



# NEW YORK STATE DIVISION OF HOMELAND SECURITY AND EMERGENCY SERVICES

**THE STATE PREPAREDNESS TRAINING CENTER PRESENTS:**

## **ADVANCED CRISIS COMMUNICATIONS STRATEGIES FOR PUBLIC SAFETY COMMUNICATIONS SUPERVISORS**

**MGT-387**

**March 14, 2012**

**8:00 AM – 5:00 PM**

**Location**

State Preparedness Training Center

5900 Airport Road

Oriskany, NY 13424

**You Will Learn About:** This course provides Public Safety Communications Supervisors/managers with the crisis communications skills needed to effectively respond to media and public inquiries regarding 9-1-1 center operations, as well as to communicate effectively within their chain of command during emergency situations. The goal of this course is to enhance the crisis communications skills of individuals in supervisory, management, and administrative positions related to 9-1-1 operations by providing them with the data and tools needed to effectively respond to media and public inquiries regarding 9-1-1 operations.

Within the context of this course, “crisis communications” is defined as the delivery of timely and accurate information to the public during a public safety emergency to offset rumor, minimize confusion, and protect life, property, and the environment. In so doing, effective crisis communications maintain confidence in and protect and enhance the reputation of emergency services organizations and personnel.

At the conclusion of this course You Will:

- Demonstrate effective strategies for rumor identification and mitigation.
- Develop effective key messages and talking points for delivery to the media, incident commanders, public information officers, and others in the chain of command.
- Demonstrate effective methods for interacting with reporters.
- Identify effective methods and tools for gathering/distributing information via social media and other online sources.

**Cost:**

- There is **NO FEE** for this course.
- Travel and meals are the responsibility of the course participant
- **\*\*\*Lodging will be provided on the nights of March 13 & 14, 2012. You are only eligible for lodging if your residence and official work station are more than 50 miles from the training center and you are a State or Local Agency First Responder from New York. (See registration form).**
  - **Lodging is NOT available for Federal Employees or Private Industry participants.**

NEW YORK STATE DIVISION OF HOMELAND SECURITY AND EMERGENCY SERVICES

TRAINING ANNOUNCEMENT

**ADVANCED CRISIS COMMUNICATIONS STRATEGIES FOR PUBLIC SAFETY  
COMMUNICATIONS SUPERVISORS**

**MGT-387**

**March 14, 2012**

**8:00 AM – 5:00 PM**

**Location**

State Preparedness Training Center

5900 Airport Road

Oriskany, NY 13424

**You Should Attend** if you are: The content of this course is intended for individuals in supervisory, management, and executive positions related to 9-1-1 operations.

**Prerequisites:**

- It is recommended that participants complete IS 700a., National Incident Management System (NIMS) – An Introduction
- IS 702, National Incident Management Systems
- (NIMS) Public Information Systems and the web-based training, AWR-212-W Advanced Crisis Communications Strategies for Public Safety Communications Supervisors.
- You must be a US citizen or have prior approval to attend this course.
- The New York State Division of Homeland Security and Emergency Services (DHSES) reserves the right to determine eligibility for a course.

**REGISTRATION & CONTACT INFORMATION:**

For more information contact the NYS Division of Homeland Security and Emergency Services (DHSES), Office of Emergency Management (OEM), Training Unit at 518-242-5003 or by email at: [register@dhses.ny.gov](mailto:register@dhses.ny.gov). This class has a capacity of **30** people. You may register either online or by faxing the application.

- Online <http://www.dhses.ny.gov/oem/training/>
- Fax: 1-518-485-8469

**No Show Policy: Failure to attend a class you have registered for can result in restriction on future course attendance and agency notification. If you have not received a confirmation or denial two weeks prior to the course date, please contact DHSES, OEM, Training Unit.**

To **REGISTER** online, go to <http://www.dhses.ny.gov/oem/training/>  
For more information, contact the DHSES, OEM Training Unit  
Phone: (518) 242-5003 ■ Email: [octtraining@dhses.ny.gov](mailto:octtraining@dhses.ny.gov)

NEW YORK STATE DIVISION OF HOMELAND SECURITY AND EMERGENCY SERVICES

COURSE REGISTRATION (FAX) FORM

MGT-387

ADVANCED CRISIS COMMUNICATIONS STRATEGIES FOR PUBLIC SAFETY COMMUNICATIONS SUPERVISORS

March 14, 2012
8AM-5PM

Location
State Preparedness Training Center
5900 Airport Road
Oriskany, NY 13424

FIRST NAME [grid] MIDDLE NAME [grid]

LAST NAME [grid] SUFFIX (Sr./Jr./II) [grid]

STUDENT ID [grid] (Last four numbers of Social Security number or other easy-to-remember number)

POSITION/TITLE [grid]

ORGANIZATION [grid]

ORGANIZATION TYPE [grid]

DEPARTMENT [grid]

WORK ADDRESS [grid]

CITY/STATE/ZIP CODE [grid]

COUNTY of EMPLOYMENT [grid]

MAILING ADDRESS [grid]

CITY/STATE/ZIP CODE [grid]

E-MAIL ADDRESS [grid]

HOME PHONE NUMBER [grid]

WORK PHONE NUMBER [grid]

CELL PHONE NUMBER [grid]

FAX NUMBER [grid]

Participant's Signature: \_\_\_\_\_ US Citizen \_\_\_Y\_\_\_N

SUPERVISOR / TRAINING OFFICER NAME [grid]

CONTACT NUMBER [grid]

SUPERVISOR'S E-MAIL ADDRESS [grid]

Sign only if you will need lodging \*\*\*Eligible State or local agency first responders from New York only.

I certify that I am traveling more than 50 miles from my residence and official work station and request lodging for this training course. Lodging is NOT available for Federal Employees or Private Industry participants.

Signature

Date

Please fax to: (518) 485-8469

To REGISTER online, go to http://www.dhSES.ny.gov/oem/training/
For more information, contact the DHSES, OEM Training Unit
Phone: (518) 242-5003 ■ Email: octtraining@dhSES.ny.gov