

# 2016 PUBLIC AFFAIRS ACADEMY

*Chemical Stockpile Emergency Preparedness Program (CSEPP)*

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Interactions with the public and news media are crucial elements of effective communication before, during, and after an emergency. The Emergency & Disaster Analysis Group at Argonne National Laboratory develops enterprising workshops that address a wide range of risk communication and emergency public information topics.

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## PUBLIC AFFAIRS ACADEMY

### Spokesperson for Public Affairs Professionals

#### PAA100

This 1-day workshop, developed for public affairs professionals, will prepare participants to work confidently with news media and make their points more effectively. The exchange between reporter and spokesperson helps shape a story; influence the public; and provide important information to targeted audiences before, during, and after an emergency. Participants will train on- and off-camera with a skilled team of media experts who know how the news business works from the inside out. Workshop participants will gain a better understanding of (1) the role of the Public Information Officer/Public Affairs Officer (PIO/PAO); (2) how the media functions; (3) what information the public wants and needs; (4) how to use a message map to develop quotable sound bites; (5) how to take and maintain control of interviews; (6) the effect of body language and other non-verbal communication; (7) and how to conduct a remote interview.

### Spokesperson for Leadership and Subject-Matter Experts

#### PAA100A

This 1-day workshop is designed for policymakers, elected officials, government officials, emergency management directors, and subject-matter experts (SMEs) who may work with the news media before, during, or after an emergency. Argonne's spokesperson training helps prepare officials and information professionals by improving their current communications skills and teaching new ones. In a constructive environment that involves extensive hands-on practice, participants will gain a better understanding of (1) the news media; (2) what information the public wants and needs; (3) how to use a message map to develop quotable sound bites; (4) how to take and maintain control of interviews; (5) the effect of body language and other non-verbal communication; and (6) how to conduct a remote interview. Attendees will have the opportunity to participate in up to four on-camera interviews.

### Spokesperson for Federal On-Scene Coordinators (OSC)

#### PAA100B \*NEW FOR 2016

Incidents and serious accidents involving military assets outside the confines of Armed Forces installations can have consequential ramifications. The ability to effectively interact with the news media and the public and communicate critical emergency information can have a positive or negative effect on the outcome of these incidents. This 2 1/2-day workshop is specifically designed for military officers and leaders who will fulfill the role of federal on-scene coordinator (OSC). Argonne's spokesperson training helps prepare officials by enhancing existing communication skills and teaching new ones.

This course will prepare participants to work confidently with the media and make their points more effectively. Participants will learn how to shape a news story, influence the public, and provide important information to target audiences. Training will include on- and off-camera interviews with skilled public affairs professionals who know how the news business works, from the inside out.

### Joint Information System & Joint Information Center Operations and Strategy

#### PAA105

This 2-day workshop, intended for public affairs professionals and Joint Information Center support personnel, prepares participants to build relationships and work alongside government, non-government, private, non-profit, and emergency/disaster aid organizations with a common goal of communicating with one voice to multiple stakeholders. Participants will work in group sessions that facilitate planning, coordination, team building, and implementation of Joint Information System and Joint Information Center (JIS/JIC) best practices. The workshop includes live news broadcasts, simulated radio broadcast and digital news stories, and taped participant interviews that employ one of the safest and most realistic training environments, the Exercise News Network. Participants will have the opportunity to practice gathering, analyzing, and verifying information; crafting and coordinating messaging; disseminating information via multiple communication channels; tracking and documenting incoming data; and monitoring multiple communication channels. Social media platforms, including Facebook, Instagram, and Twitter, are integrated into the final exercise.

### Intense Spokesperson

#### PAA200 \*NEW FOR 2016

This 1-day advanced spokesperson training is for experienced public affairs personnel, government officials, and SMEs who may be called upon to interact with the news media. Participants will engage in a variety of intense and fast-paced media interviews, including one-on-one and three-on-one in-person interviews, a remote interview, and a telephone interview. Message development, methodology, and strategy will be reinforced throughout this workshop. *\*Pre-requisite PAA100, 100A or equivalent.*

