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# LESSON LEARNED

## Crisis Communications: Establishing a Central Media Operations Location

### SUMMARY

Incident managers should consider establishing a central operations location for the media during large-scale incidents. A central media location can help enhance incident site safety and security while providing the media with visual access to the response effort.

### DESCRIPTION

Immediately after the 1995 bombing of the Alfred P. Murrah Federal building, the Oklahoma City Police Department established a perimeter around the site. Emergency managers soon realized that this initial perimeter was not large enough to prevent media representatives from interfering with the emergency response.

Following the evacuation of the area during a subsequent bomb scare, emergency managers expanded the perimeter and established a centralized operations location for media representatives. This decision consolidated media representatives into a single location, making it easier for public information officers (PIOs) and government officials to communicate with a large number of media organizations through press conferences and individual interviews.

Creating a central media operations location offers benefits to both emergency responders and media representatives. It provides the media with visual access to the incident scene without undermining incident site safety or security.

### CITATION

Oklahoma City National Memorial Institute for the Prevention of Terrorism. *Oklahoma City: 7 Years Later: Lessons for Other Communities*. April 19, 2002. [LLIS.gov ID# 19](#)

Catherine Manzi, Michael Powers, and Kristina Zetterlund. *Critical Information Flows in the Alfred P. Murrah Bombing: A Case Study*. Chemical and Biological Arms Control Institute, 2002. [LLIS.gov ID# 12](#)

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