

MEDIA PLAN

The aim of this plan is to outline the procedures to provide a co-ordinated and controlled response to the media by all Cat 1 responders in Staffordshire, following an emergency or major incident. It accomplishes this by setting out and agreeing a joint protocol to co-ordinate the handling of media and public information and identifying individual responder roles and responsibilities. It also ensures that, prior to release to the media, all Cat 1 responders that are involved in an emergency have agreed to the key messages that need to be sent to the public.

The plan ensures that Cat 1 responders share information with all other agencies involved in an emergency or major incident, keeping them involved and fully aware of the up-to-date situation and identifying agreed channels of communication between them.