



KENTUCKY EMERGENCY MANAGEMENT

Andy Beshear
Governor

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

Eric Gibson
Director

CSEPP-KYEM Wednesday Webinar

September 18, 2024- Virtual Media (Zoom®)

Noon EST

Offered by KYEM & CSEPP

Webinar Title: *Field PIOs Ready for the Call: How to Deploy, Integrate, and Demobilize for an On-scene Incident*

Description: Join us for this webinar to gain invaluable insights and practical strategies from an industry expert who has been deployed as a Field PIO. Our featured speaker, Wade Mathews, Utah Division of Emergency Management PIO, was deployed to serve as the incident PIO in support of a small, rural community in southern Utah faced with an imminent dam failure, anticipated flooding, and pending evacuation orders. Wade didn't know any of the people he would be working with, but quickly assimilated into the organization and provided successful media and public communications throughout the climax and resolution of the incident. Wade will share his experiences, lessons learned, and other takeaways to help PIOs who may face similar deployments at a moment's notice.

Special Notes: Advance student registration is **REQUIRED** and must be received by **September 13, 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:
David Davis, CSEPP Public Information Officer
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CSEPP-KYEM Wednesday Webinar Featured Speaker Biography



**Wade Mathews,
CPM, MEP**

**Public Information
Officer**

**Utah Division of
Emergency
Management,**

**Department of Public
Safety**

Wade Mathews has served as the PIO and Be Ready Utah outreach manager for the Utah Division of Emergency Management for over 10 years. From 2000 to 2013, Wade was the PIO for Tooele County Emergency Management in Utah, where he had the privilege of participating in the Chemical Stockpile Emergency Preparedness Program and being a charter member of the CSEPP Public Affairs Integrated Process Team. Over the years, Wade traveled to all eight CSEPP sites to evaluate exercises and participate in meetings and conferences.

Wade has been a University of Chicago Argonne Associate since 2009, assisting with the delivery of Joint Information System/Joint Information Center and Spokesperson training courses across the country.

Prior to becoming a PIO, Wade was a TV news producer for KSTU Fox 13 News in Salt Lake City, producing coverage of historic events such as Colorado's Columbine High School Shooting and the Salt Lake City Tornado. Wade lives in Tooele, Utah with his wife Kristen. He enjoys collecting and displaying World War I and later military artifacts in the Tooele Valley Museum.