



Public Information Training
Peter Sandman
Media Survival Group

June 12-13, 2012, 8:30 AM to 4:30 PM
Weber's Inn, Ann Arbor, Michigan



Peter M. Sandman Ph.D.

June 12, 2012

Risk = Hazard + Outrage:

Risk Communication and Outrage Management for Public Health Agencies

Time		Agenda	Location: <u>Atrium Ballroom</u>
8:00	8:15	Welcome and Introductions	
8:15	10:00	Introduction to Risk Communication Risk = Hazard + Outrage Components of Outrage The Three Paradigms of Risk Communication Precaution Advocacy Outrage Management Crisis Communication The Seesaw and Other Risk Communication Games	
10:00	10:15	<i>Break</i>	
10:15	11:00	Introduction to Risk Communication (<i>continued</i>)	
11:00	12:15	Strategies of Outrage Management Stake Out the Middle Acknowledge Prior Misbehavior Acknowledge Current Problems Give Credit to Critics Share Control and Be Accountable Get Underlying Motives into the Room	
12:15	1:00	<i>Lunch</i>	
1:00	3:00	Strategies of Outrage Management (<i>continued</i>)	
3:00	3:15	<i>Break</i>	
3:15	4:15	Option: More on Outrage Management or More on Precaution Advocacy or More on Crisis Communication	
4:15	4:30	Conclusions; Next Steps; Evaluation	
4:30		<i>Adjourn</i>	

This morning will be an introduction to risk communication: the hazard vs. outrage distinction, components of outrage, and three main risk communication paradigms. The afternoon will focus on strategies for one kind of risk communication: outrage management (when hazard is low and outrage is high). Participants who are familiar with risk communication but new to Peter Sandman's approach may want to visit his website where a large number of seminar handouts and articles are available.

Peter M. Sandman Ph.D.

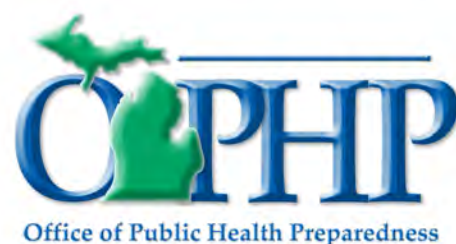
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Email: peter@psandman.com Website: www.psandman.com Phone: 609/683-4073

Media Survival Group
Norm Hartman, Karen Terrill, Kerry Shearer
 June 13, 2012
Public Health Crisis Communications Training

Time		Agenda	Location: <u>East-West Ballroom</u>
8:30	9:00	Welcome and Introductions	
9:00	10:00	Managing the Public Health Crisis Using Social Media and Traditional Media <i>Kerry Shearer</i>	
10:00	11:30	The Public Health Message <i>Norm Hartman</i>	
11:30	12:15	The JIC/JIS Concept – Gathering, Writing, Production & Analysis <i>Karen Terrill</i>	
12:15	1:00	Lunch	
1:00	1:45	The JIC/JIS Concept – Dissemination and Field PIO <i>Karen Terrill</i>	
1:45	2:30	Final Break-out Session	
2:30	3:45	Discussion and Report Back of the Process	
3:45	4:15	Mock News Conference	
4:15	4:30	Discussion and Report Back of Local Application for Each Region	
4:30		Adjourn	

This interactive, hands-on workshop is derived from the 2-day intensive Public Information Officer Team Training JIC/JIS Workshop developed by Media Survival Group for the U.S. Department of Homeland Security Training Catalog (CA-048-RESP). It has been custom designed for the Michigan Department of Community Health, Office of Public Health Preparedness to complement the previous day's presentation by Peter Sandman. A brief video gives an overview of the two-day workshop and is available on YouTube (search for "Media Survival Group") or by visiting: <http://www.mediasurvivalgroup.com/workshops.html>.



Peter M. Sandman Ph.D.

Creator of the "Risk = Hazard + Outrage" formula for risk communication, Peter M. Sandman is one of the preeminent risk communication speakers and consultants in the United States today, and has also worked extensively in Europe, Australia, and elsewhere.

A Rutgers University professor from 1977 to 1995, Dr. Sandman founded the Environmental Communication Research Program (ECRP) at Rutgers in 1986, and was its Director until 1992. During this time, ECRP published over 80 articles and books on various aspects of risk communication. In 1995 Dr. Sandman left the university and became a full-time consultant. He received his Ph.D. in communication from Stanford University in 1971.

