

This seminar has been arranged and hosted

by

SHETLAND ISLANDS COUNCIL EMERGENCY PLANNING

on behalf of the members of the

SHETLAND EMERGENCY PLANNING FORUM EXECUTIVE

Shetland Islands Council

Northern Constabulary

Highlands & Islands Fire & Rescue Service

Scottish Ambulance Service

Shetland NHS Board

Maritime & Coastguard Agency

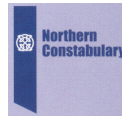
Scottish Environment Protection Agency

Has been approved by the

EMERGENCY PLANNING SOCIETY

and part funded by the

SCOTTISH EXECUTIVE JUSTICE DEPARTMENT



Emergency Planning

Shetland Islands Council

11 Hill Lane, Lerwick,

Shetland ZE1 0HA

Tel: 01595 744739 / 740

Fax: 01595 690846

Website: <http://www.shetland.gov.uk/emergencyplanning/>

Email: emergency.planning@shetland.gov.uk

THE MEDIA IN AN EMERGENCY



FROM ALL ANGLES



**SHETLAND
EMERGENCY PLANNING
FORUM EXECUTIVE
3RD ANNUAL SEMINAR**

**TUESDAY 21ST MARCH 2006
CLICKIMIN LEISURE CENTRE
LERWICK, SHETLAND**

FOREWORD

- Do you and your staff fully understand the likely media response to an emergency and how it may overwhelm you?
- Are you confident about handling immediate TV and radio interviews?
- Can you deliver the instant essential information required by the public?
- Can you handle the media's persistence?

These are some of the questions that have driven the requirement for this seminar in which we hope to achieve:

- Developing media awareness
- Working with the media
- Dealing with interviews
- Developing media strategies in partnership with the media
- Identifying requirement for media training
- Meeting the public's needs and expectations

SEMINAR PROGRAMME

Time	Programme	Speaker
0930	Registration & Tea / Coffee	
0945 – 0950	Seminar opens	Ingrid S. Gall, Asst. Emergency Planning Officer, SIC
0950 – 1000	Welcome Address	Morgan Goodlad, Chief Executive Shetland Islands Council
1000 – 1115	The Media: Help Not Hindrance	Ian Cameron & Lyn Morgan
1115 – 1130	Morning Coffee	
1130 – 1215	Trial by Media	Chrissie Smith
1215 – 1300	The Truth is Out There	Mike Grundon
1300 – 1400	Buffet Lunch	
1400 – 1500	The Aftermath & the Media Spotlight	Brian Sweeney
1500 – 1515	Afternoon Coffee	
1515 – 1615	A Major Emergency in the National Media	Hans Marter
1615 – 1630	Open Forum	

SEMINAR SPEAKERS

Hans Marter, Shetland News Agency
Partner in the Shetland News Agency, which supplies the national media with news from the isles including Grampian TV, and also runs the popular www.shetland-news.co.uk and www.shetlandmarine.com online news services.

Lyn Morgan, Cascade Information
Was project manager of BBC Initiative 'Connecting in a Crisis' and now runs a successful consultancy specialising in Business Continuity and Media Issues for both private and public sector clients. Lyn will concentrate on where the media have been part of the solution and not part of the problem!

Ian Cameron, BBC Nations & Regions

Has recently co-produced a DVD about the Civil Contingencies Act for the Cabinet Office and Essex County Council. This draws upon lessons learnt during big disasters such as the London Bombings on 7/7, the Carlisle and North Yorkshire Floods. He has also produced several other films which illustrate the BBC "Connecting in a Crisis" Initiative including one which looked at the role of Radio Cornwall during the Boscastle Floods.

**Chief Officer Brian Sweeney
Strathclyde Fire & Rescue**
Will talk about his personal and professional experiences with the media response to the explosions at the Stockline Plastics Factory, Maryhill in May 2004

Chrissie Smith, Media & Communications
Chrissie has built a high profile career which has covered the Lockerbie and Hillsborough disasters, the King's Cross fire and the sinking of the "Herald of Free Enterprise" and will give a talk on Trial by the Media.

Mike Grundon, BBC Radio Shetland
Mike has worked in print and broadcast journalism for over fifteen years. He reported through the wreck of the Braer but in the past has also worked as an Auxiliary Coastguard in Cornwall so he's seen both sides of the metaphorical fence. His talk will focus on the need for honesty in dealing with the news media, both as a duty to the public and for self protection in the long term.

There is no charge for attendance
Please complete booking form, available on website:

<http://www.shetland.gov.uk/emergencyplanning/whatwedo/events.asp>