## **Risk & Crisis Communication Methodology and Strategy**

**PAA300** \*NEW FOR 2016

This 2-day workshop is specifically designed for PIOs, PAOs, communication professionals, and JIC staff. Participants will learn and apply focused methodologies and strategies for (1) identifying and addressing their target audiences; (2) coordinating on-scene logistics; (3) using the new PIO Public Information Technology Go kit; (4) employing best practices for news media staging; (5) effectively using news conference stagecraft; (6) communicating visually enhanced infographics to increase on and off-line reach and engagement (7) employing media outreach initiative methods and strategies, including preparing effective media packets; and (8) becoming familiar with news media policy. Participants will have an opportunity to participate in a public affairs forum with news reporters. The final exercise will include planning, coordinating, and executing a news conference with local news reporters and/or role players. Participants are expected to demonstrate proper stagecraft and produce a media packet/press kit. *\*Pre-requisite PAA100 or equivalent.*

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## **PHOTO/VIDEO VISUALIZATION**

### **Photo & Video for Smartphones and Tablets**

**PVV700** \*NEW FOR 2016

Today, PIOs/PAOs and External Affairs Officers (EAOs) are in a unique position to capture photos and video with smart devices, enabling them to tell stories in new and creative ways. This capability presents a unique opportunity to influence how information is perceived and acted upon. This highly experiential 2-day workshop, designed for public affairs and communication professionals, will help participants learn how to make the most of their smartphones and tablets to capture the most effective photos and video. The workshop will expose participants to a variety of mobile apps (available on Apple and Android platforms) that allow the user to edit and enhance digital imagery right on their smart devices. Participants will focus on capturing, editing, and utilizing digital photography and video for a variety of applications, including social media.

### **Post-Production for Smartphones and Tablets**

**PVV702** \*NEW FOR 2016

The evolution of digital communication channels, photo/video aggregation sites, simple editing software, high-quality smartphones, and tablets has made it much easier to tell a story through visualization. This highly experiential, hands-on, 2-day workshop builds on the concepts presented in PVV700. The workshop was developed for public affairs and communication professionals who are responsible for digital photo and video productions. Participants will learn advanced editing and production concepts, employing software to make the most of the digital imagery captured on their smart devices. Whether conducting a public education/awareness initiative, undertaking an emergency preparedness campaign, or supporting recovery efforts after a crisis, the challenge is always to communicate clearly and effectively.

*\*Pre-requisite PVV700.*

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## **PUBLIC INFORMATION TECHNOLOGY AND COMMUNICATION**

### **Basic Public Information Technology and Communication**

**PITC400** \*NEW FOR 2016

This 3-day foundational workshop, designed for public safety PIOs/PAOs/EAOs, government communicators, and emergency management personnel, offers practical solutions utilizing public information and situational awareness technology. Public Information Technology and Communication (PITC) training provides hands-on interaction with tablet technology, mobile applications, and social media. *\*Tablets and accessories will be provided to all first-time participants for use during the course.*

### **Advanced Public Information Technology and Communication**

**PITC500** \*NEW FOR 2016

Designed for public safety PIOs/PAOs/EAOs, government communicators, and emergency management personnel, this 3-day Advanced PITC course builds on the skills learned in the Basic PITC course (PITC400). This training provides next-level hands-on interaction with tablet technology, mobile applications, and social media. Participants are exposed to the skills necessary to implement advanced technology techniques to support emergency management operations.

*\*Pre-requisite PITC400.*



**The Public Affairs Academy** is a leading research and training group at Argonne National Laboratory. Studies consistently show that public affairs is much more than media relations; by taking a holistic approach to risk and crisis communication, we define our mission as “Bridging the Gap Between Science, Research, and Practice.” Our group collaborates with practitioners, consults with leading scientists, and researches diverse topic areas, presenting unique opportunities to offer the most advanced training opportunities for communication professionals. Everything we do can be customized to meet the specific goals and objectives of your organization. Our commitment is to develop innovative tools, effective products, and dynamic workshops for the public affairs community. From risk and crisis communication planning to the latest in social media methodologies and emerging technologies, you can count on our team to meet your consultation and training needs.

### CSEPP



## FEMA

The Chemical Stockpile Emergency Preparedness Program (CSEPP) is a partnership between FEMA and the U.S. Department of the Army that provides emergency preparedness assistance and resources to communities surrounding the Army’s chemical warfare agent stockpiles. CSEPP’s mission is to “enhance existing local, installation, tribal, state and federal capabilities to protect the health and safety of the public, work force and environment from the effects of a chemical accident or incident involving the U.S. Army chemical stockpile.”

### CONTACT

#### Emergency & Disaster Analysis Group

Argonne National Laboratory

Phone: 630-252-3146

E-mail: [eda@anl.gov](mailto:eda@anl.gov)

[www.gss.anl.gov/paa](http://www.gss.anl.gov/paa)



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