guide is to promote individual agencies producing their own basic plan to use in conjunction with this guidance to meet their individual needs whilst dovetailing in with the LRF media strategy.

---

### AIM

To facilitate an effective multi-agency media response that fulfils the terms of reference.

---

### OBJECTIVES

The objectives of this plan are to:

- Remain transparent and accountable to the public using every opportunity to promote successes.
  - Provide timely and accurate information to the media reporting on a Major Incident.
  - Prevent disinformation.
  - Provide facilities for the media without impeding the rescue and recovery operations.
  - Ensure the co-ordination of information released by the Emergency Services, Local Authorities and other agencies involved.
  - Review the media output to ensure the Media Guide is working effectively throughout the incident.
-

---

## STRUCTURE

---

In a Major Incident the agencies operating at the scene will be referred to as Operational (Bronze). They will be responsible for putting into effect the tactics deployed from Tactical (Silver). This group will set up away from the scene and will base their tactics on the strategy decided by Strategic (Gold) which is usually based at Police Headquarters, Devizes. The senior representatives from the Emergency Services, Local Authorities and Primary Care Trusts (who usually form the Local Resilience Forum), together with any other agency involved in the incident, becomes the Strategic Co-ordinating Group and will keep an overview of the management of the disaster and make strategic decisions and provide support accordingly.

Media responsibility rests with the Strategic Media Group based at Police Headquarters Media Office. The Police will usually chair it unless the Major Incident is specifically affecting, and has been declared by, a single agency. In this case that agency, acting alone, will take the lead and will act as the chair. The Senior Media Officer from the chairing agency, with administrative assistance as a minimum, will form the Strategic Media Group at Police HQ. It is likely that there will be other agencies present, such as other involved organisations or Strategic Co-ordinating Group members. Depending on the nature of the incident a Government News Network (GNN) Media officer or Police Media Officers through mutual aid may be present. The level of attendance depends very much on the nature of the incident, and on availability of staff which will dictate the need to request external assistance.

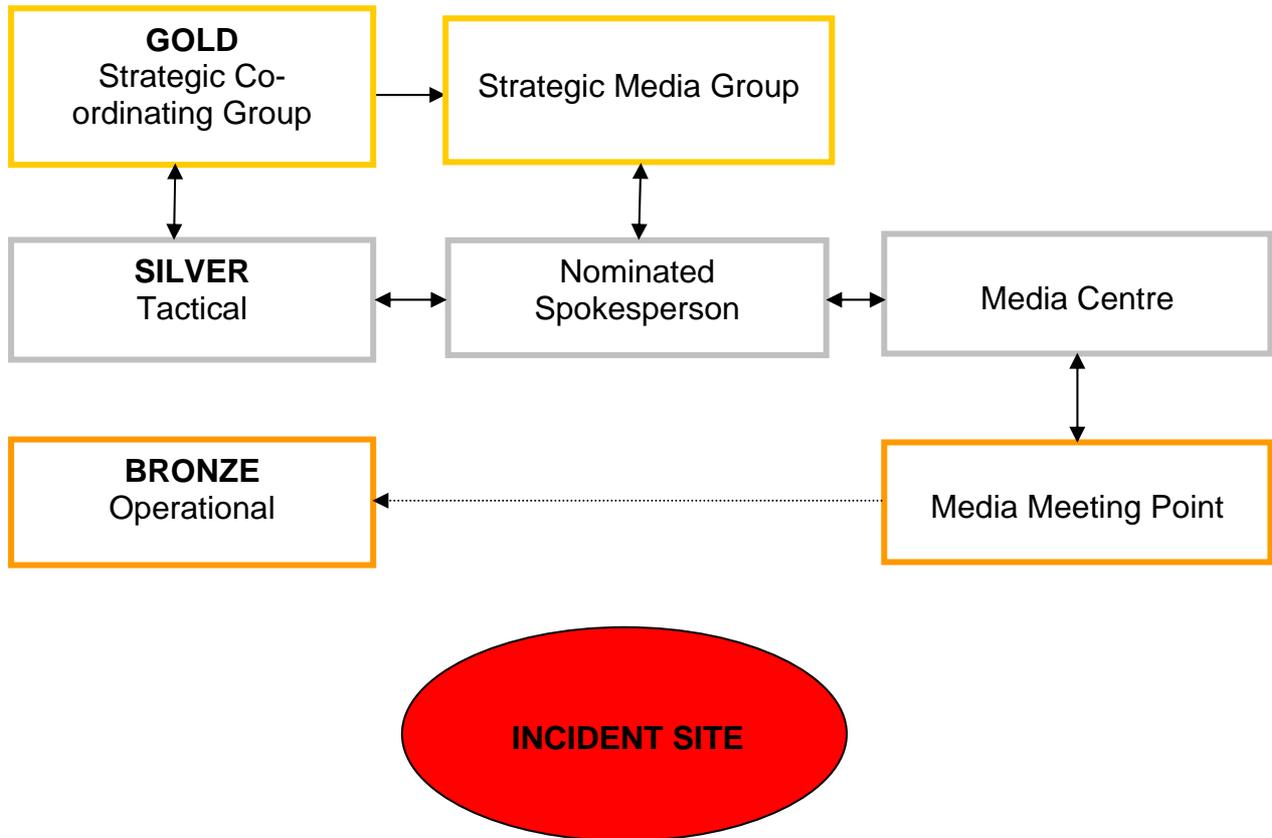
This group will prepare the media strategy for approval by the Strategic Co-ordinating Group. If a Media Centre has not been established the Senior Media Officers from each involved agency will join the Strategic Media Group at Gold. They will then produce key messages or 'sound bytes' in line with the strategy to be used by other media officers in media releases as required.

Should a Media Centre be required the Local Authority will identify a facility as close to the scene of the incident as practically feasible through negotiation with the overall Incident Commander. The Police as lead authority will normally co-ordinate the operation with each agency nominating a senior ranking representative to be a spokesperson and to act as the public face of their organisation. They will also provide media officers to assist in the co-ordination of this.

An experienced Media Officer at the Media Centre will manage and co-ordinate media conferences and media statements until joint media co-ordination is no longer required. Continuing media matters will then devolve to the relevant agencies.

---

### Control of a Major Incident



## **ACTIVATION**

---

The decision to activate a media response in a Major Incident can be taken by any partner agency in light of the severity or nature of the incident and subsequent media interest, and acting in consultation with the Media Officers of the other agencies involved. Media arrangements and the involvement of agencies are likely to vary depending on the scale of the incident. It may be the case that the media are already making enquiries in which case the Media Guide should be activated posthaste.

