



KENTUCKY EMERGENCY MANAGEMENT

Andy Beshear
Governor

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

Eric Gibson
Director

Communication Specialists Workshop:

- **SOCIAL MEDIA MONITORING AND REPORTING (SMDC305)**
- **SPOKESPERSON TRAINING FOR PIOS/PAOS (MR502)**
- **NEWS CONFERENCE LIVE/REMOTE STRATEGIES (MR504)**

February 5-6, 2025

State Emergency Operations Center (SEOC), Rm 120/121
Kentucky Emergency Management
110 Minuteman Parkway, Frankfort, KY 40601

Offered in Partnership by CSEPP, KYEM, & Argonne National Laboratory

Description: This workshop includes three half-day (4-hour) courses for public information officers (PIOs), public affairs officers (PAOs), communication professionals, emergency managers, and Joint Information System/Center (JIS/JIC) staff. Attendees will prepare, learn, discuss, and practice...

(SMDC305) 1) understanding the importance of social media monitoring; (2) the role social media plays in response; (3) using social media tools; (4) documenting concerns during the media monitoring process; and (5) employing a continuous strategy of vigilance and response.

(MR502) (1) learn how to work confidently and effectively during interactions with the news media before, during and after an emergency event; (2) engage in a variety of intense and fast-paced news interviews, including one-on-one, on-camera, and remote on-camera interviews; (3) message mapping development; (4) interview preparation; and (5) remote staging methodology.

(MR504) (1) learn how to make live/remote news conferences fresh, engaging and visually appealing; (2) best practices for setting up indoor/outdoor news conferences and briefings; (3) facilitating remote news conferences with subject-matter experts (SMEs) at separate locations; and (4) conducting live in-person news conferences that include SMEs in separate locations.

Course Agenda: Training days from 1:00-5:00PM on February 5; 8AM-5:00PM on February 6

Special Notes:

- Advance student registration is **REQUIRED** and must be received by **January 31, 2024**. You are considered accepted as a student in this class upon receipt of your application.
- A **MAXIMUM** of twelve (12) students will be accepted.
- **CSEPP community registrants receive registration priority.**
- Students will be notified if the course is canceled. For this reason, it is imperative that you provide accurate contact information.
- Meals, lodging, and travel expenses are the responsibility of the student and will **NOT** be reimbursed by KYEM.

Registration: https://forms.logiforms.com/formdata/user_forms/25701_7726379/383754

For more information, contact:

David Davis,
CSEPP Public Information Officer;
david.davis@ky-em.org, (502) 607-1049

SOCIAL MEDIA MONITORING AND REPORTING (SMDC305)

FEBRUARY 5, 2025 – 1-5 PM

Course Overview: This 1/2-day (4-hour) Social Media Monitoring and Reporting (SMDC305) course is specifically designed for public information officers, public affairs officers, communication professionals, emergency managers, and Joint Information System/Center (JIS/JIC) staff. Participants learn and discuss: (1) understanding the importance of social media monitoring; (2) the role social media plays in response; (3) using social media tools; (4) documenting concerns during the media monitoring process; and (5) employing a continuous strategy of vigilance and response.

Course Points of Contact:

- David Davis, CSEPP-KYEM PIO; Office: (505) 607-1049; Cell: (859) 230-6934; E-mail: David.davis@ky-em.org.
- Eric Singer, Argonne PAST Fusion Academy; Cell: (719) 661-2674; E-mail: ssinger@anl.gov.

Training Location: Kentucky Emergency Operations Center, 100 Minuteman Parkway, Frankfort, KY 40601.

Maximum Participants: 15

Course Agenda:

12:45 PM	Facility Opens/Participants Arrive
1:00 PM	Welcome: Class Introductions
	Unit 1: Understanding the Importance of Media Monitoring
	Unit 2: Keeping Pace with Social Media
2:30 PM	BREAK
2:45 PM	Unit 3: Using Social Media Monitoring Tools
	Unit 4: Documenting Concerns in the Media Monitoring Process
4:00 PM	BREAK
	Unit 5: Employing a Continuous Strategy of Vigilance and Response
5:00 PM	End of Course Wrap-up/Critiques

SPOKESPERSON TRAINING FOR PIOS/PAOS (MR502)

FEBRUARY 6, 2025 – 8 AM-NOON

Course Overview: This half-day (4-hour) Spokesperson Training (MR502) is for public information officers (PIOs) and public affairs officers (PAOs) to prepare them to work confidently and effectively during interactions with the news media before, during and after an emergency event. Participants will engage in a variety of intense and fast-paced news interviews, including one-on-one, on-camera and remote on-camera interviews. Message mapping development, interview preparation and remote staging methodology will be emphasized and reinforced throughout this workshop.

Course Points of Contact:

- David Davis, CSEPP-KYEM PIO; Office: (505) 607-1049; Cell: (859) 230-6934; E-mail: David.davis@ky-em.org.
- Eric Singer, Argonne PAST Fusion Academy; Cell: (719) 661-2674; E-mail: ssinger@anl.gov.

Training Location: Kentucky Emergency Operations Center, 100 Minuteman Parkway, Frankfort, KY 40601.

Course Agenda:

- 7:45 AM Facility Opens/Participants Arrive
- 8:00 AM Welcome: Class Introductions
- 8:15 AM Unit 1: Developing Key Messages
- 8:45 AM Unit 2: The Art of the Interview
- 9:15 AM Unit 3: Prepare "Remote" On-camera Interviews
- 9:45 AM Unit 4: Remote Interviews
- 10:45 AM Unit 5: On-camera Interviews
- 11:55 AM MR502 Course Wrap-up
- 12:00 PM Lunch

NEWS CONFERENCE LIVE/REMOTE STRATEGIES (MR504)

FEBRUARY 6, 2025 – 1-5 PM

Course Overview: This half-day (four-hour) News Conference Live/Remote Strategies (MR504) course is designed for public information officers (PIOs) and public affairs officers (PAOs) with a focus on making live/remote news conferences fresh, engaging and visually appealing. Best practices will be shown in this workshop for how to set up indoor/outdoor news conferences and briefings, remote news conferences with subject-matter experts (SMEs) at separate locations, and live in-person news conferences that also bring in SMEs from separate locations.

Course Points of Contact:

- David Davis, CSEPP-KYEM PIO; Office: (505) 607-1049; Cell: (859) 230-6934; E-mail: David.davis@ky-em.org.
- Eric Singer, Argonne PAST Fusion Academy; Cell: (719) 661-2674; E-mail: ssinger@anl.gov.

Training Location: Kentucky Emergency Operations Center, 100 Minuteman Parkway, Frankfort, KY 40601.

Course Agenda:

- 12:45 PM Facility Opens/Participants Arrive
- 1:00 PM Class Begins
- 1:15 PM News Conference Basics
- 1:45 PM Facilitator Conductor Role
- 2:15 PM Live Inside News Conference Exercise
- 2:45 PM Live Remote News Conference Exercise
- 3:45 PM Live Remote/Local News Conference Exercise
- 4:30 PM Live Outside News Conference Exercise
- 5:00 PM MR504 Course Wrap-up/End of Day