



## KENTUCKY EMERGENCY MANAGEMENT

**Andy Beshear**  
Governor

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**Eric Gibson**  
Director

### **CSEPP-KYEM Wednesday Webinar** **July 16, 2025- Virtual Media (Zoom®)** **Noon EST** **Offered by KYEM & CSEPP**

**Webinar Title:** *Effective Alerts and Warnings*

**Description:** In this webinar, participants will learn about the social science theory that informs the research on effective alerts and warnings; observe the Warning Response Model in practice as it is applied to historical warning messages; and identify strategies to increase message outcomes that lead to motivated behaviors. Public Information Officers with a role in emergency risk communication will gain a deeper understanding of the evidence that should guide alert and warning practices for all hazards.

**Special Notes:** Advance student registration is **REQUIRED** and must be received by **July 11, 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](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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(502) 607-1049



# Jeannette Sutton, PhD

The Warn Room, LLC

and

the University at Albany

Jeannette Sutton, Ph.D., specializes in disaster and risk with a primary focus on public alerts and warnings disseminated via short messaging channels. Her current work centers on message design and testing across a range of hazard contexts including atmospheric, meteorological, geological, technological, biological, and human induced threats for communication via Wireless Emergency Alerts and other alerting channels. Most recently, she led the research, design, training, and implementation of the FEMA-IPAWS Message Design Dashboard where she and her team developed lexicons and workflows for 48 hazards, plus All Clear, and Missing Persons messages. She is an associate professor at the University at Albany and is the founder of The Warn Room, LLC ([thewarnroom.com](http://thewarnroom.com)), which provides evidence-based advice on effective alert and warning messages.

Website: [thewarnroom.com](http://thewarnroom.com)