---

---

## OPERATIONAL

---

This refers to the scene of the incident where Operations (Bronze) are established. The media may have to be dealt with before Tactical and Strategic levels (Silver and Gold) have been set up. Initially a Media Meeting Point may be set up outside the outer cordon until a Media Centre has been established. From that time on all media will be directed to the Media Centre.

When dealing with a Major Incident the initial task of coping with the media usually falls to the Police in their role as co-ordinators of the response and with their responsibility for criminal investigation. However, the Police may not be the first to arrive and the media may have to be dealt with by other attending agencies until the Police are able to take over media responsibility at the scene. In addition the media will want to speak to staff from the agencies related to the emergency, not only the Police. For example for a fire they will want to speak to a Fire Fighter.

It is important to start off on the right foot with the media otherwise the responding services may find themselves working at cross-purposes. For this reason it is important that during the 'Golden Hour' (the first hour) of the incident particular attention is paid to the media, demonstrating to them how their needs will be met.

The media are likely to arrive quickly and can add to the mayhem by their sheer numbers. They are likely to bring large communication vehicles and elevated platforms to the scene and may deploy helicopters. Control of airspace should be a consideration. Air exclusion orders should be requested through the Police Strategic Commander as soon as possible. The media may also saturate the mobile telephone system rendering handsets useless, in which case the overall Police Incident Commander could invoke ACCOLC (Access Overload Control for Cellular Radio Telephones) to ensure essential users can get through.

---

*Continued on next page*

### **Initial actions to be carried out by the Police**

- Assess the need to establish a Media Centre considering the type of incident. If a Media Centre is required contact should be made immediately with the County Council Emergency Planning Unit or Borough Council Emergency Management Service.
- As soon as the Media Centre has been identified inform the Media Officers of all the agencies involved and direct all media enquiries to the Media centre.

In addition:

- Control access to the scene to allow rescue services to carry out their work unhindered and to preserve evidence at what may be the scene of a crime. (During the initial stages the inner cordon will be controlled by the Fire Brigade because of the Health and Safety risks).
- Deploy a Media Officer to the scene as fast as possible.
- Alert further Police Media Officers trained in media relations and also other agencies which in turn can notify their appropriate staff as necessary.
- Establish a Media Meeting Point where the media can be met if they go to the scene. This would preferably be outside the outer cordon.
- Establish good relations with the media from the start.

The initial statements of the spokesperson should focus on what has happened and on what is being done. The statements must be factual with no speculation. [Annex D](#) provides some guidance on the preparation of statements.

---

## TACTICAL

---

Tactical level personnel will initially go the Rendezvous Point near the outer cordon from which they will be directed to a more convenient location, invariably at the nearest Police Station or Local Authority building as decided through negotiation between the Police and Local Authority.

The Tactical Incident Commanders from their respective agencies will take charge and be responsible for the tactics to be adopted to achieve the strategy set by the Strategic Co-ordinating Group. If a tactical level is to be set up at the cordon the Emergency Services, Local Authority and other agencies will deploy their command and control vehicles at that point. Tactical Incident Commanders will jointly exercise their authority from that location in a co-ordinated manner.

Tactical Incident Commanders will ensure multi agency briefings are held and if necessary appoint an appropriate officer (media spokesperson) to conduct those briefings. These will usually be chaired by the Police. It should be borne in mind that it may be inappropriate or inconvenient for a Tactical Commander to become distracted by media issues to the detriment of their main task.

If the media spokespersons at the scene are becoming overwhelmed the Silver Commander in consultation with the Local Authority may request a Media Centre to be established. A Media Centre has two key personnel, a Media Centre Manager responsible for the running of the building and its services, and a Senior Media Centre Officer who is responsible for tactical response to the media, implementing the strategy from Gold.

The Media Centre Manager will be provided by the Local Authority, and the Senior Media Centre Officer will be appointed through negotiation when the decision to establish a Media Centre is made.

The Senior Media Centre Officer and the Media Centre Manager will work together to establish the Media Centre to the criteria identified at [Annex A](#). When the Media Centre is operational the Senior Media Centre Officer will carry out his/her responsibilities in co-ordinating the tactical media response. The Media Centre Manager will complete the establishment of the Centre and then continue responsibilities identified at [Annex B](#).

---

*Continued on next page*

### **Senior Media Centre Officer responsibilities**

- In order to ensure the fast and accurate passage of information it may be necessary to request Media Officers from a number of different agencies to assist in staffing the Media Centre. This will be a management decision to be taken at the time. The Police may call on some of the larger neighbouring forces to assist with the provision of media officers. This request is made at a Strategic level.
- The Government News Network (GNN) which is regionally based at the Government Offices and formerly known as the Central Office of Information (COI), could be called out to support the media response with staff and equipment. This request should be made by either the Senior Media Centre Officer or Media Centre Manager through the Strategic Co-ordinating Group. Contact numbers can be found in the Emergency Contact Directory prepared by the Emergency Planning Unit of the County Council.

The Media Centre when set up will become the main source of information to the media, taking its lead from the Strategic Co-ordinating Group. Direct communication links must be made with:

- Strategic Media Group
- Silver Commanders
- The Senior Media Centre Officer will seek authorisation for the disclosure of any matter that may have strategic impact. Otherwise they are responsible for making tactical decisions in line with the media strategy in liaison with the Tactical Commander who will have all relevant information to hand. Decisions that are made should be formally recorded.
- The Senior Media Centre Officer should hold daily morning briefings for Media Officers to co-ordinate roles, responsibilities and tasks for the day.

---

### **Media Centre Manager responsibilities**

- The Media Centre Manager is responsible for the day to day running of the building, technical services and welfare issues as identified at [Annex B](#).
- Ensuring a duty rota is available to cover all duties for the period that the Media Centre is required.
- The publication of all statements and making them available to all media sources requesting the information.

---

*Continued on next page*

### **Media Officer/Spokesperson responsibilities**

- Establish contact with the Senior Media Centre Officer.
- Make statements on behalf of their own agencies only in accordance with the guidelines below.
- Media Officers will be nominated by the Senior Media Centre Officer to monitor media output.
- Prepare basic media packs containing copies of maps, background information, biographies, contact numbers etc as directed.
- Attend the daily Media Officer briefings conducted by the Senior Media Centre Officer.

In order to minimise the risk of issuing conflicting or misleading information to the media and bearing in mind the requirement for fast but accurate information, agencies should adopt the following code of practice:

- Media Officers will consult with the Senior Media Centre Officer before issuing media releases and provide them with a copy of any statements prior to them being made available to the media.
- Media Officers will restrict comments to matters concerning the agency that they represent.
- Media Officers will alert those personnel within their own organisations who may themselves be contacted by the media, or who wish to make additional statements. Media Officers will brief such personnel on the requirement for co-ordination with the Senior Media Centre Officer.
- Other than statements of fact no statement concerning the incident should be made to the media without prior agreement of the Tactical Commanders and in line with the Strategic Media Policy created for the incident. The Media Officers from each of the agencies will consult closely and ensure a co-ordinated approach is made to the media.

