



## CHEMICAL STOCKPILE EMERGENCY PREPAREDNESS PROGRAM (CSEPP)



### SPOKESPERSON FOR LEADERSHIP AND SUBJECT-MATTER-EXPERTS

**APRIL 7, 2022**

**Course Overview:** This half-day spokesperson training (MR501) is for policymakers, elected officials, government officials and subject-matter-experts who are likely to interact with the news media before, during or after an emergency event. Participants will engage in a variety of intense and fast-paced news interviews, including one-on-one, on-camera and remote on-camera interviews. Message mapping development, interview preparation, remote staging methodology and news conference stagecraft will be emphasized and reinforced throughout this workshop.

#### **Course Points of Contact:**

- Gayle Perez, Pueblo County Sheriff's Office, CSEPP PIO; Office: (719) 583-6222; Cell: (719) 250-2855; E-mail: [perezg@pueblocounty.us](mailto:perezg@pueblocounty.us).
- Eric Singer, Argonne PAST Fusion Cell Academy; Cell: (719) 661-2674; E-mail: [ssinger@anl.gov](mailto:ssinger@anl.gov).

**Training Location:** Pueblo County Emergency Operations Center, 101 West 10<sup>th</sup> Street, Pueblo, Colorado, 81003.

#### **Course Agenda:**

- 7:45 AM Facility Opens/Participants Arrive
- 8:00 AM Welcome: Class Introductions
- 8:15 AM Unit 1: Developing Key Messages
- 8:45 AM Unit 2: The Art of the Interview
- 9:15 AM Unit 3: Prepare "Remote" On-Camera Interviews
- 9:45 AM Unit 4: Remote Interviews
- 10:45 AM Unit 5: On-Camera Interviews
- 11:30 AM Unit 6: News Conference Stagecraft
- 12:00 PM Course Wrap-Up/End of Day

*\*Course agenda subject to change*