



Got a picture or footage from the field?

Email it to media@ses.nsw.gov.au and include a brief description of the job and your contact details.

Do not show victims or footage/images of a rescue as this is in breach of State Rescue Board policy.

Ensure you send your content to the media team in a timely manner because the media do not use content that is days or weeks old.



Contacts

Media and Communications:
media@ses.nsw.gov.au

(02) 4225 7500



Twitter | @NSWSES



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Media Pocket Guide





Tips

- 1. Be polite, friendly and professional.**
Remember, nothing is ever “off the record.”
- 2. Keep your language simple and conversational,**
like you're talking to a friend or relative, avoiding jargon and acronyms.
- 3. Keep your comments to SES related activities.**
Don't speculate on information outside the scope of SES operations. Refer the media to the relevant lead agency.
- 4. Add in safety and preparedness messages** at every opportunity and try to praise the efforts of volunteers and other emergency services where possible.
- 5. Ensure the appropriate person is doing the interview.** If in doubt, seek guidance from your supervisor.
- 6. If at an incident,** help the media obtain photos and footage safely, ensuring all NSW SES members are behaving appropriately and are wearing the correct PPE.



What to say

Here are some standard messages you can use when talking to the media:

“NSW SES volunteers have responded to around *number of storm or flood tasks* in the *location* area.”

“Most of the call-outs that volunteers have responded to have been *detail the nature of the jobs*.”

“People can help prevent the amount of damage caused in a storm by preparing their properties before bad weather sets in.”

“For emergency help in a flood or storm call the NSW SES on 132 500. Dial Triple Zero (000) if the situation is life-threatening.”

“The NSW SES has around 9,000 highly skilled volunteers across the state who give up their time from work and family to respond to floods, storms and other emergencies.”