Advice on the establishment of and routines for the Media Centre are given at [Annex A](#). Guidelines for nominated spokespersons are shown at [Annex F](#). Media monitoring guidelines and Media Enquiry Forms are given at [Annex H](#).

---

## STRATEGIC

---

As the incident progresses the Strategic Co-ordinating Group will be set up at Police Headquarters. The Strategic Co-ordinating Group will consist of the LRF members with senior representatives from the Emergency Services, Local Authority and the Primary Care Trusts, as well as senior representatives from other agencies involved in the incident. This group will normally be chaired by the Police.

In conjunction with the Strategic Co-ordinating Group, a Strategic Media Group will be set up at Police Headquarters Media Office. Two laptop computers, two computer terminals with internet and e-mail facilities, fax machine and mobile phones are to be available for the Strategic Media Group. The Senior Media Officer from the chairing agency will attend this group in addition to providing individual advice to their representative in the Strategic Co-ordinating Group.

---

### Strategic Media Group actions

- The chairing agency's Senior Media Officer (usually the Police Senior Media Officer or next Media Officer in order of seniority) of the Strategic Media Group will attend Strategic Co-ordinating Group meetings and brief the Strategic Media Group immediately afterward to ensure consistency of information.
  - Based on the information from the meetings of the Strategic Co-ordinating Group, the Strategic Media Group will prepare a media strategy which, once approved, will be distributed to the Senior Media Centre Officer for Media Centre briefings.
  - A timetable of Strategic Media Group meetings will be drawn up to be compatible with the Strategic Co-ordinating Group meetings.
  - All key messages or 'sound bytes' to be written by the Strategic Media Group must be authorised by the Strategic Co-ordinating Group prior to being distributed to the Media Centre for release.
  - No casualty figures are to be released without permission from the Chair of the Strategic Co-ordinating Group. If the Chair is not a Police Officer then Police authority must be sought.
  - In order to ensure clear and accurate reporting it is essential that the media have a clear understanding of the background of the incident; it is important that they be given this information as soon as possible.
-

## **AGENCY WEBSITES**

---

A primary method for the dissemination of information to the media will be through the release of information on the Internet. This will include all the information contained in a media pack, schedules for media conferences, biographies, media releases, photos, agency logos etc.

As each agency is likely to have their own individual website it is important to ensure that the information distributed through this method is as co-ordinated as the information distributed via conventional means. In order to achieve this it is important that only one agency posts information on their website and the other agencies involved link to that site.

---

### **Protocol for posting information on the Internet**

The agency that is chairing the Strategic Media Group will be responsible for hosting, inputting and maintaining all the information on their website. All other agencies must link to that site.

---

## **MEDIA ACCESS**

---

As a matter of course representatives of the media should be allowed access to the incident as soon as possible. However, such access must not be allowed to interfere with the management of the emergency and any media given access must be escorted and supervised throughout the visit by Wiltshire Media Officers assisted by suitable Local Authority staff or Government News Network.

Pool facilities are often used when it is impracticable to allow large groups of media onto the site. Allow the media themselves to decide on individuals for the pool. A pool is typically made up of 1 TV camera, 1 radio journalist, 1 photographer and 1 news agency journalist.

For operational efficiency and to ensure personal privacy, the following procedures should be adopted when the media visit the areas involved with a Major Incident:

---

### **Access to Inner Cordon**

Access to this area will only be allowed at the discretion of the Police Incident Commander, or if a fire, the Fire Incident Commander who will not allow access if Health and Safety issues are such that a risk is posed to those attending. If at all possible, a vantage point should be selected to give an overview of the incident. Use of plant should be considered, however it is likely the media will hire their own.

---

### **Emergency Control Centres**

Access to Emergency Control Centres will be at the discretion of the relevant Agency Incident Commander.

---

### **Casualty Receiving Hospitals**

Access by the Media to receiving hospitals will only be allowed with permission from the appropriate hospital management.

---

### **Rest Centres/Survivor Reception Centres**

Access to Rest Centres will only be authorised by the Rest Centre Manager.

---

*Continued on next page*

### **Friends and Relatives Reception Centre**

No access will be granted. However no objections are made to friends or relatives speaking to the media independently and away from the Reception Centre.

---

### **Temporary Mortuaries**

No access will be granted, but Police Officers should be aware that foreign media in particular may attempt to film this area.

---

## VIP VISITS

---

During a Major Incident, senior politicians or members of the Royal Family may wish to visit the scene. Ministerial visits will be arranged by their own government Media Officer. Royal visits will be the responsibility of Government News Network (GNN) Media Officers who liaise directly with Media Officers from Buckingham Palace Media Office (see [Annex C](#)). The Wiltshire Constabulary will assist to organise these events through liaison with the individual's Metropolitan Police Personal Protection Officers. Representatives from all involved agencies are likely to be included in these arrangements and close co-operation from all should be sought. This will be arranged through Gold with details released through the Media Centre when finalised.

---

## **STAND DOWN**

---

There will be a multi-agency decision as to when arrangements for the co-ordination of response to the media (including the issue of media statements) are no longer required at the scene. The emphasis will eventually switch to the recovery phase. This period of time is generally long lasting and the responsibility for dealing with the media will usually devolve to the Local Authority. It is therefore important to have close co-operation between the lead authority and the Local Authority for a seamless handover.

---

## **MEDIA DEBRIEFING**

---

Senior media representatives will meet within two weeks post incident with the Emergency Services, Local Authority and other agencies and through a process of structured debriefing, discuss the way in which the information was managed and to examine any lessons to be learned that can later be considered for adoption into a subsequent Media Guide.

---

## **Annex A to Media Guide**

---

# **THE ESTABLISHMENT OF A MEDIA CENTRE**

---

## **INTRODUCTION**

Media interest at a Major Incident is likely to be extensive and it is essential that a Media Centre is established as soon as possible. This Centre will then provide a focal point for the media when seeking information regarding the incident.

---

## **ACTIVATION OF A MEDIA CENTRE**

On notification from the Police the appointed Senior Media Officer establishes the Media Centre. If such a Centre is to be established then details of its location and telephone, fax numbers and e-mail addresses will be circulated immediately to all interested parties.

---

## **LOCATION**

Normally, the Media Centre will be set up at a pre-determined location as close as practicable to the incident. The relevant Emergency Planning Unit in consultation with the Police will decide which buildings are suitable for media use.

