



KENTUCKY EMERGENCY MANAGEMENT

Andy Beshear
Governor

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

Eric Gibson
Director

CSEPP-KYEM Wednesday Webinar

April 30, 2025- Virtual Media (Zoom®)

Noon EST

Offered by KYEM & CSEPP

Webinar Title: *Fork In The Road: Ten Decisions, Challenges and Opportunities for Disaster Communicators*

Description: When disaster strikes, you are there to make a difference – and you will be faced with decisions, challenges, and opportunities that will define success for you and the people you serve. In this session, Ed Conley will provide practical real-world perspectives on how to overcome setbacks, develop teams, respond compassionately, and serve with integrity. These practices are derived from years of working in the “eye of the storm” – from 9/11 to Hurricane Katrina, the 2010 Haiti Earthquake to Superstorm Sandy, and the Columbine School Shooting to the Deepwater Horizon Oil Spill. As communicators, it is crucial that we are prepared to make decisions amid chaos, set operational priorities, and engage with the public in the most challenging scenarios imaginable.

Special Notes: Advance student registration is **REQUIRED** and must be received by **April 25, 2025**. You are considered accepted as a student in this class upon receipt of your application. Once you have registered you will be sent the link to log in.

Registration: https://forms.logiforms.com/formdata/user_forms/25701_7726379/383754
Students will be notified if the course is canceled. For this reason, it is imperative that you provide accurate contact information.

Wednesday Webinar Series: The Wednesday Webinar Series was established to provide Public Information Officers (PIOs) and other communication related fields with virtual opportunities to address topic specific issues in quick 1-hour monthly webinars. Monthly topics and featured speakers will be selected and scheduled accordingly to help provide attendees with real-world application to the following: planning and developing a process with clearly defined procedures to gather and provide accurate, timely, and accessible information on an event as it approaches or as it has occurred.

For more information, contact:
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Ed Conley

Author

**Retired FEMA Public
Affairs Officer**

Ed served nearly three decades with FEMA, leading teams around the globe in response to some of history's most significant disasters. He has also managed national incidents and international emergencies with the (US) Coast Guard, Secret Service, Centers for Disease Control, and Department of State. Appointed as a US Liaison Representative with NATO, Ed traveled throughout Europe on emergency preparedness assignments. Before joining FEMA, he spent seven winters on the National Ski Patrol. Ed is also a

public speaker and the author of *Promote the Dog Sitter: And Other Principles for Leading During Disasters*. He resides in Seattle, Washington.

Website: <https://www.edwardconley.com/>