

## Methods to Distribute Information to the Public About Emergency Preparedness

### a. Electronic media (radio and TV)

- (1) News or public affairs programs
- (2) Public service announcements
- (3) Video news releases
- (4) TV specials

### b. Visual Media

- (1) Films/videos
- (2) Slide shows

### c. Auditory Media

- (1) Recordings
- (2) Live Broadcast

### d. Print Media

- (1) Ads
- (2) Feature stories

### e. Special Publications

- (1) Pamphlets
- (2) Comic books
- (3) Instructional books
- (4) Flyers
- (5) Phone book inserts
- (6) Newsletters
- (7) Coloring books

### f. Specialized Media

- (1) Signs and bulletin boards in parks, highway rest areas, and other public places
- (2) Stickers
- (3) Magnets

- (4) Calendars
- (5) Phone book covers
- (6) Electronic message boards
- (7) Key-chains
- (8) Pens/pencils

g. Community Outreach

(1) Presentations at civic meetings, business and professional group meetings, and other assemblies (including medical society meetings, public and private school staff and students)

(2) Door-to-door canvassing

(3) Information center

(4) Displays in public buildings, (e.g., city hall, hospitals, schools)

(5) Hotlines

(6) Agricultural Extension Service (USDA)

h. School children outreach

field trips and/or Visitor Center orientations

incorporation of educational materials, or additions to science class syllabus for grades 6 through 12.

i. Internet Services

(1) Web pages

(2) E-mail based information distribution