

The 5W's OF REPORTING

WHO



WHAT



WHERE



WHEN



WHY



Produced for Civil Defence by Information Services Division,
Dept. of National Health and Welfare
by Authority of the Minister Hon. Paul Martin.
Reprinted 1957.

TELL

THE PUBLIC



... WHEN YOU DO A JOB

More and more, Civil Defence teams are taking a leading part in overcoming local emergencies. They invariably arrive in the vanguard of rescue workers, prepared and equipped to give first aid, fight fires or floods and generally help where most needed. Civil Defence groups, on occasion, have crossed provincial boundaries to co-operate with their fellow workers at scenes of natural disaster or accident.

This striking testimony to the spirit and efficiency of Canada's Civil Defence has been remarked upon with appreciation and pride by the Federal Co-ordinator of Civil Defence.

Unfortunately, the public hears little or nothing of these achievements. Usually because the workers are too busy doing their jobs to think of publicity prospects. As a result, news people on the spot do not realize there are Civil Defence workers helping.

Just a word to press and radio reporters would arouse their interest. There is no need for reticence or undue modesty. It is not only a matter of seeing these volunteers get the recognition they deserve. It is essential that what they accomplish be made public in order to emphasize the continuing contribution of Civil Defence to the community.

In this way, not only will other public-spirited citizens be inspired to offer their services, but national support will be aroused and maintained. And this support is an absolute MUST if Canada is to cope successfully with national emergencies such as enemy airborne attack with high-yield atomic weapons.

So we offer these few hints on how to brief press, radio and T.V. reporters on the spot. We are sure they will welcome this co-operation and that your weekly editors will gladly publish such news, complete with names and addresses and maybe pictures, as a matter of civic pride.

HOW TO INFORM THE PUBLIC

Wear your armbands at all times when in action. Press, radio and T.V. may then come to you seeking information. If they don't there is no harm in going to them. They will appreciate it.

But first jot down a few notes including:

The name of the C.D. group or team - where from.
Names, initials and addresses of team members.
What time you arrived.
What you are doing (first aid, fighting fire, stretcher-bearing, Welfare, etc.)

Reporters on the spot will be glad to copy these notes. Radio and T.V. announcers may ask you or a member of your team questions based on the notes.

Your weekly editor will not only use your notes but probably add to them because of local interest.

If a member of your team has a camera, try for some action shots. The daily or weekly newspapers may use one or two. In any case, send them in to the editor of the Federal Civil Defence Bulletin, who will be glad to use them with your story.

ON DUTY ALWAYS WEAR YOUR ARMBAND

