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The Role of Media in Large Scale Emergencies

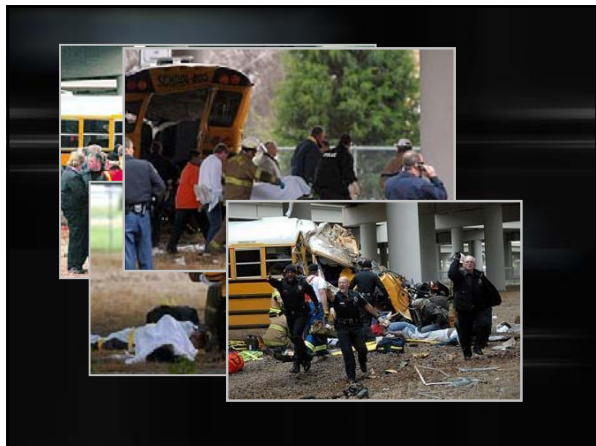


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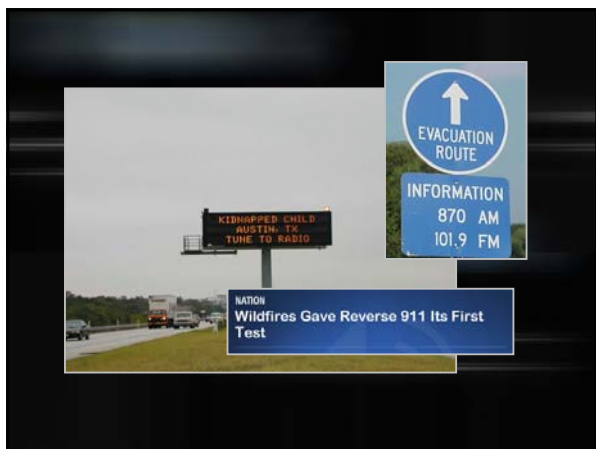
UAB Emergency Preparedness & Community Mitigation Symposium
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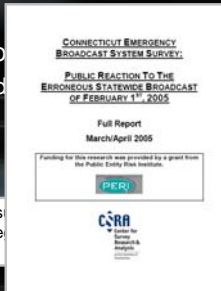






- ❖ Connecticut, Feb 1, 2005
- 2:10 p.m., Tuesday

Civil authorities have issued a shelter-in-place order for all of Connecticut, beginning at 3:10 p.m.



order
g at

- ❖ But to whom will the public turn?
- ❖ Who is a highly credible source of information?

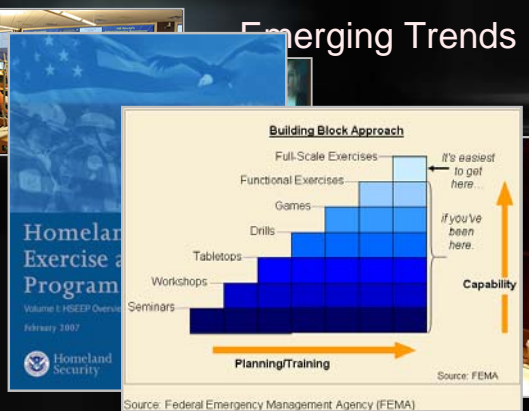




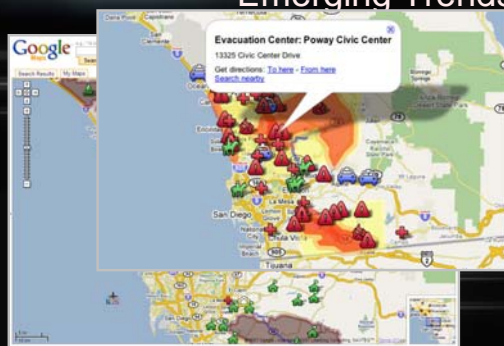
Information-Seeking Surges

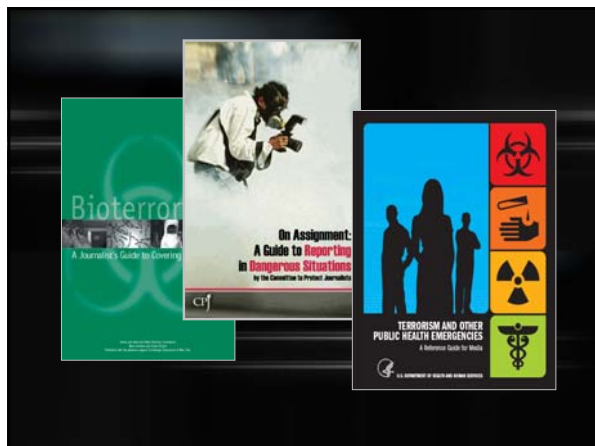
- ❖ Journalists
 - Wall-to-wall television coverage
 - Voracious demand for information, access
- ❖ Citizens
 - Television
 - Phone, Internet, interpersonal
- ❖ Agencies

Emerging Trends



Emerging Trends





Ongoing Challenges

- ❖ Journalists' training and preparedness
- ❖ Journalists' access
- ❖ Technology advances rapidly
- ❖ Public preparedness is narrow

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