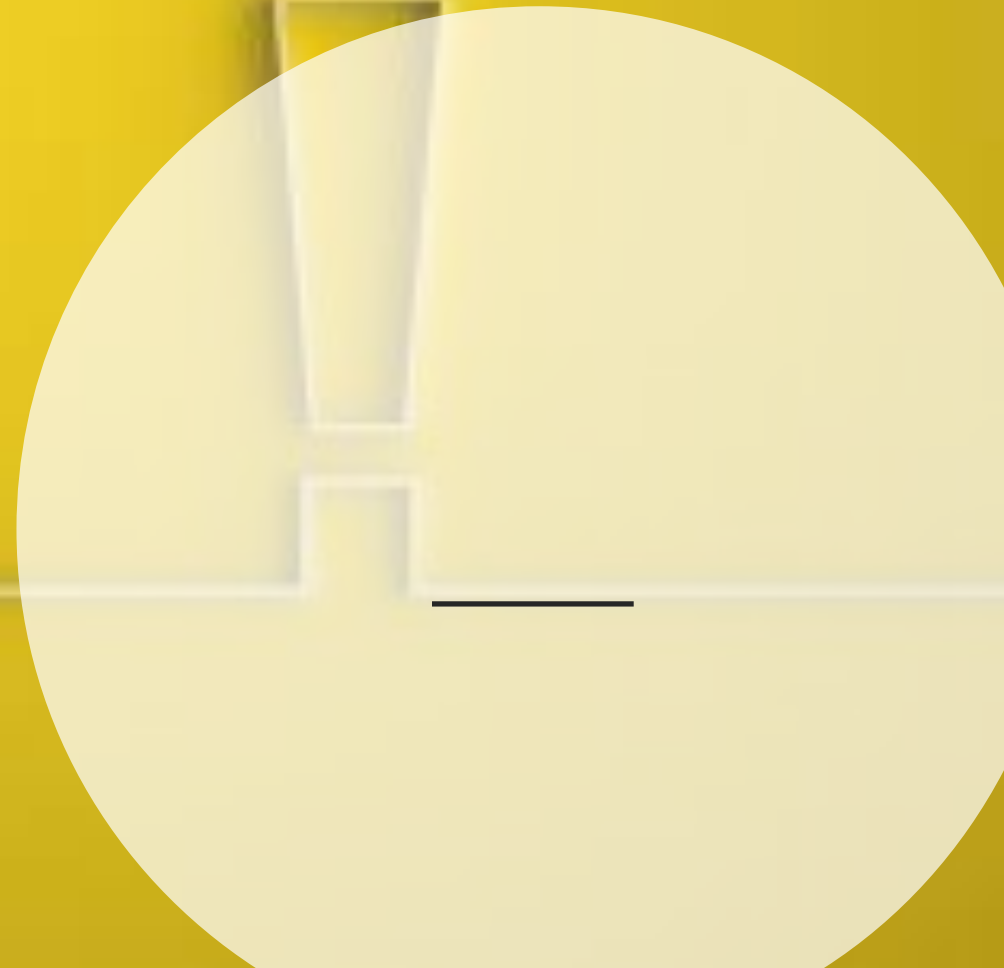
