

The Most Challenging & Realistic Media Simulation



NEWS MEDIA SIMULATION

Integrating advanced approaches and adding impact to exercises and drills is essential to developing a comprehensive emergency management program. News media simulation is a crucial element of training and emergency preparedness exercises. Testing public information capabilities by simulating interactions with the news media provides a means to evaluate responses in a controlled environment. Scenario-based news stories create the most challenging and realistic training environment for participants to practice decision-making and improve implementation of response plans.

Argonne Public Affairs Science and Technology (PAST) Fusion Academy staff use the Exercise Training Network (ETN) to simulate radio, print and broadcast news stories. An experienced cadre of former news and multi-media reporters with expertise in emergency communication provide realistic simulated news media productions. The secure, online ETN tool requires a password to access and can be customized per client needs. Within the ETN platform, exercise players are presented with dynamic, real-time news media stories as the exercise scenario progresses, including live reports, interviews, briefings and news conferences.



SOCIAL MEDIA SIMULATION



ChirpEX

A fully-functional exercise site is available to test all aspects of your social media play in a safe, controlled environment. Social media activity is generated by our highly-experienced team to simulate what the public and media would say during an actual incident. These pre-scripted and ad hoc messages are disseminated in real time throughout the exercise on ChirpEX, our brand new, exercise-only social media platform. And every participating agency has access to its own simulated account to post, monitor and respond – just like in a real event.

ETN AND SOCIAL MEDIA SIMULATION PROCESS

To provide users with flexible, scalable mock media and social media simulation support, Argonne offers a range of onsite and virtual exercise options – from onsite participation in large, full-scale exercises, to virtual support for smaller drills and exercises that are part of regular community training. In all instances, PAST representatives work closely with the exercise management team during the planning phase to ensure that the mock media and social media simulation is seamlessly integrated and successfully executed, as well as offering constructive feedback during the post-exercise evaluation process.



ETN and Social Media Virtual Support: Argonne mock media reporters and social media SimCell staff participate remotely in training, drills and exercises, making phone calls, conducting interviews and posting news stories to ETN, as well as engaging in robust social media play. By strategically employing new technological tools and communication platforms, including ETN and ChirpEX, the remote mock media and social media team is able to interact effectively and realistically with local participants, creating a challenging environment in which emergency public information response capabilities can be tested and validated, and areas for improvement identified.



ETN and Social Media Onsite Support: Mock media reporters and social media SimCell staff travel to the site. Based on scenario events and player actions, reporters produce radio, print and broadcast news stories and post to ETN for players to monitor and respond to. Mock media go to field play locations, conduct interviews and participate in news conferences broadcast live on ETN. Simulated social media messages are generated and disseminated during the exercise by SimCell and mock media staff to reflect what the public and media would be saying during an actual emergency. Some messages are scripted in advance to drive play and are injected at pre-determined times. Other ad hoc messages are injected in real-time based on how the exercise play is unfolding and in response to player actions.



CURRENT EXERCISE SUPPORT

Argonne's PAST Fusion Academy regularly provides public affairs exercise support to a wide range of local, state and federal agencies, including currently to the Department of Homeland Security/Federal Emergency Management Agency; the U.S. Department of the Army; the U.S. Department of the Navy; the International Atomic Energy Agency; the Department of Energy/National Nuclear Security Administration; and their many program partners. Recent national-level exercise participation has included NUWAIX, GridEx, Eagle Horizon and Cobalt Magnet.

FOR ADDITIONAL INFORMATION

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Learn more about the [Exercise Training Network \(ETN\)](#)