Texas A&M Engineering
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FEMA

PUBLIC INFORMATION IN AN ALL-HAZARDS INCIDENT

MGT-318

Texas A&M Engineering Extension Service

National Emergency Response and Rescue Training Center

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This 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.

Training Level: Management and Planning

Venue: Jurisdiction

Course Length: Two days (16 hours)

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

Continuing Education Credits:
IACET - 1.6 CEUs
ACE - 1 Hour College Credit (Lower Division)

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, key department heads, key public health and medical personnel, and emergency management officials from both the public and private sectors.

Prerequisites: No formal prerequisites. However, it is recommended that participants be familiar with the Incident Command System as outlined in FEMA Independent Study Program Courses IS100 and IS200. WMD/Terrorism Awareness Training (AWR-160) is offered at www.teexwmdcampus.com.

Class Size: 30 participants

For more information, contact:
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