



PUBLIC INFORMATION IN AN ALL-HAZARDS INCIDENT

MGT-318

By: TEEEX National Emergency Response
And Rescue Training Center

Double Tree Hotel
1 Wenonah Park Place
Bay City, MI 48708

April 8th & 9th, 2020
8:00AM-5:00PM

To Register:

1. Go to the MI-TRAIN website at <http://www.train.org/mi-train>.
2. Enter your login name and password and click on the **Login** button.
3. At the top right of the page, click on the magnifying glass, type **1054041** in the Search TRAIN box and then push Enter.
4. Click on the course title: **Public Information in an All-Hazards Incident (MGT-318)**
5. Find the session you wish to attend and click on the **Register** button next to that session.
6. You will receive a message you have registered for the course.

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About the Course: This two-day course examines the role of public information in managing an all-hazards incident and provides practical training in crisis communication techniques. In such an incident, it is imperative that community leaders, incident managers, and public information officers are prepared to communicate with the public through the news and social media. The course focuses on the role of public information in incident management, the information needs of the public in a crisis, and the various means of effectively communicating through the news and social media. Upon completion of the course, participants will be able to manage the major elements associated with public information in a WMD, terrorism and all-hazards incident.

Workshop Topics:

- The nature of terrorism and weapons of mass destruction (WMD) and all-hazards incidents
- Implications of such incidents for the public information function
- Conducting emergency public information programs within the framework of the National Incident Management System (NIMS) and the National Response Framework (NRF)
- Integration of the Joint Information Center with the Incident Management/ Unified Command System
- Approaches to working with news and social media in a disaster
- Constructing effective initial public statements
- Identifying and preparing spokespersons and experts
- Planning and conducting press conferences
- Developing an effective Crisis Communication Plan and Crisis Communication Team
- Communication objectives and action steps for each of the six phases of the crisis communication life cycle

Participant Audience: The course is designed for participants whose duties may require them to interface with news media representatives during their community's response to a WMD/terrorism incident or major disaster. Course participants who would benefit from this training include the jurisdiction's key elected officials, public information officers (PIO), key department heads, key public health and medical personnel, and emergency management officials from both the public and private sectors.

Prerequisites:

- All registrants must obtain a FEMA SID Number and provide that number the day of the course
 - Registrants may obtain a FEMA SID if they do not have one at <https://cdp.dhs.gov/femasid>
- While there are no formal course prerequisites for this course it is recommended that participants have taken FEMA incident command courses IS 100 and IS 200.

Questions Contact: Region 3 Healthcare Coalition
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