---

## **STAFFING**

- The Senior Media Centre Officer and team will co-ordinate the operation of the Centre in conjunction with the Media Centre Manager who is responsible for the technical elements.
  - Media Officers from all involved agencies.
  - On the request of the Strategic Co-ordinating Group, staff from the Government News Network as nominated by their Regional Director.
  - Media spokespersons from other interested agencies involved in the incident such as Environment Agency, Military, Gas, Electricity or Water.
  - Police may draw support from neighbouring forces/and or other media trained Police Officers. The other agencies may also request mutual aid from their neighbours.
  - Monitoring media coverage of the incident on paper and electronically will be done by Media Officers nominated by the Senior Media Officer.
- 

*Continued on next page*

***Clerical staff as identified from agencies to provide secretarial support to include the following tasks***

- Secretarial assistance for the Media Centre Manager.
- Message logging, filing and e-mailing.
- Maintaining displays of media statements, photographs, media releases, timetables of media conferences, key messages etc released through a nominated agency Website.
- Staffing communications equipment to deal with incoming calls and e-mails.
- Distribution of media statements by e-mail.

---

**LAYOUT**

The layout of the Media Centre will be the responsibility of the Media Centre Manager (see [Annex B](#)) who should divide the Centre into 4 functional areas:

***Media area***

To provide sufficient accommodation and facilities for the requisite media representatives to prepare their reports and to receive information from Media Centre staff.

***Briefing area***

For media conferences; space must be made available for TV crews.

***Staff areas***

To provide office accommodation for those staffing the centre and a room to serve as a Media Office which should be used to receive telephone media enquiries.

***Car Park & Rest area***

Adequate car parking facilities must be made available. A quiet rest area for refreshments would be available.

---

*Continued on next page*

## **EQUIPMENT**

The Senior Media Centre Officer and the Local Authority in close liaison with the Media Centre Manager are responsible for equipping the Centre.

### ***Minimum requirements for the Media Centre***

- Tables and chairs.
- Action/Message pads, paper, pencils, pencil sharpeners, marker pens, file covers etc.
- Information boards (whiteboard, flip charts etc).
- Stocks of relevant maps.
- Secretarial and typing facilities including photocopier, fax, and PC with e-mail and Internet access.
- Adapters and extension leads.
- Audio Visual equipment (radio, TV, tape and video recorders).
- Identification Tabards/Jacket or similar.

All Media Officers to have access to a ready made 'Kit Bag' containing note pads, pencils, dictaphone, internet laptop, remote communication links for e-mail (e-mail links are essential), mobile phone, up to date numbers and contacts etc (depending on personal preference).

---

## **COMMUNICATIONS**

The Media Centre Manager is responsible for providing sufficient telephones, facsimile machines and e-mail connections to handle:

- Incoming media enquiries.
  - The dissemination of media statements.
  - Regular contact with the following:
    - Strategic Media Group.
    - Emergency Services Control Centres.
    - Local Authority Incident Control Room.
    - Agency Emergency Control Centres.
-

## Annex B to Media Guide

---

### MEDIA CENTRE MANAGER

---

The Media Centre Manager will be provided by the Local Authority who will set up the Media Centre and manage its support services and resources.

---

#### Actions

- Once Contacted establish the Media Centre as described in [Annex A](#).
  - Staff the Media Centre with appropriate levels of personnel.
  - The Media Centre Manager is responsible for ensuring that equipment requested by the Senior Media Centre Officer is requisitioned. (See the minimum requirements for the Media Centre at [Annex A](#)) This may be through agencies' resources or an external source to be decided at the time.
    - Computers (some with internet access)
    - Stationery
    - Display board/screens
    - Flipcharts
    - Audio and video recording machines
    - Video cameras
    - Digital cameras
    - Televisions
    - Tape recording facilities for conferences
    - Maps of the affected area
    - Photocopier
    - Multi-socket mains extensions
    - Public address and IT equipment
    - Communications/telephones (including mobile phones)
    - Fax and e-mail links to all major involved agencies
  - Send 'Establishment of Media Centre' notification messages as required.
  - Arrange administrative support.
  - Set up public address equipment for briefings.
  - Ensure appropriate communications equipment for the Senior Media Centre Officer including mobile telephone.
- 

*Continued on next page*

- Set up comprehensive record keeping and monitoring of incoming and outgoing material (written, live and broadcast audio tape and videotape, photographic). Allocate at least two persons exclusively to that task. Include an archiving system for media releases and other data output which allows for rapid retrieval.
  - Ensure media monitoring takes place as set out in [Annex H](#).
  - Record and retain all interviews with the media.
  - Meet regularly with Senior Media Centre Officer; agree priorities and sharing of resources and work activities to avoid conflicts of interest.
  - Ensure appropriate staff, arrange shift working. Major Incidents with international aspects may require responses at unusual UK times; it may therefore be necessary to operate 24-hour staffing of the Media Centre.
  - Arrange for refreshments and other personal support for Media Centre staff.
  - Provide local advice to the media such as accommodation and catering.
  - Assist the Senior Media Centre Officer in arranging site visits for the media including transport if required.
  - If foreign language or translation facilities are required make suitable arrangements through the Local Authority.
-

## Annex C to Media Guide

---

### GOVERNMENT NEWS NETWORK



---

The Government News Network (GNN) is available to give support when dealing with the media at a Media Centre, VIP/Royal visits etc. The Government News Network offers a network of regional offices covering the whole of England and has a sophisticated communications network that can be called upon when needed. Experience has shown that in a Major Incident good communications are essential for:

- Maintaining contact with the Emergency Services, Local Authorities, Government Information Divisions and Voluntary Organisations.
- Ensuring information flow and feedback.
- Being aware of incident developments and media coverage.
- Maintaining control.

The Government News Network offers a comprehensive communications and monitoring service which is especially designed to help organisations cope with the media and information demands during and after a Major Incident. They can provide:

- Fast response.
- Experienced Information Officers.
- Expertise.
- Full technical support.

The technical support covers monitoring equipment, data transmissions and audio recording and transmissions. Their equipment includes the following:

- Radio portable televisions.
- Video recorders.
- Cameras.
- Lap-top computers.
- Mobile phones (access overload).
- Broadcasting quality tape recorders.
- Live and pre-recorded telephone feeds.

A full back-up service is available which includes electronic news distribution to national media and news agencies and essential extras such as flip-charts, tabards, loud-hailers and torches. The cost of this support, in the event of a Major Incident is offered free of charge for the first 24-hours. Thereafter terms would be negotiable with charges being referred to the lead Government Department. It is likely that local authorities will NOT be charged for this service.

---

## Annex D to Media Guide

---

### PREPARATION OF STATEMENTS

---

#### Policy

In all circumstances any statements must be co-ordinated by the Senior Media Centre Officer. All inclusions in joint statements should be discussed with the Senior Media Centre Officer.

