

PARTNERING WITH MEDIA

SPEAKERS BIOGRAPHY:

Denise Helm

Denise Helm is Online News Director at the Times Colonist, overseeing the company's digital news operations. She is directly involved with the newspaper's website and other platforms such as the mobilized news site and iPad app, as well as national initiatives with PostMedia Inc. regarding the future of media in Canada.

Denise has worked at several newspapers in B.C. and Alberta, as well as the national news wire agency Canadian Press, as a reporter, columnist and city editor.

Her education includes a bachelor of international relations from UBC and a journalism diploma from Langara College.

She guest lectures on the transformation of newsrooms in the digital era and how newspapers can engage readers as information technology evolves.



Al Ferraby

Al Ferraby is host of the morning show on Victoria's News talk Radio Station C-FAX 1070. It is the most listened to morning radio show in Victoria with a blend of local news, sports, business, information, entertainment and fun from 5:00am to 9:00am.

Al has been a radio broadcaster for over 20 years and has been with C-FAX 1070 since 1994. "I take it as a responsibility to deliver a morning show that is full of local information and talk about what people in Victoria are talking about" says Al.

Al's show can also be seen on /A\ Vancouver Island television from 6:00am until 9:00am. It's another a great way for Victorians to start their day and gives everyone living on Vancouver Island and the Lower Mainland a chance to start the day with C-FAX 1070 in the morning!



Al has taken part on many on air situations where radio played a vital role during emergencies in Victoria including the being on air for many hours during the Blizzard of '96, snowstorms, wind storms, power black outs and major incidents that would affect thousands of listeners in Greater Victoria.

David Biro

David Biro is the Senior News Assignment Editor for A Channel Television and has more than 30 years experience in Radio and Television Broadcasting.

His career started in radio in 1973. In 1979 he became a Broadcast Journalism Instructor and continued until 1989. Locally, David has worked at CHEK TV as Senior Producer/ Assignment Editor from 1990-1999, the BC Government as Ministerial (Executive) Assistant from 1999-2001 and CBC Radio Victoria as Associate Producer, Host and Reporter from 2002-2004.



SESSION ABSTRACT:

The role of media during a provincial emergency is to provide accurate, timely information for people to make decisions about their personal safety and well-being. In an emergency media are looked upon to inform our local citizens with answers to:

- Am I safe ?
- Is my home and family safe ?
- Is my community safe ?
- And, what services are being provided, and how to access them.

This session will address the needs, expectations and roles of 3 key areas of media:

Print Media: Newspapers' role has changed in recent years as staff now gather and provide information 24 hours a day on the newspaper's website and mobile applications. As a news agency, the newspaper has the ability to distribute images, host live chat forums and post videos from staff and readers. A newsroom requires direct access to emergency personnel and volunteers in the field with the most up-to-date information.

Radio: Radio coverage begins the moment a major emergency happens. Radio stations require instant access to key players in the community that are in charge of emergency response and would also have access to in studio contact information so key players in the emergency response community can get key messages on the radio whenever required. Coverage at C-FAX 1070 would be 24 hours a day, 7 days a week and would be available to anyone on air and on line.

Television: For the purposes of this session we will recognize that emergency response measures may cover a wide scope of scenarios, from a community emergency to a catastrophic disaster. The role of television coverage in each scenario would range from local news coverage, to national and international media needs, and step up in stages as required. Television needs access to key newsmakers in the response community, who are able to come on camera and discuss what is going on, and next steps.