"The engine of risk response is outrage," Dr. Sandman argues. "Sometimes the problem is too little outrage; people are apathetic and I help my client arouse more outrage so they protect themselves. Other times, the problem is too much outrage; people are excessively angry or frightened - usually because of things my client has done wrong - and I help find ways to calm the situation. Still other times the outrage is rightly high about a risk that is genuinely serious, and the job is to help people bear it and sustain it and act on it.

Kerry Shearer

...has spent his life surrounded by technology, and it's a wonder he didn't electrocute himself. He has a background in all-news radio at the launch pad of Rush Limbaugh, Sacramento's NewsTalk 1530, KFBK, where he was a news editor, reporter, airborne traffic reporter, newsroom supervisor and network news stringer. He has TV covered, too, with Sacramento's KVIE (PBS), where he's done everything from video switching to camera to live TV hosting. Kerry has participated as a PIO in nuclear power plant disaster drills and training exercises; has served as part of the Sacramento County Joint Information Center PIO response team for flood and wind emergencies, and is a member of the Sacramento County Public Health Bioterrorism Preparedness Unit.

He is currently handling public and media outreach for the H1N1 Flu (Swine Flu) pandemic. He served as Public Affairs Supervisor for the Sacramento Municipal Utility District's former Rancho Seco Nuclear Generating Station; ran the award-winning SpareThe Air regional outreach program for the Sacramento Metropolitan Air Quality Management District, and was Communications Director for a Sacramento-area 20,000-member mega church (Bayside).

Since 2007, Kerry has been Communications & Media Officer for Sacramento County Public Health, where he's using the latest "new media" techniques to help communicate public critical public health issues such as the H1N1 Swine Flu. Kerry has done thousands of news media interviews and understands how essential it is to be prepared BEFORE a crisis hits your organization. And he's committed to helping you get familiar with how social media techniques have changed the way news is gathered, and the way agencies must respond in an era where "everyone's a reporter." Kerry is also a member of the National Public Health Information Coalition (NPHIC) and was a featured speaker at their 2010 conference, where he discussed the use of Social Media during a public health crisis.



Karen Terrill

... is the President of Media Survival Group and a former television news anchor, producer, reporter, and talk show host for ABC and NBC affiliates. She covered national political conventions as well as many natural disasters. She has worked as a Public Information Officer (PIO) in the California fire service for 20 years. She served as the Chief PIO for CAL FIRE and the Communications Officer for the State Fire Marshal. In other words, she has been on both sides of the microphone under the most challenging situations. She shares her "survival tips" with clients, especially other PIOs. Media Survival Group specializes in PIO Team Training and Karen has vast experience in the team atmosphere of Joint Information Centers during California's disasters over the past two decades including major fires, earthquakes and floods. She has worked in close collaboration with her counterparts in cities, counties, other states and a variety of federal agencies. She has participated in and evaluated many emergency response drills pertaining to everything from terrorist attacks, to hazmat leaks, to chemical stockpile explosions. Karen is an active member of the National Public Health Information Coalition (NPHIC) and has provided crisis communications training for several public health agencies in California. She is an award-winning writer including multiple Gold Awards from the State Information Officers Council (SIOC), Crystal Awards from the International Association of Business Communicators (IABC), the California Association of Public Information Officials (CAPIO) and she is a recipient of the SIOC Lifetime Achievement Award. Karen has taught media relations and crisis communications workshops for many government agencies and private organizations. She teaches crisis communication for the California Specialized Training Institute (CSTI), and Mass Media for the University of California - Davis. She is past president of the International Television Association (ITVA) and has served on many boards and commissions as a volunteer. She is an active member of CAPIO, CESA, NIOA, SIOC, NPHIC, PRSA Reno and the Sacramento Press Club.