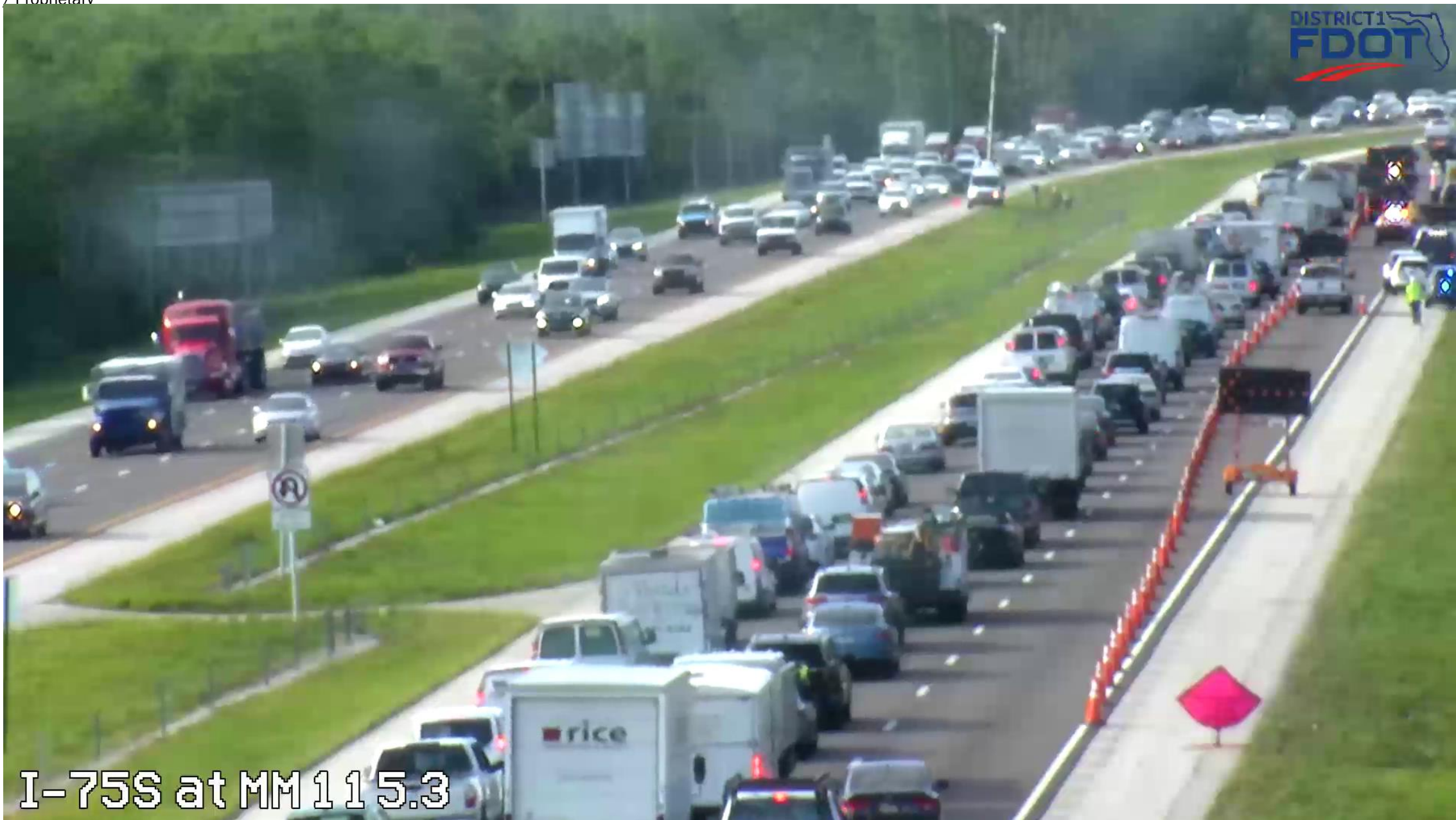


