

COMMUNICATIONS SUPPORT TEAM - ACTIONS OF THE 1st PERSON

- Monitor the activation of other team members.
- Advise the Management Team and Reception that the room is manned and what calls you will take, if any
- White board.
- TV and radio recording capability
- Hotline
- Pre-programmed media and other stakeholder email addresses
- Media kits for distribution at press conferences
- Electronic photos and file footage
- Hand held tape recorder
- Carbonized message taking pads

KEY ACTIONS TO BE ASSIGNED BY THE SUPPORT TEAM LEADER

Monitor & Analyse	Respond
Get fully briefed on the facts. Check their accuracy and reliability. Who knows? Is it a direct issue? What is the current media awareness? Is a joint key message required? Are internal communications required?	Brief Reception and Telephone Responders, on releasable information and on what to do with incoming media calls and only take these calls direct when ready.
Constantly fight for information from stakeholders.	Write the initial media statement and Q&A. What happened? Who is involved? When did it happen? Where did it occur? Why did happen? How will it be prevented from happening again?
Establish the team room and start a log of major events.	Rehearse the spokesperson.
Arrange media monitoring by staff or <i>Media Monitors</i> and continuously analyse the media.	Distribute fast facts, photos and file footage to the media.
Establish what additional Government media or PR consultancy support is required.	Arrange press interviews and conferences.
Determine the internal and external media response strategy in the form of the Single Overriding Communications Objective (SOCO) or Key Message	Coordinate ongoing responsibilities for internal and external stakeholder contact. Who are the key media external and internal contacts? Have they been informed? Has the Chief Executive been updated?
Maintain contact with the Management Team.	Liaise with other stakeholders

STAKEHOLDER COMMUNICATIONS IN 2032

- Team Polly
- 'memo leaker'
- Knowledge Manager
- Minister for Rain
- Profit Piranha
- Green Army
- Big Emitters
- Think tank
- Green Greenies
- Print Barron
- Media magnate
- Media Monitors now called Spinbusters
- AAP Media Net
- eZine publisher
- Internet Streamer
- Fresh fiction writer
- podbanker (Information Bank)
- Lobbyist
- Technology Evangelist
- Iron Barron
- Chairman JVP
- Podcaster
- Vodcaster
- Blog attacker
- Doyen of News & Current Affairs
- Blast emailer
- Streaming media
- Nuclear profligate
- Sharemarket pariahs & messiah
- Carbon Emitter
- Carbon whistleblower
- Peddlers of Petroleum
- Carbon Business Adviser
- Water warrior
- Green Crusader
- Carbon Cops (social movement)
- Hollywood paparazzi
- Paladin (Knight Errant)
- Small to medium enterprises