

VIPs and Media

In the course of an emergency event, or even a drill, it is possible that you will come into contact with reporters and important people. It is the work of your ARES-linked Public Information Officer to handle them, not you. Your job is communications. But there are times when you are put on the spot and asked questions by these folks and your reply will be used by media and others. At that moment, you are Amateur Radio's representative to the world.

First, remember that you can NOT speak for the agency you are serving. Defer any questions about those topics to the agency itself. You can only provide basic information about your personal role, nothing more.

The easiest way to do this is to print out and keep the following form in your go-kit. At an event, fill it out as best you can, being sure to provide the contact information for your ARES PIO or leadership. Keep copies handy. By simply handing this to the Media or VIP you will be giving them the information that they really need while avoiding the pitfall of passing on comments that can get into trouble.

If possible, get the name and contact information of the reporter or VIP and pass it on to your PIO when you can.

Media Information Summary

The _____ Amateur Radio Emergency Service (ARES®) has been activated to assist with primary/auxilliary emergency communications for this event. The group is coordinated by _____ (name of EC).

_____ ARES is working with the _____ county/city/town Office of Emergency Management and the following agency(ies): _____

The group is providing communications links between:

Amateur Radio operators are stationed at the following locations to provide communications assistance:

_____ (#) of Amateur Radio operators are at the sites
_____ (#) of additional Amateur Radio operators are on standby for additional communications needs.



For more information contact

_____ (name of PIO or ARES leader)
_____ (e-mail)
_____ (phone and pager numbers)
_____ (current locastion if known)

ARES is a program of the ARRL – the national association for Amateur Radio
Media Contact for ARRL is:
Sean Kutzko, KX9X
skutzko@arrl.org
(860) 594-0328 (w)