



# Learn from the PAST, *Prepare for the Future*

2017  
Chemical  
Stockpile  
Emergency  
Preparedness  
Program  
Course Catalog

ALL COURSES



FEMA  
ACCREDITED



Interactions with internal audiences, the public, and news media are crucial elements of effective communication before, during, and after an emergency. The National Public Affairs Academy in collaboration with the Public Affairs Science & Technology Fusion Center develops enterprising workshops that address a wide range of emergency management public affairs topics.

## PUBLIC AFFAIRS

### PUBLIC INFORMATION FOR THE ON-SCENE COORDINATOR (OSC) PAA100

This 2-day course is specifically designed for military officers and leaders who fulfill the role of federal on-scene coordinator (OSC). Incidents and serious accidents involving military assets outside the confines of Armed Forces installations can have significant ramifications. The ability to effectively communicate with the news media and the public can have a positive or negative effect on the outcome of these incidents. Participants will learn and apply focused methodologies and strategies for (1) identifying and addressing target audiences; (2) public information technology and social media; (3) employing best practices for news media staging and coordinating on-scene logistics; (4) effectively using news conference stagecraft and; (5) employing media outreach initiative methods and strategies.

#### TARGET AUDIENCE

- Environmental Protection Agency personnel
- Government contractors
- Hazardous Material
- Military

### PUBLIC AFFAIRS AWARENESS FOR LEADERSHIP PAA101 \*NEW FOR 2017

This ½ day course is intended for senior leadership and decision makers. The role of the Public Information Officer/Public Affairs Officer/External Affairs Officer has evolved into much more than media relations. In this course the expanded role is explained and discussed to include internal communications, community relations and education, event planning, and reputation management. Course participants are encouraged to engage in open dialogue to examine the responsibilities, staffing recommendations, training requirements, and the funding necessary to support effective public affairs efforts.

#### TARGET AUDIENCE

- Emergency Management
- Emergency Medical Services
- Fire Service
- Governmental Administrative
- Health Care
- Law Enforcement
- Other
- Public Health
- Public Works

## RISK & CRISIS COMMUNICATIONS

### RISK & CRISIS COMMUNICATION METHODOLOGY AND STRATEGY RC200

This 2-day workshop is specifically designed for PIOs, PAOs, communication professionals, and Joint Information Center staff. Participants learn and apply focused methodologies and strategies for (1) identifying and addressing target audiences; (2) coordinating on-scene logistics; (3) employing best practices for news media staging; (4) effectively using news conference stagecraft; (5) communicating visually enhanced infographics to increase on and off-line reach and engagement; (6) employing media outreach initiative methods and strategies, including preparing effective media packets; and (7) becoming familiar with news media policy. The final course exercise includes planning, coordinating, and executing a news conference with local news reporters and/or role players.

*\*Maximum participants 25.*

#### TARGET AUDIENCE

- Emergency Management
- Emergency Medical Services
- Fire Service
- Governmental Administrative
- Health Care
- Law Enforcement
- Other
- Public Health
- Public Works

### JOINT INFORMATION SYSTEM & JOINT INFORMATION CENTER OPERATIONS AND STRATEGY RC201

This 2-day workshop, intended for public affairs professionals and Joint Information Center support staff, prepares participants to build relationships and work alongside government, non-government, private, non-profit, and emergency/disaster aid organizations with a common goal of communicating with one voice to multiple stakeholders. Participants work in group sessions that facilitate planning, coordination, team building, and implementation of Joint Information System and Joint Information Center (JIS/JIC) best practices. The workshop includes live news broadcasts, simulated radio broadcasts and digital news stories, and taped participant interviews that employ one of the safest and most realistic training environments, the Exercise News Network. Participants have the opportunity to practice gathering, analyzing, and

verifying information; crafting and coordinating messaging; disseminating information via multiple communication channels; tracking and documenting incoming data; and monitoring multiple communication channels. Social media platforms, including Facebook, Instagram, and Twitter, are integrated into the final course exercise.

