



KENTUCKY EMERGENCY MANAGEMENT

Matthew G. Bevin
Governor

100 Minuteman Parkway
Boone National Guard Center
Frankfort, KY 40601-6168

Michael E. Dossett
Director

Social Media / Public Information Officer (PIO) Workshop March 1, 2017

**Boone County Public Safety Campus
3000 Conrad Lane
Burlington, KY 41005**

In partnership with Boone County Emergency Management Agency and the Kentucky Division of Emergency Management (KYEM)

Course Description:

Managing an event or disaster today involves a high level of effective communication with the public. Traditional media such as radio, TV and newspapers are only part of the growing number of communication tools available.

In today's world of instant communication, all agencies must be able to quickly reach the masses with critical information and instruct them on what to do during a crisis. This hands-on course will introduce you to the growing number of ways to get information to the citizens & community.

IMPORTANT: Students must provide their own laptop, tablet or smartphone for this hands-on course. Wireless internet will be available. Each student should have a Facebook & Twitter account before the class.

Student Criteria:

This course is open to all persons interested in communications using various types of media. There are no prerequisites for this course. **Class times 8:00 AM to 12:00 PM.**

Special Notes:

MAXIMUM # of student seats available is twenty-five (25). You are considered accepted as a student in this class upon receipt of your application by this office so you will not receive a letter acknowledging that acceptance. Meals, lodging, and travel arrangements/expenses are the responsibility of the student and will *NOT* be reimbursed by KYEM.

Registration:

Registration application for the course can be completed using the following link: www.kyem.ky.gov/training and click on register. Students will be notified via e-mail if the course is cancelled. Advance student registration is REQUIRED and must be received by **February 21, 2017** in order to participate in this course.

For more information, contact:

Fonseca Welch
KYEM Area 5 & 6 Office
(502)-607-2461
fonseca.m.welch.nfg@mail.mil