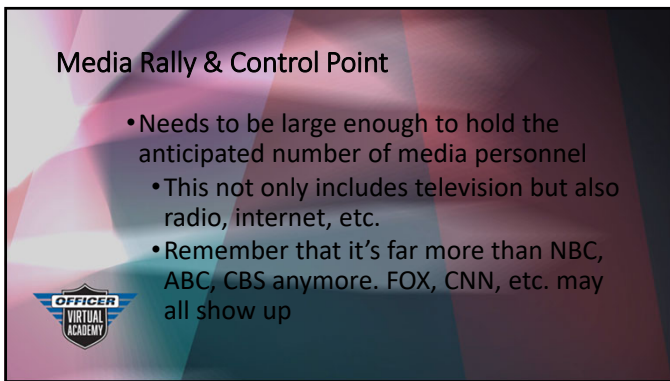




1



2



3

Media Rally & Control Point


- Needs to have enough parking to hold all of the potential news vans and personal vehicles that might need space
 - Every car that a reporter shows up in
 - Every van sent by a television outlet
 - Every van sent by a cable news station
 - Every van sent by a radio station



4

Media Rally & Control Point


- Needs a large enough room where the senior officer and/or Press Information Officer (PIO) can address media
 - Auditoriums are good
 - Safety concerns grow around maintaining fire-safe conditions. Walkways and exits must remain clear.
 - Seating for everyone isn't necessary but be prepared to seat 100+ people if possible
 - Podium and microphone unless the room is small enough for the speaker to be clearly heard in the back (it will be recorded by someone back there)



5

Media Rally & Control Point


- Needs a private room where the senior officer can be briefed on updates
 - No matter how quiet you think you're being, someone has a microphone that might pick it up. Some things have to be said in private.
 - Your senior officer's emotional reaction may not be suitable for public viewing.



6

Media Rally & Control Point


- Needs to be manned by a PIO and accompanying officer(s)
- Once the rally point is specified, an officer needs to be assigned
- Once the PIO is on scene at the rally point, s/he should be stationed there until relieved or the rally point is shut down.
- Under no circumstances should the media be left to their own devices to try to make up "news" based on he-said she-said second, third or fourth hand talk.



7

Media Rally & Control Point


- Media staging areas are usually not necessary after the first 8-48 hours
- Dependent on the intensity of the event and how long it takes to:
 - Secure the scene
 - Disseminate the necessary information
 - Reunite all families



8

Coordinating with Politician Staging Area

- Needs to be conveniently located to the Media Rally Point
- Needs to be identified as quickly as possible after the event becomes public knowledge
- Needs to be manned by officers to direct parking, keep unwanted visitors out, and secure the area from unauthorized entry
- May need nearby area for helicopter landing/lift off



9

Human & Other Needs


- “Comfort” areas (bathrooms, snack rooms, etc)
- Plenty of parking
- Communications with all other locations



10


Preplanning Helps

- Create a map for each school in your jurisdiction
- For each school identify Option A and Option B Media Rally Points
- Identify traffic access concerns: Access to and exit from the location(s)
- Identify areas of concern for high-traffic volume hours (rush hour) and what detour(s) might need to be created



11

THANK YOU!!!



12