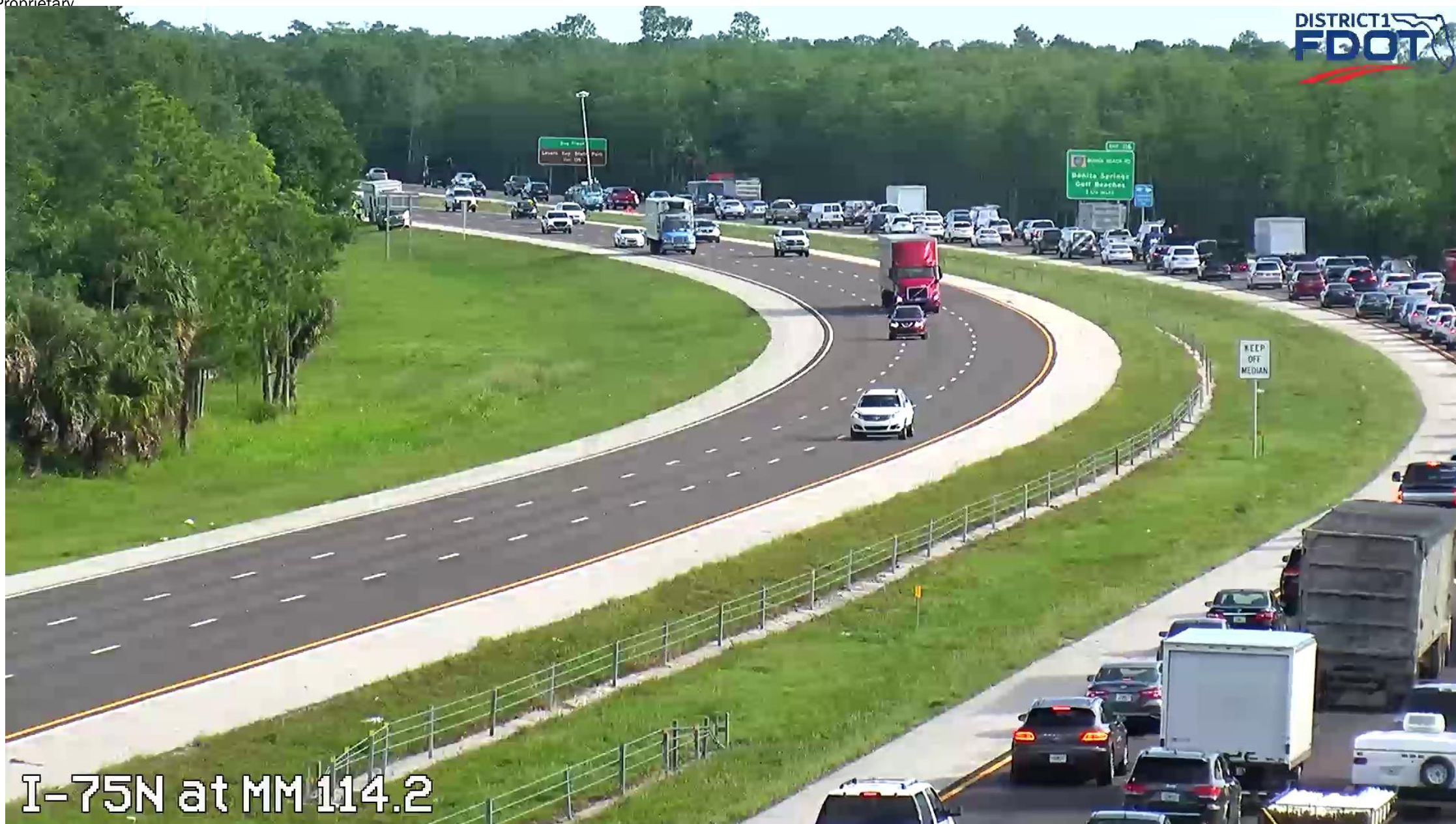
The Impact Of Media On Traffic Incidents