It is the responsibility of the Senior Media Centre Officer, in liaison with the Tactical Commander, to ensure that all statements adhere to the Media Strategy and that they are authorised to be released by the Strategic Co-ordinating Group.

Organisations with statutory duties, such as Primary Care Trusts, Utilities and the Military, may issue statements directly to the media, in accordance with their statutory responsibilities; however, they should keep the lead authority informed of the statements that they have issued.

Specific guidance on the production of statements should be produced by each individual agency as part of their own media plan.

---

#### Warning Statements

- Warning statements must convey a sense of urgency, which is clear to the intended recipient and should be followed by sufficient additional factual information to enable the recipient to respond.
  - Warning statements should be issued promptly, with sufficient detail relative to the circumstances and written for everyone who may be affected directly or indirectly, use all relevant aids such as maps, diagrams and indicate evacuation routes, etc.
  - Use multiple methods of communicating warning and subsequent messages, frequently repeated, using credible, authoritative and consistent sources. Have the message further confirmed by other credible sources.
  - Request that the warning is broadcast at frequent intervals and on all stations.
- 

*Continued on next page*

**Copies of all statements must be sent to the following :**

- Strategic Media Group.
- Senior Media Centre Officer.
- All involved Media Officers.
- Media Enquiry Desk.
- Public Information Centres or Emergency Planning Units.
- Emergency Operations Centres (EOC) Notice boards.
- any other agency involved.

**General Guidance**

- Do not place embargoes on statements.
  - Be careful about making “off-the-record” remarks as these may not be respected by the media.
  - However, on occasions it may be appropriate to give off-the-record guidance and background information to the media.
  - Always explain why it is being given and ensure that the recipient clearly understands the unattributable and off-the-record status of the briefing.
-

## Annex E to Media Guide

---

### PREPARATION FOR MEDIA CONFERENCES

---

The aim is to hold a Media Conference as early as possible after an incident occurs, and thereafter on a regular basis. Every effort should be made to hold twice daily conferences even though it may not always be possible to have the most senior officers present at each one.

Whenever possible, the following agencies should be represented at a media conference:

- Senior Police Officer.
- Senior Fire Officer.
- Senior Ambulance Officer.
- Appropriate senior officers of the Local Authorities and Primary Care Trusts.
- Senior member of the Company or Site.

Twice hourly update bulletins to the media via e-mail and fax would also be beneficial. Eventually, formal Media Conferences will be held at the Media Centre. Representatives from all interested parties should therefore be advised of the location of the Media Centre as soon as it has been identified; this will be the responsibility of the Senior Media Centre Officer.

---

#### Actions

- Decide on and announce the venue, the timing including end time (if possible or relevant check for media deadlines) and the probable format (opening statement plus questions).
- Decide whether you will grant requests for separate interviews afterwards and warn the media if none are to be granted.
- Decide who will be at the 'top table', who will chair, how long the conference will last, who will deal with each question area, and what the winding-up signal will be.
- Ensure name plates are produced for all respondents.
- The Senior Media Officer will manage the media conference.

---

*Continued on next page*

## **OPENING STATEMENT**

### ***Should contain:***

- a description of the events and response.
- the current situation.
- any information or appeal which you wish the media specifically to note.

and should be printed for distribution afterwards.

---

## **THE MEDIA CONFERENCE**

- Have a tape recorder running, with microphones in front of each officer or elected member.
- Enter the room in the order of the nameplates and sit down tidily.
- Ignore cameras and flashbulbs.
- The Chair sets the scene and introduces the respondents, then asks questioners to state their name and organisation before asking their question.

### ***The Chair states:***

- Who will make the opening statement.
- Whether or not a written copy of the opening statement is available.
- Who is next in line to put a question.
- The time given for questions.
- The location and time for collecting answers to questions which need research and cannot be answered at the time of the conference.
- The location and time of the next conference.
- An assistant to the Chair notes the thrust of the questions and answers and carefully notes any questions not able to be immediately answered.
- The respondent must look directly at the questioner and answer succinctly. All other respondents should act as if the cameras are on them.
- A few minutes from the end the winding-up statement is made. "Ladies and Gentlemen, we have time for two more questions..." and at the end states the time and location of the next formal conference.

## **Annex F to Media Guide**

---

### **NOMINATED SPOKESPERSONS**

---

Media conferences and interviews can be a swift and powerful means of distributing information. They can also provide positive coverage of the role of the Emergency Services, Local Authorities and Voluntary Organisations. They enable the spokesperson to tackle unfounded rumours, speculation and mis-information which could harm victims, prejudice investigations or disrupt the return to normality.

Remember that journalists are trained to obtain answers to questions. Therefore, the spokesperson must be able to anticipate and answer the worst possible question.

---

#### **Points to Consider**

- Media Conferences or interviews should only be given after it has been established what has been reported already and whether the media were reporting positively or negatively.
  - Prepare what needs to be said (30 second statements, 2 or 3 facts) and liaise with the appropriate authority or agency which might be affected by it.
  - Rehearse what is intended to be said with a forthright colleague.
  - Remind the media to be sensitive of the feelings of those involved and be aware the foreign media have different cultural values and also different deadlines due to world time differences.
- 

#### **Establish a dialogue with the media to discover**

- Their needs and requests.
  - What line of questioning they are likely to take.
  - In an interview, whether the interview will follow on from a film or video package (ensure that package is seen before the interview is given).
-

## **Annex G to Media Guide**

---

# **ARRANGEMENTS FOR PUBLIC INFORMATION IN THE EVENT OF RADIATION EMERGENCIES**

---

## **INTRODUCTION**

In the event of a radiation emergency whether originating in Wiltshire, Swindon Borough or elsewhere, it is essential that members of the public likely to be affected, or actually affected, are given timely information. This should include the measures planned for the protection of their Health and what they should do if it is decided to execute those protection measures. In Wiltshire and Swindon Borough there are no premises from which a radiation emergency can reasonably be foreseen and no site-specific arrangements exist. There is therefore no statutory requirement to make preparatory arrangements for advance distribution of information on specific, foreseeable emergencies and as a result information will be of a reactive nature.

The Statutory Instrument REPIR “Radiation (Emergency Preparedness and Public Information) Regulations 2001”, which superseded PIRER 1992, requires the Local Authority to have in place arrangements for disseminating this information promptly, and for ensuring that it is as accurate and up-to-date as possible. The assessment of whether an incident involving the possible release of radiation justifies the implementation of the arrangements for informing the public will generally be received, initially probably by the Police, from expert professional and central government sources, and in particular the Department of Transport, Local Government and Regions, although immediate action may be required while that assessment is awaited.

There are a number of schemes in place for handling incidents involving radiation which include arrangements for the provision of information nationally. These are outlined in the following paragraphs.