*\*Recommended that probable participants attend RC200 prior to RC201.*

*\*Maximum participants 25.*

**TARGET AUDIENCE**

- Emergency Management
- Emergency Medical Services
- Fire Service
- Governmental Administrative
- Health Care
- Law Enforcement
- Other
- Public Health
- Public Safety Communications
- Public Works



## SOCIAL MEDIA TECHNOLOGY & DIGITAL COMMUNICATION

### BASIC SOCIAL MEDIA TECHNOLOGY AND COMMUNICATION SMDC300

This 3-day foundational workshop, designed for public safety PIO/PAO/EAO, government communicators, and emergency management personnel, offers practical solutions utilizing public information and situational awareness technology. Social Media Technology & Digital Communication training provides hands-on interaction with tablet technology, mobile applications, and social media.

*\*Maximum participants 25.*

**TARGET AUDIENCE**

- Emergency Management
- Emergency Medical Services
- Fire Service
- Governmental Administrative
- Health Care
- Law Enforcement
- Other
- Public Health
- Public Safety Communications
- Public Works

### ADVANCED SOCIAL MEDIA TECHNOLOGY AND COMMUNICATION SMDC301

Designed for public safety PIO/PAO/EAO, government communicators, and emergency management personnel, this 3-day Advanced course builds on the skills learned in the Basic Social Media and Technology course (SMDC300). This training provides next-level hands-on interaction with mobile technology, mobile applications, social media, and emerging technology. Participants are exposed to the skills necessary to implement advanced technology techniques to support emergency management operations.

*\*Prerequisite SMDC301.*

*\*Maximum participants 25.*

**TARGET AUDIENCE**

- Emergency Management
- Emergency Medical Services
- Fire Service
- Governmental Administrative
- Health Care
- Law Enforcement

- Other
- Public Health
- Public Safety Communications
- Public Works

### **ADVANCED SOCIAL MEDIA STRATEGY AND ANALYTICS SMDC302 *\*NEW FOR 2017***

Designed for public safety PIO/PAO/EAO, government communicators and emergency management personnel, this 1 ½ day course provides participants with an understanding of the importance of creating a comprehensive social media strategy, practice in evaluating social media analytics, and the tools to develop a social media strategy. Course participants are empowered with a social media strategy and the ability to effectively analyze and evaluate social media analytics.

*\*Prerequisite SMDC300, IS-42 Social Media in Emergency Management (FEMA Independent Study Program).*

*\*Maximum participants 25.*

#### **TARGET AUDIENCE**

- Emergency Management
- Emergency Medical Services
- Fire Service
- Governmental Administrative
- Health Care
- Law Enforcement
- Other
- Public Health
- Public Safety Communications
- Public Works

### **CREATING A DIGITAL NEWS ROOM “SHOW & TELL” SMDC303 *\*NEW FOR 2017***

Public affairs personnel are faced with the challenge of communicating with a “show & tell” culture. Telling your agency’s story and employing an online presence inclusive of digital and social media tools have become essential. This 1 ½ day course is intended for PIOs/PAOs/EAOs and IT personnel who support public affairs efforts. In this course participants learn how to establish a digital news room, as well as enhance existing sites by employing a full spectrum of digital and social media tools utilizing digital platforms.

*\*Maximum participants 15.*

#### **TARGET AUDIENCE**

- Emergency Management
- Emergency Medical Services
- Fire Service
- Governmental Administrative
- Health Care
- Law Enforcement
- Other
- Public Health
- Public Safety Communications
- Public Works

### **THE SOCIAL JIS/JIC SMDC304 *\*NEW FOR 2017***

Intended for public affairs professionals and Joint Information Center support staff, this 2-day course prepares participants to build relationships and work alongside partners with a common goal of communicating with one voice to multiple stakeholders using new technology and social media techniques. Using social media hands-on practice for internal and external communications, participants work in group sessions and staff functional positions to implement best practices and lessons learned that facilitate planning, coordination, team building, and implementation of JIS/JIC functions. Participants are given the opportunity to practice (1) gathering, analyzing, and verifying information; (2) crafting and coordinating messaging; (3) disseminating information via multiple communications channels; (4) tracking and documenting incoming data; and (5) monitoring multiple communications channels using social media techniques.

