

BRIEFING BOOK

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What is a briefing book?

A briefing book is a compilation of information about an upcoming media event. A media event is an event that attracts lots of media coverage or an event to which the media has been invited (e.g., a press conference).

The book is given to your organization's representative prior to the event so that he or she is informed about the event. The briefing book usually includes some or all of the following:

- Event background
- Overview
- Press release (copy)
- Speaking points
- Sample Q & A
- Agenda
- Itinerary
- Bios on other event participants
- Media bios

Usefulness

The information in this book is nice to have at one's fingertips and this level of preparation will only enhance your organization's image. It's simply a way to prepare your representative so that he or she knows what's going on, who the other speakers are, how to get to the event and at what time, and in general, what to expect.

When it's used

Sometimes an organization will host a media event announcing a new program or addressing vaccine issues that have come before the public. For example, should a popular TV news show produce an hour-long segment suggesting the MMR vaccine causes autism, that might be enough of an issue to require some groups to invite the media to a press conference.

Keep the book simple and clearly headline each section so that it's easy to find things. It's a briefing book, so keep it brief.

Briefing books are in-house documents only.

Following is a template to help guide you as you put together your own briefing book.

[GROUP]
BRIEFING BOOK

[EVENT NAME]

[(GROUP)'S REPRESENTATIVE AND TITLE]
[OTHER PARTICIPANT(S) AND TITLE(S)]

[DATE OF EVENT]

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BACKGROUND ON EVENT

This is where you explain what has led up to this media event, why a media event is necessary, and how your representative will bring value to the event.

Explain in detail what will happen and what you would like the representative to do or say. Perhaps you want him or her to make a statement and then take questions.

If you know of any potential problems, now is the time to bring them up so that your representative is aware of them and can prepare for them. For instance, if a member of the media is known for being anti-vaccine and for asking questions based on rumor rather than science, inform the representative of this so that he/she is prepared to appropriately address such questions. There will also be media bios in the briefing book that can help prepare the representative.

Here's an example:

PKIDs is launching Make On-Time Vaccination Easy (M.O.V.E.), a new program for parents that raises their awareness of the need to vaccinate their babies and young children according to the ACIP-recommended schedule. M.O.V.E. provides tools and tips to parents to help them accomplish this goal. The program kicks off in five cities across the country and will then be promoted by health departments and immunization coalitions everywhere.

This press conference celebrates the opening day of this program and shares with the media and others details about M.O.V.E.

You will speak on behalf of PKIDs in promoting this program and illustrating PKIDs' expertise in this area.

You will arrive early, meet the other participants in this program: Kelly Lacek, whose unvaccinated son contracted Hib, and Chauntell Veit, whose son contracted pertussis while he was too young for vaccination.

You and the other participants will go to the event room together. Mick Steiger, the PKIDs staff person accompanying you on this trip, will speak first to introduce the program and main speakers, then Kelly will speak, followed by Chauntell, and then you will speak at the end. Your speaking points are in the briefing book. There will be a Q&A with the media after your presentation, which Mick will moderate.

EVENT OVERVIEW

[Venue Name]
[Venue Start through End Time]
[Venue Date]

In this section, walk through the event for your representative. Be detailed. For example, explain:

- when the rep needs to leave the home or office to get to the event (anticipated travel time)
- what happens when he arrives, including which entry to use
- where he goes after entering the building, describing the layout for him
- what happens at his first stop
- where he goes next and how to get there
- how long each action should take
- where he goes when he leaves the room at the end of the event
- what exit door he takes and what transportation will be available
- where the restrooms are
- how to get refreshments
- who he will be meeting each step of the way during the event

This is the time to mention any peculiarities to the venue or anything else the representative may need to know about so that there are no surprises from the moment he arrives in the parking lot to the moment he leaves the parking lot.

The overview is descriptive – there is a timeline following this description.

Example:

Your plane leaves at 6:00 am, so leave home in time to arrive at the airport by 5:15 am. Mick Steiger will accompany you on this trip to assist you as needed. A car will be in Seattle to pick you up when you arrive at 8:15 am. The driver will wait for you in baggage claim with a sign bearing your name and organization.

You will be taken to the Marriott on Capitol Hill, arriving at 9:00am, where the event is taking place. You will use the main front entrance, going straight back to the third door on the left. This is the “green room” where you will meet the other participants (parents Kelly Lacek and Chauntell Veit) and have a chance to speak with them prior to going backstage.

There are restrooms outside the green room, to your left. There will be refreshments in the green room and water on stage.

