Discussion: Common Media Outreach Opportunities & Strategy(s) (messaging, story, anniversaries, etc.)

Opportunities / Teachable moments:
- Anniversaries (50th PTWC)
- Commemorations (1964 Alaska, 2004 Indian Ocean, 2011 Japan)
- Preparedness Campaigns (week, season, etc.)

Audiences:
- Public
- Media
- Congress

Purpose:
- Educated public
- Sustain funding
- Build and continue program

Goal:
- Develop strategies / goals
- Define policies
NTHMP Outreach Products – Discussion
Media outreach strategy

1. What are the materials we need?
2. Who will make them?
3. How do we get them out?
1. Materials:
   • Update Media Guide
   • Develop resource to help commemorate tsunamis as a way to further tsunami awareness and preparedness
     • Facebook
     • Links
   • Develop calendar of anniversaries (2004, 1964, etc.)
     • Incorporate into TsunamiZone.org
   • Investment Report
   • Executive Summary 2-pager
   • Press Release Templates