



MEETING AGENDA

Meeting: DPH Media and Georgia CERC Training
Date/Time: August 28, 2019 / 9:00 am – 5:00 pm
Location: Valdosta State University
University Center North Conference Center
UC Entrance #2
1215 N. Patterson St.
Valdosta, GA 31698

<https://www.surveymonkey.com/r/RGFWZS7>

9:00 – 9:10 Sign-in / Overview

9:10 – 10:00 The Media and DPH (District and State)

- District DPH Functionally - Courtney Sheeley and Kristin Patten
- Media Relations – Eric
- PIO, ICS, and EP mind-set

10:00 – 10:40 Local Reporters Report

10:40 - 10:50 Break

10:50 – 12:00 Mock Interviews

12:00 – 1:00 Lunch

1:00 – 1:30 Social Media - Kristian Weatherspoon

1:30 – 2:00 PIO Legal Ramifications - Zain Farooqui

2:00 – 3:00 SNS PIO – Keith Goodman, Chelsea Keller

3:00 – 3:10 Break

3:10 – 3:50 Interview Review

3:50 – 4:50 GA CERC Crisis and Emergency Risk Communication

- Introduction
- Messages and Audiences
- Psychology of a Crisis
- Community Engagement
- Crisis Communication Plans
- Working with the Media / Spokesperson

4:50 – 5:00 Q & A and Wrap Up