You will be in the green room about 25 minutes, then taken backstage with the other participants. You will all be taken onstage after two or three minutes and the program begins at 9:30am, ending at 10:30am.

At 10:35, after the program is over, a Marriott staff person will be waiting backstage to guide you and Mick to the front entrance, where a car will be waiting to take you to the airport.

EVENT PROGRAM

Example:

Time	Event	Location and Other Details
9:00 – 9:10 am	You arrive at the Marriott	Travel to Green Room - enter through front entrance and go straight down the hall to third door on left
9:10 – 9:25 am	You meet Kelly Lacek and Chauntell Veit at Green Room	Meeting will continue until audience enters the Event Room at 9:25; you will then proceed to Event Room’s backstage area.
9:25 – 9:30 am	You, Kelly and Chauntell proceed to Event Room’s Stage	Upon arrival, you and other participants will head to seats on stage near the podium, which will face guests and news media
9:30 - 9:45 am	Opening remarks by Mick	Mick will introduce Kelly and then, after Kelly’s remarks, he will introduce Chauntell. After Chauntell speaks, you will be introduced to the guests and media
9:45 – 9:55 am	Remarks by Kelly and then Chauntell	After Chauntell, Mick will announce and discuss reason for media event and subsequently invite you to the microphone
9:55 - 10:05 am	Remarks by you	You will make remarks and then leave the podium, re-taking seat on stage
10:05 - 10:30 am	Mick opens session to Q&A and closes session to Q&A	You may be called to the podium to respond to questions concerning PKIDs or reason for media event
10:30 am-10:35 am	END OF EVENT	You and Mick return to ground transportation

PRESS ANNOUNCEMENT OR MEDIA ALERT

Paste a copy of the press announcement or media alert tied to this event here. Use multiple pages, if necessary. Following is an example:

***** MEDIA ALERT *** MEDIA ALERT *** MEDIA ALERT *****

Stay On-time So Your Baby's Not Behind

Advocacy Group Urges Parents to MOVE – Make On-time Vaccination Easy

Kelly Lacek and her husband felt they had Matthew's best interests at heart when they decided not to vaccinate him. But in April 2006, 3-year-old Matthew was diagnosed with Hib (*Haemophilus influenzae* type b). The serious disease nearly took his life, and Kelly considers it a miracle that her son is alive and well today. Thanks to the introduction of Hib vaccine in the 1980s, Hib is now rare. But as Matthew's story reminds us, unimmunized children are at greater risk for this and other serious infections.

Matthew is not alone. According to the latest national figures from the Centers for Disease Control and Prevention, 1 in 4 children have not received all of the recommended vaccines on time by age 2. This puts children at much greater risk of infection, and the consequences can be heartbreaking. For instance, Hib can result in lifelong complications such as mental retardation, learning disabilities and deafness. Like Hib, other vaccine-preventable diseases can be life-altering or even fatal.

Kelly feels that Matthew is "blessed" to be alive. He recovered fully and she is now making sure he catches up with all the appropriate vaccines. Kelly is now an advocate for on-time childhood vaccination and wants other parents to benefit from her experience.

In response to the startling number of children at risk, **PKIDs (Parents of Kids with Infectious Diseases)** is launching a national campaign alerting parents to M.O.V.E. – Make On-time Vaccination Easy – to prevent the potential devastation that these diseases can cause.

WHAT: Kelly Lacek and Chauntell Veit, another mother touched by a vaccine-preventable disease, will be in Seattle to discuss their families' stories and urge parents to get their children vaccinated on time by age 2. They will be joined by Jack Jackson, MD, a pediatric infectious disease specialist. Phone interviews are also available.

WHEN: Tuesday, September 30, 2009

WHO: **Kelly Lacek**, whose 3-year-old son Matthew spent six days in the hospital after being diagnosed with Hib disease.

Chauntell Veit, who unknowingly transmitted whooping cough to her infant son Geoffrey. Geoffrey was so sick that he could not breathe and Chauntell watched helplessly as he spent nine days in the hospital in isolation. While Geoffrey was too young to have received his first vaccine against whooping cough, Chauntell urges parents to vaccinate their children on time to minimize the risk of seeing their babies suffer.

Jack Jackson, MD, a pediatric infectious disease specialist and head of Pediatric Infectious Diseases at Ochsner Health System in New Orleans. Over his many years in practice, Dr. Jackson has seen the tragedy caused by childhood diseases and the dramatic, positive impact that vaccines have on helping to reduce children's health risks.

