

SECTION 15

MEDIA RELATIONS

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[Index](#)**1. GENERAL INFORMATION:**

- 1.1 Most chemical incidents are fast breaking, and there is immediate media interest. The goal is to provide all media personnel with equal information at the same time, as the incident proceeds.
- 1.2 CVECO has long appreciated the work of media personnel to keep the public accurately informed.
- 1.3 The purpose of this section is to ensure the safe and vigorous handling of an emergency and to make clear and accurate information available to the public.
- 1.4 The industry at which an incident occurs will make arrangements for the issuing of media releases.
- 1.5 To protect media personnel, access or movement may be restricted. In particular, media personnel should expect an inner perimeter around an incident through which only actual emergency responders may pass while the incident proceeds.
- 1.6 Depending upon the severity and length of the incident, the media information centre may be at the at a Municipal Emergency Operations Centre, or at a designated Industry Media Centre.
- 1.7 Freedom of movement will be allowed media representatives, where practical. Observer safety, rescue operations, response activities or other circumstances may limit allowable movement.

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2. MEDIA IDENTIFICATION:

- 2.1 Media Identification Cards are authorized by the CVECO Police Representative and distributed by CAER.
- 2.2 Two identification cards are issued to each local media outlet. Those Currently in use are valid until December 31, 2003.
- 2.3 A supply of cards are kept at the Sarnia Police Service Headquarters, for issuance to non-local media personnel to assist in covering a specific event.
- 2.4 The card identifies the bearer as an authorized media representative. It is not a "PASS".

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3. INDUSTRY MEDIA RELATED DUTIES:

- 3.1 The CVECO member will identify a Site Media Centre.
- 3.2 The Industrial Emergency Site Manager (IESM) will advise the Municipal Emergency Site Manager (MESM) of the location of the Media Centre, as quickly as possible.
- 3.3 The IESM will either be personally present, or appoint a delegate to be present, at the Media Centre.
- 3.4 Relocate the Site Media Centre, as necessary, and inform the MESM of the new location.
- 3.5 The IESM will authorize the use of a bus, through or near the incident site, to accommodate photographers, if necessary.

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4. INDUSTRY MEDIA RELATIONS:

- 4.1 Carry out duties at the assigned or relocated Site Media Centre, in concert with the Site Emergency Co-ordinator or his or her representative. The goal is to improve public safety through an accurate and co-ordinated report of the incident.

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5. MEDIA PERIMETER ACCESS:

- 5.1 Under the direction of the Industrial Emergency Site Manager, to allow a person bearing a Media Identification Card to pass through an outer perimeter to some designated Media Centre.
- 5.2 Media Identification Card serves equally for an industrial or non-industrial

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6. MUNICIPAL & INDUSTRY MEDIA CENTERS:

- 6.1 The Media Centre will be as near the incident as the Site Emergency Co-ordinator will allow, to ensure the safety of responding and media personnel.
- 6.2 Industries are encouraged to identify "Site Emergency Media Centres" in advance of need.
- 6.3 Media Centres will be established at the Sarnia Police Headquarters or the St. Clair Township Offices, for scheduled media conferences.