

Emergency Public Information

Course Sponsor:

Manitoba Emergency Measures Organization (MEMO)

Target Audience:

EPI should be taken by those individuals designated as the community or organization emergency public information officer or media contact person as well as individuals who may have to speak to the media during an emergency. This includes: community public information officers or spokespersons, community officials, emergency coordinators, department heads with an emergency function and individuals who may speak to the media on behalf of their agencies functions in support of community and provincial emergency plans such as Red Cross, Amateur Radio Emergency Services, Salvation Army etc.

Course Description:

Duration – 2 days

This course provides participants with information to plan an emergency public information strategy for their community or organization and to respond to public and media inquiries for information during an emergency.

Course Objectives:

In all emergencies there is a need to provide information to the media for dissemination to the citizens of the communities involved.

Topics include:

- The role of the media in an emergency
- The need for a public information plan
- How to develop a public information plan
- When and how to issue news releases
- Planning news conferences
- Why media act as they do
- The role of the media spokesperson in an emergency
- Simulated news interviews

Course Location:

Winnipeg, Morris

Cost:

No cost to participant. Travel, accommodation and meal expenses are the responsibility of the participant or their sponsor.

Point of Contact:

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Additional Comments:

MEMO reserves the right to cancel a course or change dates due to unforeseen circumstances.