*\*Prerequisites RC201, FEMA G291 or equivalent, PITC-400, NIMS 100.b, 200.b, 700, 700.a, 800.b.*

*\*Maximum participants 25.*

#### **TARGET AUDIENCE**

- Emergency Management
- Emergency Medical Services
- Fire Service
- Governmental Administrative
- Hazardous Material
- Health Care
- Law Enforcement
- Other
- Public Health
- Public Safety Communications
- Public Works

## PUBLIC INFORMATION TECHNOLOGY AND COMMUNICATION

### BASIC PUBLIC INFORMATION TECHNOLOGY FOR SMARTPHONES AND TABLETS *PITC400*

Today, PIO/ PAO/ EAO are photos and videos with smart devices, enabling them to tell stories in new and creative ways. This capability presents a unique opportunity to influence how information is perceived and acted upon. This highly experiential 2-day workshop, designed for public affairs and communication professionals, teaches participants how to make the most of their smartphones and tablets to capture the most effective photos and video. The workshop exposes participants to a variety of mobile apps (available on Apple and Android platforms) that allow the user to edit and enhance digital imagery right on their smart devices. Participants focus on capturing, editing, and utilizing digital photos and videos for a variety of applications, including social media.

*\*Maximum participants 20.*

#### TARGET AUDIENCE

- Emergency Management
- Emergency Medical Services
- Fire Service
- Governmental Administrative
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- Health Care
- Law Enforcement
- Other
- Public Health
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### ADVANCED PUBLIC INFORMATION TECHNOLOGY FOR SMARTPHONES AND TABLETS *PITC401*

The evolution of digital communication channels, photo/ video aggregation sites, simple editing software, high-quality smartphones, and tablets have made it much easier to tell a story through visualization. This highly experiential, hands-on, 2-day workshop builds on the concepts presented in PITC400. This workshop is developed for public affairs and communication professionals who are responsible for digital photo and video productions. Participants learn advanced editing and production concepts, employing software to make the most of the digital imagery captured on their smart devices. Whether conducting a public education/awareness initiative,

undertaking an emergency preparedness campaign, or supporting recovery efforts after a crisis, the challenge is always to communicate clearly and effectively.

*\*Prerequisite PITC402 or 400.*

*\*Maximum participants 20.*

#### TARGET AUDIENCE

- Emergency Management
- Emergency Medical Services
- Fire Service
- Governmental Administrative
- Hazardous Material
- Health Care
- Law Enforcement
- Other
- Public Health
- Public Safety Communications
- Public Works

### GO LIVE “NOW YOU SEE ME TOO” *PITC402 \*NEW FOR 2017*

The evolution and availability of live streaming technology has become widely accepted and allows anyone to publish their stories into the national spotlight within moments. This 2-day course designed for PIOs/PAOs/EAOs provides the necessary skills to empower participants to tell their agency’s story “LIVE” utilizing practical and low-cost technology. Going “LIVE” is a crucial communication practice to employ when reaching affected communities during emergency incidents or target audiences during non-emergency events. Participants learn livestreaming techniques and gain a familiarity with the associated technology and equipment.

*\*Prerequisite PITC400.*

*\*Maximum participants 20.*

#### TARGET AUDIENCE

- Emergency Management
- Emergency Medical Services
- Fire Service
- Governmental Administrative
- Hazardous Material
- Health Care
- Law Enforcement
- Other
- Public Health
- Public Safety Communications
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## MEDIA RELATIONS

### SPOKESPERSON FOR PUBLIC AFFAIRS PROFESSIONALS MR500

This 1-day workshop, developed for public affairs professionals, prepares participants to work confidently with news media and make their points more effectively. The exchange between reporter and spokesperson helps shape a story; influence the public; and provide important information to targeted audiences before, during, and after an emergency. Participants train on- and off-camera with a skilled team of media experts experienced in how the news business works from the inside out. Workshop participants will gain a better understanding of (1) the role of the Public Information Officer/Public Affairs Officer; (2) how the media functions; (3) what information the public wants and needs; (4) how to use a message map to develop quotable sound bites; (5) how to take and maintain control of interviews; (6) the effect of body language and other non-verbal communication; (7) and how to conduct a remote interview.

