



## KENTUCKY EMERGENCY MANAGEMENT

**Andy Beshear**  
Governor

Boone National Guard Center  
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**Eric Gibson**  
Director

### **CSEPP-KYEM Wednesday Webinar** **June 25, 2025- Virtual Media (Zoom®)** **Noon EST** **Offered by KYEM & CSEPP**

**Webinar Title:** *Scientific Communication: Thoughts and Considerations*

**Description:** The importance of effective communication in a crisis cannot be overstated. What you say and how you say it matters. When addressing complex topics that may cause anxiety in people, it is especially important to communicate in understandable terms while still relaying factual and useful information. Additionally, many people overlook other considerations that may help to motivate behavior change, such as emotion, social networks, and group identity. Poorly done, this can lead people to make decisions they may not have otherwise made had they been more aware of the true nature of the potential hazard. Conversely, clearly communicating scientific information about risk can have a tremendous effect on the overall response and ultimately save lives.

**Special Notes:** Advance student registration is **REQUIRED** and must be received by **June 20, 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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# **Steve Sugarman**

**Vice President and  
Corporate Health  
Physicist**

**Summit Exercises  
and Training**

Steve Sugarman is a corporate health physicist, vice president and senior subject-matter expert at SummitET, an industry leader in developing preparedness solutions to build resiliency and mitigate risk before, during and after crises. He has more than 35 years of experience in health physics.

Website: [SummitET.com](https://SummitET.com)