

# Making it Real: 'Mock Media' in Exercises

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# Mock Media Overview

- Work closely with exercise directors and design team to meet goals
- Test players' emergency information response capabilities
- Support public affairs evaluators



# Mock Media Overview

- Simulate news media coverage
- Cover "story" as if real event
- Produce real-time news stories
- Assess player responses



# Argonne Mock Media Support

- More than 100 exercises since 1993
  - Department of Energy
    - Lawrence Livermore, Los Alamos, Nevada Test Site, Pantex, Sandia
  - Chemical Stockpile Emergency Preparedness Program (CSEPP)
  - Radiological Emergency Preparedness (REP) Program



# About Mock Media

- Who are they?
  - [Field reporters](#), videographers, photographers
  - Remotely-located reporters
  - Simulation Cell
  - [Anchor desk](#)
  - [Multi-lingual](#)



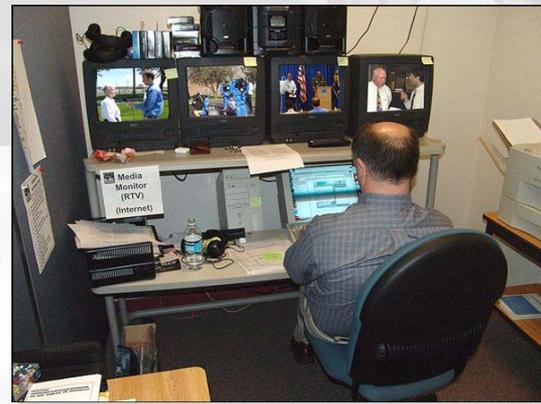
# About Mock Media

- Where do they come from?
  - Former reporters, broadcasters, PAOs, communication professionals
  - Experienced in covering break news stories and providing emergency public information



# About Mock Media

- What do they do?
  - Phone inquiries
    - Based on evolving exercise play
    - Written injects prepared during exercise design phase



# About Mock Media

- What do they do?
  - Field play
    - [Decon](#) sites, [shelters](#), reception centers, hospitals, EOCs, EMAs, JIC
    - [News conferences](#), briefings and [on-camera](#) interviews simulate "live" broadcasts



# About Mock Media

- What do they do?
  - Produce real-time [print](#) and [broadcast](#) news stories
    - Injected into play during exercise
    - What media would tell public in emergency
    - Stories highlight gaps, inconsistencies, confusion
    - Players monitor and analyze stories
    - Players correct, clarify or provide more information



# About Mock Media

- What information do they use?
  - Anything provided by players
  - Information available to public
  - Other relevant, related topics



# About Mock Media

- What information don't they use?
  - Scenario
  - "Made-up"



# Interacting with Mock Media

- Phone calls and field play
  - Use phone numbers available to media or public
  - Reporter numbers included in player directory
  - Simulation Cell fax and e-mail for player communication
  - Mock media do not play in front of real media



# Interacting with Mock Media

- Disseminating news stories
  - ENN (Exercise News Network)
    - [www.exerciseneetwork.com](http://www.exerciseneetwork.com)
    - [Print, audio and video](#) stories posted

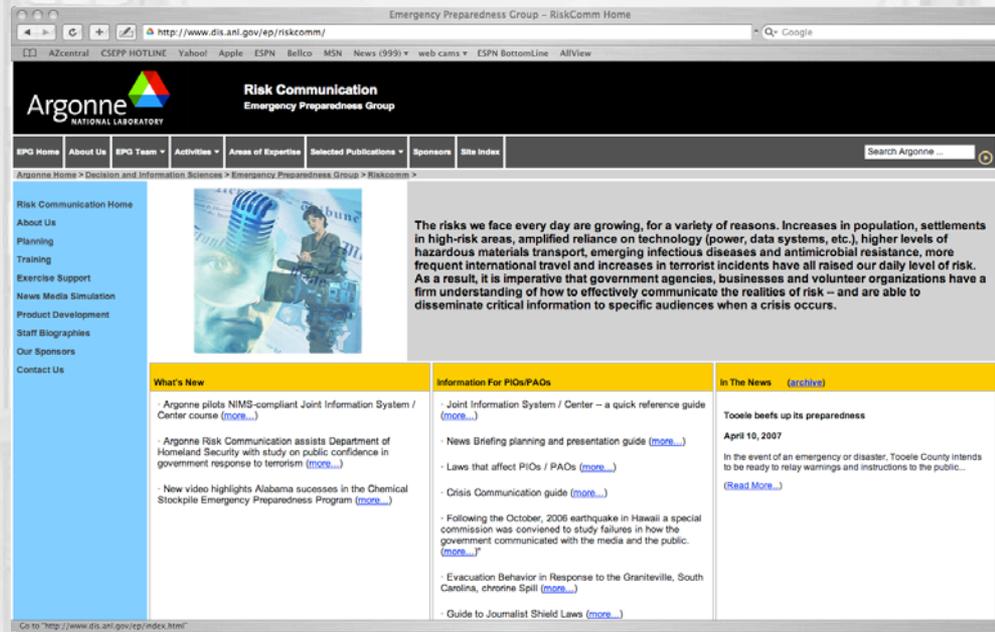


# Mock Media Post-Exercise

- *Not* evaluators
- Support evaluation process
  - Observations
  - Accomplishments
  - Timelines
  - Documentation



# Questions?



Emergency Preparedness Group - RiskComm Home

http://www.dls.anl.gov/riskcomm/

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The risks we face every day are growing, for a variety of reasons. Increases in population, settlements in high-risk areas, amplified reliance on technology (power, data systems, etc.), higher levels of hazardous materials transport, emerging infectious diseases and antimicrobial resistance, more frequent international travel and increases in terrorist incidents have all raised our daily level of risk. As a result, it is imperative that government agencies, businesses and volunteer organizations have a firm understanding of how to effectively communicate the realities of risk – and are able to disseminate critical information to specific audiences when a crisis occurs.