PKIDs is a national nonprofit organization that supports families touched by infectious diseases. It also educates the public about effective disease prevention through the use of immunizations, standard precautions, hand washing and other strategies.

Contact: Trish Parnell
360-695-0293
pkids@pkids.org

[GROUP REP] SPEAKING POINTS OR KEY MESSAGES

In this section, provide your rep with his speaking points or key messages in a bullet-point format. Show your rep a draft prior to finishing the briefing book and confirm that the layout of these speaking points is adequate for his needs. Sometimes, speakers prefer more or less than what's handed to them—it's a personal preference. You want to make sure he has what he needs to do a good job.

You'll want to do a briefing book for every participant you're sponsoring, so, for example, if this were a participant's briefing book, you would have the participant's speaking points here.

An example of bullets is included below.

- *Thank you for attending this special event today.*
- *We're delighted to share Make On-Time Vaccination Easy, or M.O.V.E., with you all today because we have a lot of tools and tips to make it easier for parents to get their children vaccinated, and it's all about keeping kids healthy.*
- *What this program will provide to parents is an easy-to-follow guide to keeping all of their children vaccinated on time and in time! We know what can happen when children aren't vaccinated, and no one wants to risk infection when it's so easy to prevent.*
- *PKIDs has worked with educators and child health experts to create a group of tools and tips that will help parents protect their children from preventable diseases.*
- *Kelly Lacek and Chauntell Veit are moms who are here to share their children's stories of disease, and what that has meant to their families.*
- *Science advances almost daily, and we now are fortunate to have many preventive vaccines for our children, but the schedule can be daunting. The M.O.V.E. program will help parents keep up with the schedule today, tomorrow and every year after that.*
- *We recognize the complex schedule is difficult to follow and are working hard to help parents protect their children.*
- *PKIDs is working to get this program into the hands of health departments and immunization coalitions around the country. They in turn will share the tools and tips with those they serve.*
- *PKIDs is also providing the complete guide to M.O.V.E., available online as a free download for moms and dads and caregivers of the young.*
- *We'd like to thank Kelly and Chauntell for their dedication to other parents and their work on this program, which will benefit so many.*

EVENT Q&A

List the speaking points or key messages here, so that your representative can easily refer to them when going over the Q&A.

Develop a Q&A for the top 5-7 questions potentially asked of the rep during the event. Be sure to keep in mind the speaking points or messages you've developed and connect the answers to those messages or points.

Listed below is a sample event Q&A preceded by your list of key messages.

KEY MESSAGES OR SPEAKING POINTS

- 1. Thank you for attending this special event today.*
- 2. We're delighted to share Make On-Time Vaccination Easy, or M.O.V.E., with you all today because we have a lot of tools and tips to make it easier for parents to get their children vaccinated, and it's all about keeping kids healthy.*
- 3. What this program will provide to parents is an easy-to-follow guide to keeping all of their children vaccinated on time and in time! We know what can happen when children aren't vaccinated, and no one wants to risk infection when it's so easy to prevent.*
- 4. PKIDs has worked with educators and child health experts to create a group of tools and tips that will help parents protect their children from preventable diseases.*
- 5. Kelly Lacek and Chauntell Veit are moms who are here to share their children's stories of disease, and what that has meant to their families. Without on-time vaccination, children can become quite ill and sometimes even die from preventable disease.*
- 6. Science advances almost daily, and we are fortunate to have many preventive vaccines for our children, but the schedule can be daunting. The M.O.V.E. program will help parents keep up with the schedule today, tomorrow and every year after that.*
- 7. We recognize the complex schedule is difficult to follow and are working hard to help parents protect their children.*
- 8. Tomorrow, PKIDs will get this program into the hands of health departments and immunization coalitions around the country. They in turn will share the tools and tips with those they serve.*

9. *PKIDs is also providing the complete guide to M.O.V.E., available online as a free download for moms and dads and caregivers of the young.*
10. *We'd like to thank Kelly and Chauntell for their dedication to other parents and their work on this program, which will benefit so many.*

COMMONLY ASKED QUESTIONS

Q. What is the purpose of this program?

The purpose of this program is to provide parents an easy-to-follow guide to keeping all of their children vaccinated on time, and in time! We know what can happen when children aren't vaccinated, and no one wants to risk infection when it's so easy to prevent. (see #3)

Q. Why are you offering this program?

Science advances almost daily, and we now are fortunate to have many preventive vaccines for our children, but the schedule can be daunting. The M.O.V.E. program will help parents keep up with the schedule today, tomorrow and every year after that. (see #6)

