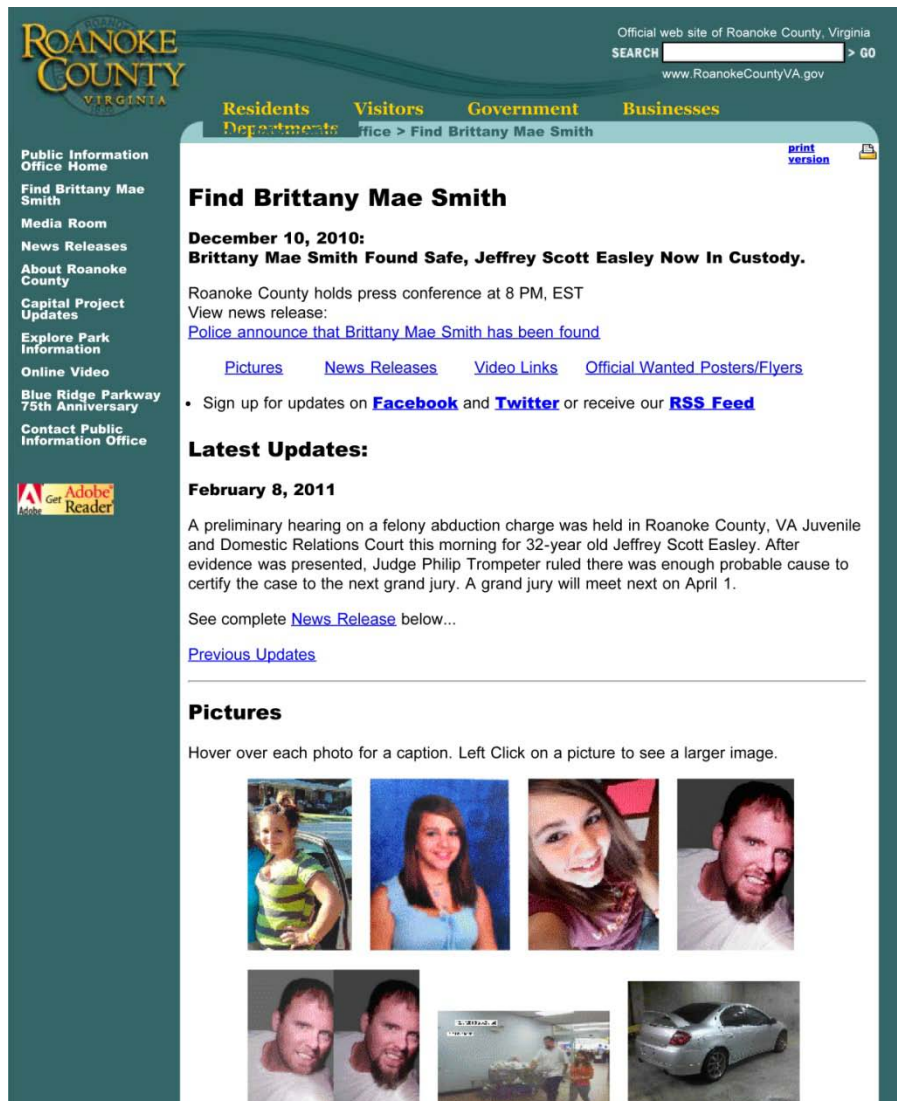


Appendix 1

A. Website Checklist

__ Dedicated section of your site for emergency information to post:

- All News Releases about the emergency organized from latest to oldest
- Wanted Posters, emergency information flyers and brochures
- Photographs
- Video (or links to video posted on YouTube)
- Links to Social Media channels



__ Create a short, easy to remember URL or web address that points directly to your dedicated emergency section (e.g. www.FindBrittany.com). Sites like <http://tinyurl.com/> can help you set this up quickly.

__ Custom email to channel information and tips to emergency personnel. The address should be easy to remember and read for the media (e.g. FindBrittany@roanokecountyva.gov). The address recipient should be within the emergency operations center.

Above: Sample of a dedicated web page to consolidate emergency information. Roanoke County created the memorable web address "FindBrittany.com" to send visitors directly to this internal page of the County's website.

B. Media Contacts

Associated Press (AP) stringers operate regionally and can distribute your information to other regional and national outlets. See <http://www.ap.org/> to find your closest AP correspondent.

Local Media – collect name, telephone and email contact information for your local and regional television, radio and newspapers. Keep this information at hand for the duration of emergency.

C. News Conference Location

Indoor location

Access to the local can be controlled during news conferences/live broadcasts

Close to emergency operations center

Public access

Ample space for multiple television cameras and reporters

Electrical outlets

D. Equipment

Podium

Backdrop (flags, County Seal, etc.)

Easel with visual aids for television

Small public address system: microphone, amp head, mult box for reporters' audio feeds

Digital video camera for capturing video of your news conference to post on the website

E. Message Monitoring

Multiple televisions available to monitor multiple media broadcasts after news conferences

Set up Google Alerts to search the internet for keywords specific to your emergency

Use hashtags # on keywords when posting information to Twitter to track message re-posts. You can use the search function in Twitter to track mentions of your #topic.

Use the search function of Facebook to find individuals, fan pages, or other organizations that may be reposting your messages. Bookmark the most active of these and check after each news

conference to ensure accuracy of the message. You can also post to these site in the event you need to correct any inaccurate information or rumors.