



CHEMICAL STOCKPILE EMERGENCY PREPAREDNESS PROGRAM (CSEPP)



SPOKESPERSON FOR PIOS/PAOS

APRIL 7, 2022

Course Overview: This half-day spokesperson training (MR502) is for public information officers (PIOs) and public affairs officers (PAOs) to prepare them to work confidently and effectively during interactions 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.
- Eric Singer, Argonne PAST Fusion Cell Academy; Cell: (719) 661-2674; E-mail: ssinger@anl.gov.

Training Location: Pueblo County Emergency Operations Center, 101 West 10th Street, Pueblo, Colorado, 81003.

Course Agenda:

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

**Course agenda subject to change*