

Tools to Get Messages to the Public

- Newspapers
- Newsletters
- Flyers
- Radio
- Television
- Local access cable stations
- VCR setup in shelters (continuous play tape of useful information)
- Internet/Web sites
- Community Bulletin Boards (library, grocery store, high school, etc.)
- Places of Worship Bulletin Boards
- In-person briefings at shelters
- Town meetings
- Speaking engagements at local business clubs (Rotary, etc.)
- Billboards
- Inserts in local utility bills
- Insert in local newspaper
- Businesses (may partner to distribute messages)
- Dedicated Information Helpline
- Press Briefing
- Information Booth (set up at local mall, etc.)
- Information sources and media unique to your community