



KENTUCKY EMERGENCY MANAGEMENT

Andy Beshear
Governor

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

Eric Gibson
Director

CSEPP-KYEM Wednesday Webinar

June 19, 2024- Virtual Media (Zoom®)

Noon EST

Offered by KYEM & CSEPP

Webinar Title: When Minutes Matter: Public Alert and Warning Communications

Description: The field of alerts and warnings (A&W) is rapidly evolving with advances in technology, increasing use of social media, new social science research into effective message design, and public expectations of warning services. Emergency managers and community officials must constantly look to update their A&W capabilities, processes, and messages. Participants will consider strategies to:

- Reduce process delays in issuing A&W messages.
- Maximize message delivery to the public.
- Create research-based A&W messages that will move individuals to take protective action.

Special Notes: Advance student registration is **REQUIRED** and must be received by **June 17, 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: 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



Carol Freeman, Senior Emergency Preparedness Analyst, Argonne National Laboratory

Carol is a Senior Analyst with Argonne’s National Preparedness Analytics Center. She has worked on a wide variety of risk communication projects for FEMA, CDC, and the World Health Organization (WHO). She currently works with FEMA Resilience to research, design, and deliver Technical Assistance workshops that help emergency managers improve their disaster preparedness and response plans. Current topics include public alerts and warnings, evacuation, and shelter-in-place, preparing for dam emergencies, and restoring flow to private sector supply chains. Argonne has delivered FEMA’s Public Alert and Warning Communication Technical Assistance Workshop over 20 times since 2020. She also recently co-authored the report: Improving Public Messaging for Evacuation and Shelter-in-Place: Findings and Recommendations for Emergency Managers from Peer-Reviewed Research.

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