Norm Hartman

...is a veteran communications consultant whose background includes top television news positions in Sacramento and San Francisco and key posts in corporate and government communications and public affairs. For the past 20 years he has operated his own consulting firm, TMW Worldwide, Inc., serving clients such as Intel, Electronic Arts, Kaiser Permanente, E&J Gallo, SunGard Data Systems and AT&T. Government clients include the Centers for Disease Control and Prevention (CDC), the Food and Drug Administration (FDA), the Environmental Protection Agency (EPA) and state health departments nationwide. For the past 15 years he has trained State Health Directors in Illinois, has trained 5,000 Kaiser Permanente physicians and PIOs nationwide and was the communications consultant for the Los Angeles County Department of Public Health during the closing of Martin Luther King / King Drew Medical Center. Following five years as a television reporter, Hartman served as managing editor at KRON-TV, then the NBC affiliate in San Francisco, and news director at KOVR-TV, the ABC affiliate in Sacramento. Subsequently he was director of corporate communications for Pacific Bell and Pacific Telesis and, in 1988 was named by Governor George Deukmejian to head public affairs for the California Department of Health Services, the nation's largest public health agency. Norm is one of the founders of the National Public Health Information Coalition (NPHIC) and remains active in their support of public health PIOs. He holds a degree in Broadcast Communications from California State University, Fresno.





Public Information Training

For

Public Health - Public Information Officers

Hospital – Public Information Officers

Registration

Conference: No fee

Morning refreshments and lunch provided both days

Register on MI-TRAIN: <https://mi.train.org>

1. Login to your MI-TRAIN account on the left-hand side of the home page. If you do not have an account, click the "Create Account" button to create one.
2. Click the "Course Search" tab on the top left-hand side of the home page.
3. Click the "By Course ID" search option on the left-hand side of the "Course Search" page.
4. Enter the following course number to access the Public Information Training and Workshop registration: **1032943**. Click search.
5. Click the Public Information Workshop and Training title to access the course.
6. Click on the "Registration" Tab.
7. Click the "Register for Conference" button to register.

*Registration needs to be received no later than **May 12, 2012**.*

For assistance with registration call 517-335-8150, ask for Ms. Chamberlain or Mr. Cook.

For questions about the training ask for Ms. Milkovich or e-mail milkovichm@michigan.gov.

Register early, space is limited.

Lodging:

Weber's Inn Hotel, 3050 Jackson Rd., Ann Arbor, Michigan

*Rates: \$90 single/double, \$100 triple, \$110 quad. Participants are responsible for their own reservations for hotel accommodations. Please call hotel reservations at 800-443-3050. To ensure you receive the special rate, please refer to the Michigan Department of Community Health group. Reservation must be made before **May 12, 2012**.*

The Clarion Hotel, 2900 Jackson Ave., Ann Arbor, Michigan

*Rates: \$64.99 single/double/triple/quadruple. Participants are responsible for their own reservations for hotel accommodation. Please call hotel reservations at 734- 665-4444. To ensure you receive the special rate, refer to the Michigan Department of Community Health June 11th meeting. Reservation must be made by **June 1, 2012**. The Clarion offers free hot breakfast, shuttle services to Weber's Inn, Wi-Fi Internet, indoor heated pool/exercise room.*

This training is supported by Cooperative Agreement Number 2U90TP517018-11 from the Centers of Disease Control and Prevention (CDC).

Weber's Inn Directions

Conveniently located at I-94 and 3050 Jackson Road, Ann Arbor, Michigan

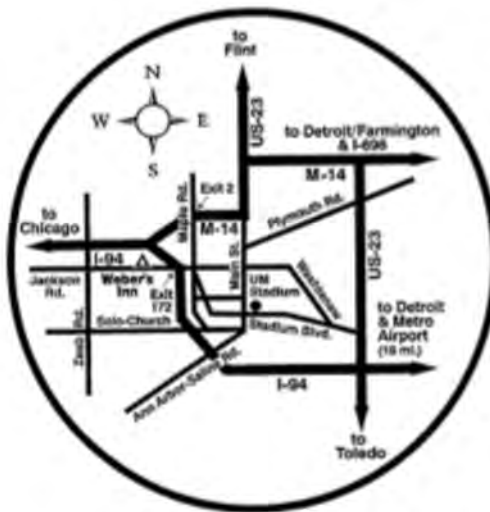
Just 26 miles from Detroit Metro Airport

The Clarion Hotel is directly across the street from Weber's Inn.

Clarion Hotel 2900 Jackson Ave., Ann Arbor, MI

Free parking

Directions/Map



- From West: I-94 to Ann Arbor exit 172.
- I-94 to exit 172 (Jackson Rd.), then left.
Or I-696 to I-275 to M-14 towards Ann Arbor, exit 2, then left on Maple and right on Jackson Road.
- From North: US-23 to M-14 west towards Ann Arbor, take exit 2, then left on Maple and right on Jackson Rd.
- From South: US-23 to I-94 west to Exit 172 (Jackson Rd.), then left.

Event Space Layout

