



NEW YORK CITY

Office of Emergency Management

Training Course Announcement

Course: MGT318 — Public Information in a WMD/Terrorism Incident
Location: NYC OEM – 165 Cadman Plaza East, Brooklyn NY 11201
Date: June 9-10, 2009
Time: 8:00 a.m. – 4:00 p.m.

Description

This course is designed to provide an overview for individuals who are likely to interface with the media. The media represent one of the most critical target audiences with whom the PIO must communicate during a WMD/terrorism incident. The communication needs of the media, and the various options available for effectively communicating with the media will be the focus of this course.

Topics

Upon completion of the course, participants will be able to describe and identify the major elements associated with Public Information in a WMD/Terrorism Incident:

- Reasons why a Weapons of Mass Destruction (WMD) incident is likely to occur.
- Integration of the Joint Information Center (JIC) with Incident Command/Unified Command (IC/UC) system
- Differentiation between WMD incidents and other types of crises
- Difficulty in identifying a bio-terrorism event
- Identification of the federal agency responsible for determining and announcing whether or not a bio-terrorism event has occurred
- Frequently asked media questions during a WMD/terrorism emergency
- Differentiation between various methods of communication with media and associated advantages/disadvantages of each method
- Phases of the crisis communication life cycle
- Development of effective Crisis Communication Plan
- Communication objectives/action steps taken during the Planning/Preparation, Triggering Event, Early Stages, Duration, Assessment/Modification, and Resolution Phases of an event

Who Should Attend

The course is geared toward individuals who either have public information duties as an auxiliary or primary part of their jobs or who are relatively new first-time public information officers who have emergency management as a part of their responsibilities. Elected and appointed individuals for the jurisdiction are also encouraged to attend.

Registration

Register at least one (1) week in advance. Register at training@oem.nyc.gov. Please provide full name, agency and a valid email address.

Parking

THERE IS NO RESERVED PARKING AT OEM. PARTICIPANTS ARE ENCOURAGED TO UTILIZE MASS TRANSIT.

Cancellations

Cancellations must be received no later than forty-eight (48) hours in advance

Questions

Contact training@oem.nyc.gov

