



# Delaware Emergency Management Agency

## Course Description

<b>COURSE CODE/TITLE</b>	<b>MGT-318</b>	<b>Public Information in a WMD/Terrorism Incident</b>	
<b>COURSE LOCATION</b>	Delaware State Fire School, 1461 Chestnut Grove Rd, Dover, DE		
<b>COURSE DATES</b>	<b>13-14 November 2019</b>	<b>COURSE TIME</b>	<b>0800 to 1600 Hours</b>
<b>COURSE DESCRIPTION</b>	This course examines the role of public information in WMD/terrorism incident management and provides practical training in crisis communication techniques. In a WMD/terrorism 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 role of public information in WMD/terrorism incident management, the information needs of the public in a crisis, and various means of effectively communicating through the news media are the focus of this course.		
<b>COURSE OBJECTIVES</b>	<ul style="list-style-type: none"> <li>• The nature of terrorism and weapons of mass destruction (WMD) incidents</li> <li>• Implications of WMD/terrorism incidents for the public information function</li> <li>• Conducting emergency public information programs within the framework of the National Incident Management System and the National Response Plan</li> <li>• Integration of the Joint Information Center with the Incident Command/Unified Command System, various methods of communicating with news media and the associated advantages and disadvantages of each</li> <li>• Message formulation and target audiences, frequently asked media questions during a WMD/terrorism emergency</li> <li>• Constructing effective initial public statements, identifying and preparing spokespersons and experts, planning and conducting press conferences</li> <li>• 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</li> </ul>		
<b>PREREQUISITES</b>	None		
<b>TARGET AUDIENCE</b>	<ul style="list-style-type: none"> <li>• Elected Officials</li> <li>• Public Information Officers</li> <li>• Department Heads</li> <li>• Public Health &amp; Medical Personnel</li> <li>• Emergency Management Officials</li> <li>• All Disciplines welcome</li> </ul>		
<b>OPEN TO THE PUBLIC</b>	No		
<b>COST/MEALS</b>	The training and course materials are provided at no cost to the state, local organization or responder. <b>Funding for travel, accommodations, and meals are not provided for this training opportunity.</b>		
<b>CERTIFICATE</b>	Texas Engineering Extension (TEEX), Texas A&M University Certification of Completion		

All classes have limited seats. Registrations will be processed on a first come/first served basis. If you have any questions please e-mail [training.dema@delaware.gov](mailto:training.dema@delaware.gov)