

Media Savvy

- **Increase media savvy of spokespeople and partners using visual mediums like mock newscasts and news conferences**
 - **Anticipate how media might react to pandemic flu outbreak**
 - **How story may be reported**
 - **Questions reporters could ask**
 - **How we'd answer**

Mock Newscast

- **Used as an exercise tool and presentation opener**
 - **Attention-grabber: audience becomes very focused**
 - **Reality check: seriousness of pandemic outbreak hits home**
 - **Shows how media could report the story**

Mock News Conference

- **Part of a statewide pandemic flu risk communication training**
 - **Pan flu questions reporters could ask during outbreak**
 - **Wrong way/right way to answer pandemic flu related questions (Risk Communication)**
 - **How we see things inside isn't always how media/people see them on the outside**

End Result

- **More exposure to mock media simulating real-life situations equals a higher comfort level when it comes to the real thing**
- **Planning and practicing ahead of time increases awareness and preparedness**

Media Savvy - Tools for Reporters

- Lots of pandemic flu information out there -
OVERWHELMING
- Talking a lot about our state's 53 page plan
- Reporter questions:
 - “What happens if there's one case of pandemic flu?”
 - “What's your response?”
- State Plan in Action created

Tools are Available to You

**If you're interested in getting copies of
anything showcased today:**

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