

# SPOKESPERSON IN A CRISIS



## Date and Location

- Summit Training Day: October 28, 2024
- Registration begins at 8:00am
- Training 9:00am-5:00pm
- Lunch Provided
- In person (no virtual option)

## Tuition and Registration

There is no cost for attending this course. The course is funded by the Bay Area Urban Areas Security Initiative (BAUASI).

## For More Information

Please contact: [support@batep.org](mailto:support@batep.org)

## Target Audience

This course will benefit information personnel or individuals that are involved with the media, work as a public information officer, and are involved in messaging/alerting the public.

## Core Capability

Public Information & Warning

## Prerequisites

There are no prerequisites to attend the course.

## Certification

Participants will receive a certificate of course completion.

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***One-day course designed for anyone who may have to face the media in a crisis or disaster situation***

## Description

This course includes lecture, discussion, hands-on message development practice, and on-camera "mock" interviews for selected participants. Unlike general media training, this concentrated session is designed for those who have to face the news media in crisis situations. Those not conducting "mock" interviews will participate as "mock" reporters.

## Course Objectives Include:

- Understand challenges of working with both mainstream and social media
- Basic principles of working with the media
- Media's role in a crisis
- How to prepare for a difficult interview
- How to write effective messages
- How to reinforce messages with examples, data and anecdotes
- How to anticipate questions and prepare responses
- Spokesperson rights
- What "off the record" really means
- Techniques to respond to tough questions
- What body language communicates
- How to deal with leading questions, antagonistic reporters, other media techniques
- How and why to practice before going on camera