---

## **National Arrangements for Incidents Involving Radiation (NAIR)**

The NAIR scheme is a national arrangement for dealing with incidents involving radioactivity, such as transport accidents or the discovery of radioactive sources or substances, and particularly in circumstances when detailed preplanning cannot be expected to have been undertaken. The scheme, which is organised by the National Radiological Protection Board (NRPB), is activated under Police arrangements and provides assistance in two stages:

---

*Continued on next page*

**Stage 1**

Assistance from a radiation expert who with relatively simple monitoring equipment can establish whether a hazard exists and advise on preventing undue exposure. Help at this stage is provided by hospital physicists, and by health physicists at Nuclear Electric establishments and at governmental establishments and similar organisations.

**Stage 2**

This stage of assistance is provided by all major nuclear establishments and makes available more extensive resources for handling an incident. Further information is available in the NAIR leaflet, issued by the Nuclear Radiological Protection Board (NRPB) and held by the Police, the Local Authority Emergency Planning Unit and the Fire Brigade.

---

**RADSAFE**

The purpose of RADSAFE is to provide expert assistance to the Emergency Services following an incident involving the transport of radioactive material. It is based upon the principles of the national CHEMSAFE Plan and has evolved from a number of existing plans:

- Nuclear Industries Road/Rail Emergency Plan (NIREP).
- Irradiated Fuel Transport Flask Emergency Plan.
- Scottish Nuclear Limited Irradiated Fuel Transport Flask Emergency Plan.

RADSAFE excludes major MOD nuclear movements. RADSAFE's key principles are:

- Early provision of general advice to the Emergency Services.
- Guaranteed response.
- Provision of a framework for media support.
- Ownership of 'clean up' actions.

Participating organisations are Nycomed Amersham, British Nuclear Fuels, BNF Magnox Electric, MOD, British Energy, Rolls-Royce PLC., UKAEA, AEA Technology, and Securicor. The Police in charge of the scene will normally co-ordinate the media response, taking input from the Technical Representatives at the scene. The consignment owner will provide media response to company issues.

---

*Continued on next page*

***National Response Plan (NRP) and Radioactive Incident Monitoring Network (RIMNET)***

The National Response Plan (NRP) is intended to provide the means of handling the consequences of a nuclear accident overseas. A major feature of the NRP is the Radioactive Incident Monitoring Network (RIMNET), which has been set up to detect radioactive contamination from such an accident. This network would, however, also be used to monitor radioactive contamination in the event of an incident within the UK. RIMNET comprises 92 monitoring sites, primarily at Meteorological Office locations, throughout the UK. They are equipped to transmit data automatically, through the Meteorological Office, to the Department of the Environment, Food and Rural Affairs (DEFRA). From there information and advice is transmitted to, among others, local authorities and the media for dissemination to the public. This information will be distributed using electronic mail systems, i.e. e-mail and the Internet.

***Transport Accidents Involving Nuclear Weapons***

MOD has contingency plans against the possibility of an accident involving nuclear weapons in transit and this includes responsibility for the dissemination of the appropriate information. The details are contained in LAESI (Local Authority & Emergency Services Information) document, held by the Police, the Fire Brigade, the Local Authority Emergency Planning Units and by District Councils.

***Arrangements within Wiltshire and Swindon Borough***

The specific arrangements and responsibilities for the provision of information within Wiltshire and Swindon Borough in respect of a radiation emergency are set out below. They are to be read in conjunction with REPPiR, and the Health and Safety Executive's guidance on these Regulations.

---

**AIM**

To ensure that members of the public within Wiltshire and Swindon Borough are informed promptly of the facts of any radiation emergency relevant to the locality, and of the appropriate measures that need to be taken for their health protection.

---

**DEFINITIONS*****Radiation Emergency***

Any occurrence which is likely to result in any member of the public being exposed to radiation arising from that occurrence in excess of the laid down safe limit.

---

*Continued on next page*

### **Member of the Public**

Any person not being:

- A person for the time being present upon premises where a radiation emergency is reasonably foreseeable or where a radiation emergency is actually occurring; or
- A person engaged in an activity of, or associated with, the response to the radiation emergency.

### **Health Protection Measures**

Measures intended to minimise, as far as circumstances realistically permit, the degree of radiation exposure of members of the public.

---

## **CONCEPT**

A radiation emergency resulting from an incident within Wiltshire or Swindon Borough, almost invariably as a result of a transportation accident, will initially require information to be transmitted rapidly. This will be done by the Police, verbally by public announcement and via TV and radio. Emergencies within the County or Borough resulting from an incident elsewhere are likely to be preceded by public warning from central government which is also likely to undertake the publication of health advice and information.

Nevertheless the Local Authority does have a responsibility under REPPiR to provide a back-up to these arrangements. Therefore it is essential that, in order to meet any public demand for information that may be directed towards the Local Authority, the response to all aspects of obtaining and disseminating information is fully co-ordinated. It is probable that the Emergency Centre would be activated, where representatives from the Police and Emergency Planning Unit would be established, together with other agency representatives as may be appropriate in the particular situation. Help lines would be established to respond to direct calls from the public.

Depending on the development of the situation and the time available, general background information will also be available for issue and the public made aware of its availability. Regionalised information, as at [Appendix 1](#) to this Section, will also become available during the course of an emergency.

---

*Continued on next page*

## **RESPONSIBILITIES**

### ***Police***

In addition to their tasks under the NAIR scheme and NIREP, or following an incident involving nuclear weapons, the Police have the following responsibilities subsequent to an incident occurring within the County:

- As part of their initial response to the incident, to alert other Emergency Services and the Local Authority Emergency Planning Unit and to advise the public, by the best and most suitable means available, to tune in to TV and Radio.
- To advise the public to 'Go in, Stay in and Tune in'. I.e. to go inside and remain there and receive information via the radio, television, Internet etc.
- To initiate evacuation if recommended.
- To ensure that warnings are received by special groups such as schools, residential homes, factories etc.
- To respond to requests for information from the public and from the media until such time as the Media Centre is established and emergency enquiry telephone numbers issued for the public.

### ***Local Authority Head of Communications***

In a radiation emergency resulting from an accident within Wiltshire or Swindon their duty is to make arrangements as necessary for media briefings and releases using prepared proformae. This is to include advice from the Local Authority EPO, Wiltshire and Swindon Primary Care Trusts and the Police, and to cover the following subjects, as appropriate (taken from Schedule 10 REPPiR):

- Information on the type of emergency which has occurred, and, where possible, its characteristics, for example, its origin, extent and probable development.

### ***Advice on health protection measures, which, depending on the type of emergency, might include***

- Any restrictions on the consumption of certain foodstuffs and water supply likely to be contaminated.
- Any basic rules on hygiene and decontamination.
- Any recommendation to stay indoors.
- The distribution and use of protective substances.
- Any evacuation arrangements.
- Special warnings for certain population groups.
- Any announcements recommending co-operation with instructions or requests by the competent authorities.

