



## KENTUCKY EMERGENCY MANAGEMENT

**Andy Beshear**  
Governor

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

**Dustin S. Heiser**  
Interim Director

# Spokesperson for PIOs/PAOs May 23, 2024

**Location: Madison County Joint Information Center  
558 S Keeneland Dr, Richmond, KY 40475  
Time: 8:00 a.m. - 12:00 noon EST**

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

**Course Description:** This half-day spokesperson training is for public information officers, public affairs officers, policymakers, elected officials, government officials, and subject-matter-experts who are likely to interact with the news media before, during, or after an emergency event. Participants will engage in a variety of intense and fast-paced news interviews, including one-on-one, on-camera, and remote on-camera interviews. Message mapping development, interview preparation, remote staging methodology, and news conference stagecraft will be emphasized and reinforced throughout this workshop. This is a highly-interactive class for beginners and pros alike, conducted in a positive, supportive atmosphere.

**Student Criteria:** This course is open to federal, state, and local communication related personnel. There are no prerequisites for this course. **CSEPP community registrants receive registration priority.**

**Special Notes:** A **MINIMUM # of four (4)** advance student registrations is **REQUIRED** and must be received by May 13, 2024. A **MAXIMUM # of Twelve (12)** 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. Students will be notified if the course is canceled. For this reason, it is imperative that you provide accurate contact information. Meals, lodging, and travel expenses are the responsibility of the student and will **NOT** be reimbursed by KYEM.

**Registration:** Click here for registration:

[https://forms.logiforms.com/formdata/user\\_forms/25701\\_7726379/383754](https://forms.logiforms.com/formdata/user_forms/25701_7726379/383754)

**For more information, contact:**

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