*\*Maximum participants 12.*

#### TARGET AUDIENCE

- Emergency Management
- Emergency Medical Services
- Fire Service
- Governmental Administrative
- Health Care
- Law Enforcement
- Other
- Public Health
- Public Safety Communications
- Public Works

### SPOKESPERSON FOR LEADERSHIP AND SUBJECT-MATTER EXPERTS MR501

This 1-day workshop is designed for policymakers, elected officials, government officials, emergency management directors, and subject-matter experts (SMEs) who may work with the news media before, during, or after an emergency. Argonne's spokesperson training prepares officials and information professionals to improve their communications skills and employ new ones. In a constructive environment that involves extensive hands-on practice, participants gain a better understanding of (1) the news media; (2) what information the public wants and needs; (3) how to use a message map to develop quotable sound bites; (4) how to take and maintain control of interviews; (5) the effect of body language and other non-verbal communication;

and (6) how to conduct a remote interview. Attendees have the opportunity to participate in up to four on-camera interviews.

*\*Maximum participants 12.*

#### TARGET AUDIENCE

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### INTENSE SPOKESPERSON MR502

This 1-day advanced spokesperson training is for experienced public affairs professionals, government officials, and Subject Matter Experts who may be called upon to interact with the news media. Participants engage in a variety of intense and fast-paced media interviews, including one-on-one and three-on-one in-person interviews, a remote interview, and a telephone interview. Message development, methodology, and strategy are continuously reinforced throughout this workshop.

*\*Prerequisite MR500, 501, FEMA G290 or equivalent.*

*\*Maximum participants 12.*

#### TARGET AUDIENCE

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- Emergency Medical Services
- Fire Service
- Governmental Administrative
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- Health Care
- Law Enforcement
- Other
- Public Health
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The **National Public Affairs Academy** is a leading research and training group at Argonne National Laboratory. Studies consistently show that public affairs is much more than media relations; by taking a holistic approach, we define our mission as “*Bridging the Gap Between Research, Science, and Practice.*” Our group collaborates with practitioners, consults with leading scientists, and researches diverse topics, presenting unique opportunities to offer the most advanced training for public affairs professionals. Much of what we do can be customized to meet the specific goals and objectives of your organization. Our commitment is to develop innovative tools, highly useful products, and dynamic workshops for the public affairs community. From risk and crisis communication planning to the latest in social media methodologies and emerging technologies, you can count on our team to meet your consultation and training needs.

**News media simulation** is a crucial element of risk and crisis communication training and emergency preparedness exercises. Testing the emergency public information capabilities of participating agencies by simulating interactions with the news media provides a means to evaluate response in a controlled environment. Scenario-based news stories presented by former real-life journalists create the most realistic training environment for communication professionals to practice decision making. This provides an invaluable training experience and opportunities to improve implementation of response plans.

- Real-time news broadcasts in a secure training portal
- Live, on-camera interviews with players
- Experienced “mock media” reporters
- Print, radio and digital news story simulation
- Social media integration and exercise



**FEMA**

The Chemical Stockpile Emergency Preparedness Program (CSEPP) is a partnership between FEMA and the U.S. Department of the Army that provides emergency preparedness assistance and resources to communities surrounding the Army’s chemical warfare agent stockpiles. CSEPP’s mission is to “enhance existing local, installation, tribal, state and federal capabilities to protect the health and safety of the public, work force and environment from the effects of a chemical accident or incident involving the U.S. Army chemical stockpile.”

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