Q. What is your launch timeline?

Today is our celebratory launch and tomorrow, PKIDs will get this program into the hands of health departments and immunization coalitions around the country. (see #8)

Q. Why is this program important?

Without on-time vaccination, children can become quite ill, and sometimes even die from preventable disease. (see #5)

Q. Does your program address autism?

*Autism is not a vaccine-preventable disease, and this program is only about vaccines and the diseases they prevent. **(This is not in the speaking points because it is not something your rep will bring up on his own – however, we've included it in case some such question arises.)***

[OTHER PARTICIPANT'S] SPEAKING POINTS

Be sure to include other participants' speaking points in your briefing book. This way, your representative will know the highlights of everyone's speech.

An example set of other participant's bullets (in this case, there are two other participants – the parents) is included below for the rep.

- *We are teaming up with PKIDs – a national non-profit organization that supports families touched by infectious diseases – to urge parents to start vaccination on time and stay on time so that their babies have the best protection possible.*
- *On-time vaccination is an easy and effective way to protect your baby's health.*
- *Keep your baby's vaccination record up-to-date; it really helps stay on track.*
- *Don't be shy about asking your health care provider questions. She wants to work with you to protect your baby.*
- *Plan ahead – vaccinations take time out of your day, but it's better to spend 30 minutes of your time on prevention than days or weeks caring for and worrying about your sick child.*
- *Our children were affected by vaccine-preventable diseases. We can't change what happened to our families, but we can help make sure it doesn't happen to others.*

[OTHER PARTICIPANT'S] EVENT Q&A

List the participant's top 3-5 Q&A, so that your rep can get an idea of what to expect for others.

Listed below is a sample event Q&A preceded by your list of key messages.

- 1. We are teaming up with PKIDs – a national non-profit organization that supports families touched by infectious diseases – to urge parents to start vaccination on time and stay on time so that their babies have the best protection possible.*
- 2. On-time vaccination is an easy and effective way to protect your baby's health.*
- 3. Keep your baby's vaccination record up-to-date; it really helps you on track.*
- 4. Don't be shy about asking your health care provider questions. She wants to work with you to protect your baby.*
- 5. Plan ahead – vaccinations take time out of your day, but it's better to spend 30 minutes of your time on prevention than days or weeks caring for and worrying about your sick child.*
- 6. Our children were affected by vaccine-preventable diseases. We can't change what happened to our families, but we can help make sure it doesn't happen to others.*

COMMONLY ASKED QUESTIONS

Q. What is the purpose of this program?

To get parents to start vaccination on time and stay on time so that their babies have the best protection possible. (see #1)

Q. Why are you involved in this program?

Our children were affected by vaccine-preventable diseases. We can't change what happened to our families, but we can help make sure it doesn't happen to others. (see #6)

Q. Why is this program important?

It's better to spend 30 minutes of your time on prevention than days or weeks caring for and worrying about your sick child. (see #5)

TRAVEL ITINERARY

You should include travel information, so that your representative can find answers to all his questions in this one briefing book.

[Event Name] [Event Date] Final itinerary as of September 30, 2009		Prepared by (name of person), (person's work title) Tel: 555-555-5555 Fax: 555-555-5555 Cell: 555-555-5555
[First Event Date]		<i>[ORIGIN] – [DESTINATION] – [ORIGIN, IF APPLICABLE]</i>
Time	Event	Location & Other Details
6:00 am (PT) – 8:15 am (PT)	[Airline, flight number, time of departure] [Origin] to [Destination] [List of those accompanying (Group Rep)]	Depart: [Airline (555-555-5555)] @ [Airport Name] Arrive: [Airline (555-555-5555)] @ [Airport Name]
8:15am (PT) – 9:00 am (PT)	1 sedan providing ground transportation to [event site] for [number] passengers. [Limousine Company Name] (555-555-5555) Confirmation: [Conf. Numbers] Drivers will wait at event; then transport (Group Rep) and (others) back to the airport.	Pick up: [Airport Name, passenger waiting area] Drop Off: [Venue site] [Venue Address] [Venue City, State] Contact: [Name] (555-555-5555)
9:00 am(PT) – 10:30 am (PT)	Event	[Event site]
10:30 am – 11:15 am (PT)	Ground transportation to airport	Airplane [departure time]
12:00 pm (PT) – 2:25 pm (PT)	[Airline, flight number] [Origin] to [Destination] [List of those accompanying (Group Rep)]	Depart: [Airline (555-555-5555)] @ [Airport Name] Arrive: [Airline (555-555-5555)] @ [Airport Name]