---

*Continued on next page*

Where an occurrence which is likely to give rise to a release or radioactivity or ionising radiation has happened but no release has yet taken place, the information and advice should include the following:

- An invitation to tune in to radio or television; preparatory advice to establishments with particular collective responsibilities; recommendations to occupational groups particularly affected.
- If time permits, information setting out the basic facts about radioactivity and its effects on persons and on the environment.

---

## **RESPONSIBILITIES**

### ***Manager, Co-ordination & Communications Team (In consultation with the Joint Health Advisory Cell)***

- To co-ordinate advice on health protection measures for issue to the public by Police and through the media.
- To obtain, collate and maintain available for issue, advice from DEFRA on consumption of food and drink.
- To monitor the situation in order to ensure that advice and recommendations are current.

### ***Head of Libraries, Museums and Archives***

- To hold and issue any background booklet/leaflet carrying the information contained in Schedule 10 of REPIR. The source of this information will provisionally be the National Radiological Protection Board (NRPB) but further discussions on this are in hand.
- To hold and issue information sheets relevant to the current situation, and ensure that they are available to the public.

### ***Local Authority Emergency Planning Officer***

- To alert Local Authority departments, district councils and Wiltshire and Swindon Primary Care Trusts.
  - To co-ordinate Local Authority action in an actual Major Incident.
  - To co-ordinate and plan preparatory action.
  - To prepare any publicity material, and liaise with central government sources in this context.
-

## Appendix 1 of Annex G to Media Guide

---

### REGIONAL INFORMATION

---

An illustrative example of a regional bulletin text follows. The example given is for an overseas accident, in southern France but on the scale of Chernobyl, as it might affect Wiltshire or Swindon Borough:

The radioactive cloud has drifted north during the night. Monitoring confirms that the heaviest deposits of radioactivity have been in Hampshire and Wiltshire, less so in other parts of Southern England. The levels are beginning to decline and the public need not take precautions in outdoor activities or restrict the things they eat or drink. Sheltering, evacuation or taking iodate tablets is not necessary. Monitoring is continuing over Southern England, concentrating on Hampshire and Wiltshire.

#### ***Milk and Dairy Products***

Levels of Iodine 131 are well below that at which action should be taken. Levels in milk vary from 12 becquerels/litre in Salisbury to 89 becquerels/litre in Swindon. The action level is 2000 becquerels/litre.

#### ***Water***

Public supplies show levels well below the action point. Two becquerels/litre at Chippenham and 0.5 becquerels/litre in tap water at Westbury.

#### ***Crops***

Fresh vegetables show very low levels and are safe to consume after washing. New vegetables will be monitored as they come into season.

#### ***Livestock***

Live monitoring shows very low levels. These might increase for a time but are not likely to reach the point at which action should be taken.

---

**For further guidance readers of regional bulletins would be able to turn to the following background text:**

#### ***Radioactivity***

People are exposed to radiation all the time. Although radioactivity cannot be detected by the body's senses, it can be measured using scientific instruments.

The amount of radioactivity is measured in becquerels (Bq). It is normally reported as a number of becquerels in a litre of liquid or one kilogram of solid foods.

Its effect on people is estimated from the radiation dose they receive, measured in millisieverts (mSv).

---

*Continued on next page*

**Normal Radiation Exposures**

On average, over 80 per cent of the radiation dose people normally receive comes from natural sources (the earth, the air and outerspace). Most of the rest comes from medical uses of radiation.

The annual radiation dose received by people in the UK from these sources is usually about 2mSv. It can be up to ten times higher in areas where there are high concentrations of the natural radioactive gas Radon (eg Cornwall and Devon).

The annual dose to members of the public from routine uses of radiation, including discharges from nuclear sites, is now regulated to be less than 1mSv. It is generally much less.

Annual doses to medical, industrial and power workers are regulated to be less than 50mSv. In practice they are unlikely to exceed 15mSv.

Any effects of the accident at .... may be judged against this background information.

**Actions likely to be necessary**

The only actions likely to be necessary in the UK following an overseas accident are controls on some foods. It might also be necessary to avoid prolonged drinking of rainwater. It is unlikely that any restriction would need to be placed on drinking from normal water supplies.

Close to the site of a civil nuclear accident people might be required to shelter, take stable iodine tablets or evacuate homes to minimise exposure to radiation. These measures are most unlikely to be needed in the UK from an accident overseas.

**Food**

Responsibility for monitoring crops, foods, animals and other livestock, and for controls or remedial countermeasures, lies with the Department of the Environment, Food and Rural Affairs, the Welsh Office and the Department of Agriculture Northern Ireland.

The Department of Health, the Scottish Office, the Welsh Office and the Northern Ireland Office have the responsibility for deciding the need for bans on imported foods.

Maximum levels of food contamination for use in the event of a nuclear accident have been set by the European Community. These lead to annual radiation doses below the 1mSv limit for members of the public. The levels would be kept under review in the event of an accident.

**Water**

The Department of the Environment, the Scottish Office, the Welsh Office and the Department of the Environment Northern Ireland provide advice on any contamination of water supplies.

This advice is issued to water suppliers and environmental health authorities, to ensure that water supplies remain fit to drink.

**People returning from abroad**

The Department of Health has issued guidance to Health Authorities on the provision of advice and monitoring, if necessary, for people who return to the UK from the vicinity of a nuclear accident overseas.

---

## Annex H to Media Guide

---

### GUIDANCE FOR MEDIA MONITORING

---

Monitoring the Media coverage during and after a Major Incident is a crucial part of media response. It is necessary for the following reasons:

- To ensure that the agencies involved are doing all they can to use the media to allay public fears and to reassure the community that the Emergency Services have the situation under control.
- To gather vital intelligence from the media.
- To check that all agencies involved in responding to a Major Incident are doing so in a co-ordinated manner and not contradicting each other in media bulletins.
- To respond, if appropriate, to unwarranted criticism.
- To maintain a full record of media coverage in the event of a possible public enquiry into the handling of a Major Incident.

---

#### Points to remember when monitoring the media

- Most TV and radio stations will broadcast at pre-published times. Ensure that a schedule has been drawn up which details this information.

(However, be aware that news organisations may decide to interrupt normal programming with continuous broadcast if the incident is deemed important enough).

