



TRAINING ANNOUNCEMENT

COURSE TITLE: Public Information in an All-Hazards Incident (MGT-318)

DATE: November 12-13, 2020

LOCATION: Campbell County Fire Training Center
10 Training Center Drive
Highland Heights, KY

TIME: 8:00 AM - 5:00 PM each day

COURSE DESCRIPTION:

This course examines the role of public information in all-hazards incident management and provides practical training in crisis communication techniques. In a major incident, it is imperative that community leaders, incident managers, and Public Information Officers (PIOs) are prepared to communicate with the public through traditional and social media. The course consists of three modules.

The first module reviews the topics of terrorism, Weapons of Mass Destruction (WMDs), national response structures, incident management, and government and agency roles. Participants learn about the passing of information to the public in a WMD, terrorism, or other all-hazards incident and the function of joint information operations.

The second module covers issues unique to interacting with members of the media to help you build more effective relationships and avoid common mistakes when providing information to the press and public. The module includes a mock press conference exercise in which the class is broken into groups to prepare for and conduct press conferences based on fictional WMD, terrorism, and all-hazards incident scenarios. These scenarios are taken from the Department of Homeland Security (DHS) National Planning Scenarios.

The third module introduces the crisis communication life cycle and crisis communication planning. A six-phase cycle is discussed, with public information objectives and key actions for managing each phase provided. Participants learn how to create a crisis communication plan and develop a crisis communication team to execute it.

PARTICIPANT CRITERIA:

Personnel serving in all emergency response disciplines within a jurisdiction and individuals whose duties may require them to interface with news media representatives during their community's response to a major incident, to include: Elected Officials, Public Information Officers, Department Heads, Public Health Officials, and Emergency Management Officials.



PERQUISITE:

None

SPONSORSHIP:

The Campbell County Office of Emergency Management, the Northern Kentucky Health Planning Coalition and the Kentucky Office of Homeland Security are sponsors for this Course. Delivered by **National Emergency Response and Rescue Training Center (NERRTC), Texas Engineering Extension Service (TEEX)**, member of National Domestic Preparedness Consortium (NDPC).

INSTRUCTIONS:

- 1) Course enrollment maximum is 40 participants.
- 2) There are no course fees.
- 3) **Pre-registration is required by November 9th, 2020**
- 4) Register online at: <http://bit.ly/2R XRW3Y>

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TO APPLY FOR THIS COURSE
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- 1) If you have questions, contact:
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