Exercise [Name] Communications and Media Management Plan

Exercise logo (if applicable)

Contents

Amendment schedule

The following table describes amendments that have been made to this Exercise Communications and Media Management Plan since version 1.0.

#### Document amendments

|  |  |
| --- | --- |
| Date  | Brief description of amendment |
|  |  |
|  |  |

Security Classification

Describe the handling instructions for this document.

# Background

*Introduce how the exercise came about; including a brief introduction on when the exercise will occur and explain at what level (agency, local, regional, or national) the exercise will be conducted. State whether the exercise is a multi-agency or individual agency exercise.*

# Communications strategy

Will there be real media ‘out of exercise’ and playing media ‘in exercise’ requirements?

## Objectives and KPIs

*List any communications objectives and KPIs.*

## Participating stakeholders

*Who is involved? How many agencies? What is the extent of their involvement or level of participation?*

## Target audiences

Who is/are the target audience?.

## Spokespeople

Who is/are the spokesperson)s)?

## Key messages

Are there any key messages that should be used in exercise promotion?

## Tools and tactics

*Are there any tools or tactics to be used such as briefings, documents, groups, articles, media releases, etc.?*

## Real media (out of exercise)

*How will the real media be handled and by whom? Will there be any media briefings prior to or during the exercise?*

# Exercise communications

## Exercise playing media

*What will and won’t be distributed to the media as part of the exercise? Will requests for broadcasts be exercised, etc.?*

## Communication between participating agencies

*What sort of communication process will be followed for agencies participating in the exercise? How will media releases be distributed? What process will be followed to ensure messages are consistent if it is a large exercise with many different agencies participating?*

## Exercise public information processes

*What are the media release protocols or processes within the exercise?*

## Exercise roles and responsibilities

*What are the roles and responsibilities of people fulfilling media liaison or public information roles within the exercise?*