



## KENTUCKY EMERGENCY MANAGEMENT

**Andy Beshear**  
Governor

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

**Dustin S. Heiser**  
Interim Director

# **Risk and Crisis Communication Methodology and Strategy (RC200)**

**March 26-27, 2024**

**Location: State Emergency Operations Center (SEOC)  
100 Minuteman Parkway, Frankfort, KY 40601  
Training Room 109**

**Time: 8:00 – 4:30 p.m. EST**

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

**Course Description:** This workshop is specifically designed for public information officers, public affairs officers, communication professionals, emergency managers and Joint Information Center staff. Participants learn and apply focused methodologies and strategies for: (1) identifying and addressing target audiences; (2) considering the literacy levels of your audiences; (3) communication strategies; (4) social media trends and principles; (5) social media best practices; (6) news media outreach; (7) media staging and on-scene logistics; and (8) creating digital media kits.

**Student Criteria:** The intended audience(s) are federal, state, tribal, territorial, local Public Information Officers (PIOs) and other communication related personnel. There are no prerequisites for this course. **CSEPP community registrants receive registration priority.**

**Special Notes:** Advance student registration is **REQUIRED** and must be received by **March 19, 2024. A MAXIMUM of thirty (30) students will be accepted.** You are considered accepted as a student in this class upon receipt of your application. Letters of acceptance will not be sent. 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](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.

**For more information, contact:**  
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