- As a fail-safe always record what is broadcast but try to take down the salient points from each bulletin as you are watching it live.
- Use the media monitoring form to record in writing what has been broadcast on the particular radio or TV channel that you are monitoring.
- In between bulletins, liaise with the Strategic Media Group to ensure you are kept up to date with the latest official information being released about the incident. It is your responsibility to keep updated with these because if you do not it will be difficult for you to identify when the media begin to speculate or broadcast inaccurate information.
- Send a copy of the media monitoring form to the Strategic Media Group as soon as possible so that they and the staff in the Media Centre can respond to unwarranted criticism or put an end to speculation.
- File a copy of the media monitoring form with the corresponding tape recording of the TV/radio bulletin.
- When monitoring local radio stations be aware that there is great difficulty in ensuring blanket monitoring due to the Wiltshire North and South division which prevents radio transmissions from the south reaching the north and visa versa. It is therefore important to request assistance from Districts to aid in monitoring the range of channels in each area.

**Appendix 1 of Annex H to Media Guide**

---

**MEDIA MONITORING FORM**

---

**DATE**

---

**TIME**

---

**TV/RADIO CHANNEL**

---

**PRESENTED BY**

---

**SUBJECT AND MAIN CONTENTS**

---

**POSITIVE/NEGATIVE POINTS**

(Include any specific points)

---

**COMPLETED BY**

## Appendix 2 of Annex H to Media Guide

---

### MEDIA ENQUIRY FORM

---

**DATE**

---

**TIME**

---

**ORGANISATION**

---

**REPORTER**

---

**TELEPHONE NUMBER**

---

**FAX NUMBER**

---

**E-MAIL ADDRESS**

---

**DEADLINE**

---

**QUESTIONS**

---

**SUGGESTED RESPONSE**

(All replies on a new subject matter must be approved by the STRATEGIC CO-ORDINATING GROUP)

---

**APPROVED BY STRATEGIC CO-ORDINATING GROUP**

YES/NO

Ensure a copy of this form is completed for each media enquiry and filed at the STRATEGIC MEDIA GROUP office.

---

## INDEX

CONTENTS .....	2
ACKNOWLEDGEMENTS .....	3
Membership of the LRF working party .....	3
Wiltshire Primary Care Trusts .....	3
Wiltshire Constabulary .....	3
Wiltshire Fire Service .....	3
Wiltshire Ambulance Service .....	3
Wiltshire County Council .....	3
Swindon Borough Council .....	3
FOREWORD .....	4
TERMS OF REFERENCE .....	5
AIM .....	5
OBJECTIVES .....	5
STRUCTURE .....	6
Control of a Major Incident .....	7
ACTIVATION .....	8
OPERATIONAL .....	9
Initial actions to be carried out by the Police .....	10
TACTICAL .....	11
Senior Media Centre Officer responsibilities .....	12
Media Centre Manager responsibilities .....	12
Media Officer/Spokesperson responsibilities .....	13
STRATEGIC .....	14
Strategic Media Group actions .....	14
AGENCY WEBSITES .....	15
Protocol for posting information on the Internet .....	15
MEDIA ACCESS .....	16
Access to Inner Cordon .....	16
Emergency Control Centres .....	16
Casualty Receiving Hospitals .....	16
Rest Centres/Survivor Reception Centres .....	16
Friends and Relatives Reception Centre .....	17
Temporary Mortuaries .....	17
VIP VISITS .....	18
STAND DOWN .....	19
MEDIA DEBRIEFING .....	20
THE ESTABLISHMENT OF A MEDIA CENTRE .....	21
INTRODUCTION .....	21
ACTIVATION OF A MEDIA CENTRE .....	21
LOCATION .....	21
STAFFING .....	21
Clerical staff as identified from agencies to provide secretarial support to include the following tasks .....	22
LAYOUT .....	22
Media area .....	22
Briefing area .....	22
Staff areas .....	22
Car Park & Rest area .....	22
EQUIPMENT .....	23
Minimum requirements for the Media Centre .....	23

COMMUNICATIONS.....	23
MEDIA CENTRE MANAGER.....	24
Actions .....	24
GOVERNMENT NEWS NETWORK .....	26
PREPARATION OF STATEMENTS .....	27
Policy .....	27
Warning Statements .....	27
Copies of all statements must be sent to the following : .....	28
PREPARATION FOR MEDIA CONFERENCES.....	29
Actions .....	29
OPENING STATEMENT.....	30
Should contain: .....	30
THE MEDIA CONFERENCE .....	30
The Chair states:.....	30
NOMINATED SPOKESPERSONS .....	31
Points to Consider.....	31
Establish a dialogue with the media to discover .....	31
ARRANGEMENTS FOR PUBLIC INFORMATION IN THE EVENT OF RADIATION	
EMERGENCIES .....	32
INTRODUCTION.....	32
National Arrangements for Incidents Involving Radiation (NAIR) .....	32
Stage 1.....	33
Stage 2.....	33
RADSAFE .....	33
National Response Plan (NRP) and Radioactive Incident Monitoring Network (RIMNET)	
.....	34
Transport Accidents Involving Nuclear Weapons .....	34
Arrangements within Wiltshire and Swindon Borough .....	34
AIM.....	34
DEFINITIONS .....	34
Radiation Emergency.....	34
Member of the Public .....	35
Health Protection Measures.....	35
CONCEPT .....	35
RESPONSIBILITIES .....	36
Police .....	36
Local Authority Head of Communications .....	36
Advice on health protection measures, which, depending on the type of emergency,	
might include .....	36
RESPONSIBILITIES .....	37
Manager, Co-ordination & Communications Team (In consultation with the Joint Health	
Advisory Cell).....	37
Head of Libraries, Museums and Archives .....	37
Local Authority Emergency Planning Officer.....	37
REGIONAL INFORMATION .....	38
Milk and Dairy Products .....	38
Water.....	38
Crops.....	38
Livestock .....	38
For further guidance readers of regional bulletins would be able to turn to the following	
background text: .....	38
Radioactivity.....	38
Normal Radiation Exposures .....	39
Actions likely to be necessary .....	39
Food.....	39

Water.....	39
People returning from abroad .....	39
GUIDANCE FOR MEDIA MONITORING.....	40
Points to remember when monitoring the media.....	40
MEDIA MONITORING FORM.....	41
DATE .....	41
TIME .....	41
TV/RADIO CHANNEL.....	41
PRESENTED BY .....	41
SUBJECT AND MAIN CONTENTS .....	41
POSITIVE/NEGATIVE POINTS .....	41
COMPLETED BY .....	41
MEDIA ENQUIRY FORM.....	42
DATE .....	42
TIME .....	42
ORGANISATION .....	42
REPORTER .....	42
TELEPHONE NUMBER.....	42
FAX NUMBER .....	42
E-MAIL ADDRESS.....	42
DEADLINE .....	42
QUESTIONS.....	42
SUGGESTED RESPONSE .....	42
APPROVED BY STRATEGIC CO-ORDINATING GROUP .....	42
INDEX.....	43

---