DRIVING DIRECTIONS

[Destination Airport] to [Venue]

Starting: [Airport Name] **Arriving At:** [Venue Street Address] **Distance:** [X] miles **Approximate Travel Time:** [XX] minutes

Directions	Miles
1. Start out going South on Airport Way	1.5
2. Take the I-205 West exit towards Vancouver	0.3
3. Merge onto I-205 W	4.7
4. Take the 4 th Plain exit, exit number 8A	0.3
5. Turn Left onto S 101 st St	0.7
6. S 101 St. becomes S Tannenbaum St	0.9
7. S Tannenbaum St becomes Main St	0.5

BIOGRAPHY ON [OTHER PARTICIPANT]

Include a bio and photo of all key participants in a media event. Knowing something about the other participants will help your representative feel more confident and relaxed. If the other participants have vaccination opinions that differ from yours, this is the place to mention it. Here's a nice example (taken from HHS Web site):

Kathleen Sebelius/Secretary, Department of Health and Human Services

Kathleen Sebelius was sworn in as the 21st Secretary of the Department of Health and Human Services (HHS) on Tuesday, April 29, 2009. The Secretary governs one of the largest civilian departments in the federal government with more than 67,000 employees. HHS is the principal agency for protecting the health of all Americans by providing effective health and human services, especially for those who are least able to help themselves.



Secretary Sebelius has over 20 years of experience in state government, and has been a leader on health care issues for over a decade. She was first elected governor of Kansas in 2003 and was reelected in 2006. Throughout her tenure, Sebelius was lauded for her record of bipartisan accomplishment. She worked to grow the state's economy and to create jobs, to ensure that every Kansas child received a quality education, and to improve access to quality and affordable health care. As Governor, Sebelius expanded Kansas' newborn screenings, put a renewed emphasis on childhood immunization and increased eligibility for children's health coverage. More than 59,000 additional children were enrolled in health coverage during her time in office. Sebelius also worked closely with Kansas first responders and law enforcement to prepare for natural disasters and other emergencies. In 2005, Time magazine named her one of the

nation's top five governors.

Prior to her tenure as Governor, Secretary Sebelius spent 8 years serving as the Kansas State Insurance Commissioner. In that capacity, Sebelius helped senior citizens save more than \$7 million on prescription drugs. She won praise for her role in drafting a proposed national bill of rights for patients. Previously, she was a member of the Kansas House of Representatives from 1986-1994.

Married to husband, Gary, a federal magistrate judge, for 34 years, they have two sons, Ned and John.

BIOGRAPHY ON [MEDIA]

Include a bio and photo of key media members attending the event. Knowing something about the media will help your representative feel more confident and relaxed. If you have any information that is related to media's take on vaccine issues, this is the place to mention it. Here's an example (taken from MSNBC Web site and abbreviated here.):

Brian Williams/Anchor and Managing Editor, NBC Nightly News

Brian Williams is the anchor and managing editor of "NBC Nightly News." Recently, Williams became the most honored network evening news anchor. He received four Edward R. Murrow awards, his fifth Emmy award, the DuPont-Columbia University award and the industry's highest honor, the George Foster Peabody award.

Williams was the first and only network evening news anchor to report from New Orleans before Hurricane Katrina hit and the only such anchor to report from the Superdome during the storm.



Since joining NBC News in 1993, Williams has covered virtually every major breaking news event and traveled extensively around the world. For seven years beginning in 1996, he was anchor and managing editor of "The News with Brian Williams". Williams was the anchor and managing editor of the Saturday edition of "NBC Nightly News" for six years before becoming anchor of the weekday edition.

Williams' writing has appeared in *The New York Times*, *Time Magazine* and the *Los Angeles Times*. *GQ* named him "the most interesting man in television today," and in 2001 named him "Man of the Year." The National Father's Day Committee named him "Father of the Year" in 1996.

Prior to his broadcasting career, Williams worked in the White House during the Carter administration, beginning as a White House intern. He later worked as assistant administrator of the political action committee of the National Association of Broadcasters in Washington.

Williams is a member of the Council on Foreign Relations in New York, and is also a member of the Board of Directors of the Congressional Medal of Honor Foundation. He has lectured at Columbia University School of Journalism and the Lyndon Baines Johnson Presidential Library in Austin, Texas. He attended George Washington University and the Catholic University of America, both in Washington, and is the recipient of six honorary Doctorates.

He and his wife, Jane Stoddard Williams, have two children.