What's New	Information For PIOs/PACs	In The News (archive)
<ul style="list-style-type: none"><li>Argonne pilots NIMS-compliant Joint Information System / Center course (<a href="#">more...</a>)</li><li>Argonne Risk Communication assists Department of Homeland Security with study on public confidence in government response to terrorism (<a href="#">more...</a>)</li><li>New video highlights Alabama successes in the Chemical Stockpile Emergency Preparedness Program (<a href="#">more...</a>)</li></ul>	<ul style="list-style-type: none"><li>Joint Information System / Center – a quick reference guide (<a href="#">more...</a>)</li><li>News Briefing planning and presentation guide (<a href="#">more...</a>)</li><li>Laws that affect PIOs / PACs (<a href="#">more...</a>)</li><li>Crisis Communication guide (<a href="#">more...</a>)</li><li>Following the October, 2006 earthquake in Hawaii a special commission was convened to study failures in how the government communicated with the media and the public. (<a href="#">more...</a>)</li><li>Evacuation Behavior in Response to the Graniteville, South Carolina, chronic Spill (<a href="#">more...</a>)</li><li>Guide to Journalist Shield Laws (<a href="#">more...</a>)</li></ul>	<p>Tooele beefs up its preparedness</p> <p>April 10, 2007</p> <p>In the event of an emergency or disaster, Tooele County intends to be ready to relay warnings and instructions to the public... (<a href="#">Read More...</a>)</p>

Go to "http://www.dls.anl.gov/epg/index.htm"

[www.anl.gov/riskcomm](http://www.anl.gov/riskcomm)

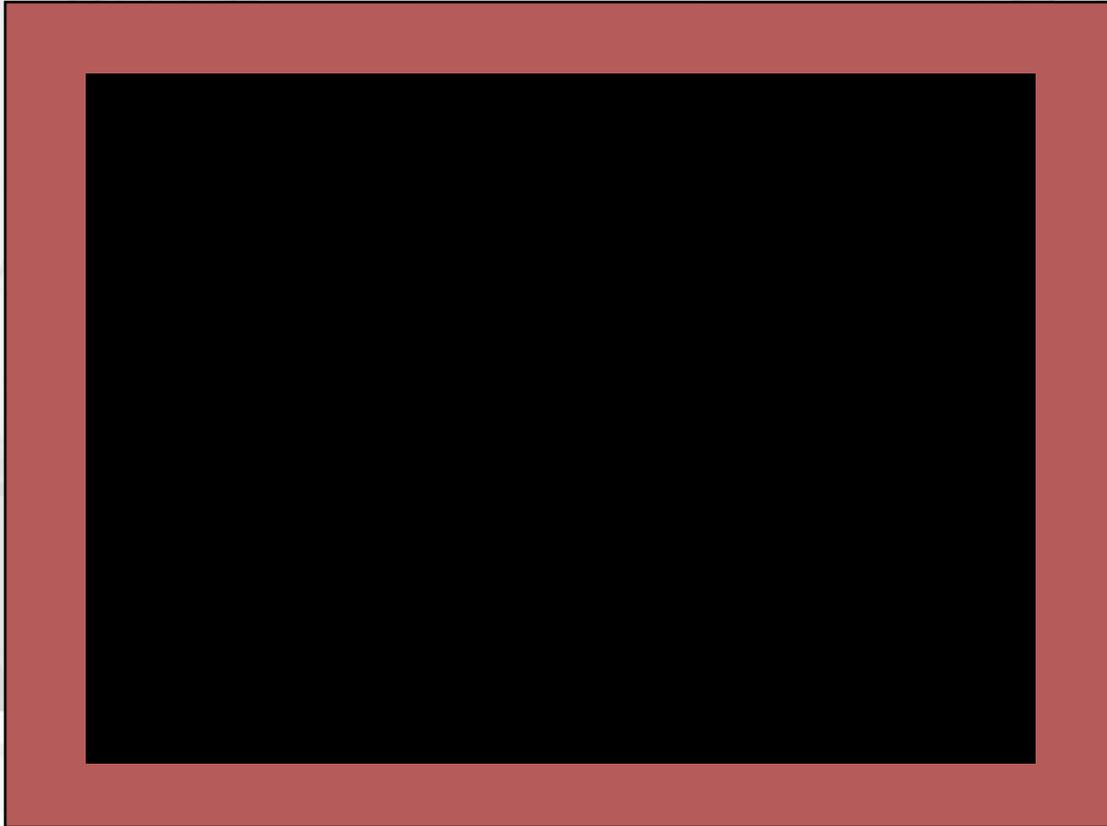
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