



### MGT-318 Public Information in an All-Hazards Incident

#### Description:

This course examines the role of public information in Weapons of Mass Destruction (WMD), terrorist, and all-hazards incident management and provides practical training in crisis communication techniques. In a major incident, it is of critical importance that community leaders, incident managers, and public information officers are prepared to communicate with the public through traditional and social media. This course focuses on the role of public information in WMD, terrorism, or all-hazards incident management; the information needs of the press and public in a crisis; and strategies for planning, conducting, and managing the crisis public information effort. The intended audience is the individuals within a jurisdiction whose duties may require them to interface with news media during their community's response to a WMD, terrorism, or all-hazards incident. Course participants who would benefit from this training include a jurisdiction's key elected officials, public information officers, key department heads, key public health and medical personnel, first responders, and emergency management officials from both the public and private sectors.

#### Course Objectives:

- Understand the role of the public information function in WMD/terrorism incident management
- Understand the role of local, state, and federal governments and agencies in a WMD/terrorism incident
- Understand the news media environment and requirements in a WMD/terrorism incident and how to effectively communicate public Information in the wake of such an incident
- Understand the communication life cycle in a WMD/terrorism incident and the actions necessary to successfully manage the public Information effort throughout that cycle

#### Prerequisites:

You must be a US Citizen to take this course. **If you are not please let us know by email for further instruction at [OEM.TRAINING@DHSES.NY.GOV](mailto:OEM.TRAINING@DHSES.NY.GOV)**

All participants must have a FEMA Student Identification (FEMA SID) number. Students can search for their existing/create a new FEMA SID at: <https://cdp.dhs.gov/femasid/>.

Length: 16 Hours

#### Target Audience:

- Emergency Management
- EMS
- Fire Service
- Healthcare
- Governmental Administrative
- Law Enforcement
- Public Safety Communications
- Public Works
- Information Technology

#### Cost:

There is no fee for the course. Other cost considerations are detailed in each LMS course offering.

#### Signup Details:

Register through the New York State DHSES Learning Management System. Access the LMS through the link on the calendar webpage.