

PUBLIC INFORMATION IN A WMD/TERRORISM INCIDENT

MGT-318

Texas Engineering Extension Service



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This course examines the role of public information in managing a WMD/terrorism 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 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 media. Upon completion of the course, participants will understand the role of public information in a WMD/terrorism incident, and be prepared to plan and execute public information actions in the event of such an incident.

Training Level: Planning/Management

Venue: Jurisdiction

Course Length: 16 hours (2 days)

Course Topics:

- The nature of terrorism and weapons of mass destruction 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 Command/Unified Command system
- Approaches to working with the news 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 terrorist 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.

Class Size: 30



For more information, contact:

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