

# Making it Real:

*Use of 'Mock Media' in Exercises*

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## Mock Media Overview

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



## 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
  - Chemical Stockpile Emergency Preparedness Program (CSEPP)
  - Radiological Emergency Preparedness (REP) Program
  - Department of Energy
    - Lawrence Livermore, Los Alamos, Nevada Test Site, Pantex, Sandia, Headquarters (Dragon Sword)





# About Mock Media

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



# About Mock Media

- Background?
  - Former reporters, broadcasters, PAOs, communication professionals
  - Experienced in covering break news stories and providing emergency public information



# About Mock Media

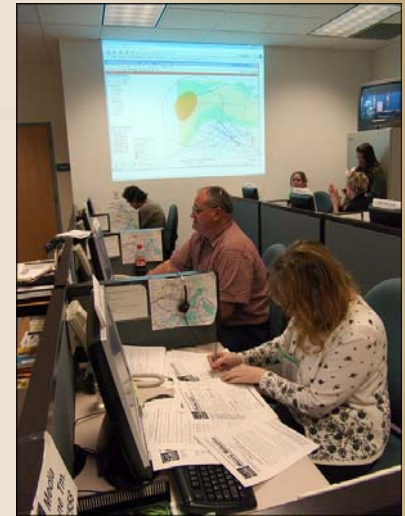
- What do they do?
  - Phone inquiries
    - Based on evolving exercise play
    - Written injects prepared during exercise design phase





## 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





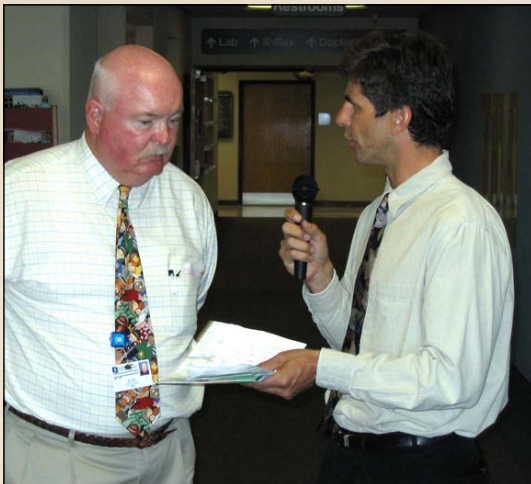
# About Mock Media

- 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

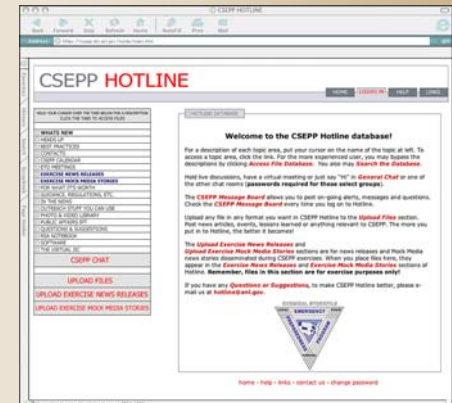
- Phone calls and field play
  - Use phone numbers only available to media or public
  - Reporter numbers in player directory
  - Simulation Cell fax and e-mail for player news releases
  - Mock media do not play in front of real media





## Interacting with Mock Media

- Disseminating news stories
  - CSEPP Hotline
    - Password-protected website
    - ENN (Exercise News Network)
    - [Print](#), [audio](#) and [video](#) stories posted
    - Area for players to upload news releases and other emergency public information



# Mock Media Post-Exercise

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



## Questions?

The screenshot shows the website for the Argonne National Laboratory Risk Communication Emergency Preparedness Group. The page has a dark header with the Argonne logo and the text 'Risk Communication Emergency Preparedness Group'. Below the header is a navigation menu with links like 'EPG Home', 'About Us', 'EPG Team', 'Activities', 'Areas of Expertise', 'Selected Publications', 'Sponsors', and 'Site Index'. A search bar is also present. The main content area features a large text block: '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.' Below this text are three columns of links: 'What's New' (listing NIMS-compliant systems, a study on public confidence, and a video on Alabama's program), 'Information For PIOs/PAOs' (listing a quick reference guide, a briefing planning guide, laws affecting PIOs/PAOs, a crisis communication guide, a special commission report on Hawaii, and an evacuation behavior report), and 'In The News' (featuring an article titled 'Tooele beefs up its preparedness' from April 10, 2007).

www.anl.gov/riskcomm

