



KENTUCKY EMERGENCY MANAGEMENT

Andy Beshear
Governor

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Frankfort, KY 40601-6168

Eric Gibson
Director

CSEPP-KYEM Wednesday Webinar

July 17, 2024- Virtual Media (Zoom®)

Noon EST

Offered by KYEM & CSEPP

Webinar Title: Lessons Learned and Best Practices for Crisis Communications in the UNLV Campus Shooting (December 2023)

Description: On December 6, 2023, a mass shooting at the University of Nevada Las Vegas (UNLV) resulted in three people being killed and another three injured. Jeff Donaldson, who has direct ties to UNLV, tracked not only the event but the response by police, students, the media and others, and has compiled a fascinating and thought-provoking presentation about some of the lessons learned and best practices displayed during this tragic event. His presentation will offer insight into the true challenges of communicating during a major emergency event.

Featured Speaker: Jeff Donaldson, Crisis Communications Associate, Argonne National Laboratories

Special Notes: Advance student registration is **REQUIRED** and must be received by **July 15, 2024**. 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: Click here for 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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CSEPP-KYEM Wednesday Webinar Featured Speaker Biography



Jeff Donaldson, Contributing Associate, Argonne National Laboratory

Jeff Donaldson has worked as a Crisis Communications, Emergency Management and Emergency Public Information specialist for the past 16 years, serving in that role at various sites and organizations throughout the U.S. Department of Energy. He began his DOE career following a nearly

20-plus year career in the newspaper business, where he covered sports, business, crime and education for newspapers from Florida to Washington.

In the DOE, Jeff first served as a public affairs specialist at the Nevada Test Site in Las Vegas. He worked nine years managing the Test Site's Joint Information Center and Emergency Public Information program, recruiting and training, developing technologies and procedures, and helping to implement some of the very first social media-based EPI responses in the complex. He also served there as a Public Information Officer for the Test Site Fire and Rescue Department.

From there, Jeff went to work at Argonne National Laboratory, where he initially spent two years developing crisis communications curriculum, conducting emergency case studies and supporting emergency exercises throughout the country as a member of ANL's mock media teams. Today Jeff still supports Argonne as a contributing associate, and comes to you today in that role.

In 2020, Jeff went to work at Los Alamos National Laboratory and later Sandia National Laboratory, both in New Mexico, supporting the Emergency Management programs there. He helped build strong Emergency Public Information programs, including integrating EPI and crisis communications processes into both DOE and offsite partnerships.

More recently Jeff went to work as an Emergency Management professional at DOE's Legacy Management, based in Colorado. That organization oversees and manages cleanup of legacy nuclear waste sites around the United States. Jeff is a former U.S. Air Force veteran, a father of three grown children, and an author, having published one non-fiction and three-fiction books. He hails from Charleston, South Carolina where he attended the College of Charleston. He currently resides in Las Vegas.