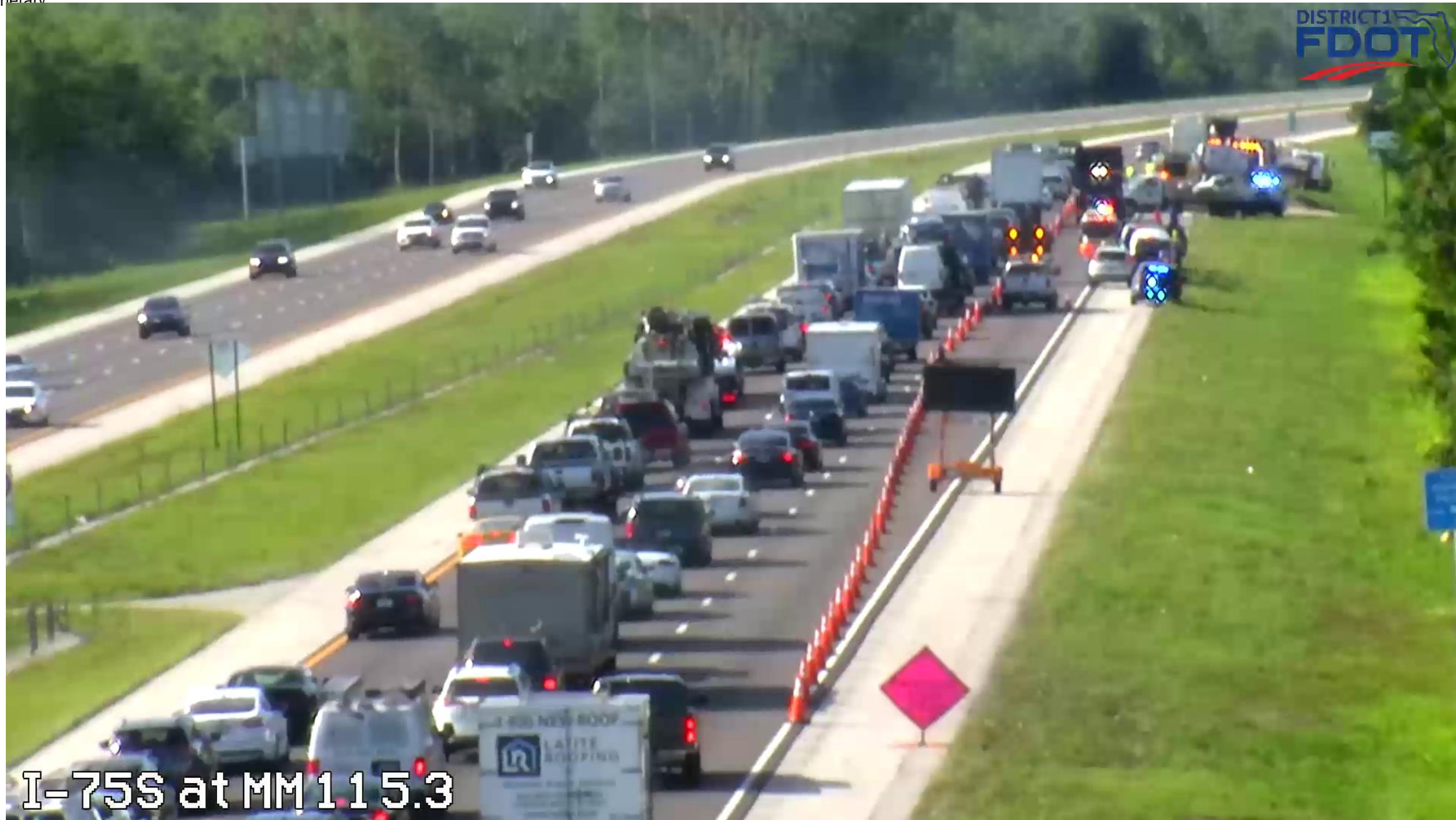
I-75S at MM 115.3

Opposite direction traffic queue caused by media truck in median



I-75N at MM 114.2

Opposite direction traffic queue from incident



I-75S at MM 115.3

Queue disappears with media truck



Media Relations

- Always expect for the media to arrive
- Plan a media staging area
- They have a job to do also (and a boss)
- If the IC or PIO won't give them information, they will find a story somewhere, even if it isn't the correct story
- They are good interviewers

Media Relations

Use of Social Media by
PIO (Twitter, Nixle)

Consider a unit or shift
level employee
authorized to act as a PIO

Control the flow of
information and the tone
of the story as well as the
incident scene

The worst response is a
“No comment” response

Initial post

Regular follow up posts-
updated info, where to
stage/meet PIO on scene