



**Media**

Integrity	<ul style="list-style-type: none"> <li>• Accurate, fair and balanced</li> </ul>
Contribution to community understanding	<ul style="list-style-type: none"> <li>• Supports better community understanding of a hazard / risk / opportunity / what to do [or not to do] in an emergency / how to access assistance.</li> <li>• Presents complex information in ways that make it easier for a lay audience to understand.</li> <li>• Acknowledges and accurately represents underlying research or scientific knowledge.</li> <li>• Content supports positive behaviour change that will help save lives / minimise impacts / enhance recovery.</li> <li>• Acknowledges uncertainty, where new research has altered advice, or where a situation is evolving</li> </ul>
Timing	<ul style="list-style-type: none"> <li>• Comprehensive and accurate reporting before or during an emergency response, contributing to public safety.</li> </ul>
Behavioural influence	<ul style="list-style-type: none"> <li>• Does not directly or indirectly promote unsafe behaviour (eg publishing / broadcasting footage or photographs of people driving through floods / playing in flood water)</li> </ul>
Tenacity	<ul style="list-style-type: none"> <li>• The complexity of the story / coverage</li> <li>• The effort involved in researching / writing / producing</li> </ul>

**Alignment with the EMPA Principles**

Partnership	<ul style="list-style-type: none"> <li>• Evidence of an effort to build a relationship between sources [eg scientists / responders / emergency communications professionals] and the journalist outside an emergency.</li> <li>• Was there an explicit intent from the outset that the published / broadcast work would support or improve community preparedness / understanding?</li> </ul>
Wider environment	<ul style="list-style-type: none"> <li>• Demonstrates an understanding of the broader sector / environment being written about [particularly in features rather than straight “news”].</li> </ul>
Creativity	<ul style="list-style-type: none"> <li>• Well written / presented and engaging.</li> </ul>
Diversity	<ul style="list-style-type: none"> <li>• Evidence of an effort to make the coverage relevant to / accessible by harder-to-reach audiences who may be more vulnerable in an emergency.</li> </ul>