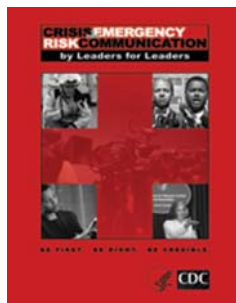


CRISIS+EMERGENCY RISK COMMUNICATION

by Leaders for Leaders

Crisis & Emergency Risk Communication: by Leaders for Leaders gives leaders the tools to navigate the harsh realities of speaking to the public, media, partners and stakeholders during an intense public-safety emergency, including terrorism. In a crisis, the right message at the right time is a “resource multiplier”—it helps response officials get their job done. Many of the predictable harmful individual and community behaviors can be mitigated with effective crisis and emergency risk communication. Each crisis will carry its own psychological baggage. A leader must anticipate what mental stresses the population will be experiencing and apply appropriate communication strategies to attempt to manage these stresses in the population. In the CERC: by Leaders for Leaders course you will learn the following:



The Psychology of Communicating in a Crisis

- ✓ 5 communication failures that kill operational success
- ✓ 5 communication steps that boost operational success
- ✓ How to reduce public fear and anxiety, and come to terms with “panic”
- ✓ Why people need things to do
- ✓ 5 key elements to build and maintain public trust in a crisis

Your Role as a Spokesperson

- ✓ New research on the public’s perception of government
- ✓ Applying the STARCC principle in your communication
- ✓ Questions the public and media always ask first
- ✓ 5 mistakes that destroy stakeholder cooperation
- ✓ How to deal with angry people

Working with Media during a Crisis

- ✓ Your interview rights with the media
- ✓ Countering media interview techniques that can hurt you
- ✓ 2 things that guarantee your press conference will fail
- ✓ 3 things to say early in the crisis when the media are beating on your door

Public Health and Media Law

- ✓ The media’s right of publication
- ✓ Employee access to media
- ✓ Legal definitions of detention, isolation and quarantine

“The need to communicate clearly was never more compelling than during the recovery from the World Trade Center attacks. People were desperate for information. The information had to be correct, but there were delicate questions of taste and sensitivity as well.”

-Rudolph Giuliani

Hear compelling experiences from leaders just like you who have navigated, responded to, and learned from a crisis!

“The Leaders”



**DR. JOHN
AGWUNOBI**
*Florida Health Dept.
Response to Anthrax*



**DR. JULIE
GERBERDING**
*CDC’s Response
to SARS*



**JEFF
BOWMAN**
*San Diego Fire Chief
on California Fires*



**GOV. FRANK
KEATING**
*Oklahoma City
Bombing*



**DOUGLAS
DUNCAN**
*Montgomery Co.
Response to D.C.
Sniper Attacks*



**MAYOR PATRICIA
OWENS**
*North Dakota’s
Response to the 225
Year
Floods*



**DR. IVAN
WALKS**
*D.C. Response to
Anthrax*